



**ECLIPSE<sup>®</sup>**  
FOUNDATION

# BRAND GUIDELINES

## OUR CORPORATE MARK

For many years, the same corporate mark was shared by the Eclipse Foundation and the Eclipse IDE, our flagship project. In 2018, we updated our visual identity to reflect our growth into a diverse global ecosystem with over 350 projects across multiple technology domains and our role as a business-friendly environment for open source software collaboration and innovation.

The Eclipse Foundation logo proudly displays our full corporate name with the trademark orange crescent in the top left corner of the mark. The orange crescent is a homage to our old Eclipse logo and a nod to our roots that started with the Eclipse IDE project. Our inspiration comes from the heart of open source - our global community who share countless ideas, technologies, and code. Therefore, with our past and open source community in mind, we have built our new brand identity.



# TYPEFACES

Good typography makes a great brand. That's why we've chosen one font for our website and print use.

## Brand Font - Roboto

Our brand font, Roboto, features open curves and geometric forms. Without compromising legibility, this modern font reflects the open and innovative spirit of the Eclipse community.

### Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' : " < > ? , . /

### Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' : " < > ? , . /

### Roboto Medium

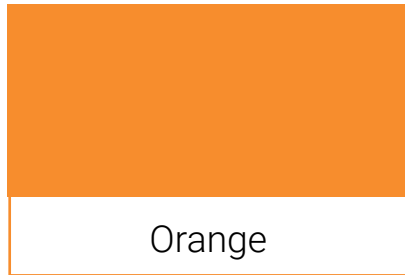
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' : " < > ? , . /

### Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' : " < > ? , . /

# OUR CORPORATE COLORS

The Eclipse Foundation logo is made up of two colors: Orange and Slate Grey. The color orange originates from our previous logo, connecting the Eclipse Foundation to its roots. Slate grey is the companion color giving the corporate mark a much more modern feel.



RGB	R 248 G 141 B 43	RGB	R 61 G 57 B 53
CMYK	C 0 M 54 Y 94 K 0	CMYK	C 65 M 61 Y 64 K 54
HEX	#F88D2B	HEX	#3D3935
Pantone	715 C	Pantone	Black 7 C

# LOGO VARIATIONS

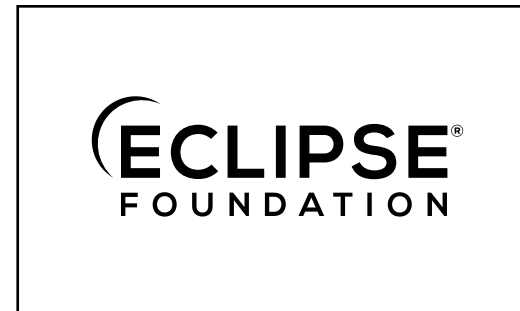
## Two Color

In situations where the background color is too dark for the Orange and Slate Grey color logo, use the inverted two color mark with Orange and White.



## One Color

We've also modified the logo for both uses in black and white for legibility and versatility.



# ECLIPSE FOUNDATION MEMBER LOGOS

Membership logos are available for the use of Eclipse Foundation Strategic, Solutions, and Associate members.



## LOGO USAGE

If you've found a website that misuses an Eclipse Foundation trademark, we'd like to hear about it. [Send us an email](#) to report it.



### Clear space

The amount of clear space around our logo should be equal to or greater than the height of the capital "E" in Eclipse Foundation.



### Full-color logo on white

When applicable use the full-color version of our logo on a white background



### Minimum size

The minimum size for screen application of our logo is 80 px in width.

# INCORRECT USAGE

Approved variations of the logo can be found and downloaded on the Eclipse Foundation website under Logo and Artwork. To maintain consistency of our logo, never do any of the following.

1. Don't use colors outside of brand
2. Don't squish the logo
3. Don't change the font size
4. Don't change the color of the crescent
5. Don't stretch the logo
6. Don't apply any effects.
7. Don't flip the brand colors around
8. Don't display only one word
9. Don't warp the text



## ECLIPSE FOUNDATION LOGO AND TRADEMARK GUIDELINES

We are providing copies of the Eclipse Foundation logo so our community can use it to show their support of the Eclipse ecosystem. These logos are the intellectual property of the Eclipse Foundation and cannot be altered without the Eclipse Foundation's permission. Edits to our logo can weaken our visual identity and have a negative impact. Please visit the [Eclipse logo and Trademark Guidelines](#) section of the Eclipse Foundation website for further details.

# QUESTIONS?

If you have any questions regarding these guidelines, wish to report an infringement of our trademarks, or wish to use an Eclipse trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to [license@eclipse.org](mailto:license@eclipse.org).