



Java Licensing Logo Guidelines

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Java Licensing Logo

Introduction

Logo Qualifications and Requirements

To qualify for use of any of these logos, you must meet the requirements of the appropriate logo program for each product you use the logo on. For more info on those requirements, please e-mail javabrand@oracle.com.

Logo Usage Overview

In all new productions and printings of your products and related marketing materials, use the logo that correctly represents your product's qualification and follow these guidelines. All Java licensing logos are intended for use on a physical product, its documentation and packaging, or as a descriptor on a product's boot-up or information screen. Any use on Websites and/or marketing materials must be closely tied with a description of the qualifying product.

These guidelines outline rules for correct presentation of the appropriate Java licensing logos in a variety of applications and media. While different Java licensing logos are used interchangeably in these illustrations, all illustrations apply to all logo types. The appropriate Java licensing logos may be used only in accordance with these directives. All other use is prohibited by Oracle.



Java Orange

Pantone: 152C
Process: 0C, 48M, 100Y, 0K
RGB: 248R, 152G, 29B
Hex: F89820



Java Orange (Uncoated)*

Pantone: 144U
Process: 0C, 48M, 100Y, 0K



Java Blue

Pantone: 5415C
Process: 45C, 10M, 0Y, 40K
RGB: 83R, 130G, 161B
Hex: 5382A1



Java Blue (Uncoated)*

Pantone: 5425U
Process: 45C, 6M, 0Y, 36K

*Note: Use only for uncoated papers. All other applications should use the coated color values.



Java Licensing Logo
Official Color Palette

Color and typography are two of the most effective elements for ensuring a clear and consistent presentation of the Java brand identity and are essential to maintaining a strong worldwide brand.

Java's official color palette consists of PMS 152, PMS 5415. Pantone color specifications for uncoated papers are also provided: PMS 144U, PMS 5425U. Consistent use of the official color palette is essential.

Java Licensing Logo Versions

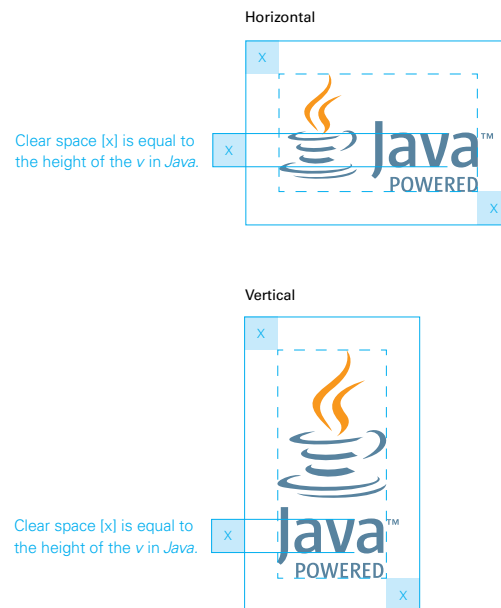
There are official versions of all logos in horizontal and vertical orientations. Use of the horizontal or vertical versions of the same logo is interchangeable.

Horizontal



Vertical





Java Licensing Logo

Clear Space

Java logos should never compete visually with other graphic elements. Use established minimum clear-space guidelines at all times.

Clear space [x] is equal to the height of the v in *Java*. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by x in the example at left.

Note that clear space is a relative distance, based on the height of the v in *Java*.

Java Licensing Logo Minimum Size

Java logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum-size requirements in all media.

The minimum size is measured by the width of the cup icon and the word *Java*. In printed materials, the cup icon and *Java* portion of the logo must be a minimum of 15 mm in width for the horizontal version, and 8 mm for the stacked version. When displayed onscreen, the cup icon and *Java* must be a minimum of 85 pixels in width for the horizontal version, and 51 pixels for the stacked version.

Print Minimum Size



Pixel Minimum Size



Color Logo (White Background)



Black-and-White (White Background)



Black Background



Acceptable but Not Preferred

Java Orange



Java Blue



Java Licensing Logo Color and Background Usage

Java logos are designed with PMS 152 and PMS 5414. There is also a one-color (black-and-white) version of the logo for specific applications such as newspaper advertising.

Logos should be primarily displayed on a white background. Please see the examples at left for approved logo usage on white and black backgrounds for both color and black-and-white deliverables.

Java Licensing Logo Unacceptable Usage

Design and usage standards ensure that the Oracle brand identity is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed at left.



Do not change the color of the logo.



Do not place the logo at an angle.



Do not choose a background color that clashes with the color of the logo.



Do not make a pattern out of the logo.



Do not choose background colors that offer low contrast.



Do not distort the logo or place it inside of a form or object.



Do not place the logo on photography that impacts legibility.



Do not add a drop or cast shadow.

Java icon enlarged to show detail



Clear Space

Clear space [x] is equal to the height of the top three horizontal strokes of the cup.



Print Minimum Size



12.7 mm
.5 in

Pixel Minimum Size



16 pixels

Java Icon Special Usage

Third parties may license the use of the Java icon for approved uses after completing a trademark license for a specified use.

The approved uses for this icon are:

1. On mobile or desktop devices, to indicate a menu of all Java applications.
2. On mobile devices to indicate that Java technology was running on the mobile device.

The icon is not to be used to represent a third party's application written in the Java programming language.

Prior approval for use of the Java icon should be obtained from the Java brand team by e-mailing them the intended use and/or a picture of the intended use at javabrand@oracle.com.