JavaOne™

JavaOne Logo Guidelines

ORACLE®

TABLE OF CONTENTS

JavaOne Logo
Introduction

JavaOne is the world's premier learning event for Java developers and partners.

JavaOne provides more educational and networking opportunities than any other conference dedicated to Java development and technology users and customers.

The following guidelines provide details about how to use the event logo in its approved brand graphic form. It is important that you adhere to these guidelines at all times.

JavaOne Logo
Official Color Palette

Color is one of the most effective elements for ensuring a clear and consistent presentation of the logo and is essential to maintaining a strong worldwide brand.

JavaOne's official color palette consists of Java Orange and Java Blue. Consistent use of the official color palette is essential.

The logo must never be reproduced in any colors other than those specified in this guide.

Java Orange

Pantone:	130C
Process:	0C, 36M, 100Y, 0K
RGB:	255R, 165G, 24B
Hex:	FFA518

Java Blue

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

Java Orange (Uncoated)

Pantone:	7549U
Process:	0C, 36M, 100Y, 0K

Java Blue (Uncoated)

Pantone:	5425U
Process:	45C, 10M, 0Y, 40K

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

Univers 45 Light
Univers 45 Light Oblique

Univers 55 Roman
Univers 55 Oblique

Univers 65 Bold
Univers 65 Bold Oblique

Arial Regular*

*For use in Microsoft Word and Microsoft PowerPoint applications.

JavaOne Logo
Official Typefaces

The JavaOne logo is typeset using a specialty font.
If typography is needed to support the logo, please use
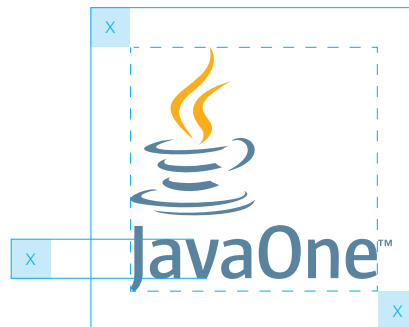the Oracle corporate typefaces.

The Java brand identity features the Univers typeface family.
This typeface visually reinforces the brand relationship
with Oracle and, when used consistently, helps unify and
strengthen Oracle communications.

Note that for Microsoft Word and Microsoft PowerPoint
applications, Oracle recommends using Arial in place
of Univers.

JavaOne Logo
Clear Space

The logo should be given optimal staging in layouts. Minimum clear space has been established as equal to the height of the *v* in *Java* (see diagram at left). Never use less than the minimum clear space. Clear space is always relative to the size of the logo.

Clear space [x] is equal to the height of the *v* in *Java*.

Clear space [x] is equal to the height of the *v* in *Java*.

6

JavaOne Logo
Minimum Size

The logo should always be large enough to ensure legibility. There is a print (printed materials) and a pixel (onscreen) minimum-size requirement, to ensure that the logo is always prominent and readable at reduced sizes.

25.4 mm / 1 in. (print)
72 pixels (onscreen)

17.3 mm / 0.68 in. (print)
49 pixels (onscreen)

Logos are not shown in actual size.

JavaOne Logo
Color and Background Usage

The logo is available as a color graphic, using Java Orange and Java Blue. The use of the logo in Java Orange and Java Blue on a white background is preferred. Please refer to page 4 for color specifics.

The logo is also available in white for use on a Java Blue, Java Orange, or black background, and in black for use on a white background. Always ensure the logo is legible.

Note: The blue, orange, and black displayed on this page are for staging purposes only, to illustrate how the JavaOne logo appears when placed on those backgrounds, and are not part of the logo.

Two-Color Logo (White Background)

Black (One Color on White Background)

Java Blue Background

Java Orange Background

Black Background

JavaOne Logo
Unacceptable Usage

Design and usage standards ensure that the Java logo 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 here.

Do not change the color of the logo.

Do not use the old logo.

Do not create a one-color logo with other Java or Oracle colors.

Do not make a pattern out of the logo.

Do not allow colors to vibrate.

Do not stretch the logo.

Do not place the logo on four-color photography that impacts legibility.

Do not add drop shadows to the logo.

Do not place the logo on a red background.

Do not create a red logo.