



ADOPTIUM
BRAND USAGE GUIDELINES

Introduction

These guidelines describe the visual and verbal elements that represent the Adoptium[®] brand. This includes our name, brandmark and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our brand. These guidelines reflect the Eclipse Foundation's commitment to quality, consistency and style. The Adoptium brand, including the logo, name, colors, and identifying elements, are valuable company assets.

It is our responsibility to protect the Eclipse Foundation's interests by preventing unauthorized or incorrect use of the Adoptium name and marks.

Brand Mark

Portrait Mode



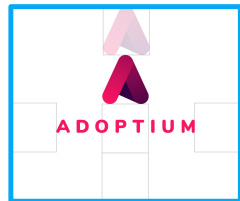
Brand Mark

Landscape Mode



Safe space definition

The safe space always scales proportionally to the brand mark and describes the minimum distance to other layout elements or format borders. The distance between icon and logo lettering is fixed in both cases and may not be changed individually under any circumstances.



Centered application



Landscape application

Minimum logo sizing

Whenever you use the Vertical logo, it should be used with the minimum height of 9mm and 15mm width.

Whenever you use the Horizontal logo, it should be used with the minimum height of 7mm and 20mm width.

The clear space is additional to the logo height and width to ensure visibility



Dos and Don'ts



Always use logo in its original colors



Never stretch or alter the logo's proportions.



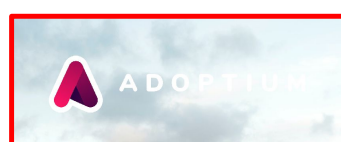
Always use the logo with white border for application on the same color background as logo for visibility



Never use a logo without white border on the same color background as logo



Always use appropriate color logo for application on any image for better visibility



Never use the logo in a space where it loses its visibility



Landscape application



Color gradient,
positive



Pure colors,
positive



Grayscale gradient,
positive



Grayscale pure,
positive



Black/White,
positive



Color gradient, negative, red
type

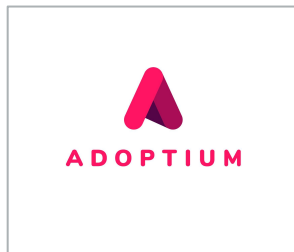


Color gradient, negative, white
type

Centered application



Color gradient,
positive



Pure colors,
positive



Grayscale
gradient, positive



Grayscale pure,
positive



Black/White,
positive



Color gradient,
negative, red type



Color gradient,
negative, white type

Icon application



"This icon is the registered trademark of the Eclipse foundation. The (R) logo can be excluded if used on a small scale where it would be illegible."

Adoptium Project Logos

For projects related to Adoptium we provide an official logo, too. The logo is based on the general layout and style that is used for all logos of project of the Adoptium working group.

Temurin by Adoptium

Portrait Mode



Landscape Mode



AQAvit by Adoptium

Portrait Mode



Landscape Mode



Mission Control by Adoptium

Portrait Mode



Landscape Mode



Colors and color steps

Secondary colors Tint

RGB
HEX
CMYK

255 | 90 | 146
#FF5A92
0 | 65 | 43 | 0

194 | 85 | 136
#C25588
0 | 56 | 30 | 24

134 | 80 | 126
#86507E
0 | 40 | 6 | 47

90 | 76 | 118
#5A4C76
24 | 36 | 0 | 54

Primary colors

RGB
HEX
CMYK

255 | 20 | 100
#FF1464
0 | 93 | 34 | 0

168 | 13 | 85
#A80D55
24 | 100 | 34 | 18

83 | 5 | 71
#530547
70 | 100 | 32 | 41

20 | 0 | 60
#14003C
100 | 100 | 38 | 58

Secondary colors Shade

RGB
HEX
CMYK

178 | 14 | 70
#B20E46
0 | 92 | 61 | 30

117 | 9 | 59
#75093B
0 | 92 | 50 | 54

58 | 3 | 49
#3A0331
0 | 95 | 16 | 77

14 | 0 | 42
#0E002A
67 | 100 | 0 | 84

Gradients



#FF1464

#A80D55



#A80D55
5

#530547



#530547
7

#14003C

Brand mark font

Font family: Nunito

Font weight: Black

900

Licence:

The font family is licensed under the [Open Font License](#).

You can use it freely in your products & projects – print or digital, commercial or otherwise. However, you can't sell the font on its own. This isn't legal advice, please consider consulting a lawyer and see the full license for all details.

Body Font: Poppins

Licence:

Poppins is available via an open source license. You're free to use it with your Adobe Fonts account just as you would any other font in the Adobe Fonts library.

Both "Poppins" and "Nunito" can easily be downloaded at Google Fonts under the "Open Font Licence"

<https://fonts.google.com/specimen/Poppins/about?query=Poppins>

<https://fonts.google.com/specimen/Nunito/about?query=Nunito>

A D O P T I U M

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. , ; () # ! ? / + - = * " „ € \$ & %

Poppins

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. , ; () # ! ? / + - = * " „ € \$ & %



ADOPTIUM

TRADEMARKS AND USAGE

The Adoptium logo is a registered trademark of the Eclipse Foundation.

Names of trademarks and logos are the intellectual property of the Eclipse Foundation and cannot be altered without the Eclipse Foundation permission. Please see our [Trademark Usage Policy](#).

For questions related to these brand guidelines please reach out to the Adoptium Working Group. If you wish to report an infringement of the Eclipse Foundation trademarks, or wish to use a Eclipse Foundation trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to license@eclipse.org.

A full listing of the Eclipse Foundation Marks may be found at: eclipse.org/artwork