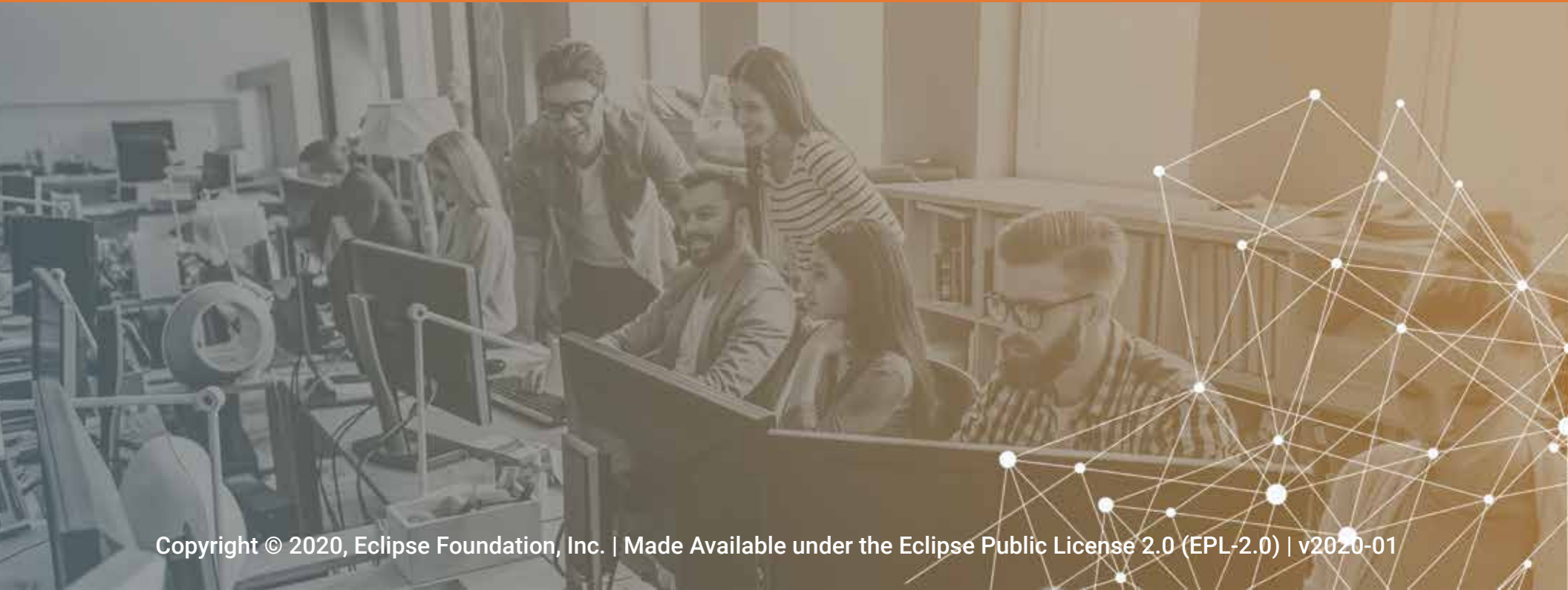




Brand Guidelines

Eclipse IoT Working Group



Eclipse IoT Logo Variations



The IoT Mark

Eclipse IoT TRADEMARK GUIDELINES We are providing copies of the Eclipse IoT logo so our community can use it to show their support of the Eclipse IoT. 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.

https://www.eclipse.org/legal/logo_guidelines.php

Eclipse IoT Typefaces

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

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

0 1 2 3 4 5 6 7 8 9 0

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

Roboto Regular

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

0 1 2 3 4 5 6 7 8 9 0

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

Roboto Bold

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

0 1 2 3 4 5 6 7 8 9 0

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

Eclipse IoT Logo Variations



Eclipse IoT Logo Variations - Events

When the Eclipse IoT logo is used for events, a simple type treatment, including the event name, should be used in conjunction with the IoT logo. Any modification of the logo and logo colors is not permitted.

Acceptable Type Treatment:



Unacceptable Logo Treatments:



Eclipse IoT Logo Variations

**RGB**

R 228 G 121 B 51

CMYK

C 7 M 63 Y 91 K 0

HEX

#E47933

Pantone

165 C

**RGB**

R 33 G 55 B 63

CMYK

C 85 M 64 Y 56 K 51

HEX

#21373F

Pantone

419 C

**RGB**

R 90 G 109 B 116

CMYK

C 68 M 48 Y 45 K 15

HEX

#5A6D74

Pantone

431 C

**RGB**

R 150 G 159 B 165

CMYK

C 44 M 31 Y 30 K 0

HEX

#969FA5

Pantone

422 C