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.

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

9 mm

15mm

7 mm

20mm

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

#A80D5
5   #530547

#53054
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 it's 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

ADOPTIUM

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
. , : ; ( ) # ! ? / + - = * " „ € $ & %

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