



Brand Guidelines

About these Guidelines

Our brand is more than just a logo or a tagline - it's the identity that represents who we are and what we stand for and built on a foundation of values: service, respect, collegiality, and professionalism.

Through our concise and consistent visual elements, tone of voice, and messaging guidelines, we aim to portray a cohesive and recognizable brand identity across all platforms. We are committed to maintaining brand integrity, ensuring that every touchpoint reflects our unique personality and creates a lasting positive impression.

We aim to forge meaningful connections and engagement through clear, recognizable and consistent branding and communications.

These guidelines are designed to empower the following stakeholders in helping us achieve this objective:

- Eclipse Foundation staff
- External agencies
- Member organizations
- Community and project leaders

In addition to these brand guidelines, stakeholders also asked to adhere to the [Eclipse Foundation Trademark Usage Policy](#).



Content

Who We Are	<u>Our Brand Definition</u>	05
	<u>Core Values</u>	06
	<u>Brand Positioning</u>	07
	<u>Brand Identity Statement</u>	07
It's In Our Code	<u>Campaign Tagline</u>	09
	<u>Tagline Usage</u>	10
	<u>Use on Social Channels</u>	10
Fonts and Colours	<u>Colour Palette</u>	12
	<u>Colour Alternatives</u>	13
	<u>Typography System</u>	14
	<u>Campaign Typography</u>	15
Logo System	<u>Corporate Mark</u>	17
	<u>Logo Variations</u>	19
	<u>Logo Usage</u>	20
	<u>Logo Limitations</u>	21
Graphic Element	<u>Iconography System</u>	23
	<u>Symbol Usage</u>	24
	<u>Pattern Usage</u>	25
	<u>Photography Usage</u>	26

Who We Are

The Eclipse Foundation provides our global community of individuals and organisations with a business-friendly environment for open source software collaboration and innovation. We host the Eclipse IDE, Adoptium, Software Defined Vehicle, Jakarta EE, and over 415+ open source projects, including runtimes, tools, specifications, and frameworks for cloud and edge applications, IoT, AI, automotive, systems engineering, open processor designs, and many others. Headquartered in Brussels, Belgium, the Eclipse Foundation is an international non-profit association supported by over 350 members.



01

Our Values

At the heart of the Eclipse Foundation are core values that define us: service, respect, collegiality, and professionalism. Our values are the bedrock of our identity, guiding our actions and decisions. These core principles do not just define who we are but also how we interact with our members, partners, and the community. These values are not just words; they are commitments we live by every day, ensuring that every interaction reflects the essence of our brand.

SERVICE

We are dedicated to serving our community, ensuring that all our actions and initiatives prioritize the interests of our members, committers, projects, and users at the forefront.

RESPECT

There is incredible diversity across our staff and our community, and we embrace this diversity by treating every individual with the utmost respect, and acknowledging the value of diverse skills and viewpoints.

COLLEGIALITY

We are all part of the same team. We foster a supportive and positive environment that strengthens our collective spirit and enhances our community engagement.

PROFESSIONALISM

Each of us plays a vital role in our community. We adhere to the highest standards of professionalism, embodying service, restraint, and discretion in all we do.

Our Brand Voice

Our brand voice reflects the Eclipse Foundation's values of collaboration, innovation, and openness. It should resonate with the diverse community of developers, contributors, and open source enthusiasts that the Foundation serves. The tone should be inclusive, approachable, and knowledgeable, allowing for clear communication that fosters trust and credibility. Whether through written content, social media, or public relations, the brand voice should consistently convey expertise, authenticity, and a passion for open source technologies. By adhering to the brand voice guidelines, the Eclipse Foundation can clearly articulate its mission and connect with its audience on a deeper level, further enhancing its position as a leader in the open source community.

For further details on our brand voice, review the [Eclipse Foundation Writing Style Guide](#).



Driven by a global and diverse community, the Eclipse Foundation fosters open collaboration and innovation.”

Mike Milinkovich
Executive Director, Eclipse Foundation

Brand Positioning

By establishing a clear and distinct brand positioning, the Eclipse Foundation lays the groundwork for meaningful connections with our developer communities. We use our Brand Identity Statement and supporting tagline to establish our presence in the minds of new audiences and reinforce our value to existing community members.

Brand Identity Statement

“The community for open collaboration and innovation”

This descriptive statement is used to clearly and concisely communicate who we are. It highlights the Eclipse Foundation's unique position as a vibrant community where collaboration and innovation flourish.

It's in our code™

This tagline reflects the Eclipse Foundation's core values, offering a versatile statement for highlighting key attributes to diverse audiences.

An abstract graphic consisting of several concentric, semi-transparent grey circles of varying sizes. A solid orange circle is positioned in the lower-left quadrant of the graphic. The circles are arranged in a way that they appear to be part of a larger, continuous pattern.

02

The Tagline as a Brand Element

In combination with the brand identity statement, or on its own, the “It’s in our code” tagline is a powerful expression of the Eclipse Foundation core values. It is adaptable for various events and markets to underscore the attributes most pertinent to our unique audiences, and serves as a versatile component of our branding strategy that demonstrates our commitment to these values in everything we do.

The tagline should be used in a consistent manner with the specific message, value or attribute being highlighted first, and the tagline centered below it. Fonts, size ratios, color palettes, etc. of both elements are to be used consistently, as outlined in the following pages. Here are examples of proper usage:

COMMUNITY

It's in our code™

EUROPEAN INNOVATION

It's in our code™

COLLABORATION

It's in our code™

Approved phrases include:

- Innovation
- Community
- Transparency
- Respect
- Collaboration
- Driving Innovation
- Commercial Adoption
- European Innovation
- Sustainability
- Vendor-Neutrality

Additional phrases may be used with approval of the Eclipse Foundation [marketing team](#).

Tagline Usage

First line:

- This line should be more visually prominent.
- Limit text to two words
- Ending punctuation is optional
- Use all capital letters.
- Font: Orbitron Bold.
- Color: Eclipse Foundation or working group colors can be used.

Second line:

- The text remains constant.
- Must include trademark symbol (™).
- Ending punctuation discretionary.
- Font: Orbitron Bold as outlined in [Campaign Typography](#).
- Color: Eclipse Foundation brand colors should be used, even when using with working group assets.
- Size Ratio: 70% of the first line text

Consistent Use of Hashtag on Social Channels

#itsinourcode

Use the hashtag #itsinourcode when sharing insights, projects, or achievements that highlight the collaborative and innovative spirit of the Eclipse Foundation. It's perfect for moments that illustrate our core values in action, uniting our community in open source development and success.

Fonts and Colours

In order to maintain a consistent and cohesive brand identity, it is imperative to adhere to the designated colour palette and fonts. The primary colours should be used as the dominant hue across all brand materials, such as logo, website, and swag, to establish immediate brand recognition. The secondary colours, should be utilized strategically to add depth and variety to the overall visual aesthetic.



03

Colour Palette

Foundational Primary Colours

PANTONE BLACK 7 C | Solid Colour Coated
 RGB 61 / 57 / 53
 HEX #3d3c3b
 CMYK 61 / 57 / 53 / 1

SHADES OF #e6e7e8

#df861e

#c6771b

#ad6817

TINTS OF #e6e7e8

#f89f38

#f9aa4e

#fab464

PANTONE 1495 C
 RGB 248 / 148 / 34
 HEX #f89522
 CMYK 0 / 49 / 98 / 0

SHADES OF #89522

#df861e

#c6771b

#ad6817

TINTS OF #89522

#f89f38

#f9aa4e

#fab464

Tints and Shades

In addition to Eclipse primary branding identity colours, for accessibility and readability reasons, there's the extended Colour Palette of different tints and shades. When colours are used in text, according to Web Content Accessibility guidelines and its recommended ratio, any colour of the palette can be used if this requirement is met.

Colour Alternatives

Accent Secondary Colours

PANTONE 5645 C
RGB 45 / 67 / 68
HEX #008080
CMYK 73 / 56 / 76 / 66

#109090

#009090

#0a5c5c

PANTONE 5645 C
RGB 45 / 67 / 68
HEX #1a4587
CMYK 73 / 56 / 76 / 66

#286bd3

#2056a9

#1d3778

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal colour output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

Typography System

Primary

Roboto

Roboto Regular

ABCDFEGHIJKLM

abcdefghijklmopqrs

0123456789

Roboto Thin

ABCDFEGHIJKLM

abcdefghijklmopqrs

0123456789

Roboto Bold

ABCDFEGHIJKLM

abcdefghijklmopqrs

0123456789

Online Headers Typography

Roboto Condensed

The Roboto Condensed has been chosen for our main title <H1> in our website and online products.

Roboto Condensed Bold
ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789

Campaign Typography

In order to maintain a consistent and cohesive brand identity with the tagline “[It's in our code](#)”, it is important to use the designated secondary fonts appropriately. This font have been carefully selected to complement our primary font.

Orbitron

Orbitron Bold
ABCDEFGHIJKLM
abcdefghijklmnopqrz
Ø123456789

Logo System

The Eclipse Foundation logo proudly displays our full corporate name with the trademark orange crescent in the top left corner of the mark. The orange crescent is a homage to our old Eclipse logo and a nod to our roots that started with the Eclipse IDE project. Our inspiration comes from the heart of open source - our global community who share countless ideas, technologies, and code. Therefore, with our past and open source community in mind, we have built our current brand identity.



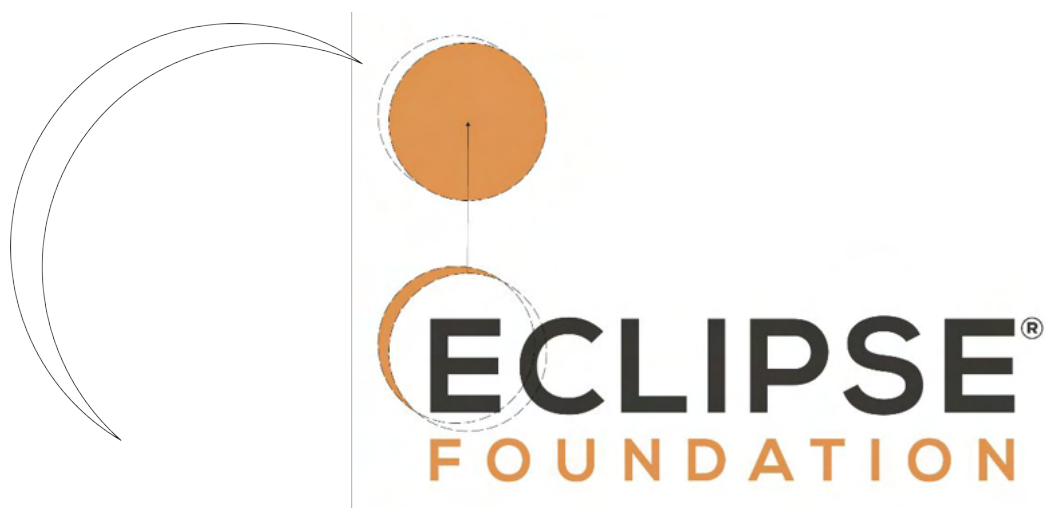
04

Corporate Mark

The Eclipse Foundation logo, with its trademark orange crescent, symbolizes our journey from a singular focus on the Eclipse IDE to a global open source community of communities. This mark reflects our commitment to collaboration and innovation, acknowledging our roots while embracing a broad spectrum of technologies.



Just as our diverse members form the vibrant community of the Eclipse Foundation, the crescent in our logo can be expanded to a circle to represent this collective unity. The circle stands as a powerful symbol within our visual identity, signifying the inclusiveness and cohesion of our global community. The sphere can be used as a graphic device on its own and forms part of our Eclipse Foundation visual language.



Logo Colour Combination

The Eclipse Foundation logo is made up of two colours: Tangerine Orange and Slate Grey. The colour orange originates from our previous logo, connecting the Eclipse Foundation to its roots. Slate grey is the companion colour giving the corporate mark a much more modern feel.



Eclipse Foundation Logo and Trademark Guidelines

The Eclipse Foundation logo is available for use by community members to demonstrate support of the Eclipse ecosystem. These logos are the intellectual property of the Eclipse Foundation and cannot be altered without the Eclipse Foundation's permission. Alterations to the 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.

Logo Variations

Two Colour

In situations where the background colour is too dark for the Orange and Slate Grey colour logo, use the inverted two colour mark with Orange and White.



One Colour

We've also modified the logo for both uses in black and white for legibility and versatility.



Logo Usage

Logo Minimum Size

The minimum size for screen application of our logo is:

On-screen: 72px

Print: 1" (25.4 mm)



Clear Zone

Our logo has a clear zone around it, to create prominence and to avoid interference. No text or graphic elements can appear in this area. The amount of clear space around our logo should be equal to or greater than the height of the capital "E" in Eclipse Foundation. Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.



Logo Usage Limitations



Do Not change the font size



Do Not flip the brand Colors around

Do Not change the colors outside of brand



Do Not add filters



Do Not rotate the logo and rearrange elements of the logo



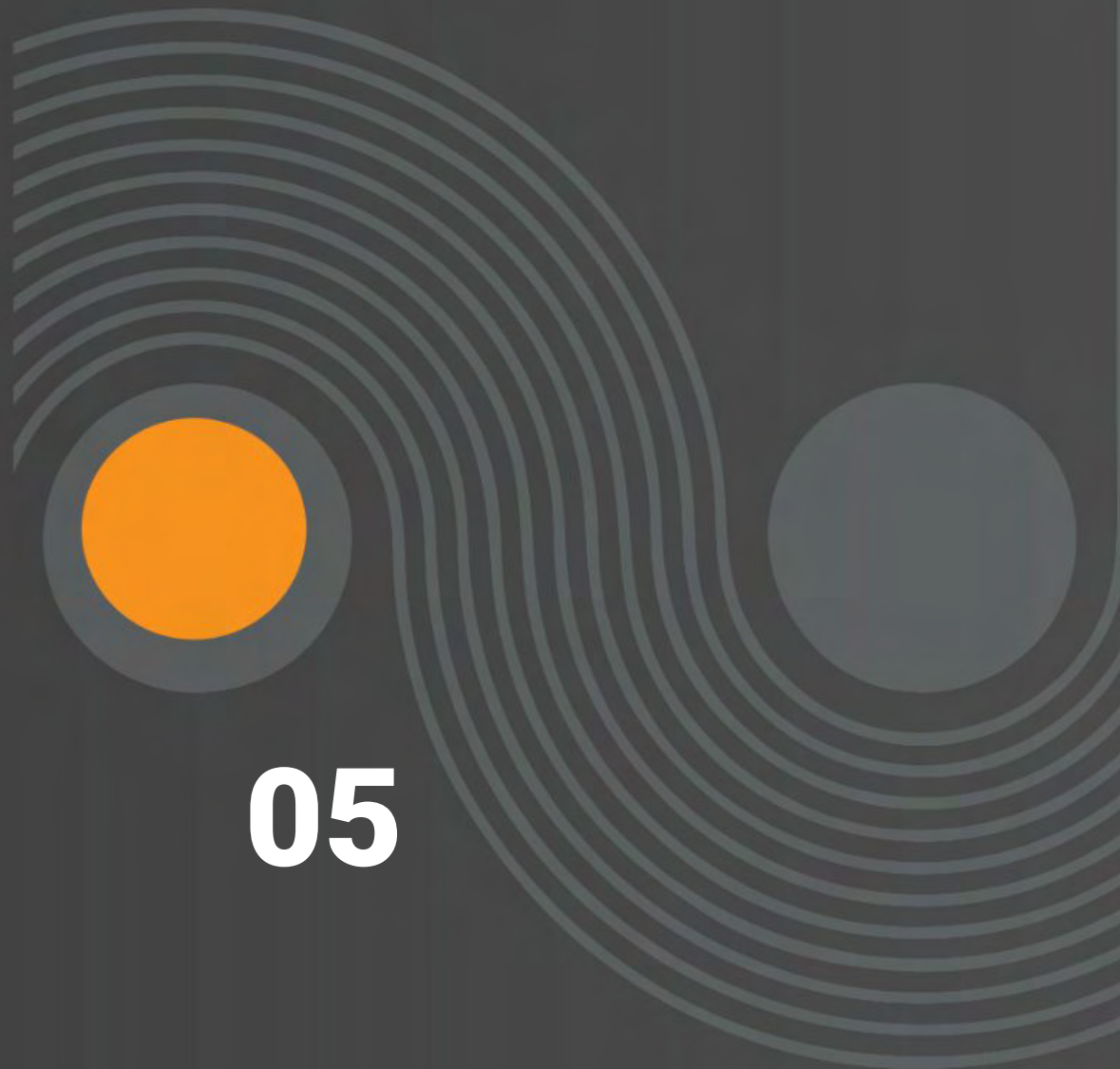
Do Not place the logo on a busy background textures



Do Not wrap the text

Graphic Elements

The visual system defines the unique and proprietary assets that bring the brand platform to life.



05

Iconography Usage

Icons

Incorporating icons in our brand communication plays a vital role in conveying information quickly and effectively. Icons can visually represent concepts, actions, or products, providing a consistent and visually unified messaging across various platforms. We have created set of outline style icons surrounded with our recognized eclipse shape to be used on our website, slide decks, and print collateral. The icons should be used sparingly, strategically, and purposefully to enhance readability and enhance the overall user experience. Consistency in style, colour, and size is important to ensure brand recognition and to align with our visual identity. By adhering to these guidelines, we can utilize icons as powerful visual elements that bolster brand recognition and strengthen our brand presence in the minds of our audience.



Favicon

The Favicon is a small but significant element of our brand identity, representing our brand in the digital landscape. It is a small icon that appears next to our website URL in the browser tab, bookmarks, and other digital touchpoints. It should feature our logo or a simplified version thereof, ensuring it remains recognizable even at smaller sizes. Consistency in design, colour, and proportions is crucial to maintain a cohesive brand presence. By utilizing the Favicon according to our branding guidelines, we can enhance brand recognition and provide a seamless and professional user experience.

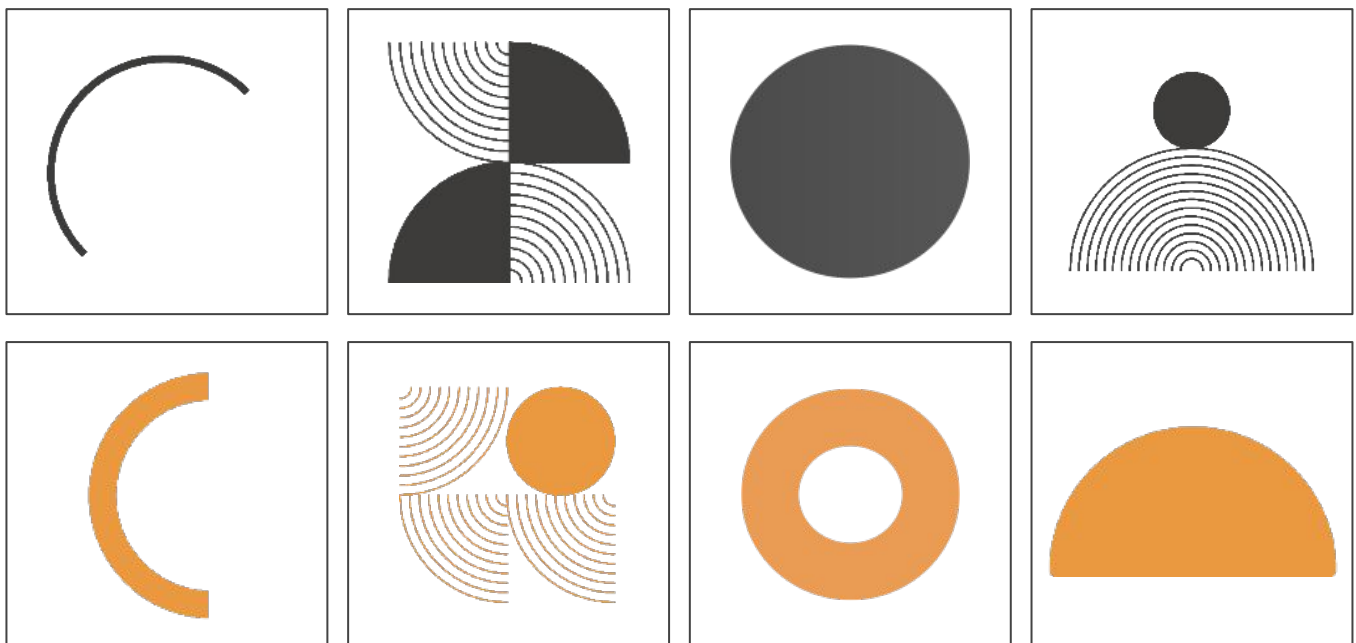


Symbol Usage

Symbols

Symbol usage is a key aspect of the Eclipse Foundation branding guidelines, as it helps to visually represent the organization's values and mission. The symbol should be simple, yet meaningful, serving as a recognizable and memorable visual element. It should embody the spirit of **collaboration** and **innovation** that the Foundation stands for. As such, we created pre-designed symbols that represents futuristic elements, such as abstract graphics, circuitry patterns, or modern design elements.

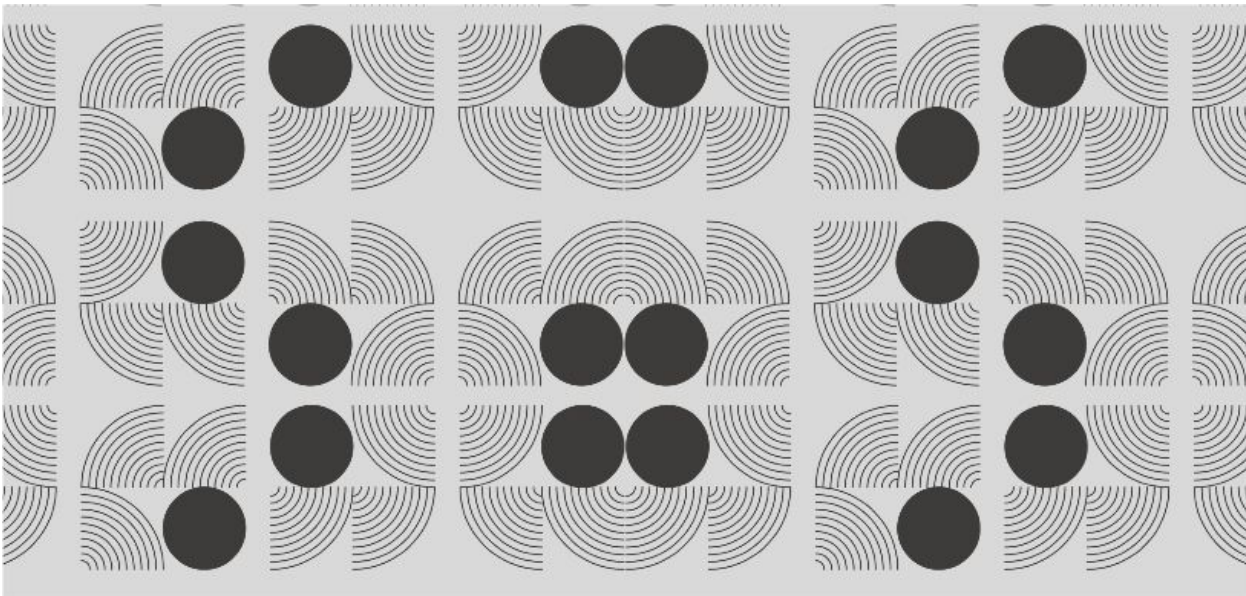
Our symbols should be used consistently across all Eclipse Foundation branding materials to create a cohesive and unified brand identity. It is important to adhere to spacing and placement guidelines to ensure the symbol is displayed clearly and does not lose its impact. By following the symbol usage guidelines, the Eclipse Foundation can effectively communicate its purpose and make a lasting impression on its audience.



Pattern Usage

Patterns

The crescent as an abstract graphic device – an extension to the brand assets. This is could be repeated to create a pattern or texture which mirrors the characteristics of lines of code. Patterns add depth, visual interest, and a distinct personality to Eclipse Foundation's brand assets. They should be used with care, ensuring that they complement rather than overpower the content. Patterns should align with the Eclipse Foundation's brand character and be applied consistently across various touchpoints to promote visual cohesiveness and recognition. By leveraging patterns effectively and judiciously, we can enhance the visual appeal and memorability of our brand.



Photography Usage



Imagery

The imagery used to represent the Eclipse Foundation community should convey a sense of unity, innovation, and inclusivity. By utilizing visuals that showcase collaboration, diversity, and cutting-edge technology, the branding will effectively communicate the values and spirit of this dynamic community.

People are our community. So let's show them in all their ages and ethnicities. This provides the flexibility to communicate with our key audiences - the coders and the decision makers.



Contact Us

eclipse.org

If you have any questions regarding logo usage, fonts, colours or anything else for the Eclipse Foundation brand, please contact marketing@eclipse.org