Java Licensing

ORACLE®

TABLE OF CONTENTS

ORACLE®

INTRODUCTION

Java runs on more than 850 million personal computers and on billions of devices worldwide. Ten million developers have created Java applications in all major industries. The following guidelines provide information about the Java licensing logos that are available for use in conjunction with your Java products and how and where you may use those logos.

To qualify to use any Java licensing logo, you must meet the requirements of the appropriate logo program for each product or medium on which you use that logo. For more information on those requirements, please email javabrand@oracle.com

In all new productions and printings of your products and related marketing materials, use the logo that correctly represents your product's qualification, and follow these guidelines. The Java Powered, Java Compatible, and Java Compatible Enterprise Edition licensing logos are intended for use on a physical product and its documentation and packaging, or as a descriptor on a product's boot-up or information screen. Any use on websites and/or marketing materials must be closely tied with a description of the qualifying product.

Unlike the Java Powered, Java Compatible, and Java Compatible Enterprise Edition licensing logos, which indicate product compliance, the Java Licensee logo indicates that a company is licensing Java technology from Oracle and does not convey product compliance. The Java Licensee logo is not to be used on products. Licensees may use the Java Licensee logo on materials such as their corporate website or collateral.

These guidelines outline rules for correct presentation of the appropriate logos in a variety of applications and media. In the following examples, Java licensing logos are used interchangeably to illustrate key concepts. These concepts apply to all of the licensing logos, not just the one shown in a given example. Java licensing logos may be used only in accordance with these directives. All other use is prohibited by Oracle.

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.

Java licensing logos' 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.

PRIMARY PALETTE

Java Blue	Java Orange

Pantone C	PMS 633 C	Pantone C	PMS 144 C
Pantone U	PMS 314 U	Pantone U	PMS 130 U
Process	C100 M5 Y10 K36	Process	C0 M52 Y100 K0
RGB	R0 G115 B150	RGB	R237 G139 B0
Hex	007396	Hex	ED8B00

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 5 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 background displayed on this page are for staging purposes only, to illustrate how the Java licensing logo appears when placed on those colors, and are not part of the logo.

COLOR (WHITE BACKGROUND)   BLACK-AND-WHITE (WHITE BACKGROUND)

REVERSED LOGO ON COLOR BACKGROUND

OFFICIAL TYPEFACES

Sun is the official typeface of Java. To establish visual hierarchy in complex graphic communications, alternative weight variations may be used for text and support typography. When used consistently, typography helps unify and strengthen Java brand communications.

Note that for Microsoft PowerPoint, we use Calibri. For Microsoft Word and online applications, we use Arial.

Sun Extra Light

Sun Light

Sun Regular

Sun Semi Bold

Sun Bold

Sun Extra Bold

Calibri Regular*

Arial Regular**

*For use in Microsoft PowerPoint
**For use in Microsoft Word and online

MINIMUM SIZE

The Java licensing logo should always be large enough to ensure legibility. There is a print (printed materials) and a pixel (onscreen) minimum-size requirement to ensure readability at reduced sizes.

The minimum size is measured by the width of the cup icon and the word Java. In printed materials, the cup icon and Java portion of the logo must be a minimum of 17 mm in width for the horizontal version, and 10 mm for the stacked version. When displayed onscreen, the cup icon and Java must be a minimum of 96 pixels in width for the horizontal version, and 57 pixels for the stacked version.

MINIMUM SIZE

17 mm / 0.67 in. (print)

96 pixels (onscreen)

10 mm / 0.4 in. (print)

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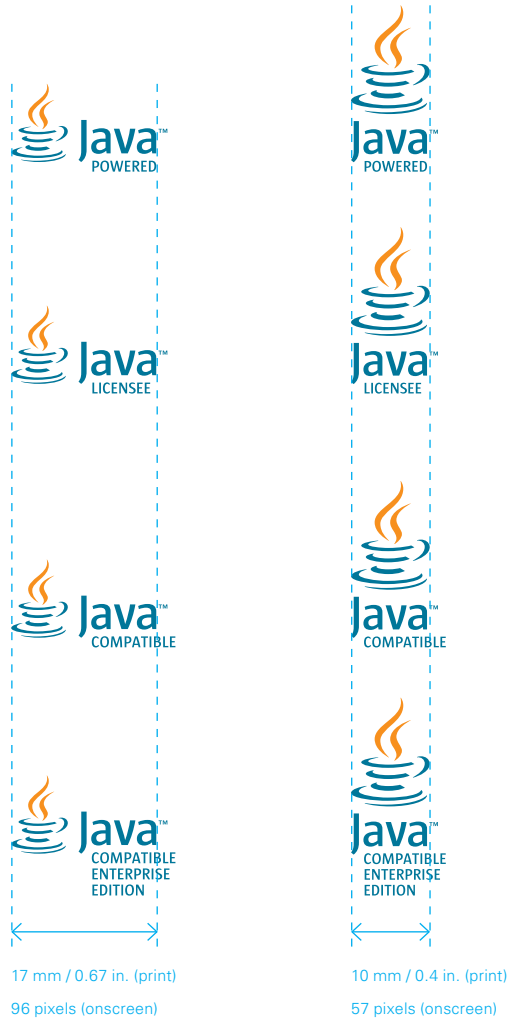
The logo should be given optimal staging in layouts. Minimum clear space has been established as equal to the height of the *v* in *Java* (see diagram at left). Never use less than the minimum clear space. Clear space is always relative to the size of the logo.

Clear space (x) is equal to the height of the *v* in *Java*.
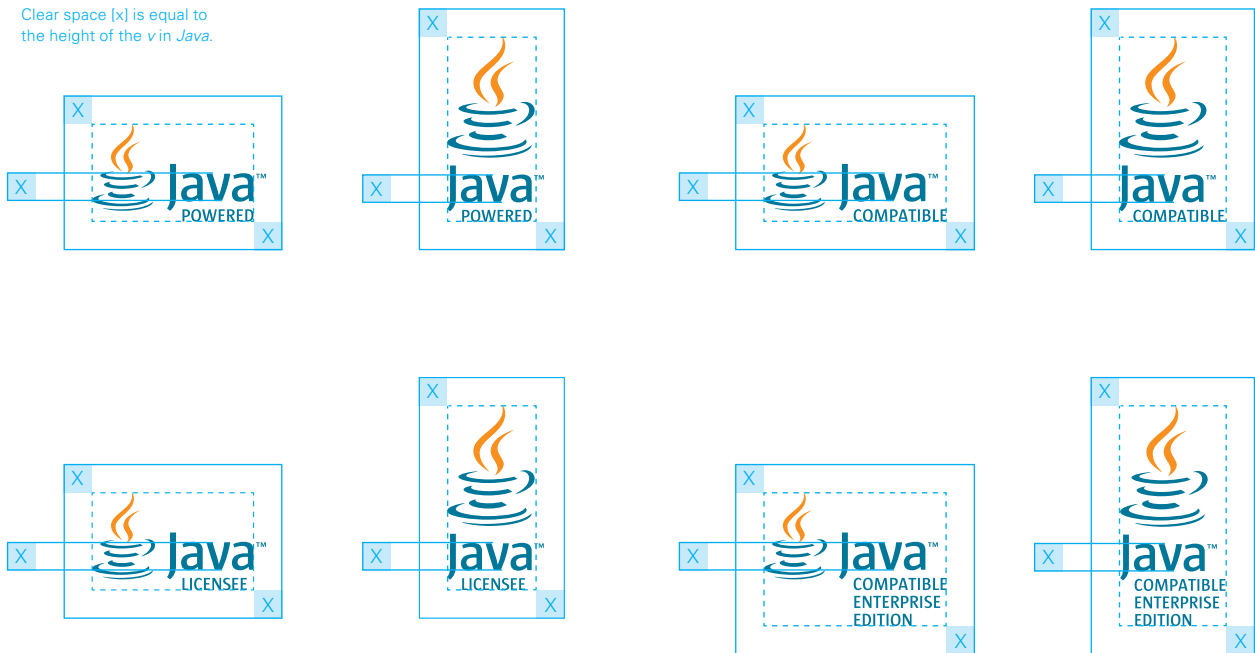
UNACCEPTABLE USAGE

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 create a red logo.

Do not make a pattern out of the Java logo.

Do not stretch the Java logo.

Do not create a three-dimensional version of the Java logo in a two-dimensional format.

Do not use the Java logo with a drop shadow.

Do not use the Java logo at an angle; it must always be displayed horizontally.

Do not place the Java logo on a four-color photograph.

Do not place the logo on a red background.

Do not allow colors to vibrate.

ORACLE®

SPECIAL USAGE

Third parties may license the use of the Java icon for approved uses after completing a trademark license for a specified use.

The approved uses for this icon are:
• On mobile or desktop devices, to indicate a menu of all Java applications
• On mobile devices, to indicate that Java technology is running on the mobile device

The icon is not to be used to represent that a third party's application is written in the Java programming language.

Prior approval for use of the Java icon should be obtained from the Java brand team by emailing them the intended use and/or a picture of the intended use at javabrand@oracle.com

CLEAR SPACE
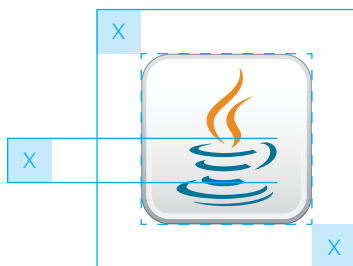
Clear space [x] is equal to the height of the top three horizontal strokes of the cup.

Logos are not shown in actual size.

MINIMUM SIZE

12.7 mm / 0.5 in. (print)

16 pixels (onscreen)

INTERNAL

Oracle's Brand Creative team provides a one-stop resource for corporate branding assets and guidelines. Please visit the links listed below to access approved Oracle logos, graphics, and templates; style guidelines; the official list of approved Oracle product names; and more.

Branding site home page:
my.oracle.com/site/mktg/creative/creative

Oracle logos:
my.oracle.com/site/mktg/creative/logos

Oracle graphics:
my.oracle.com/site/mktg/creative/graphics

Oracle templates:
my.oracle.com/site/mktg/creative/templates

Resources including the official
Oracle product names list and Oracle style guide:
my.oracle.com/site/mktg/creative/resources

EXTERNAL

Oracle provides trademark, copyright, and other important brand information and resources on its external website.
If you do not have access to our internal branding site, please visit the links below.

Third-party usage guidelines for Oracle trademarks:
oracle.com/us/legal/third-party-trademarks

Third-party usage guidelines for Oracle logos:
oracle.com/us/legal/third-party-logos

Oracle PartnerNetwork marketing resources:
oracle.com/partners/en/most-popular-resources

CONTACTS

For assistance locating editorial brand resources:
karen.shamban@oracle.com

For assistance locating design brand resources:
branding_grp@oracle.com

To request a new brand asset, go to:
my.oracle.com/site/mktg/creative/resources
and click the Job Request Tool link.

ORACLE®