



**JAKARTA<sup>®</sup> EE**

# **BRAND USAGE HANDBOOK**



## THE JAKARTA® EE MARKS

The Jakarta EE Working Group logo prominently features a tri-colored boat (left) and the brand wordmark, Jakarta EE (right). Behind the Jakarta EE name lies a history with the Apache Jakarta project, which was home to many exciting innovations and helped establish a strong, open source community in the Java ecosystem. By resuming its use, we pay tribute to the Java community's origins.

The boat's dynamic angles capture a feeling of movement and swiftness, inspired by the quick pace of innovation in technology. In addition, the boat signifies the journey from commercial Java (Java EE) to open source.

A full listing of the Jakarta EE Marks may be found at: <https://www.eclipse.org/artwork/>

# TYPEFACES

Good typography makes a great brand. That's why we've chosen to differentiate our website font from our branding font.

## Brand Font - Open Sans

Our brand font, Open Sans, features tall, open forms to optimize legibility across print, web, and mobile interfaces. Neutral and friendly, this font works perfectly to invoke the collaborative and ever-evolving nature of the Jakarta EE community.

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' " < > ? , . /

### Open Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' " < > ? , . /

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' " < > ? , . /

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | : ; ' " < > ? , . /

# JAKARTA EE COLORS

The Jakarta EE brand colors are bright and bold to reflect the fresh and modern outlook the Working Group has on cloud native Java.



The horizontal orientation of the logo is made up of three colors: Blue, Yellow, and Orange.



Additionally, the vertical orientation of the logo is made up of four colors: Blue, Yellow, Orange, and Grey.

**Blue**

**Yellow**

**Orange**

**Grey**

RGB R 27, G 32, B 139

RGB R 253, G 185, B 64

RGB R 249, G 130, B 0

RGB R 88, G 89, B 91

CMYK C 100, M 99, Y 10, K 4

CMYK C 0, M 30, Y 85, K 0

CMYK C 0, M 60, Y 100, K 0

CMYK C 0, M 0, Y 0, K 80

HEX #1B208B

HEX #FDB940

HEX #F98200

HEX #58595B

Pantone 7687 C

Pantone 136 C

Pantone 1575 C

Pantone 445 C

# LOGO VARIATIONS

## Four Color - Vertical

In situations where the background color is too dark for the stacked logo with grey font, use the inverted three color mark with yellow font.



## One Color - Vertical

We've also modified the vertical logo for uses in black and white when vertical spacing is narrow.



## One Color - Horizontal

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



# JAKARTA EE MEMBER AND COMPATIBLE PRODUCT LOGOS



## Jakarta EE Member Logo

The Jakarta EE Member logo may be used by Strategic, Enterprise, Participant, and Individual Committer Members that are current members of the Working Group to identify their participation and show their support for the initiative. Use of Jakarta EE Member logo is subject to the [Jakarta EE Trademark Guidelines](#).



## Compatible Product Logo

The Jakarta EE Compatible logo will be used to identify products which are certified as compatible Implementations of Jakarta EE as per the requirements stipulated in the Jakarta EE Trademark Guidelines.

# LOGO USAGE

If you've found a website that misuses an Eclipse Foundation trademark, we'd like to hear about it. **Send us an email to report it.**



## Full-color logo on white

When applicable use the full-color version of our logo on a white background.



## Clear space

The amount of clear space around our logo should be equal to or greater than the height of the capital "J" in Jakarta.



## Minimum size

The minimum size for screen application of our logo is 80 px in width.

# INCORRECT USAGE

The Jakarta EE Working Group logo and its variations can be found and downloaded on the Eclipse Foundation website under **Eclipse Logos and Artwork**. To maintain consistency of our logo, never do any of the following:

1. Don't use off-brand colors
2. Don't squish the logo
3. Don't change the font size
4. Don't change the colors of the boat
5. Don't stretch the logo
6. Don't apply any effects
7. Don't flip the brand colors around
8. Don't display only one part of the logo
9. Don't warp the text



## JAKARTA EE TRADEMARK GUIDELINES

We are providing copies of the Jakarta EE logo so our community can use it to show their support of the Jakarta EE ecosystem. 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 [Jakarta EE Trademark Guidelines](#) section of the Jakarta EE Working Group website for further details. **In the event of a conflict between the Jakarta EE Trademark Guidelines and the Brand Usage Handbook contained in this document, the Jakarta EE Trademark Guidelines will control.**



# QUESTIONS?

If you have any questions regarding these guidelines, wish to report an infringement of the Jakarta EE trademarks, or wish to use a Jakarta EE trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to [license@eclipse.org](mailto:license@eclipse.org).