

Content.

1.0 Introduction

2.0 Brand positioning

3.0 Our values & mission

4.0 Logo

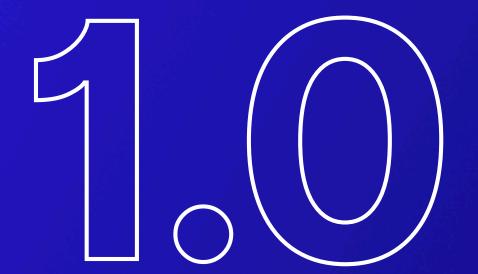
5.0 Typeface

6.0 Typographic style

7.0 Colours

8.0 Photographic style





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Who we are

Brand Guidelines Who we are Page 1.1

The Eclipse Foundation provides a business-friendly environment for global open source collaboration, supporting 420+ projects across enterprise, cloud, automotive, embedded systems, Al and more. Our collaborations, including Adoptium, Software Defined Vehicle, Jakarta EE, OpenHW and Eclipse IDE, enable community-driven, code-first, and commercial-ready solutions.

Our brand is more than a logo or tagline; it's our identity, built on core values: service, respect, collegiality, and professionalism. Through clear and consistent visuals, messaging, and tone, we ensure a cohesive and recognisable presence across all platforms. Maintaining brand integrity helps us create meaningful engagement and reinforce our reputation in the global open source community.



Who we are

Brand Guidelines Who we are Page 1.2

These guidelines support:

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

All stakeholders must also adhere to the Eclipse Foundation Trademark Usage Policy to ensure consistent and proper brand representation.





Brand Dositioning



Brand identity

By establishing 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.



Tagline

Brand Guidelines Tagline Page 2.2

> it's_in_our_code[™]

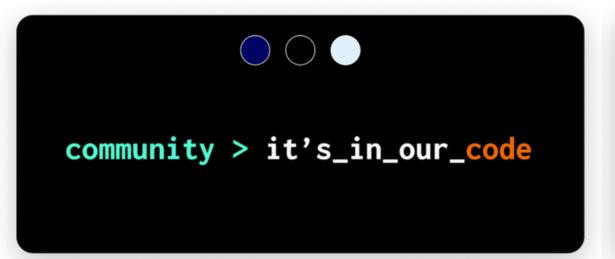
This tagline demonstrates how the Eclipse Foundation's core values are as intrinsic and vital to our organisation as the projects and collaborations we host.

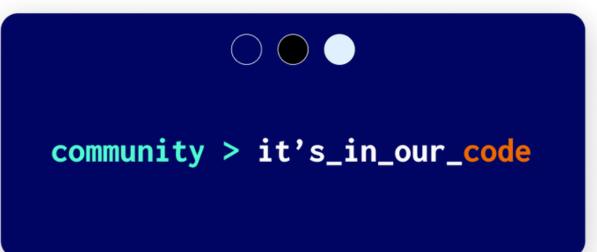
This tagline is adaptable for various events and markets to underscore the attributes that are most relevant to our various unique audiences, and serves as a versatile component of our branding strategy that demonstrates our commitment to our values in everything we do.

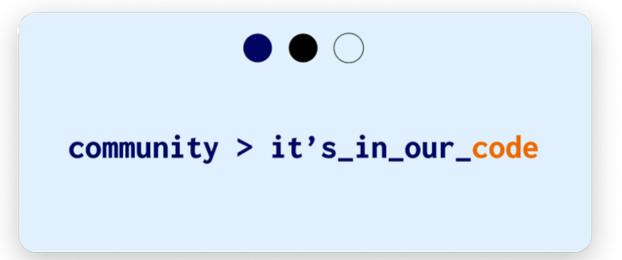


Tagline

The tagline should be used in a consistent manner with the specific message, value or attribute being highlighted first, and the tagline beside it. The tag line should be written using the open source "Inconsolata" font, with a space before and after the ">" symbol, and underscores in between "it's_in_our_code". All copy should also be in lowercase, and have a solid background, preferably in navy blue or black to connect with coding.













Mission & Values



Our mission

Brand Guidelines Our mission Page 3.1

01

Ensure user freedoms

by providing vendor neutral governance and stewardship of our projects.

7

02

Empower developers

and their communities with technologies, programs, learning opportunities and events.



03

Enable collaboration

through our projects and industry collaborations.





Our core 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 are commitments we live by every day, ensuring that each interaction reflects the essence of our brand.

SERVICE

We are dedicated to serving our community, ensuring that all our actions and initiatives prioritise 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 different skills and viewpoints.

Brand Guidelines

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 community's core values

Open

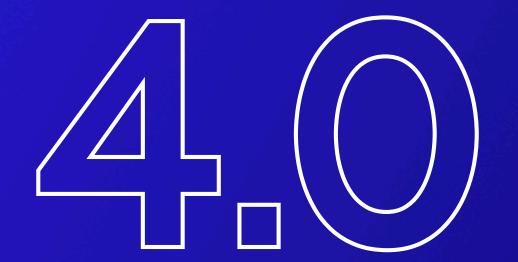
Transparent

Meritocratic

Vendor-neutral







4.0 Logousage



Primary logo

Brand Guidelines Primary logo Page 4.1





The Eclipse Foundation logo, with its trademark orange crescent, symbolises 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.

Eclipse Foundation logo and trademark guidelines

The Eclipse Foundation logo is available for use by community members to demonstrate support of the Eclipse Foundation 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 Foundation Logo and Trademark Guidelines section of our website for further details.



Logo variations

In situations where the background colour is too dark for the Orange and Black colour logo, use the inverted two colour mark with Orange and White. We've also modified the logo for both uses in black and white for legibility and versatility.



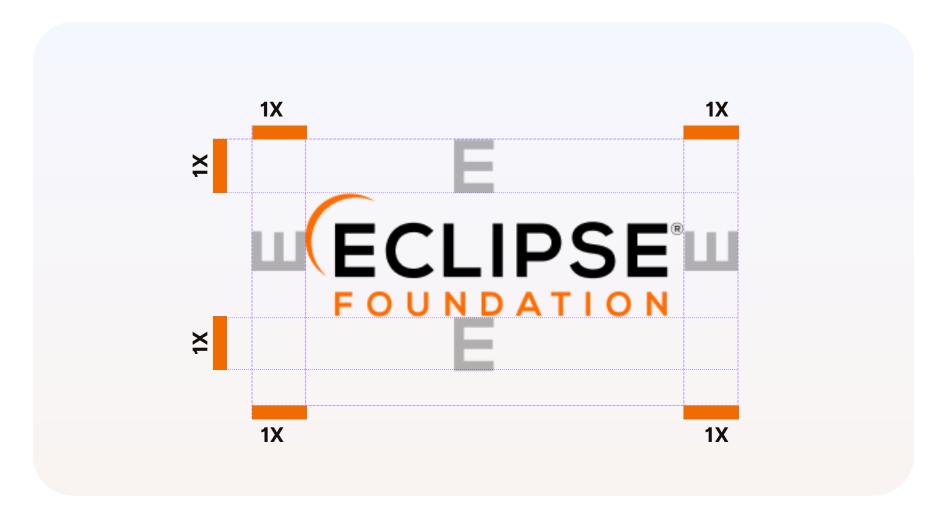








Logo safezone



Our logo has a clear zone around it, to create prominence and to avoid interference. No text or graphic elements should 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.



Incorrect logo usage

To maintain brand consistency, avoid distorting, recoloring, or misplacing the logo. Always follow the approved guidelines to ensure the logo remains clear, professional, and impactful.

- Do not change the orientation of the logo
- Do not use drop shadows or any other effects
- Do not recreate using any other typeface
- Do not rotate any part of the logo
- Do not change the transparency of the logo















Colour Calette





Colour palette

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 utilised strategically to add depth and variety to the overall visual aesthetic.

Navy blue

Brand guidelines

HEX #000966 RGB (0, 9, 102) CMYK (100, 87, 0, 20) PANTONE REFLEX BLUE C

Eclipse orange

HEX #F06C02 RGB (240, 108, 2) CMYK (2, 71, 100, 0) PANTONE 1505 C

Mint green

HEX #54FFD4, RGB (84, 255, 212) CMYK (63, 0, 29, 0) PANTONE 3265 C

Light blue

HEX #E2F4FF, RGB (226, 244, 255) CMYK: (13, 5, 0, 2) PANTONE 290 C

Royal blue

HEX #2C1CD8, RGB(44, 28, 216) CMYK (79, 49, 0, 3) PANTONE 2727 C

Black

HEX #000000 RGB (0, 0, 0), CMYK (0,0,0,100) PANTONE BLACK 6 C



Page 5.2



Gradients

Gradient 1 Gradient 2 Gradient 3 Gradient 4 NAVY BLUE > ROYAL BLUE > ROYAL BLUE > LIGHTEST BLUE > BLACK **NAVY BLUE** LIGHT BLUE LIGHTEST ORANGE



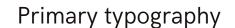






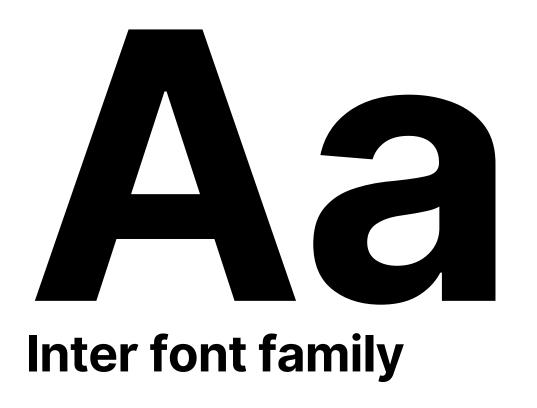
Typography





ECLIPSE® FOUNDATION

Primary typography



| Light | | |
|-----------|--|--|
| Regular | | |
| Medium | | |
| Semi Bold | | |
| Bold | | |

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*()?

Inter is our core typeface, chosen for its modern, highly readable, and versatile design. As an open-source font, it aligns with our commitment to open collaboration and accessibility.





Secondary typography



Semi Bold

Bold

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*()?

To emphasise our deep connection to coding and open source culture, we use Inconsolata, a monospaced typeface, for campaigns, large headlines, and key callouts. Its clean, structured aesthetic resonates with the programming community while adding a unique, recognisable visual element to our brand.

Secondary typography

Usage:

- Campaign headlines and large callouts
- Event branding and key messaging
- Merchandise and promotional materials





Typography guidelines

Type hierarchy & best practices

- 1. **Headlines**: Use Inter Bold (700) or Inconsolata extra-bold (800) for impact.
- 2. **Subheadings**: Use Inter Medium (500) for readability and distinction.
- 3. **Body Text:** Use Inter Regular (400) for clarity in both print and digital formats.
- 4. Code Snippets or Technical Elements: Consider Inconsolata semi-bold for inline code or tech-related sections.
- 5. Line Spacing: Use 1.5x for body text and 1.2x for headlines.
- 6. Accessibility Considerations
 - a. Maintain a minimum font size of 16px for body text in digital applications to ensure readability.
 - b. Ensure sufficient contrast between text and background to meet WCAG AA standards.
 - c. Avoid use of Inconsolata for body text, as monospaced fonts can be harder to read in long-form content.





FOUNDATION

Writing Style



Writing style

Brand Guidelines Writing style Page 7.1

Our detailed writing style guide can be found here, but take note of these particular styles.

Use sentence case for all headings:

To maintain consistency and clarity, all headings, regardless of level, should follow sentence case. This means only the first word and proper nouns are capitalised. Sentence case aligns with our modern, approachable tone and ensures visual consistency across all communications.

Correct examples:

Our community in action
Get involved with the Eclipse Foundation

Incorrect examples:

Our Community In Action
Get Involved With The Eclipse Foundation

Avoid using title case unless explicitly required by a partner or publication standard.

Open source

Do not capitalise "open source", unless it is part of proper name such as "The Open Source Initiative".







Photographic style



Photo style

The imagery used to represent the Eclipse Foundation community should convey a sense of unity, innovation, and inclusivity. By utilising 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.

Keywords:

Authentic, collaborative, global, connected











Contactus

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