



LOGO DESIGN GUIDELINES for PROPER USE of

JAVA™ TECHNOLOGY COMPLIANCE LOGOS

On Authorized Products and
related Marketing Material

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Java Technology Compliance Logos

About these Guidelines

These guidelines outline the correct treatment of the suite of Java technology compliance logos, or “Compliance Logos” including:

- Java Powered
- Java Powered for the Enterprise
- Java Compatible
- Java Compatible, Enterprise Edition

Logo Qualifications and Requirements

To qualify for use of any of these logos, you must meet the requirements of the appropriate Logo Program [see <http://java.com/brand>] for each product you use the logo on. In addition, you must accept the terms of each logo’s unique Trademark License as described on its download page. Finally, all use is subject to the Sun Trademark and Logo Usage Requirements at <http://sun.com/policies/trademarks>.

Logo Usage Overview

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. All Compliance Logos are intended for use on a physical product, 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. For more detailed, photographic examples of how and where to place your logo, please refer to www.java.com/brand.

Sun Microsystems, Inc. has established the following guidelines for print and digital production of all Compliance Logos.

These guidelines outline rules for correct presentation of the appropriate Compliance Logos in a variety of applications and media. While different Compliance Logos are used interchangeably in these illustrations, all illustrations apply to all logo types. The appropriate Compliance Logos may be used only in accordance with these directives. All other use is prohibited by Sun Microsystems, Inc.

Basic Principles

To use your appropriate Compliance Logo correctly, it helps to understand the principles behind all logos. All logos are specific, stylized graphic images that represent a brand or company.

The Compliance Logos are both a symbol and a piece of artwork. They should be used unmodified as delivered by Sun at the online Sun Marketing Resource Center at <http://logos.sun.com/>

By adhering to all of the principles that govern its usage, the logo remains a powerful and consistent representation of the appropriate Java brand.

Logo Components

The Java technology Compliance Logos are made up of four main components:

The Visual

The visual is the top half of the logo that shows just the coffee cup and steam.

Logotype

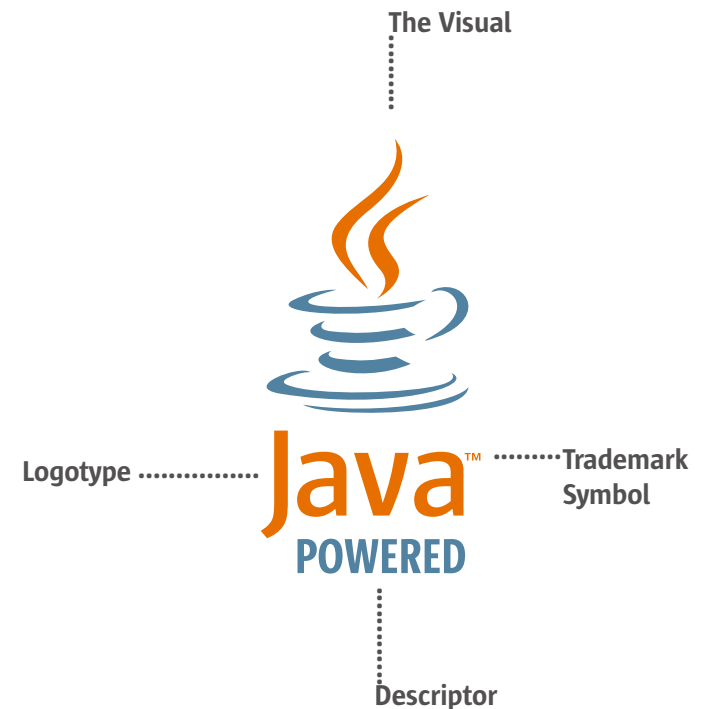
The logotype is made of a customized font with unique letter spacing and leading.

Descriptor

The descriptor is used to indicate which version of the logo you are using.

Trademark Symbol

The trademark (or service mark) symbol indicates that this logo is the property of Sun Microsystems.



Using Compliance Logos

Size Requirements

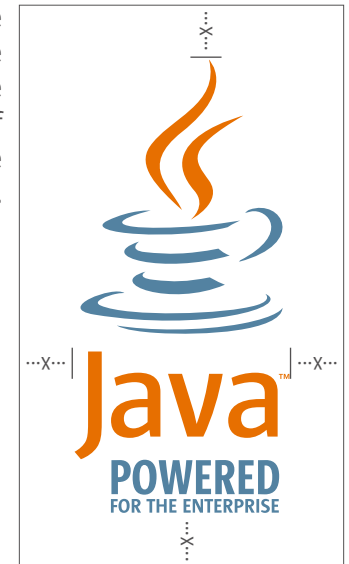
The appropriate Compliance Logo should be reproduced in sizes that are appropriate for the context in which they are found and the logo should always maintain the proper proportions. The logo should be easily visible, but not overwhelming. The smallest size allowed for general use in print is .5 inches or 13 mm in width. The smallest size allowed for general use onscreen is 50 pixels in width. The trademark symbol should be adjusted in relation to the size of the logo. Generally, when the logo becomes larger, the trademark symbol becomes proportionally smaller. In digital environments, the TM should be manually adjusted to maximize legibility at small sizes.

NOTE: If your product's form factor is too small to support a 50 pixel wide image, you may be eligible to use a smaller, 30 pixel wide image. Please send your request with full details about your product to javalogo@sun.com.

Clear Space

Clear space is the area around the logo that is free of any other graphic elements. Clear space contributes to the quality of the Java brand identity by prominently staging the logo. In general, the objective is to provide enough clear space around the logo to create an effective visual impression. In situations where space is limited, the minimum amount of clear space may be used to maintain the integrity of the logo.



The minimum clear space required around the appropriate Compliance Logo is half the height of the Java lowercase logotype.



The preferred clear space required around the appropriate Compliance Logo is the height of the capital J in Java logotype.



Color Palette

	CMYK	PMS Coated	PMS Uncoated	HEX	RGB
	C-45, M-10, Y-0, K-40	5415c	5415u	587993	R-83, G-130, B-161
	C-0, M-58, Y-100, K-3	152c	144u	E76F00	R-231, G-111, B-0

Acceptable Colors

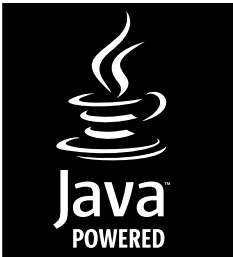
The examples below demonstrate the preferred use of color for all Compliance Logos.



Sun Blue and Sun Orange



Black logo on white background



White logo on black background



White logo on Sun Blue background



White logo on Sun Orange background

Color Abuse

The examples below demonstrate the unacceptable use of color for all Compliance Logos.



Do not print the logo in any color other than approved Sun colors.



Do not print the logo on any bright colored background other than Sun approved color.



Do not reverse the logo out of a background with insufficient contrast.



Do not put the logo on a patterned background.

Design Abuse

All Compliance Logos must be used as a unit. Do not alter in any way the electronic logo artwork either in proportion, color or add a dropshadow.



Do not outline logotype.



Do not alter logo design.



Do not reproduce the logo upside down.



Do not create repeating patterns of the logo.



Do not stretch, distort or italicize the logo.

Special Usage on the Web

The Compliance Logos represent all aspects of Java technology, from the technology's capabilities, to the company that developed it, to the intellectual property that helped create it. Therefore, their use should be very closely guarded. Nowhere is this more important than on the web.

The Compliance Logos can only be used on websites directly managed by Sun Microsystems and by authorized licensees in reference to a product that has passed the appropriate compatibility test. The logos should not refer to products and services that are not licensed, or those from any organization other than Sun Microsystems. The logo should always be used in such a way that it does not cause confusion about the sponsorship of the web site on which they're displayed.

Screen Time

On web pages maintained by Sun, the Compliance Logo should stay onscreen as long as the page is visible.

Respecting Sun Trademarks

Each Compliance Logo has been registered as a trademark with Sun Microsystems, Inc. This protects Sun and its intellectual property rights. The trademark symbol “tm” communicates the fact that Sun Microsystems owns its exclusive rights and is built into every logo. It’s another reason why the authorized Compliance Logo should always be reproduced precisely. When the Compliance Logos are used in documentation, such as a brochure or advertisement, a written attribution block should be included. The attribution should be in small print, but large enough to be legible. The attribution usually appears at the end of a document, the bottom of a web page, the inside cover of a publication, at the bottom or side of a print ad, or on the back of a package. For the Compliance Logos, the attribution should read: Java, the coffee cup logo, and all Java based marks are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. or other countries.

Other trademark rules

It is critical to correctly represent the registered Java trademarks both in graphic and text form, as consistent treatment reinforces the value of the brand for our customers. While these guidelines primarily cover the use of Compliance Logos, the following rules cover the use of the trademarks for Java technology as words in text. If you have any additional questions about the use of these trademarks, you can refer to the Sun trademarks website at <http://www.sun.com/policies/trademarks/> or call the Trademark Hotline at (650) 786-6006.

Trademarks are adjectives, not nouns.

Suggested nouns to use after “Java” include technology, software, or platform.

Trademarks should not be used as possessives.

Trademark should not be hyphenated.

Please contact the SMI Legal Department at trademarks@sun.com for more information on trademark usage.

FAQs

Can we use this logo without permission?

No! Do not use and Java technology Compliance Logo unless authorized. Go to <http://java.com/brand> to learn how you can become authorized to use these Java technology Compliance Logos.

Your logo colors conflict with our corporate colors, can I change your colors to complement ours?

No. The logo colors must remain the same as outlined in these guidelines.

Can we use the logo on anything we want?

No. There are precise places outlined in the Trademark License terms you agreed to that outline specific placement requirements that are unique to the program you have qualified for. Please read these terms carefully. If you need more information, send an email to javalogo@sun.com.

How do we get started?

Please go to <http://java.com/brand> for an overview of the different programs that you may be eligible to join in order to use these Java technology Compliance Logos.

Resources

Java Branding Team

javalogo@sun.com

Sun Microsystems

Marketing & Brands

Legal Department

Mailstop UMPK15-227

15 Network Circle

Menlo Park, CA 94025

Trademark Hotline:

650-786-6006

Fax: 650-786-6118

Internal Trademark Hotline:

x33600

Web sites:

<http://java.com/brand>