GraalVM

Logo and Icon Style Guide

v.02

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Logo usage

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GraalVM

Logos

The wordmark and logo lock-up are authorized for use in all marketing materials. Both logos should adhere to the principles outlined in this document.

The rabbit lock-up is an update only and does not supersede the wordmark. The workmark logo is still authorized to use and should be used when the rabbit lock-up doesn't work.

GraalVM's official palette consists of GraalVM Blue and GraalVM Orange. Use the official color palette in a consistent manner.

The GraalVM logo and icon must never be reproduced in any colors other than those specified in this guide.

Wordmark logo



Wordmark and rabbit iocn lock-up



Primary color palette

GraalVM Blue		GraalVM 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 G117 B143	RGB	R242 G145 B17
Hex	00758F	Hex	F29111

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GraalVM logo

Color and background usage

The primary color of the GraalVM logo is GraalVM Blue and GraalVM Orange. These colors should always be the first option when using the logo. The black logo can also be used when full color output is not available.

The logo is also available in reversed versions for use on a GraalVM Blue, GraalVM Orange, or black background and in black for use on a white background. Always ensure the logo is legible.

Note: The blue, orange, black, and grey rectangular shapes displayed on this page are for staging purposes only to illustrate how the GraalVM logo appears when placed on those backgrounds. They are not part of the logo.



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GraalVM logo

Space and size considerations

The GraalVM logo should never compete visually with other graphic elements. Use established minimum clear space guidelines at all times. Clear space is equal to the height and width of the letter M. That distance should be used to set off the logo both horizontally and vertically from other elements.

The logo should always be large enough to be legible. To ensure that the GraalVM logo is prominent and legible at reduced sizes, observe the minimum size requirements in all media.

The minimum size is measured by width of the GraalVM logo. In printed materials, the logo must be no less than 31.75 mm, or 1.25 inches in width. When displayed on screen, the icon must be no less than 150 pixels in width.



Minimum clear space



Minimum size

31.75 mm / 1.25 in (print)
150 pixels (on screen)

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GraalVM logo
Unacceptable usage

Don’t misuse the logo by doing any of these things or anything else that isn’t considered acceptable usage.



Changing the color



Adding embellishments



Changing rabbit



Adding a drop shadow



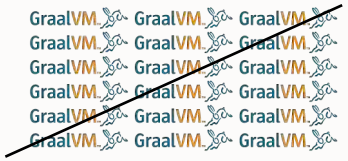
Rotating or reversing



Stretching



Placing in confined shape/container



Creating pattern



Changing location of rabbit

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Icon usage

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GraalVM icon

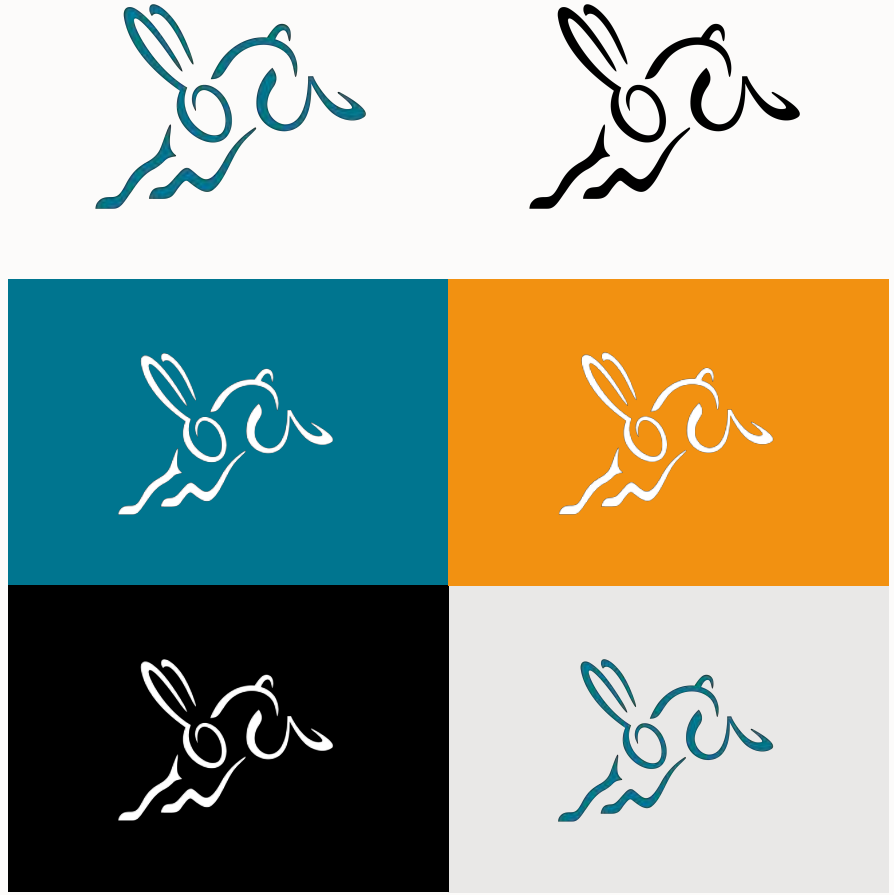
Color and background usage

Refer to page 3 of this guide for official color builds.

The primary color of the GraalVM icon is GraalVM Blue. This color should always be the first option when using the icon. The black icon can also be used when full color output is not available.

The icon is also available in reversed versions for use on a GraalVM Blue, GraalVM Orange, or black background and in black for use on a white background. Always ensure the icon is legible.

Note: The blue, orange, black, and grey rectangular shapes displayed on this page are for staging purposes only to illustrate how the GraalVM icon appears when placed on those backgrounds. They are not part of the icon.



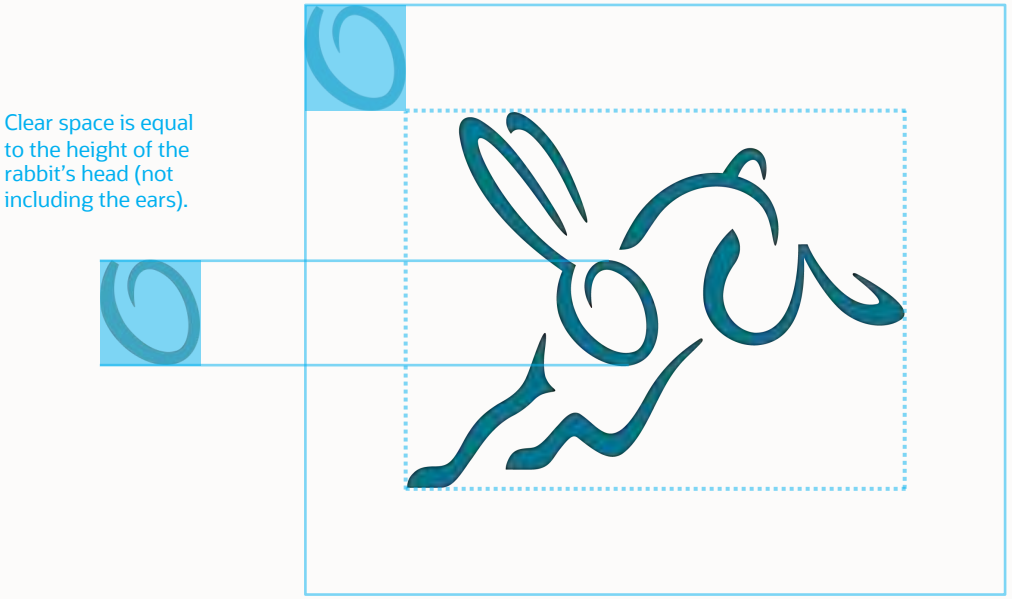
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GraalVM icon

Clear space

The GraalVM icon should never compete visually with other graphic elements. Use established minimum clear space guidelines at all times. Clear space is equal to the height of the rabbit's head, not including the ears. That distance should be used to set off the icon both horizontally and vertically from other elements.

The exception to this rule is when the icon is placed within small shapes, for example social media avatars, where space is already limited.



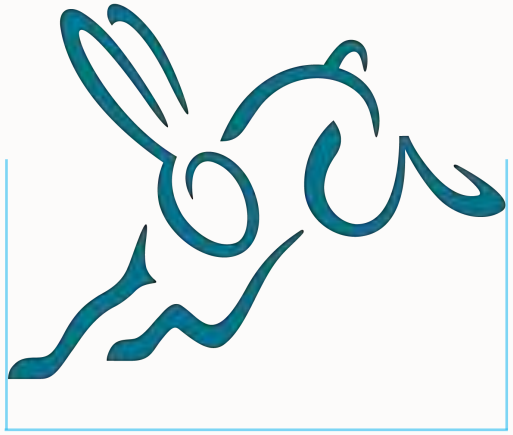
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GraalVM icon

Minimum sizing

The GraalVM icon should always be large enough to be legible. To ensure that the GraalVM icon is prominent and legible at reduced sizes, observe the minimum size requirements in all media.

The minimum size is measured by width of the GraalVM icon. In printed materials, the icon must be no less than 15.875 mm, or .625 inches in width. When displayed on screen, the icon must be no less than 60 pixels in width.



15.875 mm / .625 in (print)
60 pixels (on screen)

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GraalVM icon

Acceptable usage

The GraalVM icon can be used as a supporting element to reinforce or provide a quick visual nod to the GraalVM brand.

As a component of the GraalVM brand, the icon should be used in a consistent, mindful, and respectful manner. Always consider where, how, and why you're using it, as well as its relationship to other visual elements in your layout. Never embellish, modify, or treat the icon as a graphic novelty (see examples on the next page).

Examples of acceptable usage







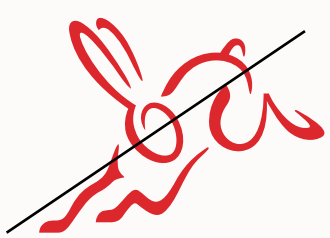


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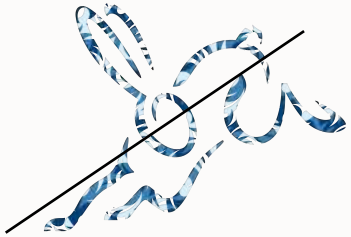
GraalVM icon

Unacceptable usage

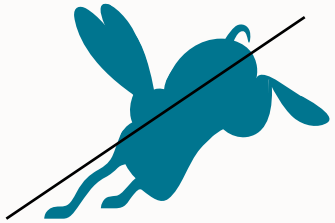
Don’t misuse the icon by doing any of these things or anything else that isn’t considered acceptable usage.



Changing the color



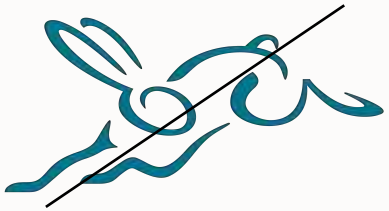
Adding a fill



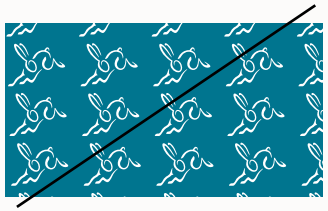
Filling in



Adding embellishments



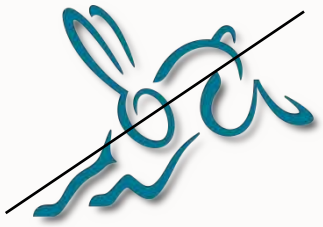
Stretching



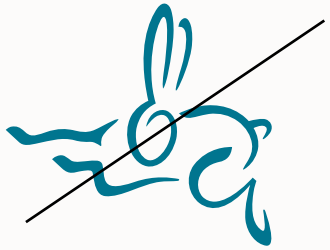
Overusing



Redraw the rabbit



Adding a drop shadow



Rotating or reversing

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Thank you

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