Eclipse Sparkplug® Brand Usage Handbook

The Sparkplug® Marks include, but are not limited to, the following names and/or logos: Sparkplug, Sparkplug Working Group, Sparkplug Member, and Sparkplug Compatible, (collectively the "Sparkplug Marks").

We are providing copies of the Sparkplug Marks so that our community can employ them to show their support for the Eclipse Sparkplug Working Group. 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 Eclipse logo and Trademark Guidelines section of the Eclipse Foundation website for further details.

https://www.eclipse.org/legal/logo_guidelines.php

Brand Font - Open Sans

Our brand font is Open Sans. Without compromising legibility, this modern font reflects the open and innovative spirit of the Eclipse community.

Open Sans Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 01
2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Open Sans Semi Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0
1 2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Open Sans Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 01
2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

Open Sans Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 01
2 3 4 5 6 7 8 9 0
= ~ ! @ # $ % ^ & * ( ) + [ ] \ { } | : ; ' : " < > ? , . /

When the Eclipse Sparkplug logo is used for events, a simple type treatment, including the event name, should be used in conjunction with the Eclipse Sparkplug logo. Any modification of the logo and logo colors is not permitted.
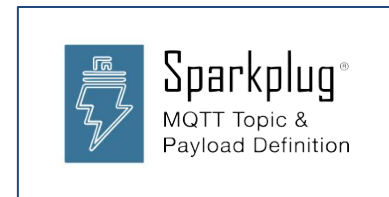
Sparkplug®

The logo is made up of two colors: Blue and Black. An orange accent color can be used as a complimentary color on the Sparkplug website and other places as needed, **but must not be added to the logo.**

Blue	
RGB	R 29, G 119, B 158
CMYK	C 86, M 46, Y 23, K 2
HEX	#1D779E
Pantone	2167 C

Black	
RGB	R 0, G 0, B 0
CMYK	C 0, M 0, Y 0, K 100
HEX	#000000
Pantone	2336 C

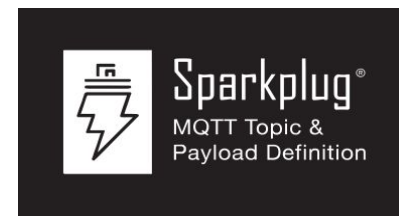| Orange	
RGB	R 253, G 108, B 41
CMYK	C 0, M 72, Y 92, K 0
HEX	#FD6C29
Pantone	7579 C

Two Color - With and Without Tagline

This full color variation of the logo should be used by default, unless the background color is too dark.

One Color - With and Without Tagline

In situations where the background color is too dark, use the inverted mark.
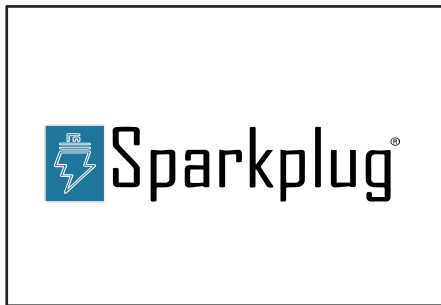
Eclipse Sparkplug Member Logo

The Eclipse Sparkplug 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 Eclipse Sparkplug Member logo is subject to the Sparkplug Trademark Guidelines.

Eclipse Sparkplug Compatible Logo

The Eclipse Sparkplug Compatible logo will be used to identify products which are certified as compatible Implementations of the Sparkplug Working Group as per the requirements stipulated in the Sparkplug Trademark Guidelines.
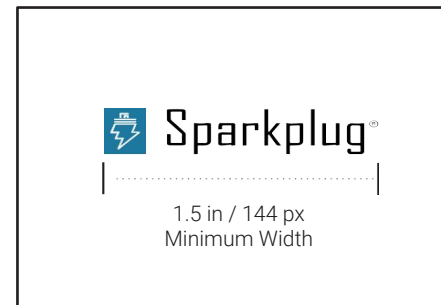
Full-color logo on white
When applicable use the full-color version of our logo on a white background.

Clear space
The amount of clear space around our logo should be equal to or greater than the height of the Sparkplug lightning bolt block.
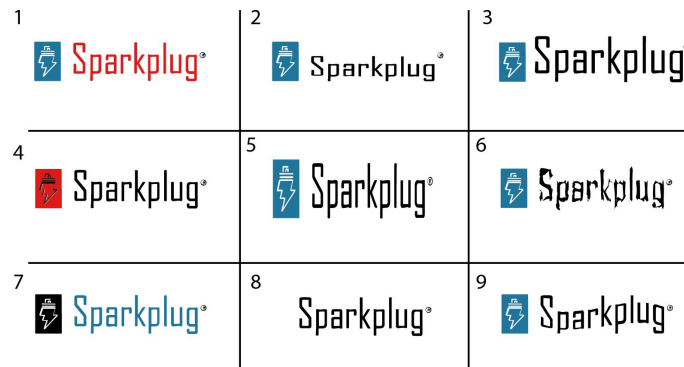
Minimum size
The minimum size for screen application of our logo is 144 px in width.

1.5 in / 144 px
Minimum Width

7

The Eclipse Sparkplug 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 lighting bolt
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

Eclipse Sparkplug Trademark Guidelines

We are providing copies of the Eclipse Sparkplug logo so our community can use it to show their support of the Sparkplug 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 Sparkplug Trademark Guidelines section of the Eclipse Sparkplug Working Group website for further details. In the event of a conflict between the Eclipse Sparkplug Trademark Guidelines and the Brand Usage Handbook contained in this document, the Eclipse Sparkplug Trademark Guidelines will control.

Questions?

If you have any questions regarding these guidelines, wish to report an infringement of the Eclipse Sparkplug trademarks, or wish to use a Sparkplug trademark in a way not explicitly provided for in these guidelines, then contact us by sending an email to license@eclipse.org.