

# Java Branding and Licensing Guidelines

Everything you need to know about using the Java brand and related images.

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Public

## Summary

The JAVA® brand name is a registered trademark of Oracle, and except in limited circumstances, may not be used without a written license from Oracle. The “Java” name may be used in product, service, and event names without permission only in specific, limited ways. It is OK to name your products, services, and events that are designed for, related to, or work with Java in the following way:

**Correct:** [My Product/Service/Event] for Java

**Incorrect:** Java [My Product/Service/Event]

For example, “MyDevTool for Java”, “MyCloudService in Java” and “MyConfEvent on Java” are OK to use. “Java MyDevTool”, “Java MyCloudService” and “Java MyConfEvent” would not be permitted. For more general information please see [Third-Party Usage Guidelines for Oracle Trademarks](#).

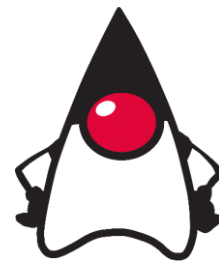
## Java Brand Images

The Java® ecosystem is visually represented by two iconic brands. Duke, the beloved Java mascot, and the Coffee Cup with Steam (“Coffee Cup”) which represents commercially licensed Java technology products and services. The image of Duke is open source under a permissive license (BSD) and is the recommended brand for anyone wishing to represent Java in their product or service. You do not need permission to use or modify the Duke image.

The “Coffee Cup with Steam” image® should only be used under a written, commercial trademark license. If you are unsure if you have permission to use the Coffee Cup logo, please contact your own legal advisors or reach out to Oracle Trademarks [trademar\\_us@oracle.com](mailto:trademar_us@oracle.com) for assistance before using the logo. Likewise, you may not use a modified version of the Coffee Cup logo.



Java Coffee Cup with Steam



Duke, the Java mascot

## FAQ

**What is the history of the Duke image and where can I find Duke assets?**

A great overview of the history of Duke and links to downloadable assets can be found on [dev.java/duke](https://dev.java/duke).

**What about licensing for variants of the Java brand and “Coffee Cup” images?**

There are many licensed products, services and named brands using the “Coffee Cup” and there are various formats and refinements of the branding. Some examples include “Java Powered”, “Java Standard Edition”, “Java Enterprise Edition”, “JavaOne”, “Java Day”, “Java Compatible”, “Java Licensee”, “Java Community Process”, “Java Card”, “Java Micro Edition”, “Java SE Embedded”, and “JavaFX.” These and other variants of the JAVA name and/or Coffee Cup should only be used if you are specifically licensed or authorized to do so. Similarly, the naming of products and services using variants of the Java brand should follow the same guidelines.

**Is there any way to show my affinity to Java using the “Coffee Cup”?**

We generally recommend the use of Duke to show your affinity to the Java ecosystem. There is also a specific Java Affinity Logo and program available [here](#).

**I found a “Coffee Cup” image through a clip-art service, may I use it with my product and service?**

Unfortunately clip-art services are not infallible and occasionally include trademarked images. Or the service may be providing the images under limited restricted licenses. If you see a Java “Coffee Cup” image on a service you should presume that it was not authorized by Oracle, though you can contact Oracle Trademarks at [trademar\\_us@oracle.com](mailto:trademar_us@oracle.com) to confirm.

**Can I simply replicated what I see others doing with the Java brand name and images?**

No! Any third-party products, services or events using the Java branding have to obtain a license (or are themselves violating Oracle’s brand guidelines). If you do not wish to seek a commercial license for your use of the Java brand and images, then we recommend using the Duke image and following the Java name guidelines as described in the summary.

**I am a licensee entitled to use a “Coffee Cup” logo. What are the official guidelines for use?**

Oracle provides a general brand style guide [here](#). The following Java specific guidelines may be helpful, please contact Oracle Trademarks at [trademar\\_us@oracle.com](mailto:trademar_us@oracle.com) with any specific questions you may have.

The Coffee Cup logo is comprised only of the following two colors, “Java Blue” and “Java Orange”. “Java Blue” is Pantone C PMS 633 C, Pantone U PMS 314 U, Process C100 M5 Y10 K36, RGB R0 G115 B150, or Hex 007396. “Java Orange” is Pantone C PMS 144 C, Pantone U PMS 130 U, Process C0 M52 Y100 K0, RGB R237 G139 B0, or Hex ED8B00.

The logo is available as a color graphic, using Java Orange and Java Blue. The use of the logo in Java Orange and Java Blue on a white background is preferred. The logo is also available in white for use on a Java Blue, Java Orange, or black background, and in black for use on a white background. Always ensure the logo is legible.

The logo should be given optimal staging in layouts. Minimum clear space has been established as equal to the height of the v in Java. Never use less than the minimum clear space. Clear space is always relative to the size of the logo.

Design and usage standards ensure that the Java logo brand identity is instantly recognizable however and wherever it is used.

**Can you provide visual examples of things to avoid related to brand style?**

Assuming you have authorization to use the Coffee Cup branding, you must follow the brand guidelines carefully and avoid unauthorized variations such as those displayed here.



**What about OpenJDK?**

For more information about the OpenJDK trademark, please see the [OpenJDK Trademark Notice](#).

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