Logo usage
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.
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.
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.
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
Icon usage
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.
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.

Clear space is equal to the height of the rabbit’s head (not including the ears).
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)
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).
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
Thank you