

Apache Groovy Logo Proposal

APACHE
Groovy

SYMBOLISM



Torx Screw
signifies Groovy's use in building tools such as Gradle



Flower
Inspired by 1970's-style design tropes and the old Mr. Coffee logo

COLORS



#FFFFFF Plain White
#FF5599 Light Pink
#00CCFF Alternate Cyan

TYPOGRAPHY

Helvetica Neue Condensed
Helvetica Neue Condensed Bold

ALTERNATE SCHEMES

APACHE
Groovy Groovy

Monochrome version
for low color designs
and environments

Blue version
inspired by Groovy's current
logo design