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Version 1.2

MicroMasters[®] Trademark Guidelines



Logos

MicroMasters® programs are in-depth and rigorous programs of study, with a pathway to credit from prestigious universities. These programs offer learners valuable knowledge to enhance their careers and to accelerate their path to a Master's degree.

These trademark guidelines provide general guidance on our policies relating to the MicroMasters trademarks and are aimed at keeping communications regarding MicroMasters programs consistent, unique and compelling. They also provide guidance to edX partners on how to communicate about their own MicroMasters program or other MicroMasters programs for which the edX partner is granting credit.

All use of the MicroMasters trademarks is subject to compliance with edX's Trademark Policy and, as applicable, your specific license from edX.

Guideline: Always include the ® registration symbol when using the MicroMasters logo.



edX MicroMasters lockup logo



MicroMasters text-only logo

Clear space

What is clear space? Clear space is the area surrounding the logo that must be kept clear of all elements such as text, graphics, other logos, borders, the edges of printed pages, and the edges of a full-screen or browser viewport. For our logo to communicate effectively, a minimum amount of clear space is necessary to stage it properly.

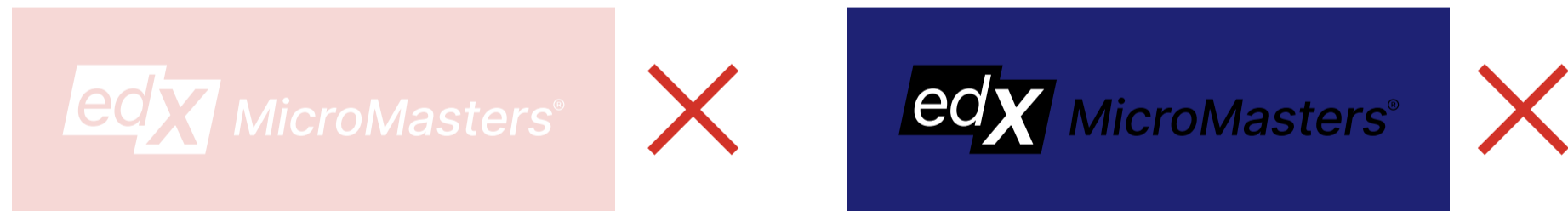
Guideline: Clear space around the logo is equal to 30% of its height. For example, if the logo is 50px tall, the margins would be 15px.

Clear space requirements are the same for all configurations and color variations. Whenever possible, this amount of space should be increased. The more space you give the logo, the greater impact it can have within your design.



Logo usage on colored backgrounds

Refrain from using the White version of the logo on light backgrounds as well as the Black or Elm version of the logo on dark backgrounds.



When used on light backgrounds, the logo should be Elm.



When used on dark backgrounds, the logo should be White.

Take control of your world.



When used in black-and-white-or gray-scale-only environments, the logo should be Black.

Scaling + rotating the logo

Always scale the MircoMasters logo proportionally.

Refrain from rotating the logo beyond its standard orientation.



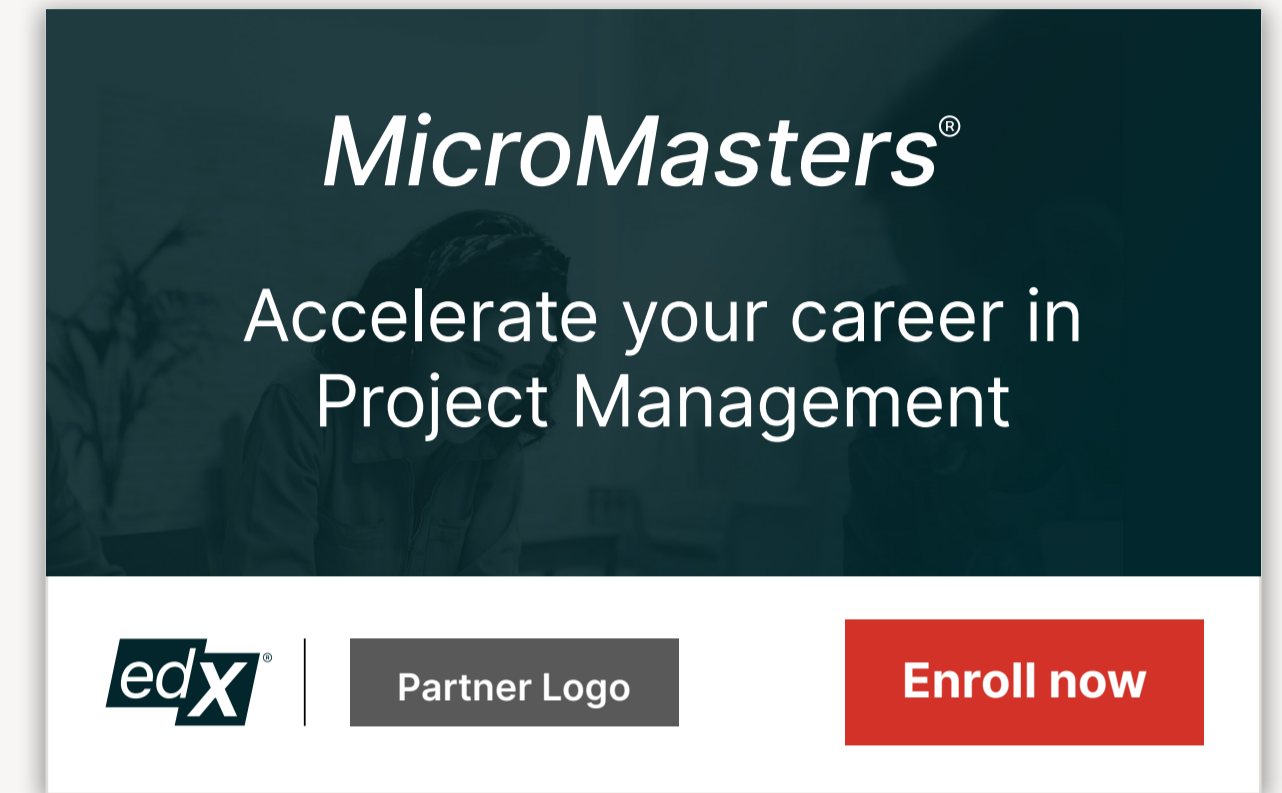
Logo pairing

If you are an edX member institution offering, or granting credit for, a MicroMasters program, you may group your logo with the edX and MicroMasters text-only logos as shown below:

MicroMasters[®]



This advertisement is a good example of how to include multiple logos while promoting a specific MicroMasters program.



Do not pair your logo and the MicroMasters text-only logo without including the edX logo. This appearance loses the edX brand, which already carries recognition, and should be avoided whenever possible.



Do not sandwich your logo between the edX logo and the text-only MicroMasters logo.



Use of MicroMasters[®] in text

- Always capitalize each “M” in the MicroMasters trademark.

MicroMasters[®] ✓

- Do not abbreviate the MicroMasters trademark or alter it in any way.
- Always use the plural form. Do not use the singular form.
- Do not use the possessive form. No apostrophe.

Micromasters	MicroMaster’s	✗
Micromaster’s	MicroMasters’	
Micromasters’	MicroMaster	
Get your MicroMasters [®] through edX		✗
How a MicroMasters [®] works		

- Always use the MicroMasters trademark as an adjective, never as a noun or a verb.
- Always follow the MicroMasters trademark with a lowercase noun.

Examples of additional nouns you can use:

- MicroMasters[®] program courses
- MicroMasters[®] program course offerings
- MicroMasters[®] program certificate

MicroMasters[®] program
MicroMasters[®] program certificate ✓

Special Note: Although “program certificate” is appropriate for use with the MicroMasters trademark, **never follow the trademark with “degree.”**

Using the ® registration symbol

- The first or most prominent use of the MicroMasters trademark in any copy, document, marketing collateral, web page, etc., must be immediately followed by the ® registration symbol.
- All uses of the MicroMasters trademark must identify the mark as being a trademark of The Center for Reimagining Learning with the proper attribution statement. At the bottom of your website, or the end of your advertisement or publication, include the following text in a legible font and size:

MicroMasters is a registered trademark of The Center for Reimagining Learning. All Rights Reserved.

MicroMasters® programs are a series of graduate level courses from top universities designed to advance your career. They provide deep learning in a specific career field and are recognized by employers for their real job relevance. Students may apply to the university offering credit for the MicroMasters program certificate and, if accepted, can pursue an accelerated and less expensive Master's Degree.

