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Version 1.0.6

edX®
Trademark
Guidelines

Logo

The edX® brand is one of our most valuable assets. It is essential that edX prevent unauthorized and inappropriate use of the edX brand in order to ensure that the brand remains a reliable indicator of source and quality.

These trademark guidelines provide general guidance on our policies relating to the edX trademarks and are aimed at keeping communications regarding edX consistent, unique and compelling.

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

edX®

Always include the ® registration symbol when using the edX logo.

Clear space in print

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. 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.

Guideline: When applying the logo in *printed materials*, the clear space around the logo is equal to the height of the logo.
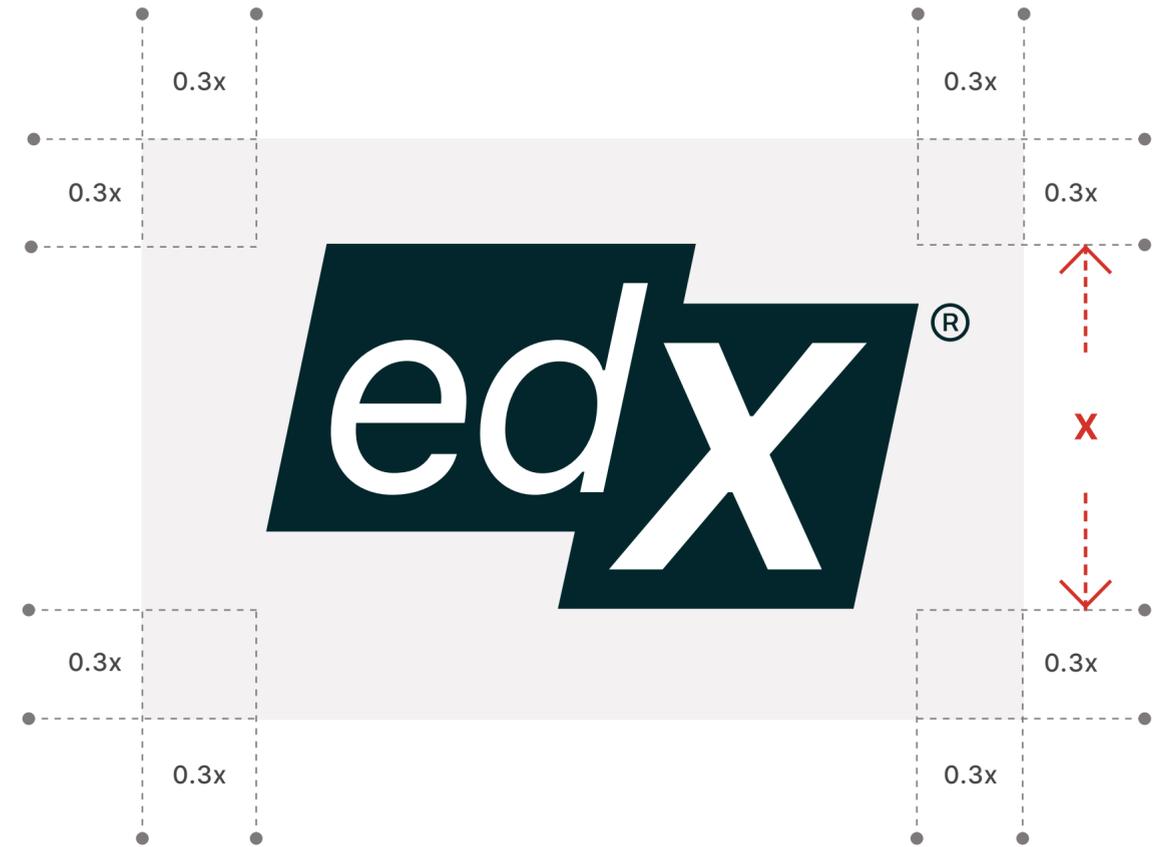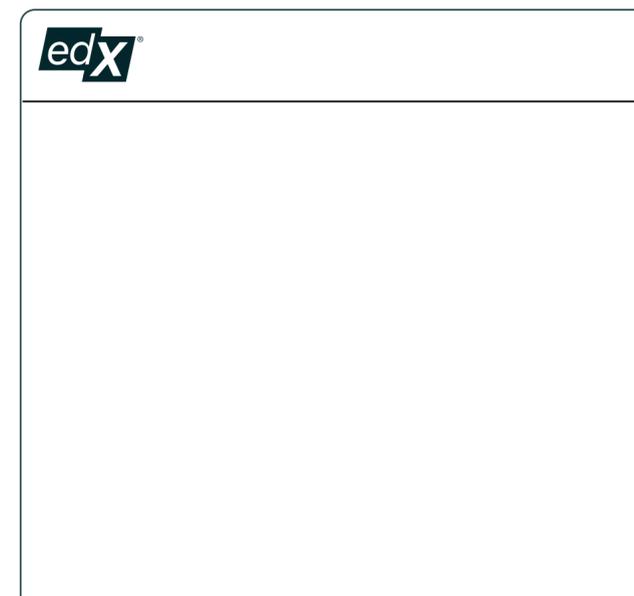
Clear space in online + mobile app environments

When applying the logo in *online or mobile app enviroments,* the clear space around the logo is equal to 30% of its height.
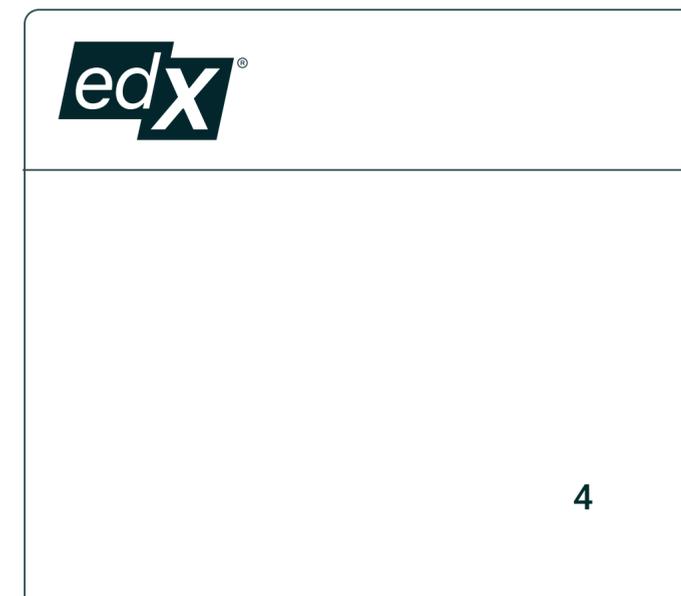
For example, if the logo is 50px tall, the margins would be 15px.

0.3x

0.3x

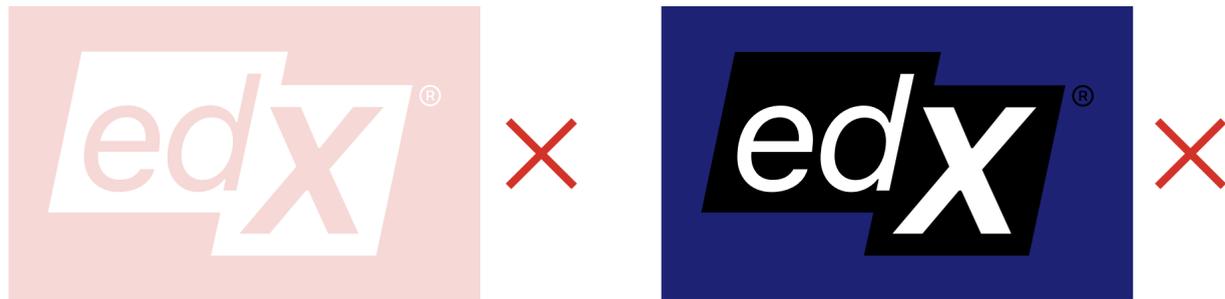0.3x

0.3x

0.3x

0.3x

0.3x

0.3x

x

Mobile

Desktop

4

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 edX logo proportionally.

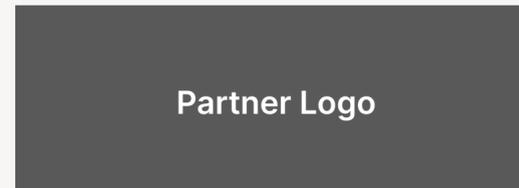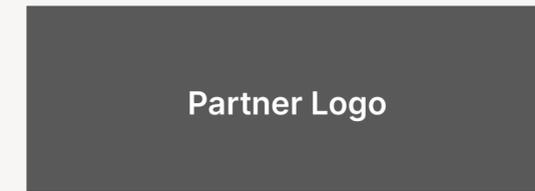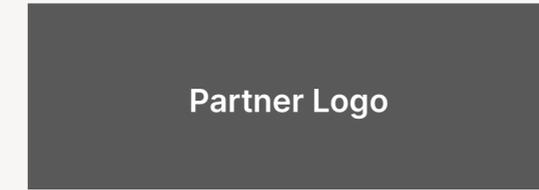Refrain from rotating the logo beyond its standard orientation.

Logo pairing

If you are an edX member institution or otherwise have specific authorization from edX, you may pair your logo and the edX logo as shown on the right.
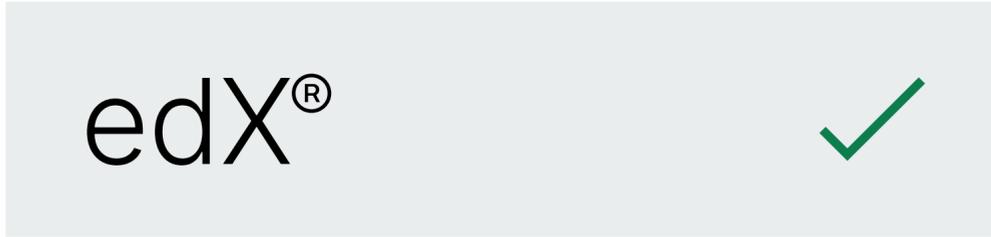
Line height = height of edX logo and aligns with the top of the edX logo

Use of edX® in text

- Always capitalize the "X" in the edX trademark.

- When "edX" is used at the beginning of a sentence, the "e" should be lowercase. For example: "edX is the educational movement for restless learners."

edX® ✓

- Do not otherwise vary the appearance of the edX trademark by abbreviating it, hyphenating it, incorporating it into acronyms, or changing its spelling or spacing.

edx	ed X	
EDX	ed-X	✗
Ed X	Ed-X	
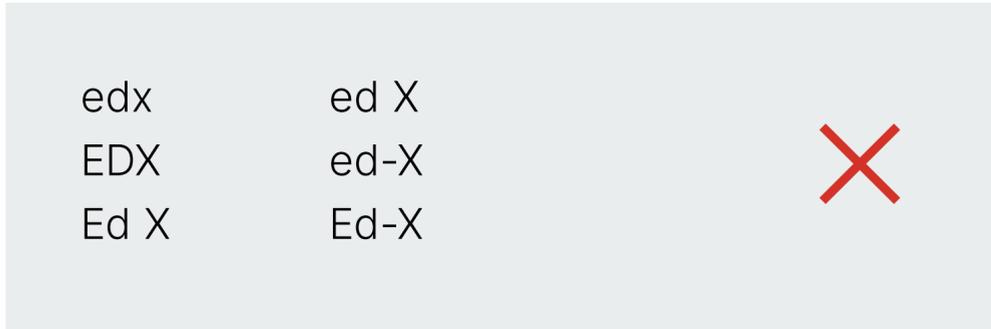
- Always use the edX trademark as an adjective, except when you use "edX" as a trade name (see the next page for more detail). Never use the edX trademark as a noun, a verb or in the possessive firm.

- Always follow the edX trademark with a lowercase noun.

  Examples of additional nouns you can use:

  - edX® programs

  - edX® course offerings

  - edX® certificate

  - edX® platform

edX® courses
edX® members ✓
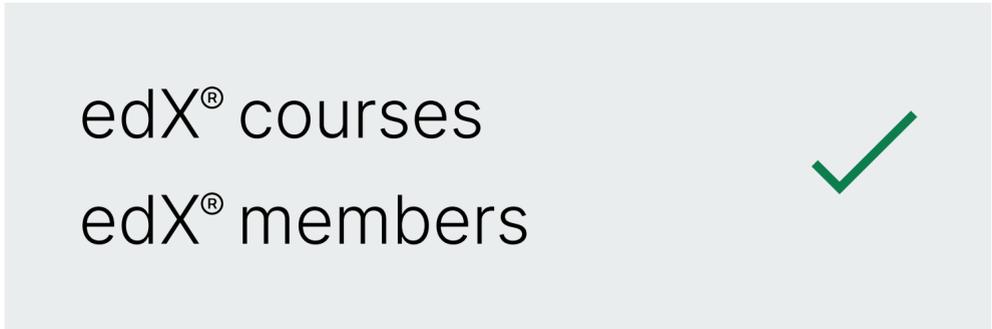
Using the ® registration symbol

- The first or most prominent use of the edX trademark in any copy, document, marketing collateral, web page, etc., must be immediately followed by the ® registration symbol.

- All uses of the edX trademark must identify the mark as being a trademark of edX LLC. 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:

> edX is a registered trademark of edX LLC. All Rights Reserved.

- "edX" functions not only as a trademark and service mark identifying goods and services offered by edX LLC, but also as a trade name or company name referring to edX LLC. When used as a trade name, "edX" should not be followed by the ® registration symbol or accompanied by an attribution statement.

Founded by Harvard University and MIT in 2012, edX LLC is a leading MOOC provider. The edX® platform is an online learning destination offering high-quality courses from the world's best universities and institutions to learners everywhere. edX is the only leading MOOC provider that is both nonprofit and open source.

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