edX®
Trademark
Guidelines

Version 1.0.2

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Introduction

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.
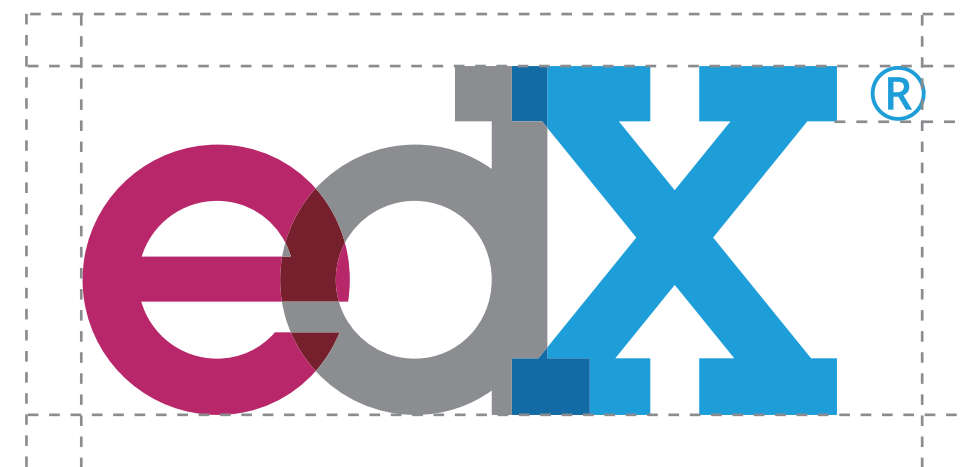
The edX® Logo

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

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.

Clear space matches the slab-serif thickness, which is defined as the space of the "top of the x bar" as shown below. 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.

Clear space for our logo is aproximately equal to the thickness of the slab serif of the X.

Logo Lockups

The edX logo can be paired with the edx.org URL.

However, do not pair the edX logo with the edx.org URL as shown below.
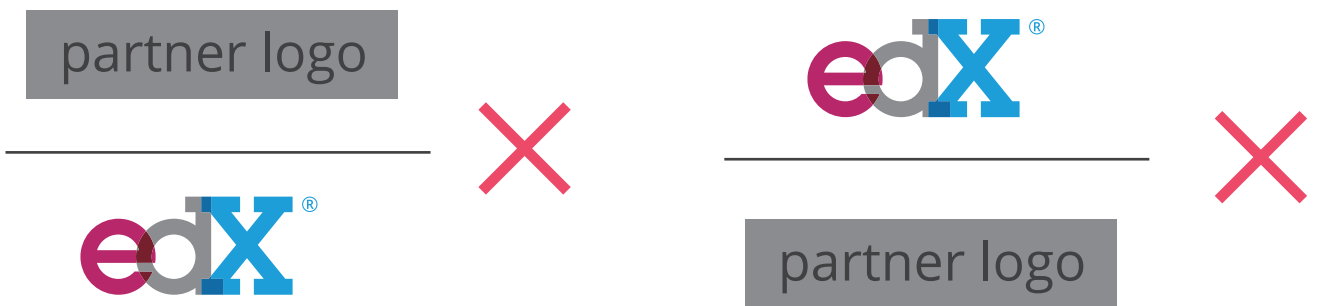

The edX logo can also be paired with taglines. Only use the approved taglines provided below.

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 below.

Do not pair your logo above or below the edX logo.

Colored Backgrounds

Use the color logo on a white background, in full color, whenever possible.

Use the color logo on pale gray (5% black) if needed.

Use the gray version of the logo on white only if you are planning on printing in black and white.

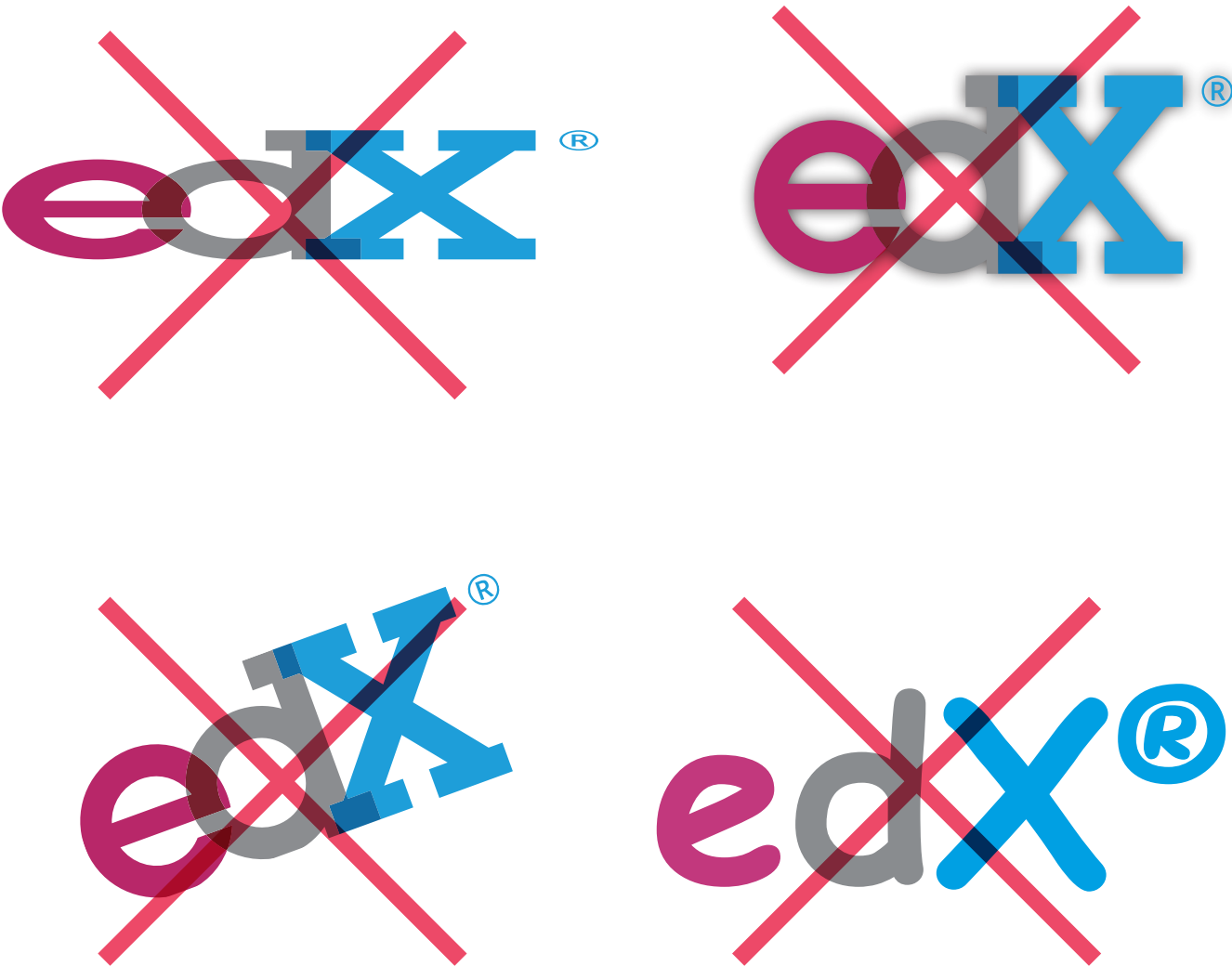Use the white version of the logo when you are using a dark or vibrantly colored background.

Do not use the white version of the logo on light colors.

Misuses of the Logo

Do not squash, stretch, tilt, add a shadow or glow, or change the typeface of the logo.

Do not change the colors of the logo to any color that is not specified in these guidelines. Do not add loud or noisy backgrounds, or colored backgrounds with colors that look similar to the colors of the logo.

Always scale the logo proportionally.

How to Write edX® Copy

- Always capitalize the "X" in the edX trademark.
- When "edX" is used at the beginning of a sentence, the "e" should be capitalized.
- 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® ✓

- 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.

edX® courses ✓

edX® members ✓

Examples of additional nouns you can use:
- edX® programs
- edX® course offerings
- edX® certificate
- edX® platform

Incorrect Usages:

edx	ed X
EDX	ed-X
Ed X	Ed-X

✗

How to Write edX® Copy

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 Inc. 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 Inc. All Rights Reserved.

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

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