

Open edX[®]

Trademark Guidelines

Version 1.0.2

Updated January 9, 2018



Introduction

The Open edX® platform is a free and open source course management system that was originally developed by edX. The Open edX platform is used all over the world to host Massive Open Online Courses (MOOCs) as well as smaller classes and training modules.

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

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

The Open edX® Logo



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

Please note: The following guidelines apply to the use of both the Open edX logo and the Powered by Open edX logo. For further information about the Powered by Open edX logo, see pages 16–17.

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 the Open edX logo is approximately equal to the thickness of the slab serif of the X.

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.

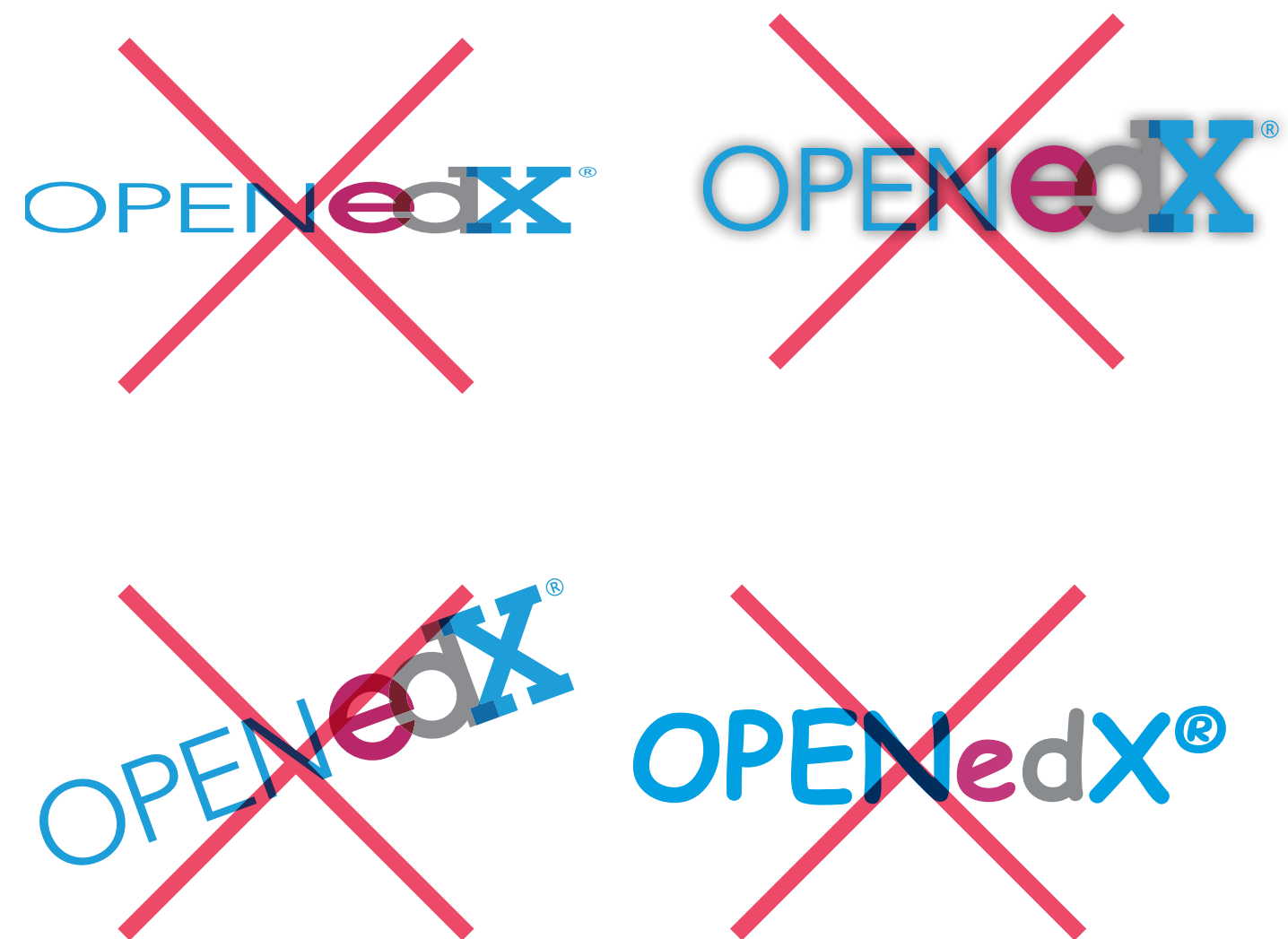


Do not use the white version of the logo on light colors.



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 Open edX® Copy

- Always capitalize the “O” and the “X” in the Open edX trademark.
- Do not otherwise vary the appearance of the Open edX trademark by abbreviating it, hyphenating it, incorporating it into acronyms, or changing its spelling or spacing.

Open edX® 

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

Open edX® platform 

Examples of additional nouns you can use:

- Open edX® trademark
- Open edX® community

Incorrect Usages:

OpenEdx
open edX
Open-edX

Open EdX
Open ed-X
openedx



How to Write Open edX® Copy

Using the ® registration symbol:

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

Open edX is a registered trademarks of edX Inc. All Rights Reserved.

The Open edX® platform is the open source platform that powers edX.org. The platform currently provides access to more than 8 million learners in 52 countries and offers 4,300+ courses on public sites. Several nations around the world use the Open edX platform to stand up regional learning platforms to meet the needs of local learners.



The Powered by Open edX Logo

To help us protect the Open edX trademarks and create a strong message about the value of the Open edX platform, we ask members of the community who have stood up separate instances of the Open edX platform to include one of the following Powered by Open edX logos in the footer of each page of their instance, with the logo linking back to <http://open.edx.org/>. Note that there is a pull-request for footer.html to do this by default.



Please use the S3 URLs available at <https://github.com/edx/edx-platform/wiki/Powered-by-Open-edX-Logos> rather than host the logo images yourself.