Open edX® Trademark Guidelines

Logo

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.

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 page 8.

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. 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: 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.

Logo usage on colored backgrounds

Refrain from using the White version of the logo on light backgrounds as well as the Color version of the logo on dark backgrounds.

When used on light backgrounds, the logo should be in Color.

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

Scaling + rotating the logo

Always scale the Open edX logo proportionally.

Refrain from rotating the logo beyond its standard orientation.

Use of Open edX® in text

- Always capitalize the "O" and the "X" in the Open edX trademark.

Open edX® ✓

- 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.

OpenEdx   Open EdX
open edX   Open ed-X
Open-edX   openedx ✗

- 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.

  Examples of additional nouns you can use:
  - Open edX® trademark
  - Open edX® community

Open edX® platform ✓

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 20 million learners in 114 countries and offers 33,000+ 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 pullrequest for footer.html to do this by default.

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

When used on light backgrounds, the logo should be in Color.

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