# MicroBachelors®
# Trademark Guidelines

**Version 1.0.8**
**Updated Janurary 31, 2020**

# Introduction

MicroBachelors® programs are credit-backed, stackable credentials for adults with some or no college experience looking to progress their careers. Created by top universities and influenced by fortune 1000 companies, edX's MicroBachelors programs provide the option for pursuing a bachelor's degree, while built to focus on immediate job-relevant skills.

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

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

# The MicroBachelors® Logo

**MicroBachelors®**

Always include the ® when using the MicroBachelors 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 width of the ® trademark symbol 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 MicroBachelors logo is approximately equal to the width of the ® registered trademark symbol.

# Logo Lockups

Pair the edX logo with the MicroBachelors logo. This indicates that edX and the MicroBachelors logo are tied together.

 ✓

The MicroBachelors logo can stand alone, provided that there is additional content that describes the MicroBachelors program(s) in some form, and you include the following attribution statement crediting ownership of the logo to edX (in a legible font and size):

**MicroBachelors**® ✓

MicroBachelors and the MicroBachelors logo are registered trademarks of edX Inc. All Rights Reserved.
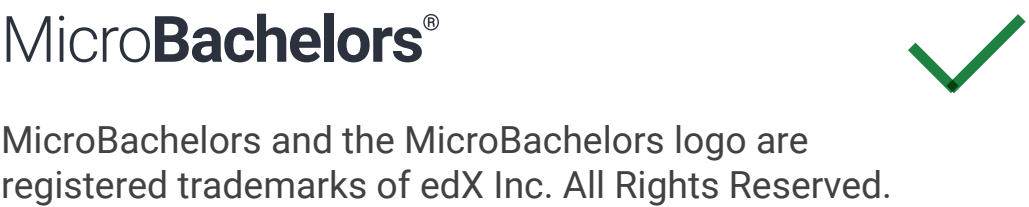
If you are an edX member institution offering, or granting credit for, a MicroBachelors program, you may group your logo with the edX and MicroBachelors logos as shown below:

**MicroBachelors**®

edX® | partner logo ✓

 ✓

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

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

partner logo | **MicroBachelors**® ✗

Do not sandwich your logo between the edX logo and the MicroBachelors logo.

edX® | partner logo | **MicroBachelors**® ✗

# Colored Backgrounds

Use the black logo on a white background whenever possible.

Micro**Bachelors**® ✓

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

Micro**Bachelors**® ✓

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

Micro**Bachelors**® ✓

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

Micro**Bachelors**®  Micro**Bachelors**®  Micro**Bachelors**®

✓

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

Micro**Bachelors**®  Micro**Bachelors**®  Micro**Bachelors**®

✕

# 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 MicroBachelors® Copy

- Always capitalize both the "M" and "B" in the MicroBachelors trademark.
- Do not abbreviate the MicroBachelors 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.

MicroBachelors® ✓

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

MicroBachelors® program ✓

MicroBachelors® program certificate ✓

Examples of additional nouns you can use:

- MicroBachelors® programs
- MicroBachelors® program course offerings
- MicroBachelors® program courses

## Special Note:

Although "program certificate" is appropriate for use with the MicroBachelors trademark, never follow the trademark with "degree."

## Incorrect Usages:

| | | |
|---|---|---|
| Microbachelors | MicroBachelor's | ✗ |
| Microbachelor's | MicroBachelors' | |
| Microbachelors' | MicroBachelor | |

Get your MicroBachelors® through edX ✗

How a MicroBachelors® works

# How to Write MicroBachelors® Copy

## Using the ® symbol

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

- All uses of the MicroBachelors trademark must identify the mark as being a registered 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:

> MicroBachelors is a registered trademark of edX Inc.  All Rights Reserved.

MicroBachelors® programs are a series of undergraduate level courses for adult learners without a bachelor's degree with some or no college experience looking to progress their career. Created by top universities and influenced by fortune 1000 companies, edX's MicroBachelors programs provide immediately transferable skills for the workplace, while providing an accessible pathway to a full Bachelor's degree.