

Updated December 4, 2020

Version 1.3

MicroBachelors® Trademark Guidelines



Logos

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.

Guideline: Always include the ® registration symbol when using the MicroBachelors logo.



edX MicroBachelors lockup logo



MicroBachelors text-only logo

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.

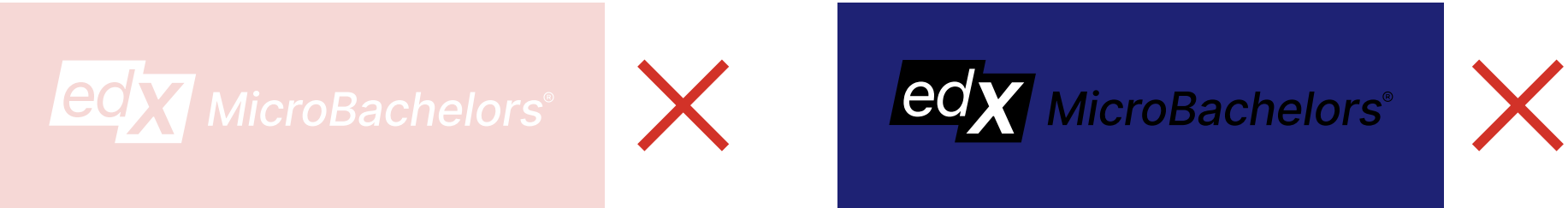
Guideline: Clear space around the logo is equal to 30% of its height. For example, if the logo is 50px tall, the margins would be 15px.


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.



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 MicroBachelors logo proportionally.
Refrain from rotating the logo beyond its standard orientation.



Logo pairing

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 text-only logos as shown below:

MicroBachelors[®]



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 text-only logo without including the edX logo. This appearance loses the edX brand, which already carries recognition, and should be avoided whenever possible.



Do not sandwich your logo between the edX logo and the text-only MicroBachelors logo.



Use of MicroBachelors[®] in text

- Always capitalize both the “M” and “B” in the MicroBachelors trademark.

MicroBachelors[®] ✓

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

Get your MicroBachelors[®] through edX
How a MicroBachelors[®] works ✗

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

Examples of additional nouns you can use:

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

MicroBachelors[®] program
MicroBachelors[®] program certificate ✓

Special Note: Although “program certificate” is appropriate for use with the MicroBachelors trademark, **never follow the trademark with “degree.”**

Using the ® registration 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.

