

MicroMasters® Trademark Guidelines

Version 1.0.7

Updated April 22, 2019



Introduction

MicroMasters® programs are in-depth and rigorous programs of study, with a pathway to credit from prestigious universities. These programs offer learners valuable knowledge to enhance their careers and to accelerate their path to a Master's degree.

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

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

The MicroMasters® Logo



Always include the ® when using the MicroMasters 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 ® registered 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.



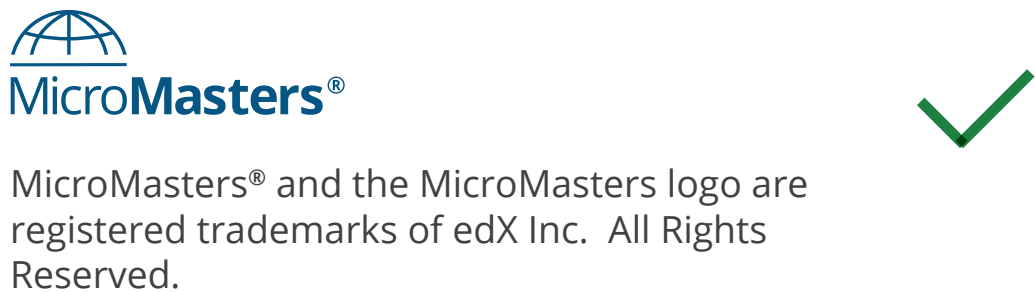
Clear space for the MicroMasters logo is approximately equal to the width of the ® registered trademark symbol.

Logo Lockups

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



The MicroMasters logo can stand alone, provided that there is additional content that describes the MicroMasters 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):



If you are an edX member institution offering, or granting credit for, a MicroMasters program, you may group your logo with the edX and MicroMasters logos as shown below:



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

Do not pair your logo and the MicroMasters 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 MicroMasters logo.



Colored Backgrounds

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



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



Use the black 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 MicroMasters® Copy

- Always capitalize each “M” in the MicroMasters trademark.
- Do not abbreviate the MicroMasters 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.

MicroMasters® 

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

MicroMasters® program 

MicroMasters® program certificate 

Examples of additional nouns you can use:


- MicroMasters® program courses
- MicroMasters® program course offerings
- MicroMasters® program certificate

SPECIAL NOTE:

Although “program certificate” is appropriate for use with the MicroMasters trademark, **never follow the trademark with “degree.”**

Incorrect Usages:

Micromasters	MicroMaster’s	
Micromaster’s	MicroMasters’	
Micromasters’	MicroMaster	

Get your MicroMasters® through edX	
How a MicroMasters® works	

How to Write MicroMasters® Copy

Using the ® registration symbol:

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

MicroMasters is a registered trademark of edX Inc. All Rights Reserved.

MicroMasters® programs are a series of graduate level courses from top universities designed to advance your career. They provide deep learning in a specific career field and are recognized by employers for their real job relevance. Students may apply to the university offering credit for the MicroMasters program certificate and, if accepted, can pursue an accelerated and less expensive Master's Degree.

