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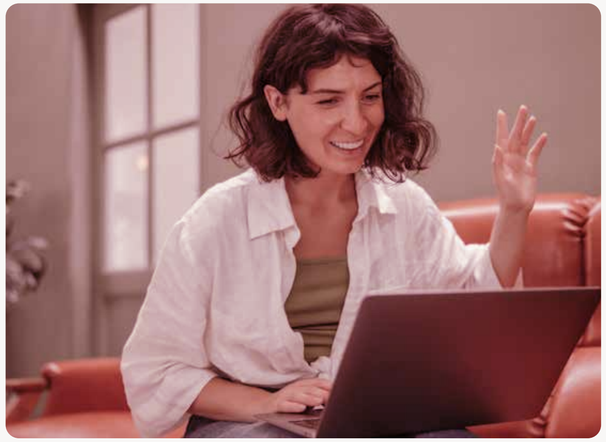
Version 1.1.0

Open edX® Brand 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

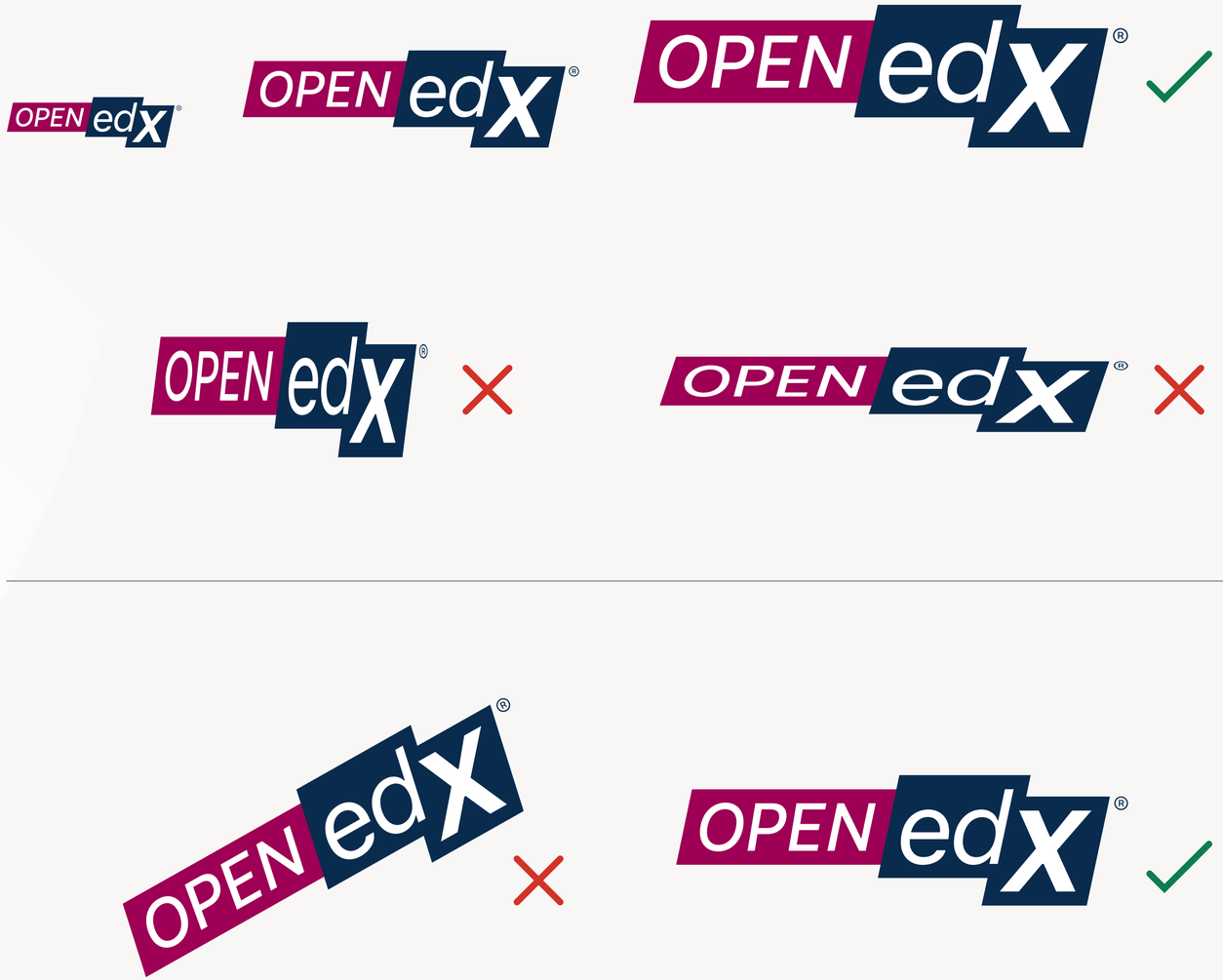
Refrain from using the White version of the logo on light backgrounds as well as the Color version of the logo on dark backgrounds.

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 EdX
- Open ed-X
- 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 LLC 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 LLC. 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 https://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.

When mentioned in text-only situations, use the hosting website in conjunction with "powered by the Open edX® platform" text.

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

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

When used on certificates, place the Powered by Open edX logo in the lower right at 50% the height of the issuing organization's logo.

Always align the bottom of the Powered by Open edX logo to the bottom of the issuer's logo.

Colors

Primary Navy

CMYK 88,44,0,70
RGB 9,43,77
HEX #092B4D

Brand Magenta

CMYK 0,100,46,38
RGB 157,0,84
HEX #9D0054

Text Gray Primary

CMYK 20,10,0,84
RGB 33,37,41
HEX #212529

Off-White Primary

CMYK 0,1,1,6
RGB 240,238,237
HEX #F0EEED

Dark Navy

CMYK 88,43,0,76
RGB 7,34,60
HEX #07223C

Light Navy

CMYK 45,22,0,50
RGB 71,100,128
HEX #476480

Dark Magenta

CMYK 0,100,46,57
RGB 110,0,59
HEX #6E003B

Light Magenta

CMYK 0,65,30,29
RGB 182,64,127
HEX #B6407F

Text Gray Secondary

CMYK 0,0,0,64
RGB 92,92,92
HEX #5C5C5C

Off-White Secondary

CMYK 0,0,1,3
RGB 248,247,246
HEX #F8F7F6

Typography

Headline font

Inter Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4
5 6 7 8 9 ! @#$$%^&*()

Body font

Inter Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4
5 6 7 8 9 ! @#$$%^&*()