



Open edX

Visual Identity Guidelines

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About Open edX

Open edX is edX's open source initiative where developers around the globe are working to create a next-generation online learning platform to bring quality education to students around the world.

EdX is a not-for-profit enterprise composed of 29 leading global institutions, the xConsortium. Since our founding in May 2012, edX has been committed to an open source vision. We believe in pursuing non-profit, open-source opportunities for expanding education both online and on-campus.

This document describes the visual guidelines for using the Open edX logo.

Logo files

The following logos files are available:

- Open edX primary logo
- Open edX primary logo with “Powered by” tagline
- Open edX grayscale logo for use on a light background
- Open edX grayscale logo for use on a light background with “Powered by” tagline
- Open edX grayscale logo for use on a dark background
- Open edX grayscale logo for use on a dark background with “Powered by” tagline

All the files listed above are available in EPS and png formats.

The primary Open edX logo in color. The word "OPEN" is in blue, "ed" is in red, and "X" is in blue.The primary Open edX logo with the tagline "POWERED BY" above it, all in color.

The Open edX logo in grayscale.The Open edX logo with the tagline "POWERED BY" above it, in grayscale.

The Open edX logo in grayscale on a dark background.The Open edX logo with the tagline "POWERED BY" above it, in grayscale on a dark background.

Usage guidelines

The logos can be placed on solid backgrounds. If the primary logo colors conflict with your site colors, we have provided grayscale logos for use on either light or dark backgrounds.

The logo requires space around it equivalent to the height of the serif slab on the X.

The logo should be large enough to be readable in context, and should be linked back to the code.edx.org site.

Squeezing, stretching or altering the logo is prohibited.

The logos should not be placed on busy backgrounds.

Referring to Open edX

When mentioned in a text context, Open edX should be written as “Open edX”, not OpenedX, OpenEdX, Open EdX or any other variant.

Resources

You can find the Open edX logos, the current version of this document, and more information about the Open edX project on the Open edX website, code.edx.org.

Contact info

If you have any questions about the Open edX or edX in general, please contact us at info@edx.org.



Proper spacing



Acceptable use



Unacceptable use: Patterned background



Unacceptable use: Distorted