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Version 1.0.9

# Brand + TM Guidelines

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# Our Brand

# We are the education movement for restless learners ready to unlock our shared potential.

OUR RALLYING CRY

# Restless learners change the world.

# Our brand DNA:

| Human | Purposeful | Restless | Smart |
|---|---|---|---|
| Engaging | Intentional | Pioneering | Curious |
| Relatable | Bold | Transformative | Credible |
| Encouraging | Energizing | Dogged | Informed |

## Our brand DNA:

# Human

We are attentive to our shared humanity and we consider it our duty to invite engagement, close the distance and make progress in the world.  Our voice acknowledges that learners can feel vulnerable. We anticipate questions and we answer them with empathy and head on. We're not afraid to laugh at the foibles we all relate to, because it brings us closer. And we treat learners, partners and each other with nonjudgmental respect, which includes gender inclusive language.

## Our brand DNA:

# Purposeful

Our actions change the world. We are here for a reason. And every choice we make has a reason. We are thoughtful and intentional in the way we speak to learners, partners and each other. We err on the side of being concise (while never sacrificing humanity). As educators, we appreciate language and choose words with care, but because we know the rules, we are also comfortable breaking them with intention.

## Our brand DNA:

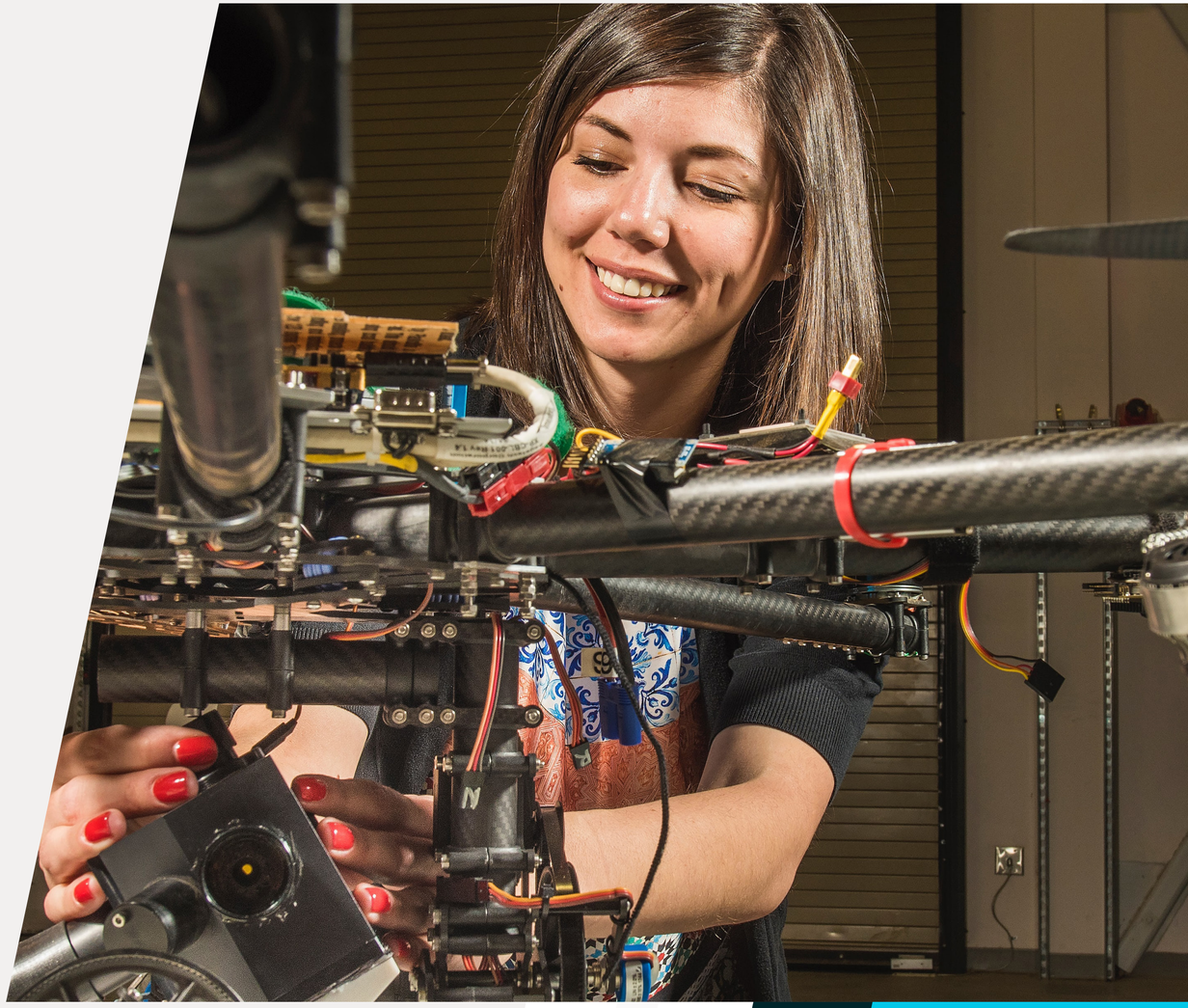
# Restless

Our learners are determined to stretch, grow and move forward. They're always evolving. And as a brand, so are we. We don't rest on our laurels. Our voice asks questions, and invites you to as well. We avoid cliches and phrases that sound rote. We use active construction as much as possible.

## Our brand DNA:

# Smart

We're curious and credible. We are forever inviting learning. We're thought leaders, without being full of ourselves. We are always asking questions. We support what we know with clear, relevant  information. We are never snarky, but we do enjoy smart humor in small doses, always with humility.



# Our Look

# Logo

The edX® brand is one of our most valuable assets. It is essential that edX prevent unauthorized and inappropriate use of the edX brand in order to ensure that the brand remains a reliable indicator of source and quality.

These trademark guidelines provide general guidance on our policies relating to the edX trademarks and are aimed at keeping communications regarding edX consistent, unique and compelling.

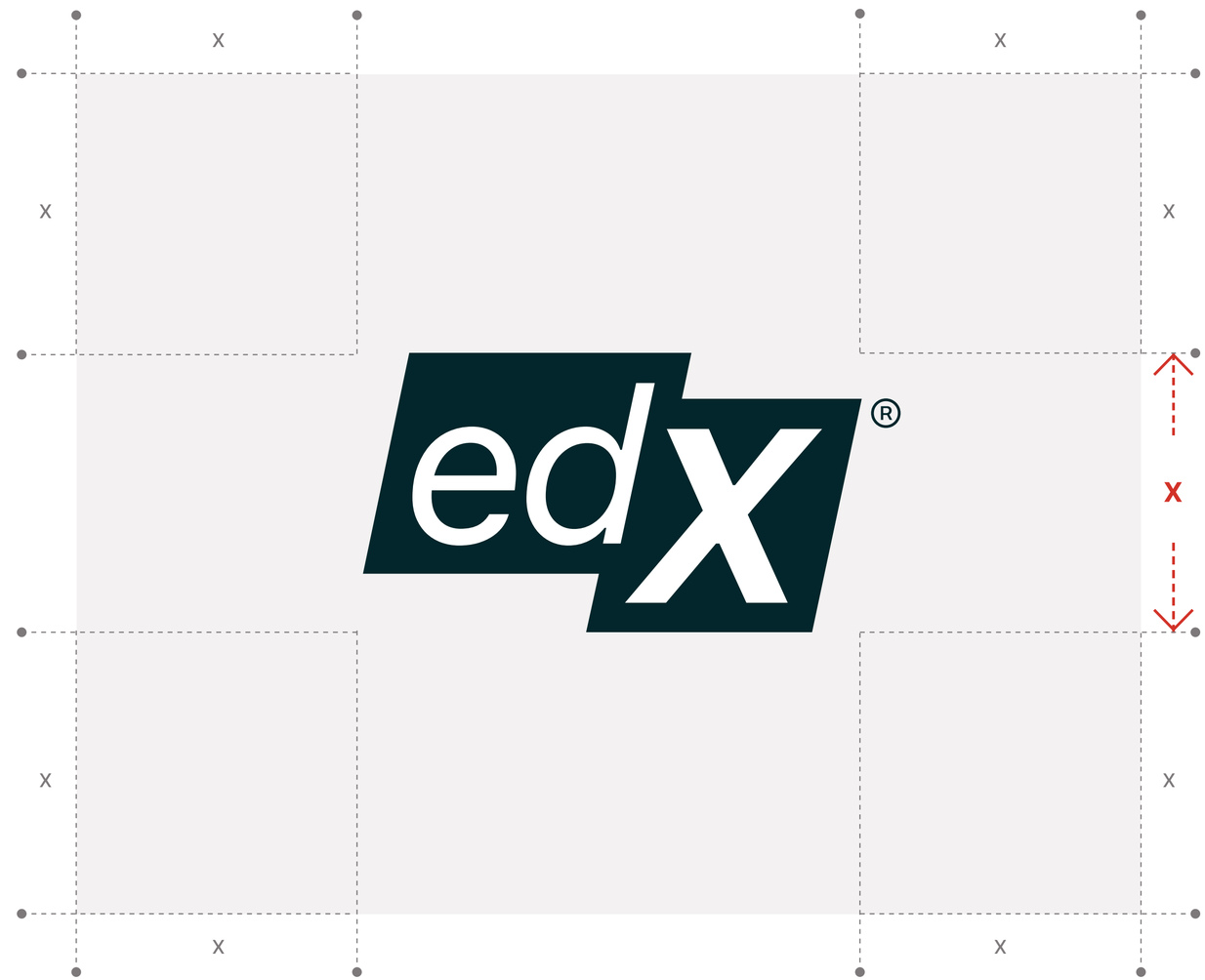
All use of the edX trademarks is subject to compliance with edX's Trademark Policy and, as applicable, your specific license from edX.

Always include the ® registration symbol when using the edX logo.

# Clear space in print

**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:** When applying the logo in *printed materials*, the clear space around the logo is equal to the height of the logo.



# Clear space in online + mobile app environments

When applying the logo in ***online or mobile app enviroments,*** the clear space around the logo is equal to 30% of its height.

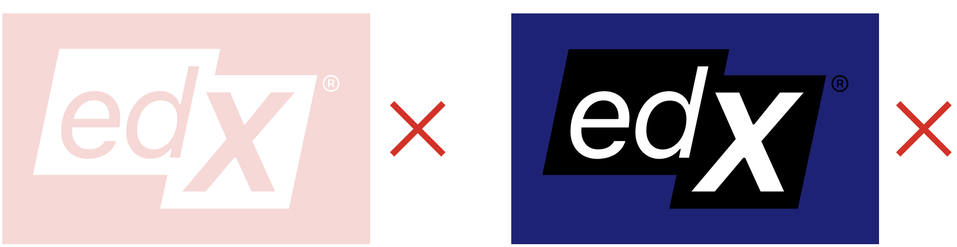
For example, if the logo is 50px tall, the margins would be 15px.

Mobile

Desktop

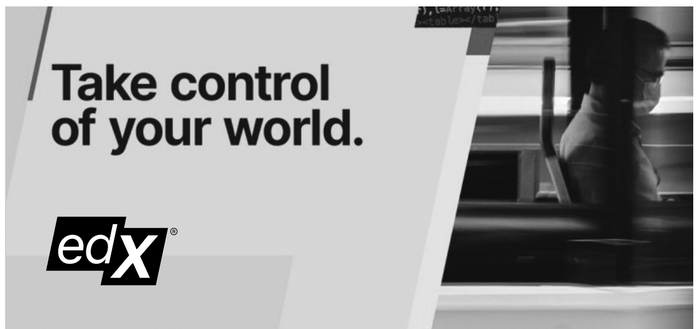
# Logo usage on colored backgrounds

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.




When used in black-and-white-or gray-scale-only environments, the logo should be Black.

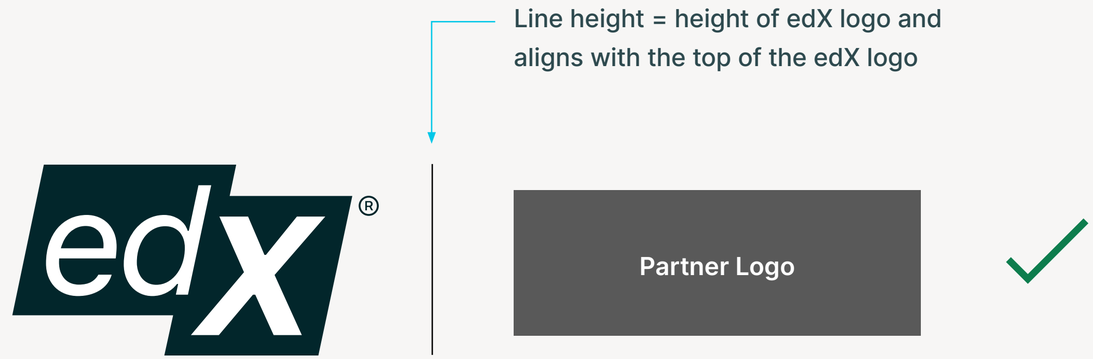
# Scaling + rotating the logo

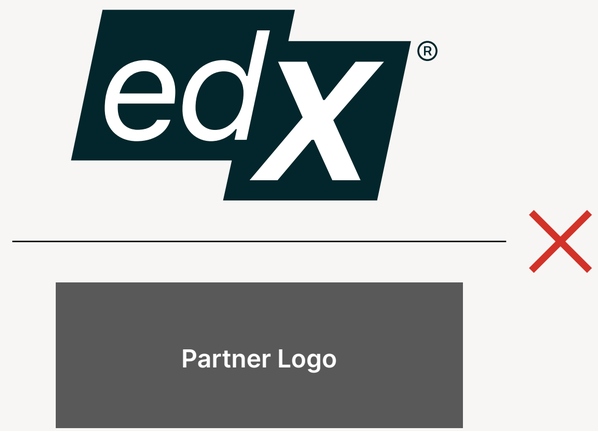
Always scale the edX logo proportionally.

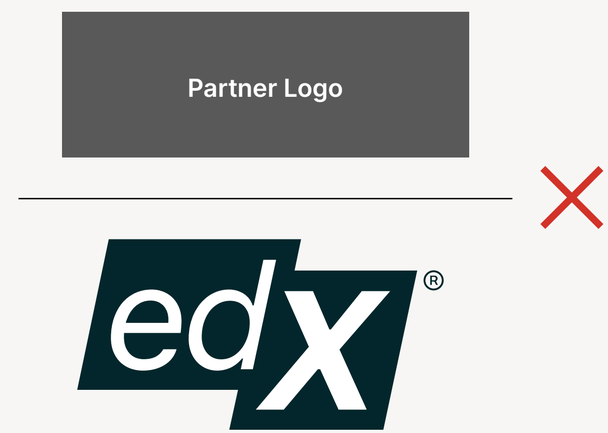
Refrain from rotating the logo beyond its standard orientation.

# Logo pairing

If you are an edX member institution or otherwise have specific authorization from edX, you may pair your logo and the edX logo as shown on the right.



# Use of edX® in text

- Always capitalize the “X” in the edX trademark.
- When “edX” is used at the beginning of a sentence, the “e” should be lowercase. For example: "edX is the educational movement for restless learners."

edX® ✓

- Do not otherwise vary the appearance of the edX trademark by abbreviating it, hyphenating it, incorporating it into acronyms, or changing its spelling or spacing.

| | | |
|---|---|---|
| edx | ed X | ✗ |
| EDX | ed-X | |
| Ed X | Ed-X | |

- Always use the edX trademark as an adjective, except when you use “edX” as a trade name (see the next page for more detail). Never use the edX trademark as a noun, a verb or in the possessive firm.
- Always follow the edX trademark with a lowercase noun.

  Examples of additional nouns you can use:

  - edX® programs
  - edX® course offerings
  - edX® certificate
  - edX® platform

edX® courses ✓
edX® members

# Using the ® registration symbol

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

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

- "edX" functions not only as a trademark and service mark identifying goods and services offered by edX Inc., but also as a trade name or company name referring to edX Inc. When used as a trade name, "edX" should not be followed by the ® registration symbol or accompanied by an attribution statement.

Founded by Harvard University and MIT in 2012, edX Inc. is a leading MOOC provider. The edX® platform is an online learning destination offering high-quality courses from the world's best universities and institutions to learners everywhere. edX is the only leading MOOC provider that is both nonprofit and open source.

# Color:
# Palette

### Core Palette

Our core palette provides a distinct visual impression unique to the edX brand.

ACTION

#D23228

**Garnet** is our edX brand action color. It is used sparingly for primary calls to action and to create emphasis with small graphic elements.

**RGB:** 210 50 40
**CMYK:** 12 94 99 2
**PMS:** 2347 U / 3556 C
**DESIGN SYSTEM ALIAS:** BRAND 500

FOUNDATION

#00262B

**Elm** is used prominently for floods of background color, graphic elements, the edX logo, and hero headlines.

**RGB:** 0 38 43
**CMYK:** 90 64 62 67
**PMS:** 627 U / 567 C
**DESIGN SYSTEM ALIAS:** PRIMARY 500

#E1DDDB

**Limestone** is used prominently for floods of background color to create depth and elevate white space.

**RGB:** 225 221 219
**CMYK:** 11 10 10 0
**PMS:** Cool Gray 1 U / Warm Gray 1 C
**DESIGN SYSTEM ALIAS:** LIGHT 500

FLAIR

#03C7E8

**Isotope** is used as an accent to add vibrance. It is used for graphic elements and large headlines on Elm.

**RGB:** 3 199 232
**CMYK:** 66 0 8 0
**PMS:** 3115 U / 3115 C
**DESIGN SYSTEM ALIAS:** ACCENT A

#F0CC00

**Oxide** is used as an accent to add vibrance. It is used for graphic elements and large headlines on Elm.

**RGB:** 240 204 0
**CMYK:** 7 16 100 0
**PMS:** 108 U / 7405 C
**DESIGN SYSTEM ALIAS:** ACCENT B

### Tints and Text

Our tint palette adds depth and elevates white space, while our text palette provides flexibility and legibility.

TINTS

#D7D3D1

**RGB:** 215 211 209
**CMYK:** 15 13 14 0
**DESIGN SYSTEM ALIAS:** LIGHT 700

#EAE6E5

**RGB:** 234 230 229
**CMYK:** 7 7 7 0
**DESIGN SYSTEM ALIAS:** LIGHT 400

#F2F0EF

**RGB:** 242 240 239
**CMYK:** 4 3 3 0
**DESIGN SYSTEM ALIAS:** LIGHT 300

#FBFAF9

**RGB:** 251 250 249
**CMYK:** 1 1 1 0
**DESIGN SYSTEM ALIAS:** LIGHT 200

TEXT

#000000

**RGB:** 0 0 0
**CMYK:** 0 0 0 100
**PMS:** Black U
**DESIGN SYSTEM ALIAS:** BLACK

#454545

**RGB:** 69 69 69
**CMYK:** 67 60 58 43
**PMS:** Black 6U
**DESIGN SYSTEM ALIAS:** GRAY 700

#707070

**RGB:** 112 112 112
**CMYK:** 57 48 48 15
**PMS:** 4195 U
**DESIGN SYSTEM ALIAS:** GRAY 500

## Color:

# Text colors

Be sure to use colors in a way that provides enough contrast for everyone to read.

**For large text** that is 14pt and bold or larger than 18pt, text color must have a 3:1 contrast ratio with its background.

**For small text** that is less than 14pt or non-bold and less than 18pt, text color must have a 4.5:1 contrast ratio with the its background.

| Garnet Brand 500 | Garnet Brand 500 | Garnet Brand 500 | Garnet Brand 500 | Garnet Brand 500 | Garnet Brand 500 |
|---|---|---|---|---|---|
| White | Limestone 200 | Limestone 300 | Limestone 400 | Limestone 500 | Limestone 700 |
| ✓ Small text | ✗ Small text | ✗ Small text | ✗ Small text | ✗ Small text | ✗ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

| Link Blue Info 500 | Link Blue Info 500 | Link Blue Info 500 | Link Blue Info 500 | Link Blue Info 500 | Link Blue Info 500 |
|---|---|---|---|---|---|
| White | Limestone 200 | Limestone 300 | Limestone 400 | Limestone 500 | Limestone 700 |
| ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✗ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

| Black | Black | Isotope Accent A | Oxide Accent B | Isotope Accent A | Oxide Accent B |
|---|---|---|---|---|---|
| Isotope - Accent A | Oxide - Accent B | Isotope - Accent A | Oxide - Accent B | White | White |
| ✓ Small text | ✓ Small text | ✗ Small text | ✗ Small text | ✗ Small text | ✗ Small text |
| ✓ Large text | ✓ Large text | ✗ Large text | ✗ Large text | ✗ Large text | ✗ Large text |

| White Aa | Limestone 300 Light 300 | Limestone 500 Light 500 | Isotope Accent A | Oxide Accent B | Garnet Brand 500 |
|---|---|---|---|---|---|
| Elm - Primary 500 | Elm - Primary 500 | Elm - Primary 500 | Elm - Primary 500 | Elm - Primary 500 | Elm - Primary 500 |
| ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✗ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

## Color:

# Text colors cont.

| Black | Black | Black | Black | Black | Black |
|---|---|---|---|---|---|
| White | Limestone 200 | Limestone 300 | Limestone 400 | Limestone 500 | Limestone 700 |
| ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

| Gray 700 | Gray 700 | Gray 700 | Gray 700 | Gray 700 | Gray 700 |
|---|---|---|---|---|---|
| White | Limestone 200 | Limestone 300 | Limestone 400 | Limestone 500 | Limestone 700 |
| ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

| Gray 500 | Gray 500 | Gray 500 | Gray 500 | Gray 500 | Gray 500 |
|---|---|---|---|---|---|
| White | Limestone 200 | Limestone 300 | Limestone 400 | Limestone 500 | Limestone 700 |
| ✓ Small text | ✓ Small text | ✗ Small text | ✗ Small text | ✗ Small text | ✗ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

| Elm Primary 500 | Elm Primary 500 | Elm Primary 500 | Elm Primary 500 | Elm Primary 500 | Elm Primary 500 |
|---|---|---|---|---|---|
| White | Limestone 200 | Limestone 300 | Limestone 400 | Limestone 500 | Limestone 700 |
| ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text | ✓ Small text |
| ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text | ✓ Large text |

## Typography:

# Font system

All of the fonts in the edX font system are open source and available for download:

Inter

Roboto Mono

Space Mono

HEADLINES & BODY

### Inter

# Restless learners change the world.

NUMERIC HEADLINES

### Space Mono

1234

LABELS

### Roboto Mono

JOIN THE EDUCATION MOVEMENT.

## Typography:

# Typesetting

It's important to organize typography in a hierarchical system that guides the viewer. Maintaining these pairings of our fonts and their weights allows for clarity and consistency.

Letter-spacing for labels is **100pt/px**

LABELS ARE ROBOTO MONO

Letter-spacing for hero headlines is **-10pt/px**

# Hero headlines are set in Inter Bold.

Letter-spacing for sub-heads is **0pt/px**

Sub-heads are set in Inter Medium.

Letter-spacing for secondary headlines is **-5pt/px**

## Secondary headlines are set in Inter Bold.

Letter-spacing for body copy is **20pt/px**

Body copy is set in Inter Regular, ut aut reiur am et voluptibus.

## Typography:

# 8px grid

Setting the grid settings in design applications to 8px allows us to create a wide range of font sizes and line heights while maintaining a regular vertical rhythm in layouts.

LOREM IPSUM

Use cap-height to establish the font size

# Lorem ipsum dolor sit amet aut.

Use the baseline to establish the line-height — for large headlines this is roughly 100% the font size (105pt/105pt in this example)

## Lorem ipsum dolor sit amet.

Line-height for body copy is roughly 150% the font size (19pt/28pt in this example)

Lorem ipsum dolor sit amet. Harum faceped eicilit exerum is moluptur? Officiur reiusaperae aut audandi cus quis excerfernam, ut aut reiur am et voluptibus.

## Photography:

# Learners

The edX learner community is filled with smart, engaged, enthusiastic personalities ready to make an impact and our photography captures this spirit.

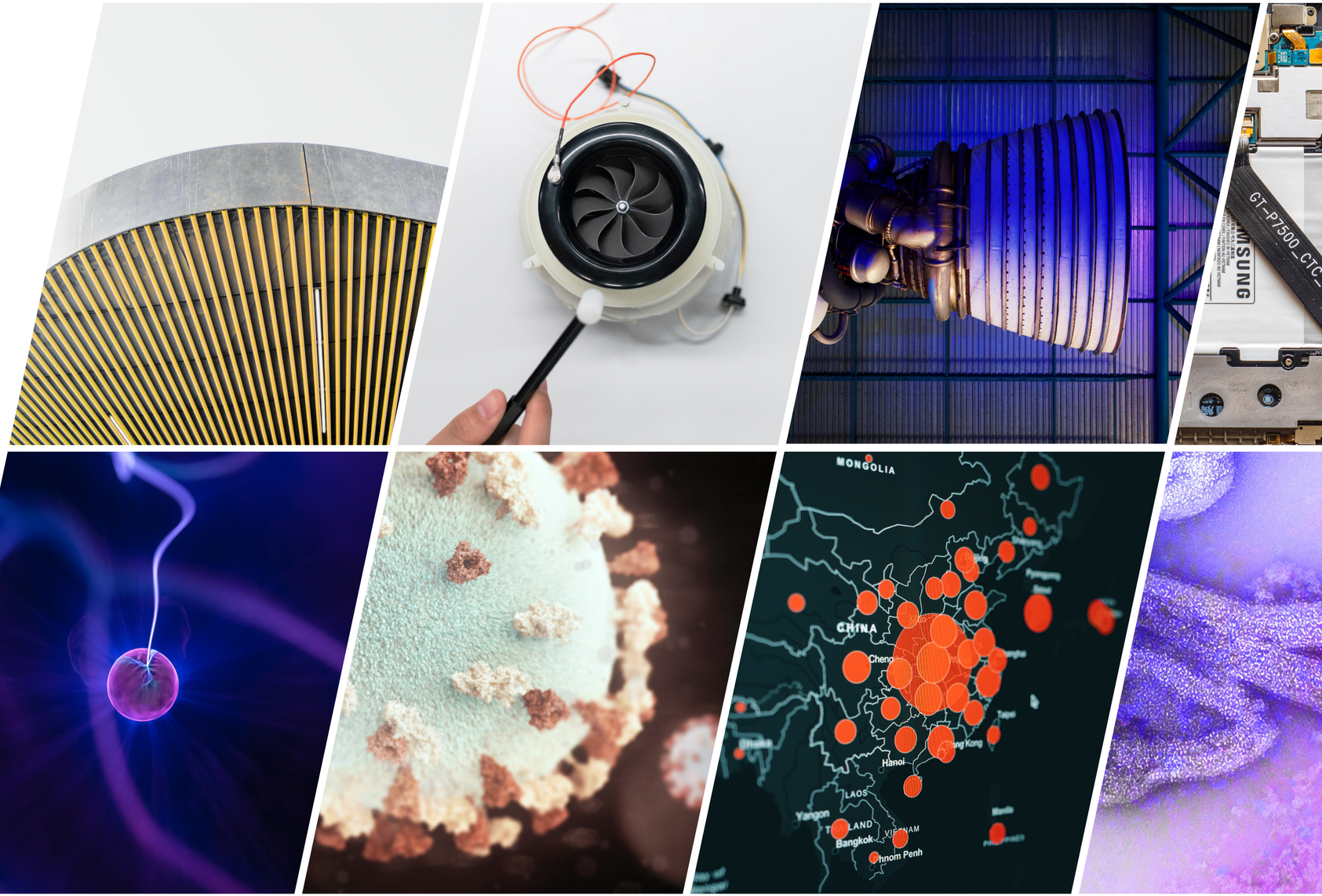
When choosing images be mindful to represent the full spectrum of ethnicity and gender that is evident in our community.

## Photography:

# Subjects

Our subject matter images showcase the cusiosity that our learners bring to the world.

When selecting images try to find interesting depctions of the subject. Unexpected cropping can draw the viewer in and inspire curiosity.



## Photography:

# Vignettes

Vignettes pair multiple images to add context and depth. By combining our Learner and Subjects photography we can communicate a multi-layered story.

In this example we use an image of the surface of the moon and a rocket engine to help illustrate that the learner is a spacecraft engineer.

**Subjects**
These images add context to the Focal Point.

**Focal point**
This main image should focus on the learner and be scaled appropriately to provide a strong focal point.

## Application:

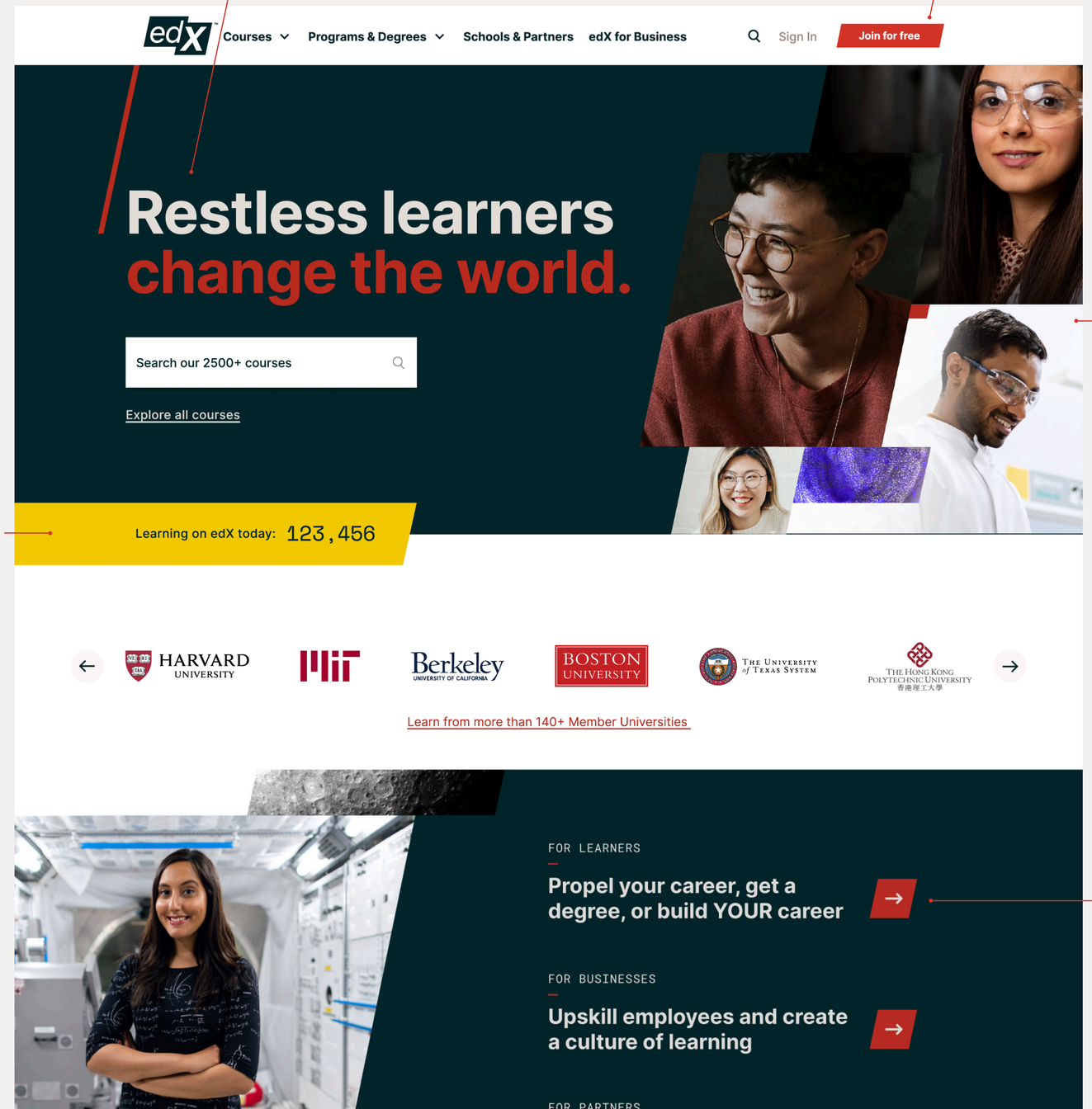
# 12° angle

The 12° angle is a foundational component to the look of our brand. It keeps our brand in motion, never static — restless. It can be used to crop photography, create graphic devices, orient layouts, set text, and more.

**The 12° angle is derived from our logo**

## Application:

# The angle in action



## Application:

# The angle in action

Creating graphic elements

Cropping photography with an angle on one side

Anchoring text with a graphic line

Creating graphic elements

Creating graphic elements to contain text

Cropping photography with angles on both sides

## Application:

# The angle in action

Anchoring the logo on a two-tone background

Creating visual interest with tinted backgrounds

edX For Education

### How to Integrate Online Campus Essentials into Your Courses

1 **Search the catalog:** Find course content to complement your existing curriculum.

2 **Enroll students:** Invite students to join your selected course.

3 **Assign learning:** Share assigned content, lectures, or modules.

4 **Monitor progress:** Track learner engagement in the administrative dashboard.

5 **Review in class:** Discuss and reinforce online course learnings with students.

**Scale effortlessly**
Serve a few or thousands of learners and access courses from anywhere.

**Curated catalog**
Specially selected from our top partners to maximize learning outcomes and experiences.

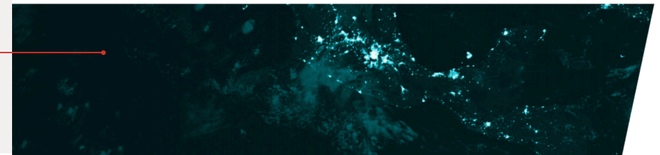
**Academic rigor**
Interactive platform and multiple assessment types engage learners in active & deep learning.

**Data-Driven insights**
Access data and analytics to track learner activity & progress.

Creating graphic elements to contain text

edX custom icons (see the next page for more)

Cropping photography



## Iconography:

# Icon sets

The edX icon system is comprised of three categories: Brand Icons, Functional Icons, and System Icons.

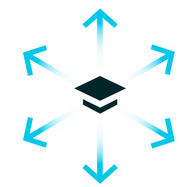
**Brand Icons** illustrate core concepts to the edX brand.

**Feature Icons** illustrate specific features of edX programs and courses.

**System Icons** are highly functional and used within edX UI systems only.

### Brand icons

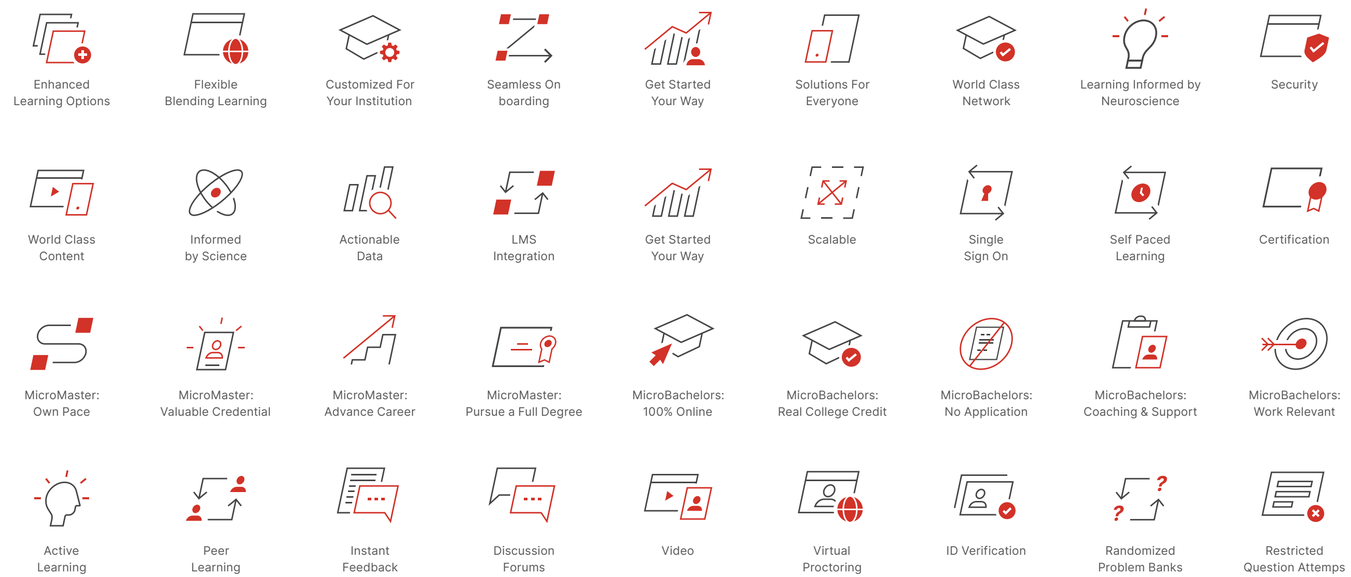
Modular Education



Omnichannel Education

Lifelong Learning

### Feature icons




### System icons

# Our Voice

# Using our DNA as a guide

Everything in our brand voice should respect and reflect all of our brand pillars. But in different channels and audiences, our voice adapts, hitting some of the pillars more prominently than others.

OUR BRAND DNA*

## Human
## Purposeful
## Restless
## Smart

* SEE PAGE 5 FOR MORE

# Yes

Short digestible sentences and periods.
Because we're smart and confident.

Real talk

Proof

Putting the benefit to the learner first

Specific wherever possible

Gender neutrality always. They. Theirs.
Learner/Learners. Or better yet, we/ours.

Sentence case, in CTAs and headlines

# No

Exclamation points (very sparingly only),
because we're not Crazy Eddie's!!

Well worn aphorisms: "In light of recent
events."

Telling words (great, best)

Resting on the number of courses or the
status of our university partners.

She, he, his, hers unless you know this
specific person's pronoun to be one
of these

Title Case

# Our audiences:

| Prospects | Learners | Partners | Internal |
|---|---|---|---|
| Potential learners and employees | Already on board | Educators | Employees, and employment prospects, as appropriate |
| Not yet bought in | Reinforce the value | Institutions | |
| | Part of the edX community | Enterprise | Behind the Scenes (e.g. social) |

# Speaking to Prospects

TOP BRAND DNA & STRENGTH

**Smart** **Restless** **Human**

Potential learners who aren't yet part of the movement need to know our creds. But we also need to focus on its transformative potential, i.e. what's in it for them - and for the greater humanity.

EXAMPLES

**Old** edX is the trusted platform for education and learning.

**New** edX is the education movement for restless learners ready to unlock our shared potential.

**Old** Because you requested to receive more information about an upcoming online MBA program at ethics, we're writing to tell you the time has come to unveil the program!

**New** SL: You asked to be kept in the loop...

Body: And it's here. Tailored to the real-world practice of business, the Master of Business Administration degree program from Boston University Questrom School of Business is now enrolling students on edX.

# Speaking to Learners

TOP BRAND DNA & STRENGTH

- **Smart**
- **Restless**
- **Human**

When speaking to our learners, we give them the very best of the ways in which we speak to each other. We use the “we/our” construction as often as possible to emphasize that we are one community and part of a shared movement. We encourage and uplift. And we always focus on the transformative benefit of the hard work learners are doing.

EXAMPLES

**Old**

Welcome! Hey Lexi! You’ve just trying to global community of millions of learners. We’re excited you’re here! Allow us to introduce ourselves: founded by Harvard and MIT, Alex is a global nonprofit, who is transforming traditional education and removing the barriers of cost, location and access. To show our appreciation, we’re offering you 15% off your first verified certificate to kick up your learning journey. Use code and ask welcome at check out! Get verified >

**New**

Restless learners change the world. Yes, we have the traditional credentials (founded by MIT and Harvard). But edX is on a mission to transform traditional education. We’re taking down all the old barriers — access, impracticality, cost, location. And making education about taking you where you want to go. With more than 21 million learners like you, it seems to be catching on. We’re so glad you’re here. Where you go next is up to you.

P.S. We like to be encouraging. So take 15% off your first verified certificate as our thank you for joining the movement. Use the code SPARKCHANGE at checkout. Begin >

# Speaking to Partners

TOP BRAND DNA & STRENGTH

**Smart** **Restless** **Human**

Partners need to know that there's no dust on us; we're dogged innovators. The voice reflects that. And of course, we're smart enough to treat their life's work and purpose with the understanding it deserves. To the extent we can, we use "we" and other tools to create a sense of unitedness in furtherance of the same bigger picture goals.

EXAMPLES

**Old**

I hope this finds your 2020 off to a good start! To kick off the new decade, I'm excited to share the first ever edX 2020 Impact Report, which is available for download in "Our Impact" section on our About edX Page: https://www.edx.org/about-us.

**New**

"How have MOOCs impacted education?" We've all heard this question before. So we're kicking off the new decade with the first-ever edX 2020 Impact Report, which will guide these conversations, build support for our shared mission, and show the impact we've made thanks to partners like you.

# Speaking Internally

TOP BRAND DNA & STRENGTH

●● Human ●● Smart ● Restless

This is where we let it (almost) all hang out! Let's celebrate our smart, human selves and speak in an informal way that celebrates who we are and builds collegiality.

EXAMPLES

**Old** SL: MicroBachelors Programs on edX are here!

**New** SL: We did it, team. You did it.
SSL: And what an impact it will have.

**Old** I am incredibly passionate about this initiative, and it marks a key milestone for edX and our mission as we continue to lead the way in reimagining education through innovative, stackable credentials that meet the needs of our global learner base.

**New** All of you have worked tirelessly for two years on this. And what moves me even more than your doggedness (and brainpower, of course) is the need we'll be tackling with these programs, for of an entirely new group of edX learners – people with no college degree. Thanks to you, we will provide immediately transferable skills for the workplace and an accessible pathway to a full Bachelor's degree for learners unable to attend or afford traditional bachelor's degree programs.

# On the web

TOP BRAND DNA & STRENGTH

- Smart
- Purposeful
- Human

TOP AUDIENCES & STRENGTH

- Prospects
- Learners
- Partners

We know that we can be of help, and we want to show you how and drive you to act. Our focus is on being a wise and helpful guide, considerate of the user and their time and here to simplify and encourage.

EXAMPLES

| | |
|---|---|
| **Old** | Viewing 3096 results matching → |
| **New** | Found: 3096 matching courses.<br>We're here to help you narrow it down. |

| | |
|---|---|
| **Old** | Access 2500+ Online Courses from 140 Institutions. Start Today! |
| **New** | It's your future. And it's yours to decide. 2500+ courses. 140 institutions. The odds are you'll get there. |

# On social media

TOP BRAND DNA & STRENGTH

- Smart
- Restless
- Human

TOP AUDIENCES & STRENGTH

- Prospects
- Learners
- Internal

This is where we let our guard down and invite users in, asking questions and being relatable. This is no place to be staid! Let’s embrace our inner geek and have a laugh. Also, vary caption  length with intention, short and quippy or long and information-rich.

EXAMPLES

| | |
|---|---|
| **Old** | edX insider |
| **New** | "let's edX" or "the spot" |
| **Old** | As more people engage with online learning and remote working in light of recent events... we put together some advice from the experts at edX to provide guidance in setting up for success, from self care to logistics. |
| **New** | Things feel uncertain, and we are (literally) with you WFH ourselves. So we went to some of our go-to experts for their best tips on making online learning and remote working work, from nuts and bolts how-tos to self care essentials. And we’d love to hear yours!<br><br>P.S. Please share with friends who are trying to make it work, too. |

# In email

TOP BRAND DNA & STRENGTH

- Restless
- Purposeful
- Human

TOP AUDIENCES & STRENGTH

- Prospects
- Learners

To connect with learners and prospects and drive action, we focus on change and the transformative effect of an edX education. Our voice echoes this focus, with punchy sentences that move it along. We engage and relate, all while using words sparingly guiding the user  to the site to learn more rather than over expounding here.

EXAMPLES

**Old**

Today we are celebrating your one-year anniversary of joining edX. We thank you for being part of our global community of learners and supporting our mission in giving everyone in the world access to high-quality education. We encourage you to keep learning and achieving your education and career goals. Keep up the momentum!

View courses >

**New**

Restless learners change the world. In honor of your one-year edX anniversary, we want to tell you how grateful we are that you're in this with us. We admire your grit.

Let's keep going! >

# In advertising

TOP BRAND DNA & STRENGTH

●● Restless ●● Purposeful ● Human

TOP AUDIENCES & STRENGTH

●● Prospects

With only a moment to capture their attention, we get right to it, choosing our words with intention. Ads always focus on a benefit to the user and/or have enough emotional pull to drive them to click and learn more about how edX will benefit them.

EXAMPLES

**Old**

Take great courses from the world's best universities

Find a course and start learning >

**New**

Change course.

Whenever you're ready >

**Old**

Education from the world's best universities and institutions

**New**

All the right schools. All the right courses. All rightfully yours. Online.

Restless learners change the world.

Join the movement >

# In PR

TOP BRAND DNA & STRENGTH

**Restless** **Smart** **Human**

TOP AUDIENCES & STRENGTH

**Prospects** **Partners**

In PR and other external communications, we are thought leaders and speak with unadorned confidence and a desire to help individuals improve their bigger picture and drive the movement forward. We love to supply data and other forms of proof, especially to support the transformative power of what we do. Our tone is clear and straightforward, conveying that we know what we're doing, without veering into the braggy, esoteric, or overly academic.

EXAMPLES

**Old** edX Survey Finds that about 1/3 of Americans ages 25 – 44 have Completely Changed Fields Since Starting their First Job Post-College

**New** edX Survey: Near 1/3 of Americans 25 – 44 Have Completely Changed Fields Since First Post-College Job

**Old** At edX we're committed to providing pathways for lifelong learning, Today, we are pleased to announce the results of a survey of 1,000 consumers ages 25 – 44 around trends related to career transformations.

**New** edX is the restless learner's destination for the education that will change our lives. We're always looking closely at learners' mindsets and most pressing needs. It's why we've just surveyed 1,000 consumers ages 25 – 44 around trends related to career transformations.

## Our Value Proposition:

# Before

edX is the trusted platform for education and learning.

Founded by Harvard and MIT, edX is home to more than 30 million learners, the majority of top-ranked universities in the world and industry-leading companies. As a global nonprofit, edX is transforming traditional education, removing the barriers of cost, location and access. Fulfilling the demand for people to learn on their own terms, edX is reimagining the possibilities of education, providing the highest-quality, stackable learning experiences including the groundbreaking MicroMasters® programs. Supporting learners at every stage, whether entering the job market, changing fields, seeking a promotion or exploring new interests, edX delivers courses for curious minds on topics ranging from data and computer science to leadership and communications.

edX is where you go to learn.

# After

We are the education movement for restless learners. Together with our founding partners Harvard and MIT, we've brought together over 30 million learners, the majority of top-ranked universities in the world, and industry leading companies onto one online learning platform that supports learners at every stage.  And we're not stopping there - as a global nonprofit, we're relentlessly pursuing our vision of a world where every learner can access education to unlock their potential, without the barriers of cost, location, and access.

| | | Value Proposition Message |
|---|---|---|
| **edX** | **Brand (Prospects / Learners)** | We are the education movement for restless learners ready to unlock our shared potential. |
| **edX** | **Enterprise Partners** | We are the ultimate benefit for employees and their employers with manageable courses of unassailable quality that directly impact your shared future |
| **edX** | **Education Partners** | For educators ready to change the game, we are your partner on the forefront of access to learning—founded by historic institutions of excellence and dedicated to the promise of the future. |
| **Product** | **Short Courses** | Learn something new anytime, anywhere* |
| **Product** | **XSeries** | Develop broader knowledge in interesting and popular subjects* |
| **Product** | **Professional Certificates** | Build today's in-demand skills on your own schedule* |
| **Product** | **MicroBachelors** | Boost your skills now, earn college credit for your future* |
| **Product** | **MicroMasters** | Start a path to a master's degree while enhancing your current career* |
| **Product** | **Master's Degrees** | Transform your career with a master's degree program* |
| **Product** | **Prof. Education (Exec Ed)** | Specialized training for leadership* |

*current messaging, new messaging to come