HarvardX is bold experimentation to push the boundaries of learning through re-imagined teaching, unprecedented research, and cutting-edge technology for Harvard students and learners everywhere. As a brand, its role is to be a catalyst.
HarvardX is powered by a suite of new educational offerings, including the innovative edX platform from Harvard and MIT. EdX is how we are bringing HarvardX classes to learners around the world.
Cutting-Edge Online Learning

- Next generation online learning, as tech-savvy and connected as today’s Harvard students, designed to create a whole new level of quality learning.

- Powered by a suite of new educational offerings, including the innovative edX platform from Harvard and MIT.
Teaching Re-imagined — In-Class, On-Campus

- Harvard classes (undergraduate, graduate and more) reimagined through bold experiments that combine the best of technology with the most promising new teaching approaches.

- Unbridled development of new ways to teach and learn across the Harvard community. With the resources and support to make them happen.
For Serious Learners Everywhere

- Unparalleled opportunity for serious and self-motivated students around the world to experience the very best in higher education — through individual HarvardX courses on edX.

- A true learning experience, with faculty supervision, student-to-student connection, instant feedback, grades, a first of its kind certificate, and more.
New Knowledge to Make Learning Better

- Vast potential to understand, and improve learning through significant research on how students learn and how technology can transform it — both on-campus and worldwide.

- All for the sole purpose of education and in keeping with Harvard’s role as a world-class research university dedicated to fueling and sharing discovery.
What does the “X” stand for? The exponential possibilities of learning and technology. The multiplier effect of providing access to high quality education. Bold innovation in teaching. All of this and more.

**Brand Name**

**Name Don’ts**

- **NewsletterX, MeetingX, Press Release X**
  - Don’t over “X” it; it’s only for the HarvardX brand and the X course

- **HarvardX School**
  - Don’t create a new school logo; HarvardX isn’t a school

- **HMSx, SEASx, HSPHx, HLSx, etc.**
  - Don’t make X-school sub-brands
Use these elements to communicate the HarvardX identity in a consistent way: the HarvardX logo, an HX sub-logo, the HarvardX type, color palette, as well as imagery and graphic motifs.
The HarvardX logo is about innovation. Formed by two overlapping arrows, the X shows innovative action in two directions. Where Harvard and the X connect, another arrow forms to show how the school is powering it all.
Logo Colors

- Logo with positive color
- Logo with positive black
- Logo with reverse color
- Logo with reverse white

Minimum Size & Clear Space

Preferred logo minimum size: 0.25

It is important to leave a field of space around the HarvardX logo. To create this space, use a half-sized letter H on the left and right, bottom and top – as pictured.
Logo Don’ts

**HARVARDX**

Never create new versions of the logo or alter the type. Only use the official mark.

**HarvardX**

Don’t alter or change the color of the type or X graphic in any way. Only use the official mark.

**HarvardX**

Don’t modify the dimensions of the mark or distort it in any way. Only use the official mark.

**HarvardX**

Don’t lock up the mark with other text. Don’t create sub-brands or add taglines.

**HarvardX**

Don’t modify the X in the mark in any way. Only use the official mark.

**Harvardx ONLINE CLASSES**

Don’t create a holding shape or any other graphic around the mark.
The HarvardX logo is the preferred mark and should be used wherever possible. The HX sub-logo can be used for specialized Web, digital and mobile needs (e.g., an app tile).
Sub-Logo Colors

Logo with positive color

Logo with positive black

Logo with reverse color

Logo with reverse white

Size & Support

32 Pixels

Screen logos within minimum size

Printing logos within minimum size

It is important to leave a field of space around the HX logo. To create this space, use a half-sized letter H on the left and right, bottom and top – as pictured.
Use the HX sub-logo as an icon for Twitter, Google+, Facebook and other social, mobile or digital platforms.
ITC Lubalin Graph is the primary type for HarvardX, chosen for the equal size and spacing of its “slab” serif-style lettering. Use Frutiger or Arial for the secondary type.
Typography

ITC Lubalin Graph Book
AaBbCcDdEe 1234567890

ITC Lubalin Graph Medium
AaBbCcDdEe 1234567890

ITC Lubalin Graph Demi
AaBbCcDdEe 1234567890

ITC Lubalin Graph Bold
AaBbCcDdEe 1234567890

Frutiger Regular
AaBbCcDdEe 1234567890

Frutiger Italic
AaBbCcDdEe 1234567890

Frutiger Bold
AaBbCcDdEe 1234567890

Frutiger Bold Italic
AaBbCcDdEe 1234567890

Arial Regular
AaBbCcDdEe 1234567890

Arial Italic
AaBbCcDdEe 1234567890

Arial Bold
AaBbCcDdEe 1234567890

Arial Bold Italic
AaBbCcDdEe 1234567890
Primary colors for HarvardX are consistent with Harvard University. The secondary palette includes a set of lighter accent colors.
Imagery for HarvardX should be Harvard at its innovative best, featuring people (e.g., students and professors), the excitement of online and digital technology, and the concept of learning, teaching, thinking or ideas.
New things are possible when innovative learning and technology come together. Two supporting graphics help convey this: an arrow graphic and a tinted border.

The tinted border graphic uses stacked bars that have gradients and are semi-transparent.

The arrow graphic is semi-transparent and used in multiple layers.
HarvardX is about bringing “you” — teachers and students — together in brand new ways that will make the future of learning “Massively Bright.” To convey this notion, use the theme “Massively Bright. Harvard & You” in your creative materials and communications. A few examples are provided.
Lorem Ipsum Dolor Sed Magna Omni
Russell E. Thompson, PhD
January 1, 2014

Lorem ipsum dolor:
• Magna dom sed omnia pro
• Portea e madna
• Ipsum delta vina ad

Sed proviorem vita starie:
• Magna dom sed omnia pro
• Portea e madna
• Ipsum delta vina ad

Dorem ipsum omnio:
• Magna dom sed omnia pro
• Portea e madna
• Ipsum delta vina ad

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Use the brand system to create a variety of online and print materials for your school’s HarvardX initiatives. A few sample formats are provided to help.
Justice is an introduction to moral and political philosophy, including discussion of contemporary dilemmas and controversies.

The Ancient Greek Hero will use the latest technology to help students engage with poetry, songs, and stories first composed more than two millennia ago.

Learning more at www.harvard.edu/lorimipsum
Questions about using the HarvardX identity? Michael Patrick Rutter, HarvardX Communications Director, can help.

Contact him at: michael_rutter@harvard.edu
617-495-9028