

# Learning Commons

Please read prior to using the  
Learning Commons logos.



# Trademark and Brand Usage Policy and Guidelines for External Parties

Updated: May 2026

Owner: Learning Commons Brand and Legal (Product, Privacy, and IP)

## Learning Commons Branding Rules

**Learning Commons** ("**LC**," "**us**," "**our**," or "**we**") permits others ("**you**") to use its name, trademarks, logos, and other brand features (the "**Marks**" and/or "**Logos**") only in limited circumstances and as specified in these rules ("**Rules**"). By using our Marks and Logos, you agree to adhere to these Rules and specifically to the use requirements and terms below. If you have a separate agreement with us that addresses your use of the Marks or Logos, to the extent there is a conflict between such agreement and these Rules, that agreement shall govern your use of the Marks and Logos.

### I. Our Trademarks

The Learning Commons, Inc. (f/k/a Chan Zuckerberg Education, Inc.) logo is a registered trademark of the Chan Zuckerberg Initiative, LLC ("**CZI LLC**") in the United States. Further, the Chan Zuckerberg Initiative logo, name, and CZI signature logo are registered trademarks of CZI LLC and licensed to LC.

### II. Use of Our Other Marks

Marks identifying our proprietary programs, products or other offerings, such as THE CHAN ZUCKERBERG INITIATIVE should be used as adjectives, be capitalized, and marked with a ™ symbol and followed by a generic noun or descriptive name for the offering. A trademark symbol may also accompany the mark on the first and/or most prominent use of the mark in promotional and similar materials. It is important to use our logos only in the authorized form, including font and color and relative size of elements.



### III. Use of the "Learning Commons Name in Text

When referring to our organization, the full name is Learning Commons. When referring to our services, work or programs, the name should be written as "Learning Commons" and used as an adjective followed by a description of our services or program in a form similar to the following example: *Learning Commons website*.

### IV. Logo Usage

*We allow the use of the following logos in accordance with these rules :*

#### **a. Logos For Use By Grantees, Strategic Program Investments, Ventures, Sponsorships or Partners**

Please request Marks or Logo files on behalf of a Grantee, Strategic Program Investment, Sponsorship or Partner by contacting us through a Learning Commons Partnership team member. Once written permission is granted by the Learning Commons team, we will provide logo files and brand guidelines as we have agreed upon. You may use our Mark(s) and/or Logo(s) on your website or other informational materials identified at the time we provide permission, and your use must only indicate that you are affiliated with work related to our mission.

You may use words in connection with the Logo, provided that: (i) the words displayed next to the Logo are in a different font and color (in comparison to the Logo) (but may be black font color); (ii) the clear space rules set forth in the use requirements and terms are followed as required by these Rules.

#### **b. Logos For Use By the Media**

If you are a member of the media and would like to use one of our logos, please contact us at [press@learningcommons.org](mailto:press@learningcommons.org)



## V. Other Items and Uses

Generally, we do not permit the use of our Marks and Logos for promotional endorsements, customer lists, on manufactured products, or for other uses. Exceptions can be made by the Learning Commons partnerships team and must be documented through legally binding terms.

## VI. Logo Usage Guidelines

All permitted uses of the Marks and Logos must conform to these terms Learning Commons Logo Display guidelines below.

### **Logo Display:**

The Logo must stand alone. You must maintain a minimum amount of space between the Logo and other graphic or textual elements. To preserve the integrity and clarity of the Logo, a standard area of "clear space" should be maintained around the logo in all uses. The minimum clear space is defined as by 1 of the brackets at a 90 degree angle on all sides of the logo mark. The minimum logo size is 100px wide.

### **LOGO SPACING GUIDANCE**





### **Logo and Background Color:**

The Logo can be reproduced in solid black or solid white. The preferred background color for the black Logo is solid white. When a solid white color is not practical, it may be used on a solid, light background color. The preferred background color for the white Logo is solid black.





## No Modification:

The Marks and Logos must be used as provided by us with no modifications. Don't remove, distort or alter any element of the Marks or Logos, including changing any colors. Do not shorten, abbreviate, or create acronyms out of the Marks or Logos.



Do not outline the logo.



Do not stretch the logo out of proportion, change the size, or placement of the dot, this decreases legibility and integrity of the mark.



Do not add a stroke weight to the mark.



Do not change the typeface of the wordmark.



Do not use the mark over background colors that are not approved combinations.



Do not place the logo on a background that is the same as the symbol color.



## External Partnerships

Co-branding shows a collaboration between Learning Commons and another organization or brand. The approach to co-branding represents that both brands are equivalent in their efforts.

### LOGO SPACING GUIDANCE



### WITHOUT THE GUIDANCE



## No Confusingly Similar Marks:

Do not use the Marks or Logos in a manner that might create potential confusion as to the owner of the Marks and Logos or imply that Learning Commons is the source, creator, endorser, or user of your products or services.

## No Incorporation:

Do not incorporate the Marks or Logos into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like without prior written permission.

## No Generic Use:

Do not use the Marks or Logos in a way that suggests a common, descriptive, or generic meaning.

## No Plural or Possessive Use:

Never use the Marks or Logos in the plural or possessive form.

**Domain Names:**

Do not register the Marks or Logos as domain names or as any part of a domain name.

**Trade Dress:**

Do not copy or imitate our website design, typefaces, distinctive color, graphics designs or imagery.

**No Endorsement:**

Unless you have explicit written permission by Learning Commons, do not display the Marks or Logos in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by Learning Commons, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of Learning Commons or its personnel.

**Prominence:**

Do not display the Marks or Logos as the primary or a prominent feature on your web page or materials.

**Disparagement:**

Do not use the Marks or Logos in a manner that would disparage Learning Commons, its services, programs, affiliates or principals.

**Violation of Law:**

Do not display the Marks or Logos on any web site or materials that contains or displays adult content or otherwise violates any law or regulation.

**Objectionable Use:**

Do not display the Marks or Logos in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Learning Commons, its services, programs, affiliates, principals, or to third parties.



**Attribution:**

You must include the following text on the same page where you display the Logos, whether online, in print, or otherwise:  
The Learning Commons logo is a trademark of Learning Commons, Inc.

**Termination:**

We may direct you to stop using the Marks and/or Logos at any time, unless we have agreed otherwise in a written agreement. If we make such a request, you agree to stop using the Marks or Logos promptly and in no case more than seven (7) days after we sent our request.

**Reservation of Rights:**

For purposes of these Rules, Learning Commons is the owner of all rights in the Marks and Logos and reserves all rights save the limited license granted here. Your use of the Marks and Logos pursuant to this license shall not be construed as limiting any of our rights in the Marks or Logos.

**LEARNING COMMONS, INC. DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE MARKS AND LOGOS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.**

**VI. Additional Information**

You must comply with these Rules in your use of any Marks and/or Logos. We may modify these Rules, and your continued use of any Marks or Logos will constitute your consent to such modifications. We have sole discretion in determining if your use violates any of the Rules.



## Learning Commons Abridged Brand Guidelines

### Logo & Symbol

The Learning Commons Logo is a custom pairing of typeset text and a specific symbol.

There is also a symbol only version available when an abbreviated form of the logo is needed; this should be used sparingly.

Great care has gone into creating the Learning Commons logo—please do not recreate it, always use the provided vector art.

#### **Primary Logo: Stacked**



#### **Secondary Logo: Horizontal**

For use in situations where the stacked logo mark might carry less visual weight.



#### **Symbol:**

An abbreviated form of the logo, focused on the bracket, should be used rarely, only when space is at a premium.





## Logo Color Options

Our logo is approved for use in the following color combinations.

### Logo: 2 Color



### Logo: 1 Color

