Blackboard Brand Guide

For Customer Use

Blackboard

Welcome to Blackboard's Brand Guidelines for Customers!

At Blackboard, you and your learners are at the heart of everything we do.

When you incorporate our company and solution names into your own materials, we appreciate your adherence to these guidelines. Your efforts not only help accurately represent the Blackboard brand, but also spread the word that together, we can create even more transformational learning opportunities.

PLEASE NOTE: You may only use Blackboard's trademarks with our permission, including as authorized by these brand guidelines. Use of our trademarks without our prior consent may constitute trademark infringement and unfair competition in violation of federal and state laws.

All use of Blackboard trademarks must be in conformance with your Blackboard Master Services Agreement (or other governing agreement) and these brand guidelines.

If you have questions, please contact your CSM or the Customer Success Management Team.

Corporate Logo Guidelines

Solution Naming

Trademarks & Legal Language

Corporate Logo Guidelines

Primary Logo

A logo is the face of a brand. Not only does it serve an important role in first impressions, but it also helps establish and maintain a unique and easily recognizable identity.

The existing Blackboard corporate logo will serve as our transitional company logo to maintain continuity and brand recognition. Full color gradient logo should be used when possible.

Full Color Logo on White Background

Black Logo on White Background

Bold Blue Logo on White Background

Full Color Logo on Black Background

White Logo on Black Background

White Logo on Bold Blue Background

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Corporate Logo Integrity

When using the corporate logo, please follow the guidelines regarding usage. Do not alter the logos in any way.

Do not add any text to logo

Maintain clear space

Do not tilt or rotate

Do not compress

Do not stretch

Do not place inside any shape

Do not place on a colored background

Do not place objects in front

Do not place objects behind

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Solution Naming

Solution and Capability Names

Note that our solutions and capabilities follow a new naming structure. "Blackboard" appears before the flagship and point solution names, and capabilities follow the structure "Blackboard LMS: Capability Name." Use case and trademark guidance follows.

Blackboard ▲

Flagship Solution

Blackboard LMS

Capability Examples:

Blackboard LMS: AVA

Blackboard LMS: Video Studio

Blackboard LMS: Adopt

Blackboard LMS: Outcomes*

Blackboard Illuminate*

Blackboard Milestone*

*See slide 11

Point Solutions

Blackboard Ally

Blackboard Evaluate

Institutional Effectiveness:

Blackboard Accreditation

Blackboard Planning

Blackboard Program Review

Blackboard Outcomes*

*See slide 11

Naming & Trademark Guidelines

▶ Our **company** is Blackboard

▶ Our **flagship solution** is Blackboard LMS
- Always refer to the solution as Blackboard LMS (never Blackboard)

▶ When referring to solutions in **running copy:**
- Include "Blackboard" before the solution name on the first mention; subsequent mentions of the same solution should drop "Blackboard"
  Example: Blackboard® Ally (1st mention), Ally (2nd mention)
- Include the **trademark symbol** following only the first mention of Blackboard for each individual solution or capability; drop the symbol for all subsequent mentions within the same asset

▶ For **lists of solutions,** "Blackboard" should be included only at the beginning of the list
- Lists that include Blackboard LMS should always make Blackboard LMS the first item
  Example: Our suite of solutions includes Blackboard® LMS, Ally, and Evaluate.

Naming & Trademark Guidelines

▶ **Outcomes:** Outcomes is offered both as a premium capability of Blackboard LMS and as a standalone solution not attached to Blackboard LMS

- For the premium capability, use Blackboard LMS: Outcomes
- For the standalone offering use Blackboard Outcomes
- When writing copy that refers to both the standalone solution and the capability, keep "Blackboard" on the standalone product; Outcomes as a capability can drop the Blackboard LMS, but try to keep descriptive language near it that makes it clear this is the capability

▶ **Institutional Effectiveness:** This term refers to a collection of point solutions that include Blackboard Planning, Blackboard Accreditation, and Blackboard Program Review

▶ **Illuminate** and **Milestone:** Both are currently sold as independently packaged solutions and should use the Blackboard [Product Name] model

- Use Blackboard Illuminate and Blackboard Milestone, because we currently sell these as individually packaged solutions

Trademarks & Legal Language

Trademarks

Include the registered trademark symbol following only the first mention of Blackboard for each individual solution or capability; drop the symbol for all subsequent mentions within the same asset. Do not use the symbol when referring to the company solely as a corporate entity (e.g., in corporate descriptions, legal references, employment materials, or general business communications).

Boilerplate

Blackboard delivers the digital environment for transformational teaching and learning. We serve thousands of institutions with the industry's most AI-advanced LMS, Blackboard® Ally for accessibility, and institutional effectiveness solutions that put educators and learners at the center. We're an education company that builds technology. Learn more at **blackboard.com**.

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