

The Pearson brand guidelines

SUMMARY LOGO AND COLOUR GUIDELINES



Logo and bar device

We've refined and simplified our logo. It's now represented by the Pearson name inside a bar and we've removed the 'arc' or 'swoosh'.

The bar can appear in any one of the four principal Pearson colours*. We use it at the top or bottom of Pearson applications so people know who they're dealing with, and that we're proud of what we're offering them.

To download logo artwork, visit the media section on www.pearson.com.

If you work at Pearson or on behalf of Pearson please contact pearson.communications@pearson.com for access to our full Pearson brand guidelines. These cover in detail guidelines on stationery templates, digital applications, marketing materials and the like.

* Note: there are specific exceptions where the logo bar can appear in colours other than the four Pearson colours. They are:

1. When the logo bar appears on a book or a digital product. In these cases, the bar can take on a prominent colour from that product.
2. The bar can appear in black and white on materials that aren't printed in colour.

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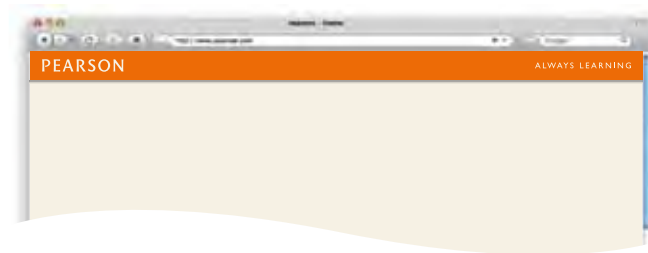
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Logo and strapline/tagline sizes within the bar

The size of our logo and strapline within the bar is defined by the golden ratio, a mathematical number that is said to have aesthetic proportions and has been used in art, design and construction for centuries. The Pearson logo and strapline must always be used on the bar device.

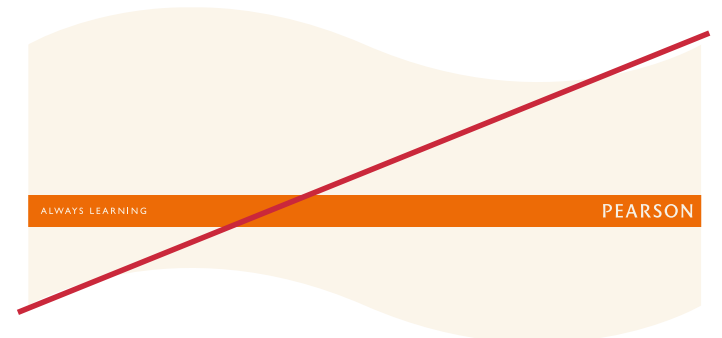
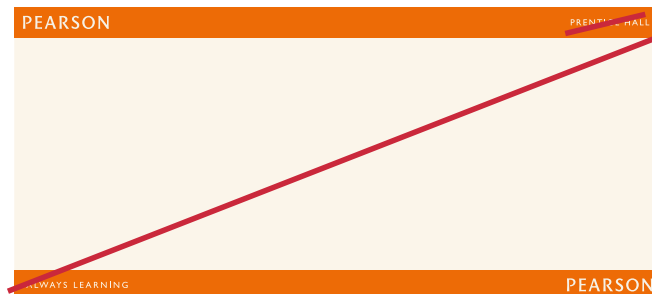
Always use the master artwork provided, never re-create the elements yourself.

Positioning the bar at the top

When the bar appears at the top of a page or digital application (e.g. letterhead, business card, website) Pearson appears on the left and Always learning on the right.

Positioning the bar at the bottom

When the bar appears at the bottom (e.g. on ads, brochure covers, endorsed brand stationery, PowerPoint) the positions are reversed with Pearson on the right and Always learning on the left.



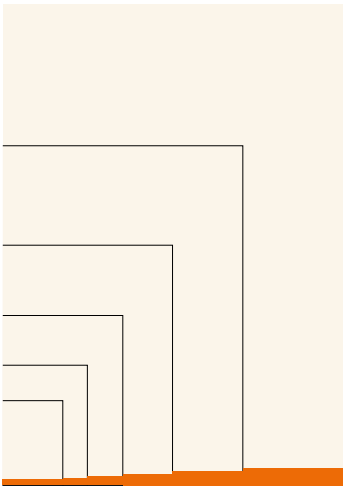
Bar colour

The bar can be in any one of the four Pearson principal colours. See [page 32](#) for colour values. Never use the four logo bars together on the same application.

We have a black version of the bar which you can use where you have printing restrictions.

The bar should never appear at both the top and bottom of our communications and no other elements should ever appear in the logo bar; the only exceptions are the Pearson Foundation, PowerPoint and online environments.

The logo bar should never sit in the middle of your layout on standard formats.



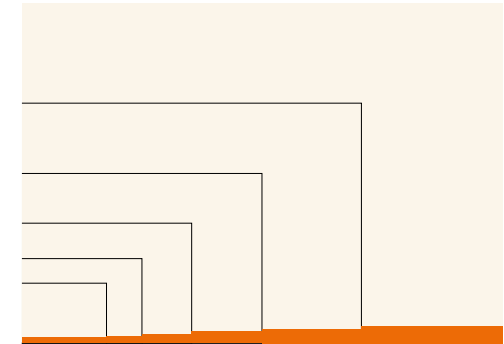
Height of the bar

The height of the bar is set to a specific size determined by the size of the application, as seen in the table to the right.

The sizes to the right show the height of the bar up to A0 when used on portrait or landscape formats.

On websites the height of the bar should be 44 pixels.

The height of the bar should never be smaller than 8mm/0.31" or 36 pixels. See the Online Guidelines for more information.



Application	Height of bar
A6/Postcard	8mm/0.32"
A5/Statement	10mm/0.4"
A4/US Letter	14mm/0.52"
A3/Tabloid	18mm/0.73"
A2/ANSI-C	26mm/0.96"
A1/ANSI-D	34mm/1.38"
A0/ANSI-F	44mm/1.73"

Large format bar usage

The nature of large format applications such as graphics in exhibitions and conferences, means they may be viewed from longer distances. Purely for this reason we have created a large format bar device for A0/ANSI-F and above. It has been set at A0/ANSI-F width but the height has been increased to 82mm/3.22". From this format the bar can be proportionally scaled to stretch across the width of any large format.

BOUNDING BOX



BOUNDING BOX



Logo and strapline artwork

The artwork for the logo and the strapline are provided as separate artwork files with a predetermined bounding box around it that should be sized to the height of the bar. (When placing artwork into InDesign, crop to 'Media' in the import options to view the bounding box.)

See the following page for bar sizes.

Always use the artwork provided.

EXCLUSION ZONE



Logo exclusion zone within the bar

The bounding box surrounding the logo also forms an internal exclusion zone within the bar.

Always ensure that the strapline does not enter the logo exclusion zone. If the bar is too narrow to comfortably fit both the strapline and the logo, the strapline should be removed.

On book spines, always ensure that no other artwork elements enter the logo exclusion zone. See [pages 24–28](#) for further information on books.



Width of the bar

The bar is designed to stretch across the width of an application. Stretch the bar by pulling the bar and the logo across, ensuring that the logo and strapline are not distorted.



Bar device exclusion zone

There is also an exclusion zone surrounding the bar which all other artwork elements should avoid. This is defined by the height of the "P" in the Pearson logo.

The Pearson bar scale guide

The diagram to the right provides guidance on the height of the Pearson bar when used on specific paper dimensions.

An Adobe Illustrator file containing the artwork for these scales is available to download from brand-microsite.pearson.com. You can select the scale you need, edit the colour and import the bar directly into your design file.

Remember, if your bar appears at the top of your communication, the Pearson logo is positioned on the left-hand side and the strapline on the right-hand side.

These artworks do not account for a bleed area, you will need to consider this when applying the bar to your design.

Pearson bar artworks are also available for digital use. These bar artworks are produced for use full screen width on a variety of pre-set screen sizes.

	Screen size	Bar size
HDTV	1920 x 1080px	1920 x 128px
YouTube	1280 x 720px	1280 x 76px
Widescreen	1024 x 576px	1024 x 60px
Web	800 x 600px	800 x 47px
PAL	720 x 576px	720 x 44px
NTSC	720 x 480	720 x 40

For bar sizes used within web pages the pixel height of the bar should not appear smaller than 36 pixels.

Print focussed bars (World and US formats) NB: The bars shown here are for bottom bar application.

Bar device, UK Landscape sizes.

8mm, A6 usage (148.5mm wide)
10mm, A5 usage (210mm wide)
14mm, A4 usage (297mm wide)
18mm, A3 usage (420mm wide)
26mm, A2 usage (594mm wide)

34mm, A1 usage (840mm wide)

44mm, A0 usage (1188mm wide)

Bar device, UK Portrait sizes.

8mm, A6 usage (105mm wide)
10mm, A5 usage (148.5mm wide)
14mm, A4 usage (210mm wide)
18mm, A3 usage (297mm wide)
26mm, A2 usage (420mm wide)

34mm, A1 usage (594mm wide)

44mm, A0 usage (840mm wide)

Bar device, US Landscape sizes.

0.32", Postcard usage (5.82 inches wide)
0.4", Statement usage (8.5 inches wide)
0.52", US Letter usage (11 inches wide)
0.73", Tabloid usage (17 inches wide)
0.96", ANSI-C usage (22 inches wide)

1.38", ANSI-D usage (34 inches wide)

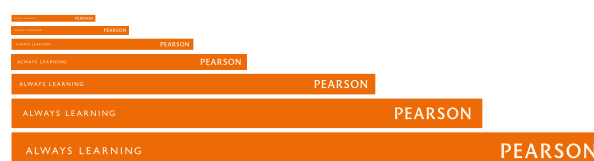
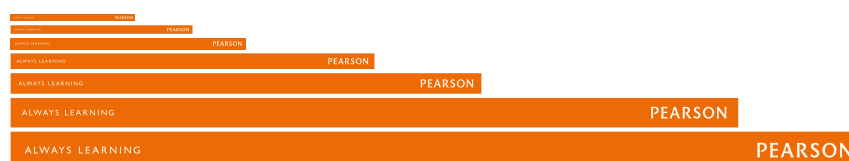
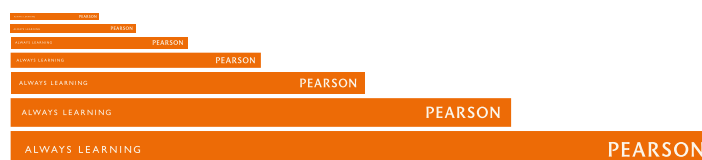
1.73", ANSI-F usage (40 inches wide)

Bar device, US Portrait sizes.

0.32", Postcard usage (3.92 inches wide)
0.4", Statement usage (5.5 inches wide)
0.52", US Letter usage (8.5 inches wide)
0.73", Tabloid usage (11 inches wide)
0.96", ANSI-C usage (17 inches wide)

1.38", ANSI-D usage (22 inches wide)

1.73", ANSI-F usage (28 inches wide)



Large format scaleable bars (World and US formats)

Bar device, UK sizes, CMYK.

82mm, A0 (840mm wide)
portrait usage and above

82mm, A0 (1188mm wide)
landscape usage and above

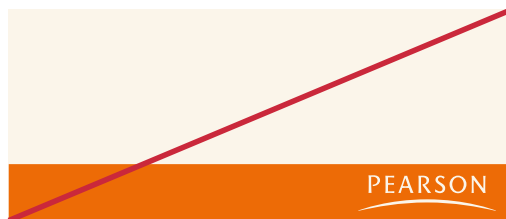
Bar device, US sizes, CMYK.

3.22", ANSI-F (28 inches wide)
portrait usage and above

3.22", ANSI-F (40 inches wide)
portrait usage and above



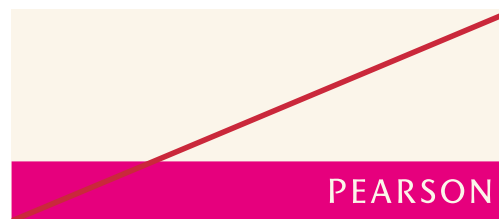
Things to avoid when using the logo bar



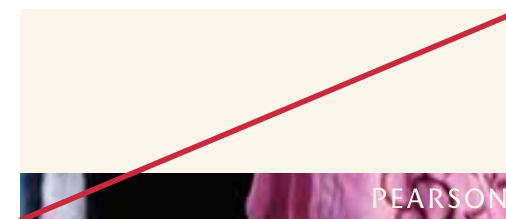
Don't use the old logo with the arc.



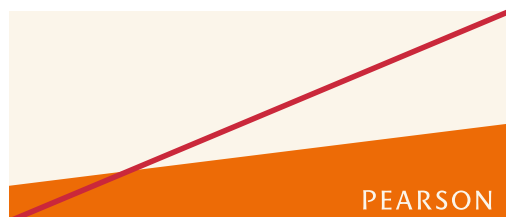
Don't lock the strapline up to the logo.



Only use our four principal colours on Pearson communications.



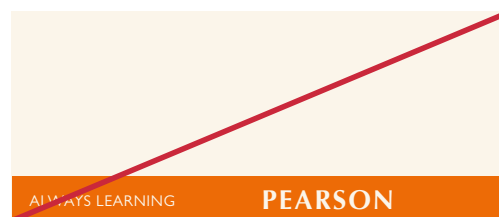
Don't place any graphics or images in the bar.



Don't slant, angle or skew the bar.



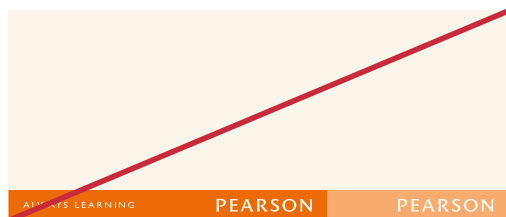
Don't change the proportion of the logo in the bar.



Don't place the logo and strapline together, always at either end of the bar.



Don't use the logo out of the bar. If it is not possible to print the bar, please contact the brand team.



Don't stretch the strapline and logo when sizing the bar.



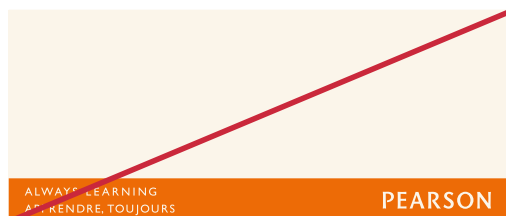
Don't put the bar in the middle of the page. Always put it at the bottom or top.



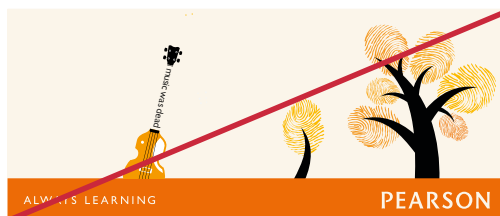
Don't place the logo in the middle of promotional merchandise. Always try to incorporate the bar in your design. If this is not possible, please contact the brand team.



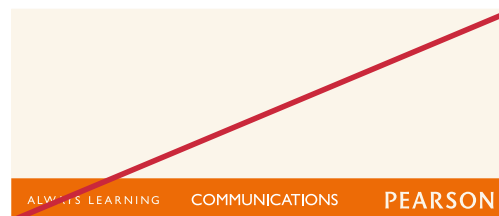
Don't rewrite the strapline in the bar with different events or words. There are two exceptions: in PowerPoint (where the bar can contain date information) and websites (where the bar can act as a navigation tool).



Don't use two straplines in the logo bar device.



Don't combine other elements such as illustrations with the logo bar device.



Don't place any additional words in the logo bar device.

Principal colours

The four principal colours provide variety and should be given equal usage. Use one colour per application (in other words, don't mix them up on a single page).

Pearson Orange PMS 158 C					
CMYK	RGB		HEX		
0 68 100 0	237	107 6	ed6b06		

Pearson Purple PMS 221 C					
CMYK	RGB		HEX		
24 100 44 26	157	19 72	9d1348		

Pearson Green PMS 334 C					
CMYK	RGB		HEX		
94 0 74 16	0	139 93	008b5d		

Pearson Blue PMS 661 C					
CMYK	RGB		HEX		
100 75 0 0	54	67 149	364395		

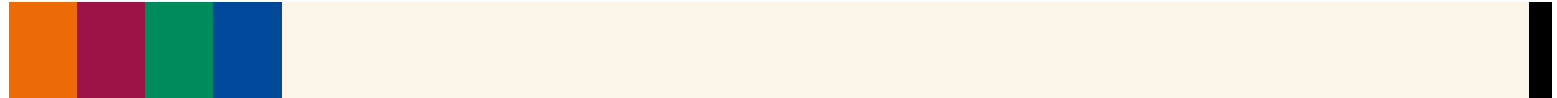
Background colours

Cream and white are our background colours.

Cream PMS 9142 C					
CMYK	RGB		HEX		
2 4 10 0	251	245 234	fbf5ea		

Colour proportions

Only use one principal colour per application, with black as a supporting colour.



Colour is an important and ownable element of our identity system. The breakdowns given here have been specifically calibrated and tested and should not be altered or re-configured. The colours shown here and throughout this manual have not been evaluated by PANTONE® Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour. PANTONE® is the property of PANTONE Inc. All RGB breakdowns use sRGB colourspace.

Please note: The CMYK specifications in these guidelines are correct. Whilst every effort has been made to match to the Pantone colours given, there is a possibility that varying results may occur.

Please ensure that you match to the Pantone colours specified; always ask your printer for a proof to ensure the colour has been matched correctly.

The preferred method of printing is CMYK. Pantones should only ever be used if single print production is the only option.

Large format inkjet printers are often not colour calibrated. For this reason the printer should match to the Pantone colour and use the Pantone recommended CMYK breakdowns as a starting point. This rule applies to all of the colours.