Website masthead elements
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The structure of all our Pearson websites consists of two separate parts – a masthead area and a content area.

For optimal user experience, it’s important that we create consistency across our many Pearson websites. Follow the guidance on the next few pages to help.
Website masthead Elements

The top navigation area should include elements which ensure users can identify their position within the site and allows them to differentiate between different Pearson websites.

1. **Color**
   Always use a white background for the Masthead area.

2. **The Pearson logo**
   Always use the horizontal version of the Pearson logo.

3. **Clearspace around the logo**
   Avoid placing any descriptors or navigation elements too close to or immediately beside the Pearson logo.

4. **Location identifiers**
   When needed, a flag graphic along with abbreviated country name should be used to indicate the website's location. This should always be placed on the right hand side of the masthead area and any navigation elements.

5. **Descriptor panel and text**
   This is vital in helping users identify which area of Pearson they are engaging with. Descriptor text should appear in upper case Open Sans Regular on a light grey background across all the different Pearson websites.

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Text: #505759  Background: #f2f2f2
Website masthead

Breadcrumb trails

Breadcrumb trails used for navigation should always appear within the descriptor panel.

Long breadcrumbs trails should include page title in upper and lower case Open Sans Regular. The current page (listed at the end of each trail) should be emboldened in Open Sans Bold.

Extra-long breadcrumb trails should be truncated as shown, using an extended ellipses to indicate continuation as shown.

Breadcrumb trails should not be used for mobile sites.
Website masthead Elements

The examples shown here demonstrate how a consistent masthead allows for effective navigation as well as differentiation across multiple websites with varied design in the content area.

Website examples
Website masthead

Don’ts

Here are some of the things to avoid when creating mastheads.

- Don’t position the descriptor panel and text incorrectly
- Don’t position the descriptor text within the white navigation area
- Don’t position the location identifier incorrectly
- Don’t place any text close to the logo
Website masthead
Mobile versions

**Standard mastheads:**

1. **Color**
   Always use a white background for the masthead area.

2. **The Pearson logo**
   Always use the horizontal version of the Pearson logo.

3. **Descriptor panel and text**
   This should be positioned immediately below the white masthead area.

4. **Location identifiers**
   Location identifiers should appear in the descriptor panel when necessary.

**Exceptions:**

5. **The Pearson logo**
   Where space is limited, just the Pearson thumbprint monogram can be used within the masthead area e.g., for log-in function or search window.

6. **Descriptor panel and text**
   Where only the Pearson thumbprint monogram appears in the masthead area, descriptor text must always start with the name Pearson.

7. **Footers**
   Where only the Pearson thumbprint monogram appears in the masthead area, the full horizontal Pearson logo must always appear in the footer.

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**Exceptions:**

5. **The Pearson logo**
   When the Pearson thumbprint monogram logo is used in the masthead, all navigation should be on the far right-hand side, giving the Pearson thumbprint monogram as much clearspace as possible.

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When implementing a long descriptor that will not fit onto one line, set the copy over two lines within the same size grey panel with a smaller border above and below. See p. 8 for more details.
Website masthead
Logo and descriptor specification

Use the following as a guide for placement of the logo and descriptor in masthead areas.

1. Single-line descriptor
A single-line descriptor should have approximately 1.5X of clearspace above and below it (where X is equal to the cap height of the descriptor, as shown here.)

2. Two-line descriptor
Sometimes a name is too long to sit on one line, particularly on mobile. In these cases, clearspace above and below the descriptor can be reduced to 1X, as shown here.

Logo is placed in white masthead area with the height of one “P” of clearspace (taken from the word “Pearson” in the logo).

Single-line descriptor

- Text: Open Sans Regular
- Text color: #505759
- Background color: #f2f2f2

Two-line descriptor

- Text: Open Sans Regular
- Text color: #505759
- Background color: #f2f2f2