Typography
Typography
Our typefaces

Our brand typefaces are Playfair Display and Open Sans. Using both serif and sans serif typefaces gives us the flexibility to cover our wide range of audiences and communications.

These typefaces are “open source,” so they are free to download and can be used without restrictions. However, for consistency, we all need to install the same cut of type family.

How do I get the typefaces?
These typefaces will already be available to use on internal Pearson computers.

If you do not have the typefaces installed on your computer, or if you work outside Pearson, please email brandhelp@pearson.com.

To download these typefaces and instructions on how to install them, please click the folder above.

Playfair Display

A time-honored hybrid of modern design, a headline typeface that brings strength and utility to the classic serif.

Open Sans

An optimized font legible across print and Web and one that is perfect for mobile interfaces and copy.
Typography
Weights and settings

These are the typeface families and weights available for use. Use different combinations to create interesting and engaging communications.

The typefaces come with predefined letter and line spacing built into the typeface, which is sufficient for most applications. However, if you wish to customize for extra refinement or legibility on screen, use your judgment but avoid extreme spacing and overstyling.

Minimum sizing
The preferred minimum size for copy is 12pt unless the format prevents this, such as on business cards or legal footers, where you should try to keep it as large as practical.

Playfair Display numbers
There are two cuts of Playfair Display numbers. To select the alternate cut, use ALL CAPS settings or select numbers through glyphs.
In both digital and print formats, type hierarchy plays a key role in engaging your audience with your copy and keeping them interested. Here are some examples of how to apply the different elements to break up your content and make it easy to read and understand.

1. **Header**
   Should be short, snappy, and engaging.

2. **Subheader**
   A concise and engaging lead-in to your content.

3. **Body copy header**
   These help to signpost and divide your copy into easily readable sections.

4. **Body copy**
   Set this in Open Sans for legibility and no smaller than 12 pt in print wherever possible.

5. **Pull-out quotes**
   Highlight key pieces of information in a different color or type style to draw attention and break up large areas of body copy.

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### Aiming high

The global education market is being transformed as the world’s economies gain a better understanding of how learning enables individuals, communities, and economies to succeed.

### Changing the perspective

Empowering people to progress in their lives through learning, and that means we put the learner at the heart of what we do. We’re on a mission to help people make progress in their lives through learning.

We’re continually challenging ourselves to think differently, step in new directions, and inspire others along the way. But like all the greatest journeys, we know it’s worth all the effort, because education has the potential to transform people’s lives and the communities in which they live.

“We’re on a mission to help people make progress in their lives through learning”

We’re moving toward a better world, and with your dedication and imagination, we’ll make sure everyone’s a part of it.
Typography
Varying the pace

Always consider your readers' perspective and vary the pace to keep them interested.

Adapt the content
Pull out key statements to capture your readers' attention. Use a mixture of simple and complex pages to create variety and avoid intimidating readers with large amounts of dense content.

Vary your grids
Experiment with different grids and varied layouts, e.g., leaving areas of white space and using block colors to create section breaks.
Explore scale and different typeface combinations to create tension and increase pace through your communications.

1. Combining typefaces
Use a combination of the two typefaces to create tension and ensure key pieces of information stand out.

2. Using uppercase
Uppercase can be a useful device for short navigational text, creating differentiation within digital menus and items like captions, but should not be used in large areas.

3. Playing with scale
Use a combination of type scale to create tension between pages. This will also help create pace through the whole communication.

With two brand typefaces and a number of weights and cuts to work with, be careful not to use too much variety in a single item of communication. Commit to a select number of styles and use them consistently throughout your digital or printed piece.

In this 21st century landscape, how a country educates its most gifted and talented children takes on a new sense of potential; not just the prospect of young lives fulfilled, but the promise of a new economic powerbase. Consequently, in many countries the responsibility for identifying and educating gifted and talented students has spread beyond national or local government. Institutions like Brazil’s Center for Potential and Talent Development, and South Africa’s Radford House are having just as much of a say in who the next generation of bright young talent will be… and more of a say in how to nurture them. But who are these gifted and talented kids, and what makes them unique from typical students?

If you study most of the thinking on this, there’s a broad consensus that gifted children have four characteristics: intellect, motivation, creativity, and affect (i.e., positive beliefs about themselves).

But studies are designed to be neat. In truth, no two children are ever the same, and gifted children are no different in this respect. Each will have their specific talents, learning needs, behaviours, likes, dislikes, hopes and fears. Each will need to be challenged and managed according to his or her abilities. They will usually need to learn faster and deeper; need to pursue independent study; need to feel challenged by big problems; need to have opportunities to interact with like-minded peers – and knowing all this will help them flourish. But applying all this uniformly, without regard for the individual child and their specific gifts, is naive.

And it’s equally naive to not consider the impact of where a child is studying. How, for example, does local context and cultural values affect these interpretations? In August I attended the World Conference for Gifted and Talented Children where I...
Occasionally, the Pearson brand typefaces won’t be suitable and you will need to use a system font instead.

**When to use brand typefaces**
The Pearson typefaces must be used across all internally produced documentation, e.g., websites, uneditable digital documents, professionally printed material, trade shows, and environments.

The only exception to this rule is in our PowerPoint presentations, which should be produced using our approved template and which use system fonts, as these will often be shared with other parties or shown on different devices where we cannot control what typefaces they have access to.

**When to use system fonts**
If your document incorporates editable “live type” content, e.g., agendas, invoices and PowerPoint presentations, Word documents, and press releases, you should use system fonts to ensure your recipient can view the document properly.

Use Times New Roman as an alternative to Playfair Display and Arial as an alternative to Open Sans.

For the most commonly used document templates, please click on the folder above.
Typography
Colorways and accessibility

All the messaging you create must be clear, legible, and accessible to everyone.

All of the color combinations shown here have achieved the required AA accessibility rating. You should only use these color combinations when applying type.

Always make sure colors are tested for accessibility using our tools. See page 8.
**Typography**

**Colorways and accessibility**

You may occasionally need to use additional colorways to draw close attention to important smaller elements, e.g., buttons on websites or small subheadings in print documents. In these instances, use colors from our accent palette using only the combinations listed on this page.

**Accent colors in use**

Use accents sparingly on large areas of background and big blocks of copy and at a small scale to provide a standout pop of color. Please note that the pink accent color can be used only in large text executions.

Always make sure colors are tested for accessibility using our tools. See page 8.

* If using a Hot Pink background with white type or Hot Pink type, copy must be above 14 pt bold or 18 pt regular.
Here are some of the things to avoid when using type in our communications.

**EDUCATION IS A JOURNEY OF DISCOVERY THAT SHOULD NEVER END**

Don't use all uppercase text in large areas of copy, as it will be hard to read and can come across as aggressive.

Don't use more than a couple of colors, weights and styles together. It will distract from the message and appear messy.

Don't use color combinations that do not pass accessibility standards.

Don't expand or stretch type.

Don't put text items too close together or too far apart from each other.

**We’re Aiming Higher Every day**

Don't use so many colors within headlines that it makes it distracting to read the message.

Aiming Higher

Looking into the human brain

New scientists have been looking into the way the brain retains information. How we gather and store our thoughts and process information throughout our everyday lives.

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