Iconography
Iconography
Overview

Icons are simplified visual representations of objects used at small size to aid navigation. They should be universally understandable. We’ve created a set of icons to form an icon library. The following pages also provide guidance on how to create your own additional icons.

When to use
Use in digital and print to simplify and aid navigation.

Icon name
Icons should always be accompanied by text to ensure that they are understood. In digital applications, alt-tag image rollovers can replace the text.

Colors
Icons and text must only use color combinations that pass accessibility standards. See page 8 and 43.

To download icons, please click the folder above.

For additional help, please email the brand team at brandhelp@pearson.com.

For us, it’s not enough just to make products and provide services. We need to know that they are working, this as efficacy, and we continually question and improve our products and services to ensure that they...
Iconography
Creating and sourcing

As well as using the icons from our library, you can also create and source your own as long as they look like they belong to the same family. Here's some guidance on creating and choosing new icons.

1. Recognition
Your sourced or created icon should be a true representation of a familiar object.

2. Constructing an icon
Create new icons by combining geometric shapes—this helps to form a consistent set. Always create icons that are front facing, not at an angle or in perspective.

3. Size and scale
Make sure your sourced or created icon is clear enough to be seen at small scale.

4. Keep it simple
Don't add complex styling or embellishment that might distract from quick and effective communication.
Iconography
Don’ts

Here are some examples of things to avoid when creating and using icons.

Don’t use more than one color in an icon.

Don’t use as a decorative pattern or to create illustrations.

Don’t use in charts and graphs.

Don’t use icons without an accompanying name.

Don’t use icons on front covers.

Don’t create angled icons with perspective.