Pearson

Brand Partner Guidelines

Growth Partners

July 2026

Welcome

Welcome to the **Growth Partner** co-branding guidelines. Growth partnerships open up new audiences for both brands, with each keeping its own identity.

The pages that follow show how to signal the partnership without locking our logos together — so the brand that leads stays front and centre. Use this as your go-to reference for every co-branded communication.

Growth partner

Growth Partner relationships grow through **endorsed activity and access to new audiences** — sponsorships, reseller arrangements, and CSR initiatives — without influencing product direction or strategy.

Growth Partner logos **should not be locked up with the Pearson logo or given equal prominence**. Whichever brand creates the asset leads, with the other in a supporting or endorsing role.

Partners must **maintain their own brand identity** and may not adopt Pearson's. Pearson branding only indicates the partnership, e.g. '**in association with Pearson**'.

Pearson Logo basics apply everywhere

These core principles apply across all partner relationships and collaboration types, whether Pearson led or Partner led.

They ensure consistent and recognizable use of the Pearson brand. Always apply these rules first; any relationship specific guidance builds on them rather than replacing them.

Overview

Our logo is comprised of a design accent and a wordmark. The design accent, designed to represent a wave effect, is emblematic of the expansive impact of learning. It signifies how knowledge acquired by our learners doesn't just stop with them but extends further, influencing their personal lives, careers, and communities.

Our wordmark is crafted from clean, well-rounded lines that embody approachability and confidence. This communicates our commitment to providing an accessible and empowering educational environment.



Overview

Primary logo

The primary logo is comprised of the 'ripple' design accent and Pearson wordmark. These two parts should always be used together.

Primary logo



Color variations

Pearson Purple

- Hex: #0D004D
- RGB: R13 G0 B77
- PMS: 2755 C
- CMYK: C95 M100 Y0 K65

There are two color variations of our logo, lockups and symbol. Do not create additional colorways.

For light backgrounds always use the Pearson Purple logo lock up. For dark backgrounds all elements change to white.

Note: Logos are shown in boxes throughout these guidelines for illustrative purposes only. Do not place the logo in a box.









Parameters

Clear space

Maintain a clear area around the logo equal to **the height of the letter “n”** in the wordmark or the bowl height of the shorthand symbol. Increase this space wherever possible.

Minimum size

Do not reproduce the logo smaller than the minimum sizes shown. These sizes apply to all color variations

Clear space:



Minimum size:



1 inch
25 mm
100 px

Note: Minimum size logos are shown at increased sizes for illustrative purposes only.

Do nots

Some common misuses of our logo are illustrated here.



✕ **DO NOT** place the logo over people, areas of poor contrast or background colors that reduce legibility.



✕ **DO NOT** change the design accent in any way with the exception of approved lockups.



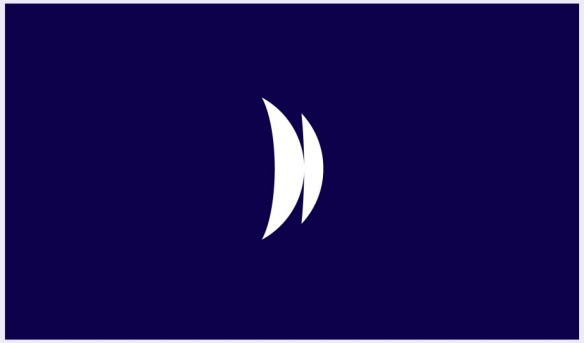
✕ **DO NOT** remove the design accent from the logo with the exception of approved combination lockups..



✕ **DO NOT** outline the logo.



✕ **DO NOT** add taglines to the logo.



✕ **DO NOT** use the design accent alone without the wordmark with the exception of approved combination lockups.

Guiding principles

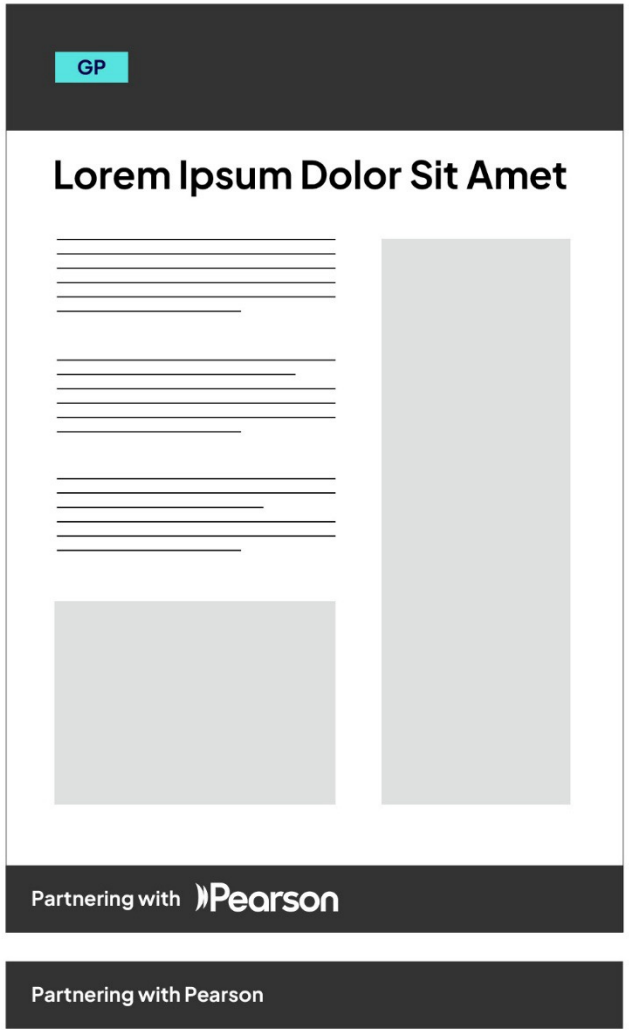
Pearson-led
Pearson remains the primary visual focus. Growth Partner logos act as supporting elements, typically placed at the bottom. Use approved partnership language (e.g. *Partnering with*) to clarify the relationship. Partners must stay clearly secondary and not compete with the Pearson brand.

Growth Partner-led
The partner becomes the primary focus, with Pearson as a supporting brand positioned at the bottom. 'Partner keeps own brand identity in design. Where appropriate, the Pearson logo may be replaced with approved text (e.g. *by Pearson* or product naming). Pearson must remain clearly secondary.

Pearson led



Reseller/Growth Partner led



Guiding principles (cont.)

Growth Partner-led social ad

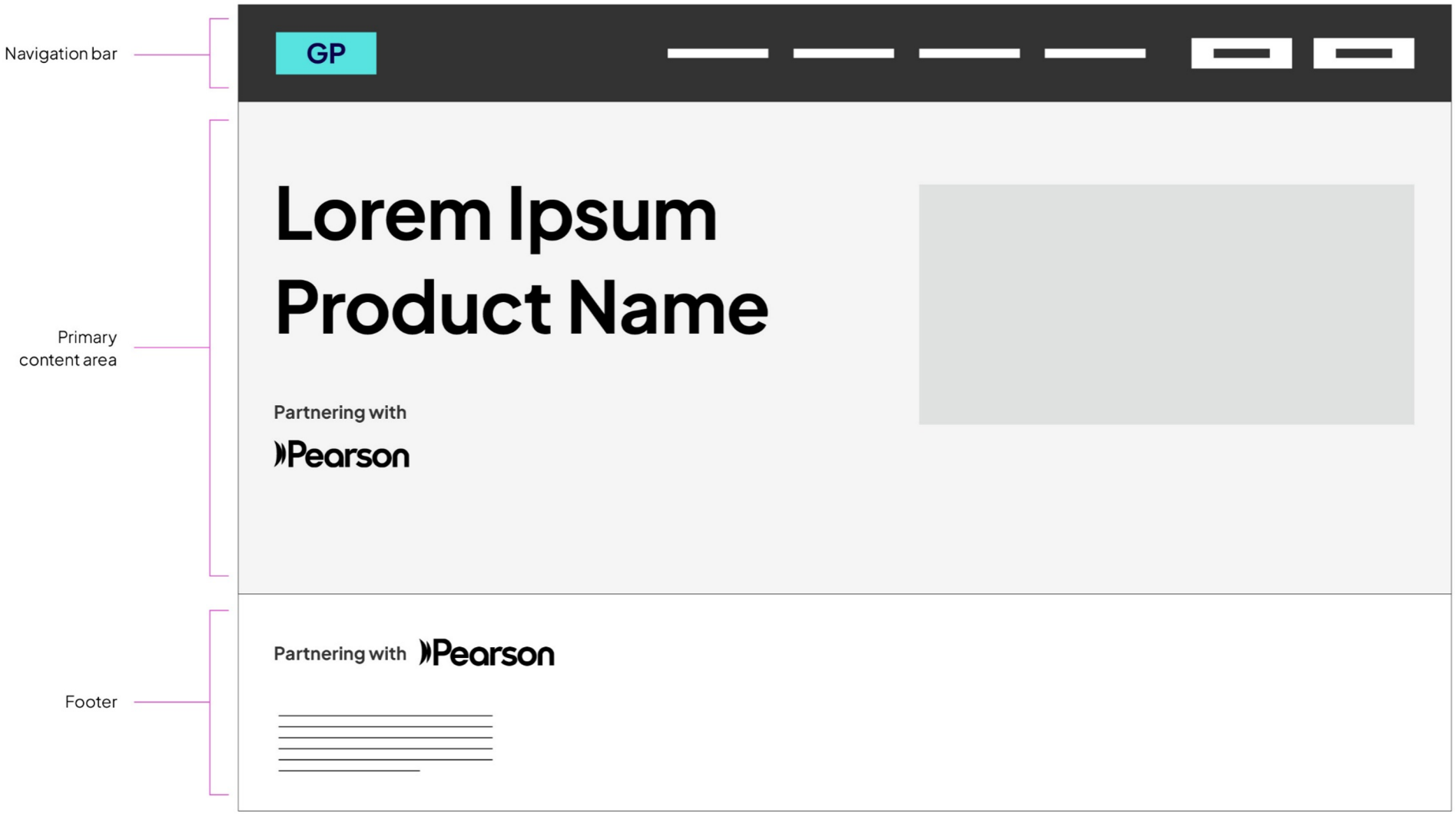


Growth Partner-led event banner



Guiding principles (cont.)

Growth Partner–led landing page



Partner brand led example

Example — current approach.

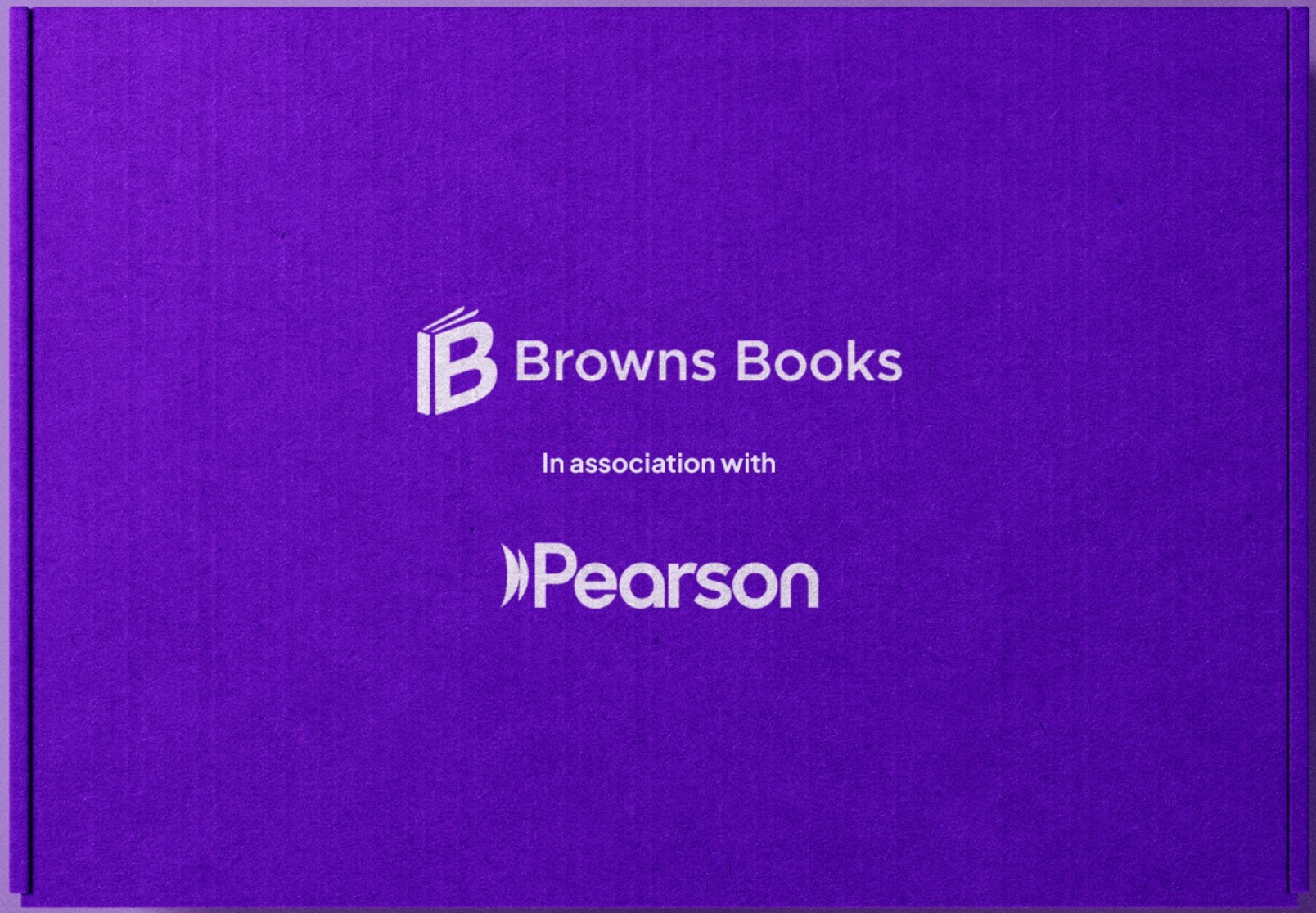
This example shows how Growth Partner applications shift to a partner brand-led approach, clarifying hierarchy, placement and partnership expression while maintaining appropriate visibility.

When the Growth Partner leads, the layout should follow the partner's brand—this includes color, typography, imagery, and overall design system. The partner logo and credit line should appear within the layout in a primary (and sometimes secondary) position.

The Pearson logo appears separately, typically to the right of the partner logo with the credit line in between, maintaining clear separation to avoid any visual connection or lock-up.

If there is insufficient space to position logos side by side with the credit line in between, the Growth Partner logo, credit line and Pearson logo may be centered.

Note: Browns Books primary brand color is a hue of purple. It is not to be mistaken for Pearson's secondary brand color amethyst.



Pearson brand led example

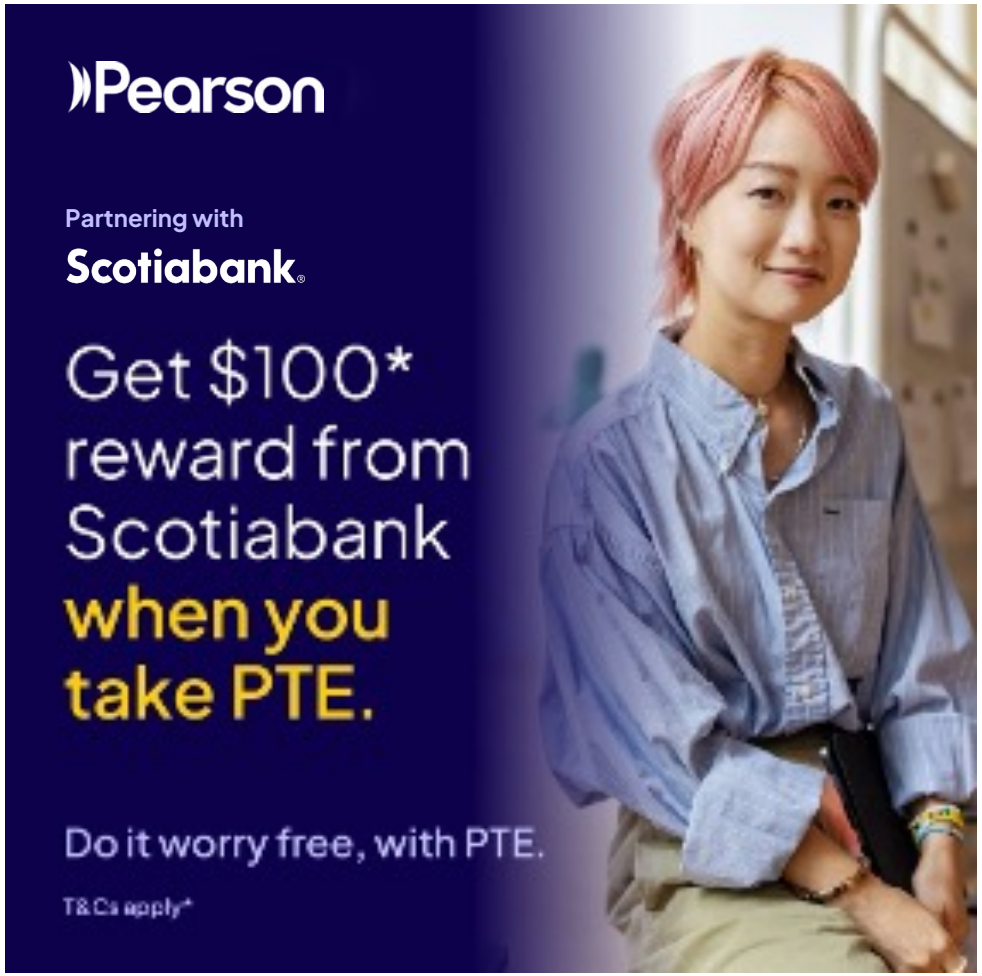
Example — From current to new approach.

These examples show the transition from current to new Growth Partner applications, illustrating clearer partnership expression, improved brand hierarchy and placement, and greater consistency while preserving appropriate partner prominence.

THEN

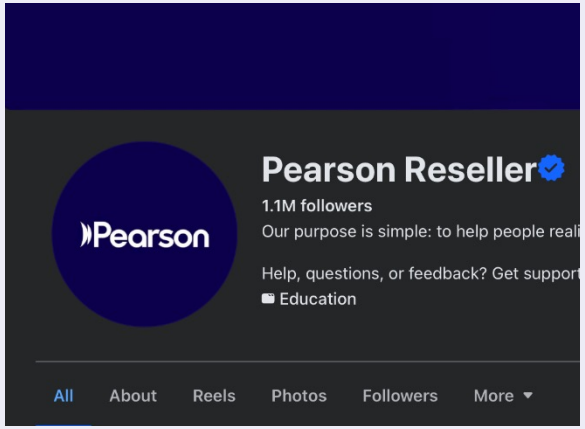


NOW



Do nots

Some common misuses of our logos are illustrated here.



✕ **DO NOT** lead with Pearson branding on your social media accounts and posts, websites, brochures, etc.



✕ **DO NOT** use the Pearson shorthand in place of the full Pearson logo.



✕ **DO NOT** use credit lines that are not approved.



✕ **DO NOT** place the logo too close to the credit line. Use clear space rules.



✕ **DO NOT** use two logos under a credit line. Avoid looking like a logo lockup.

Glossary

Marketing components definitions and purposes

Terminology	Definition
Reseller	**A reseller is a third party that is authorized by Pearson to sell Pearson products in market as the seller of record.** Resellers take Pearson products and independently market, sell, and transact them, often under their own brand, to customers in a specific region or market. Pearson remains the product owner, but the reseller controls the local go-to-market execution.

Contact

Thank you for learning! Following this guidance will ensure your communications are consistent and reinforce the Pearson brand.

For any further information and to access our assets, please contact your Pearson Partner contact.