Creating banners for:
- Qualifications.pearson.com
- Uk.pearson.com

Version 3 - Nov 2016

Overview

The **Pearson UK** and **Pearson Qualifications** websites have been created following certain design and user-experience principles. Therefore all banners should align with these principles to create a coherent site that feels part of the Pearson family.
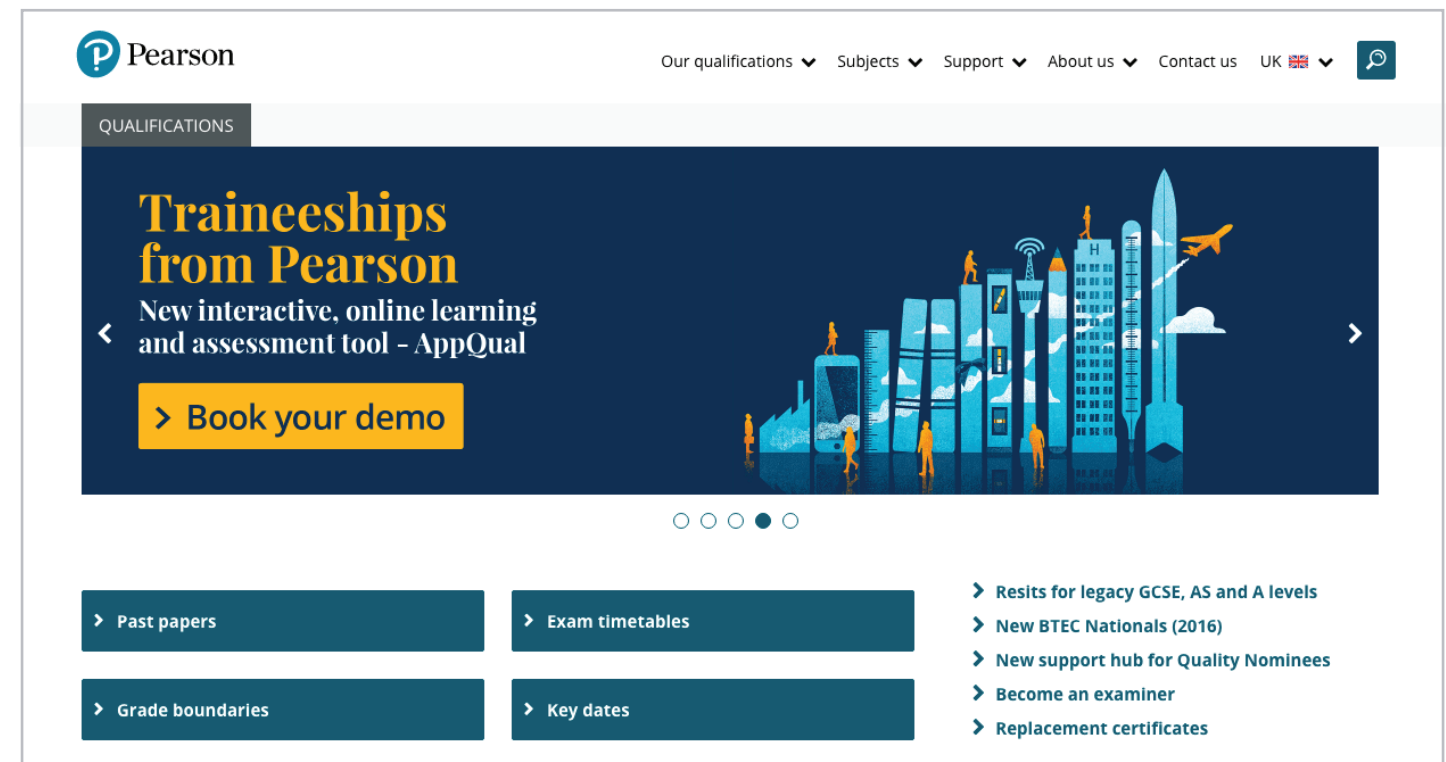
The sites use a modern, flat user-interface style (2-D style using flat colour with no added effects - eg. gradients, drop-shadows, bevels, embossing or other tools that add depth). The sites use Pearson brand photography and illustrations where possible.

Clear 'Call-to-actions' tell users what to expect and where they will go when clicked. The minimalist design removes unwanted content and 'visual clutter' (including too many banners or promos on one page).
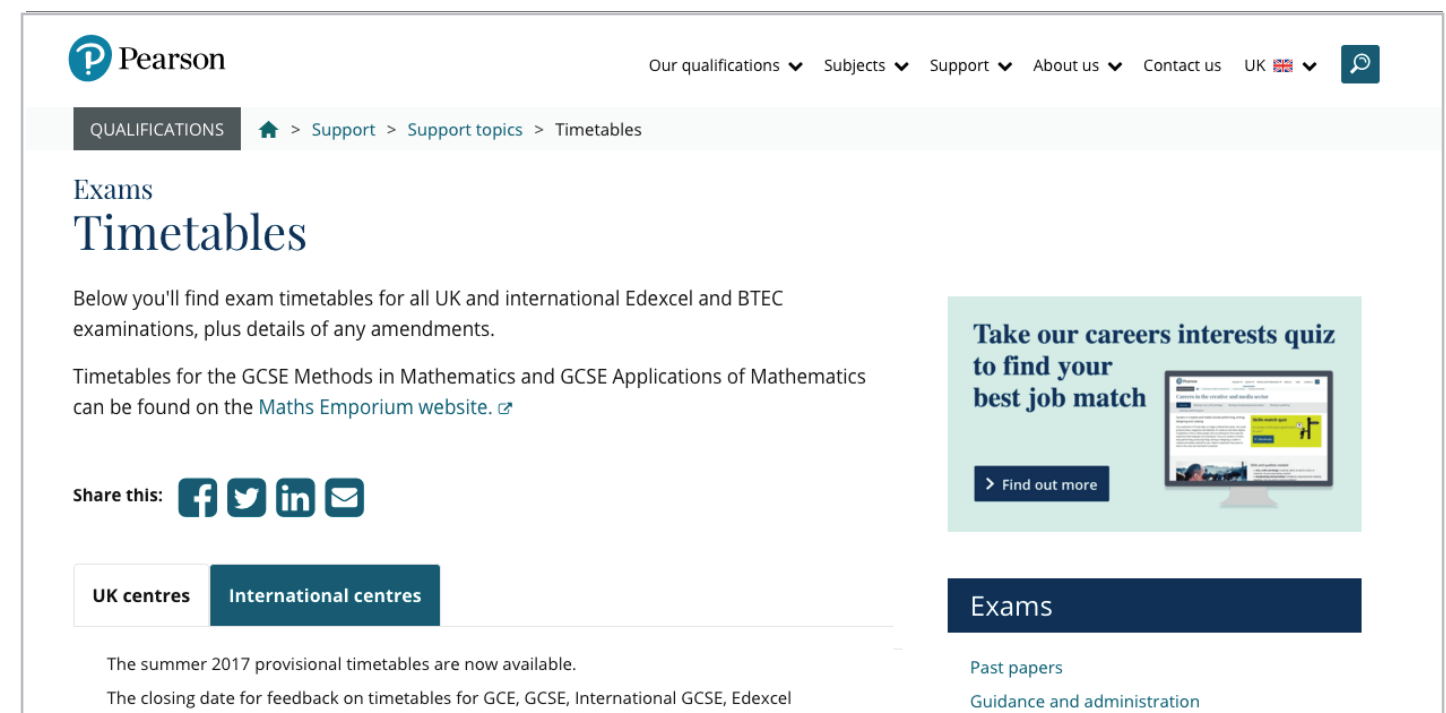
The sites use mainly Open Sans font and follows accessibility guidelines and aims for AA classification.

All banners should follow these guidelines. There are links to Photoshop templates on page 6. Use the checklist at the end of this document to make sure your banner design meets the requirements for upload to the sites.

Banner positions - **Qualifications website**
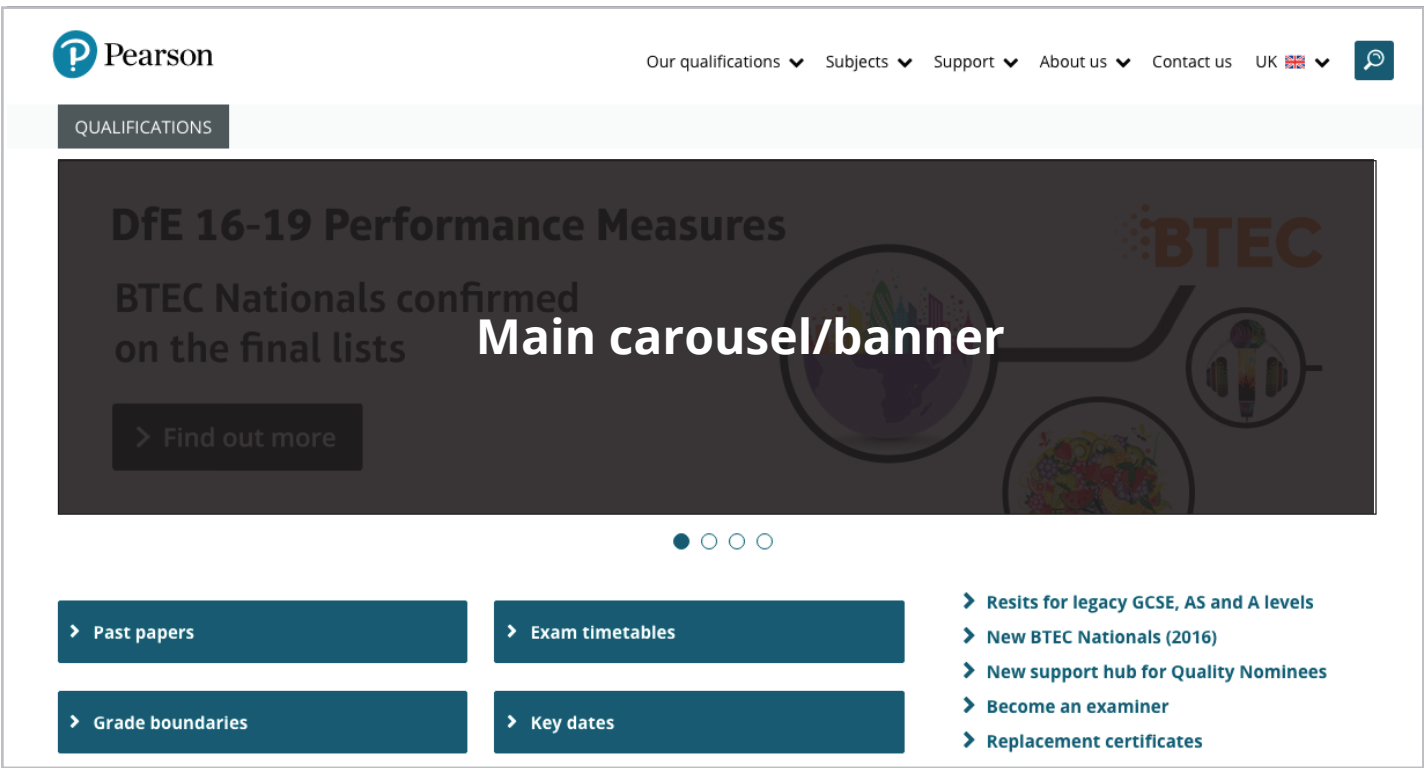
Banners on the Qualifications website are in these locations:
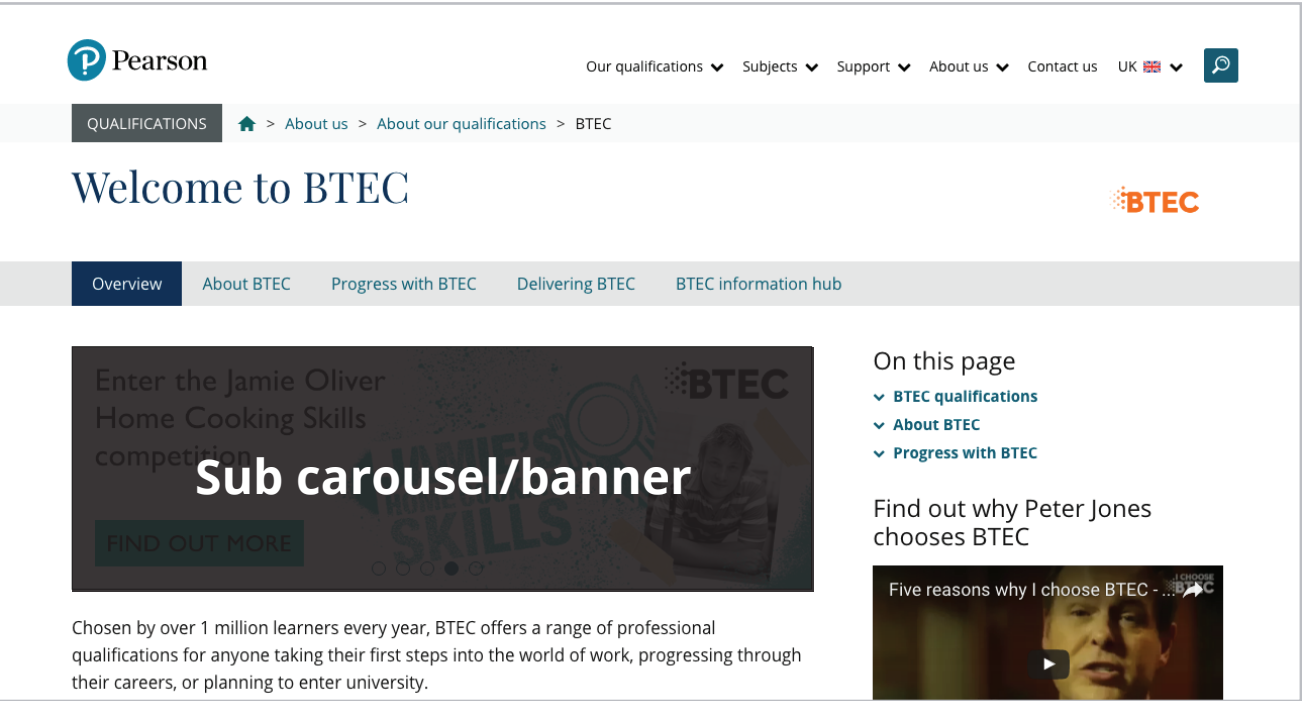
The **Main carousel/banner** appears at the top of the homepage and is full width.

The **Sub-Carousel/banner** appears on some 'About our qualifications' pages.
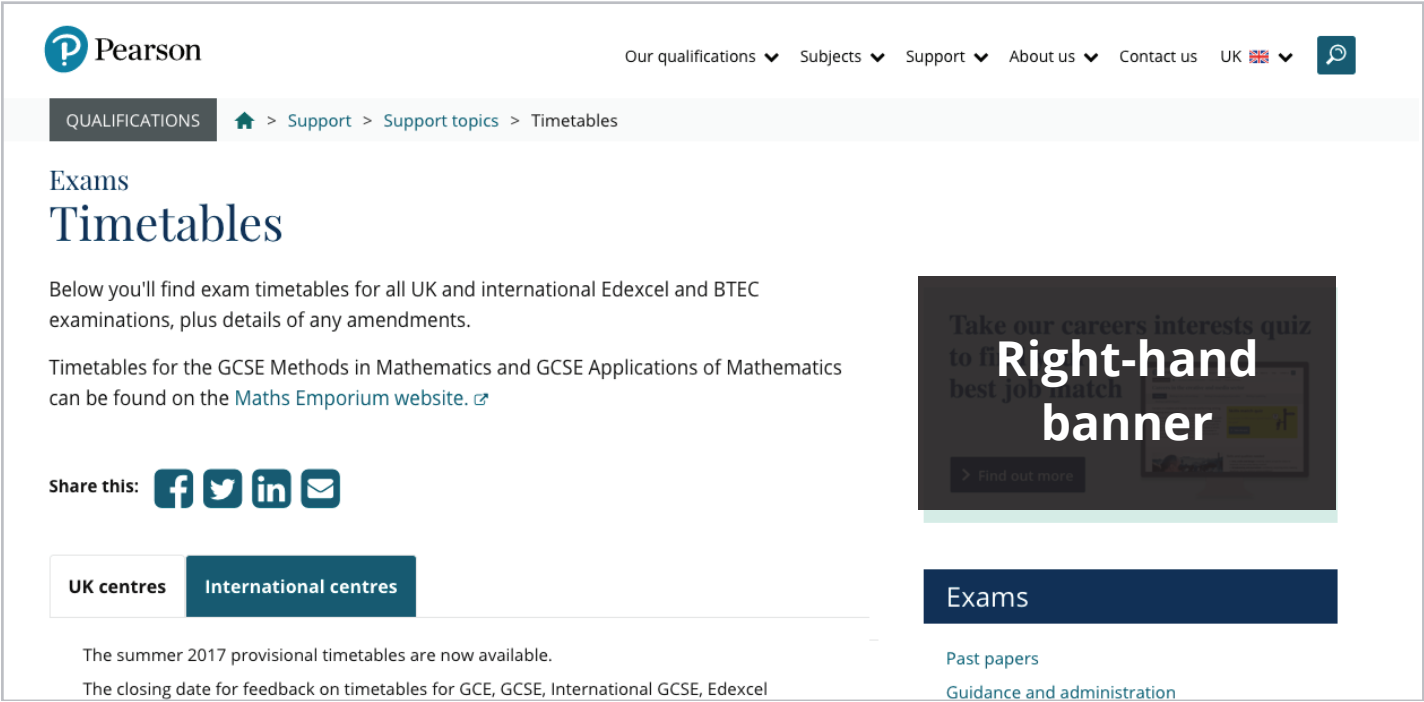
The **Right-hand banner** appears to the right of standfirst text or lower down the right hand 1/3 column.

Main carousel/banner

Sub carousel/banner

Right-hand banner

Sub carousel/banner

Right-hand banner

Banner positions - **PUK website**

Banners on the Pearson UK website are in these locations:

The **Carousel/banner** appears to the left of quick links on some 'overview' and 'resources' pages.

The **Right-hand banner** appears to the right of standfirst text in a 2 column layout. It can also appear on the right in a 3 column layout.
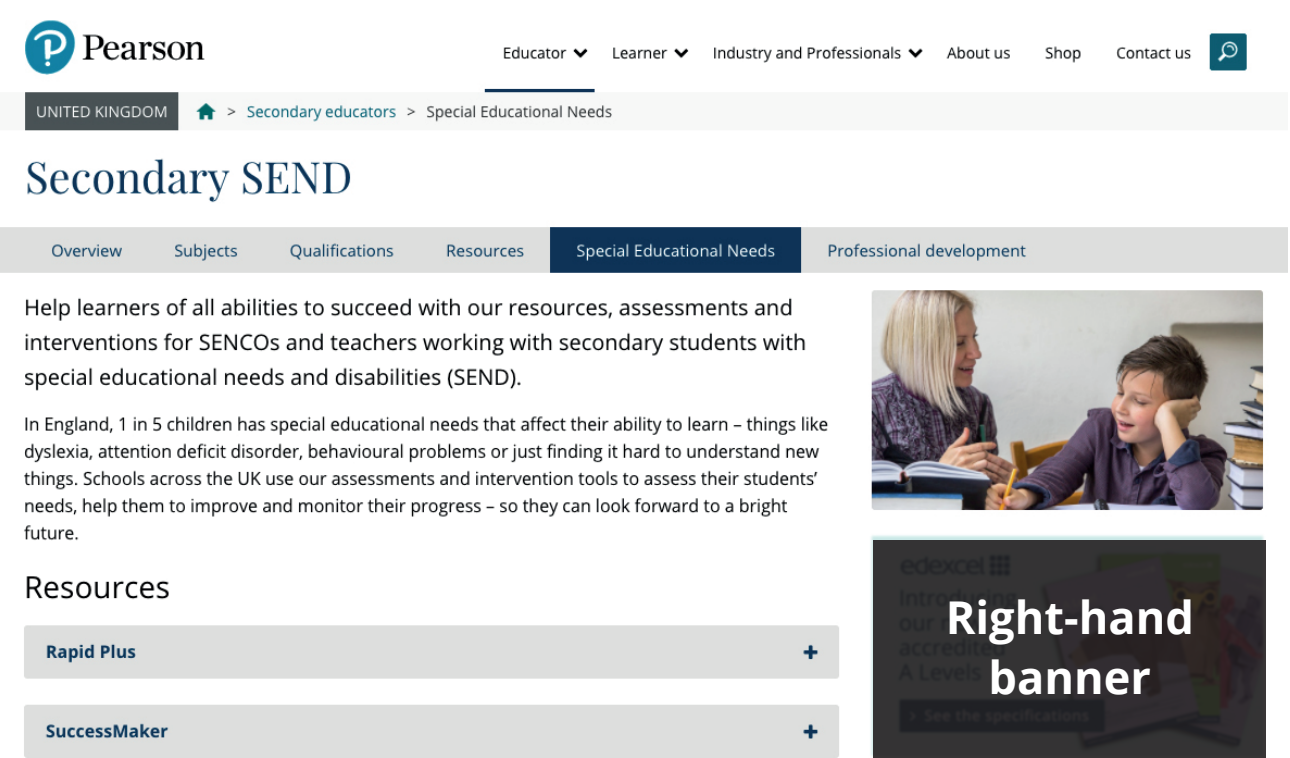
NB: The right-hand banner cannot be displayed in a 4 column layout as it will be too small to read. Only pictograms, icons, logos, map thumbnails and photos with no text can appear in a 4 column layout.

Carousel/banner
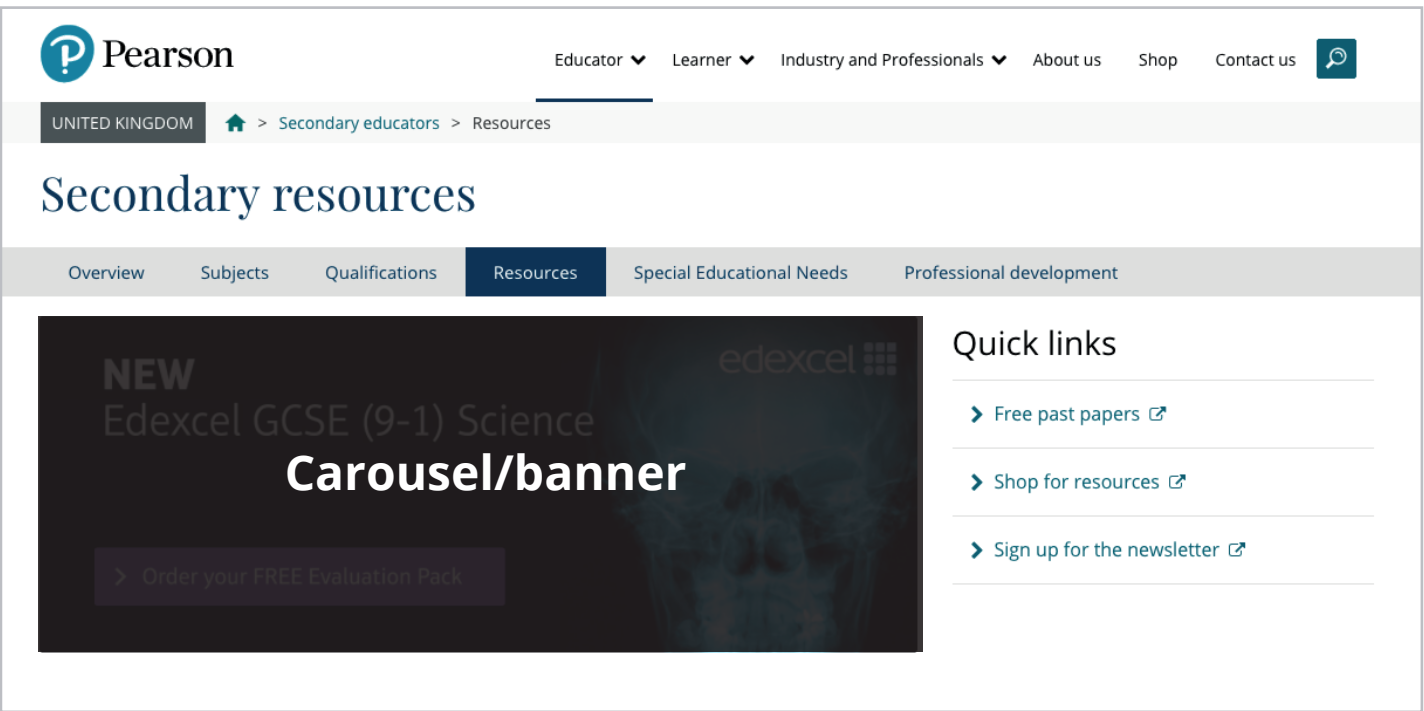
Right-hand banner- 2 column layout
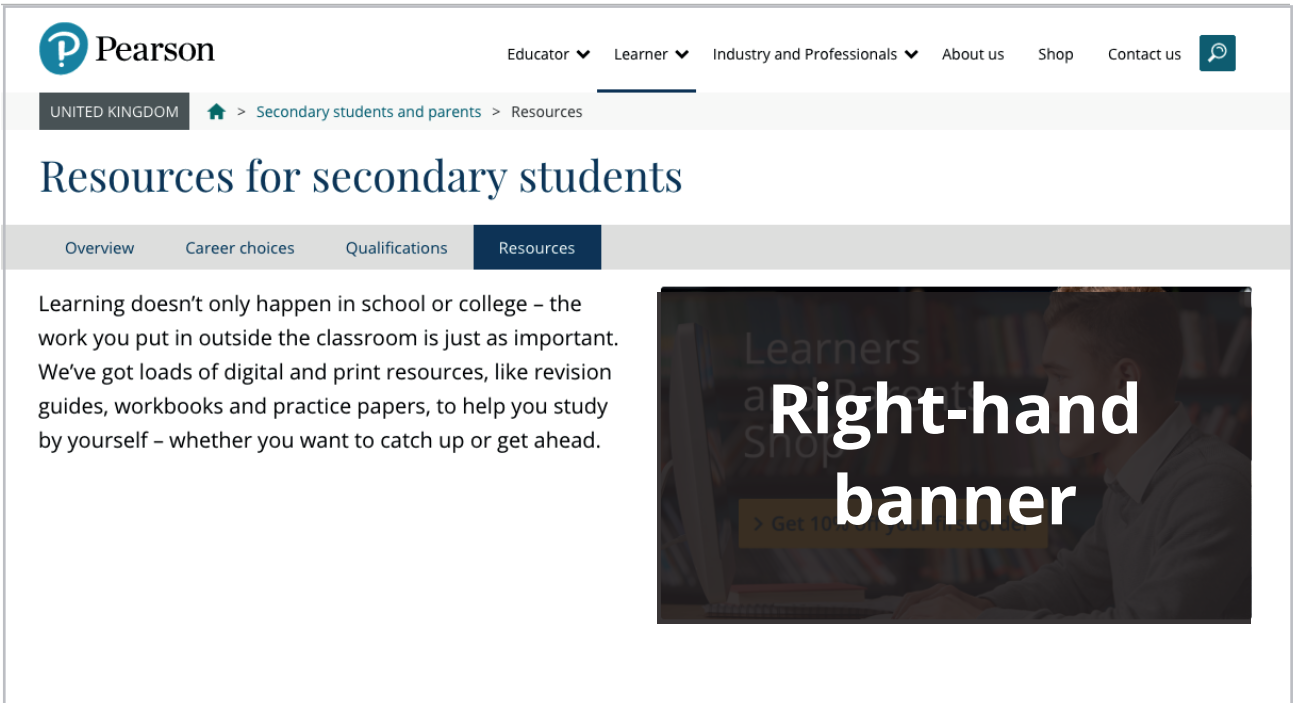
Right-hand banner- 3 column layout

Sizes and dimensions: **Qualifications website**

All banners are made at double size for high resolution screens.

NB: When making a banner at the source size make sure that text, image and CTA are accessible at display size. Follow text sizes in photoshop templates (see page 6).

Main carousel/banner

Display size (the size the image appears on a normal monitor)
1140 x 306

Source size (image that the banner should be supplied):
2280 x 612 pixels

Sub carousel/banner:

Display size (the size the image appears on a normal monitor)
733 x 241 pixels

Source size (double size image that the banner should be supplied):
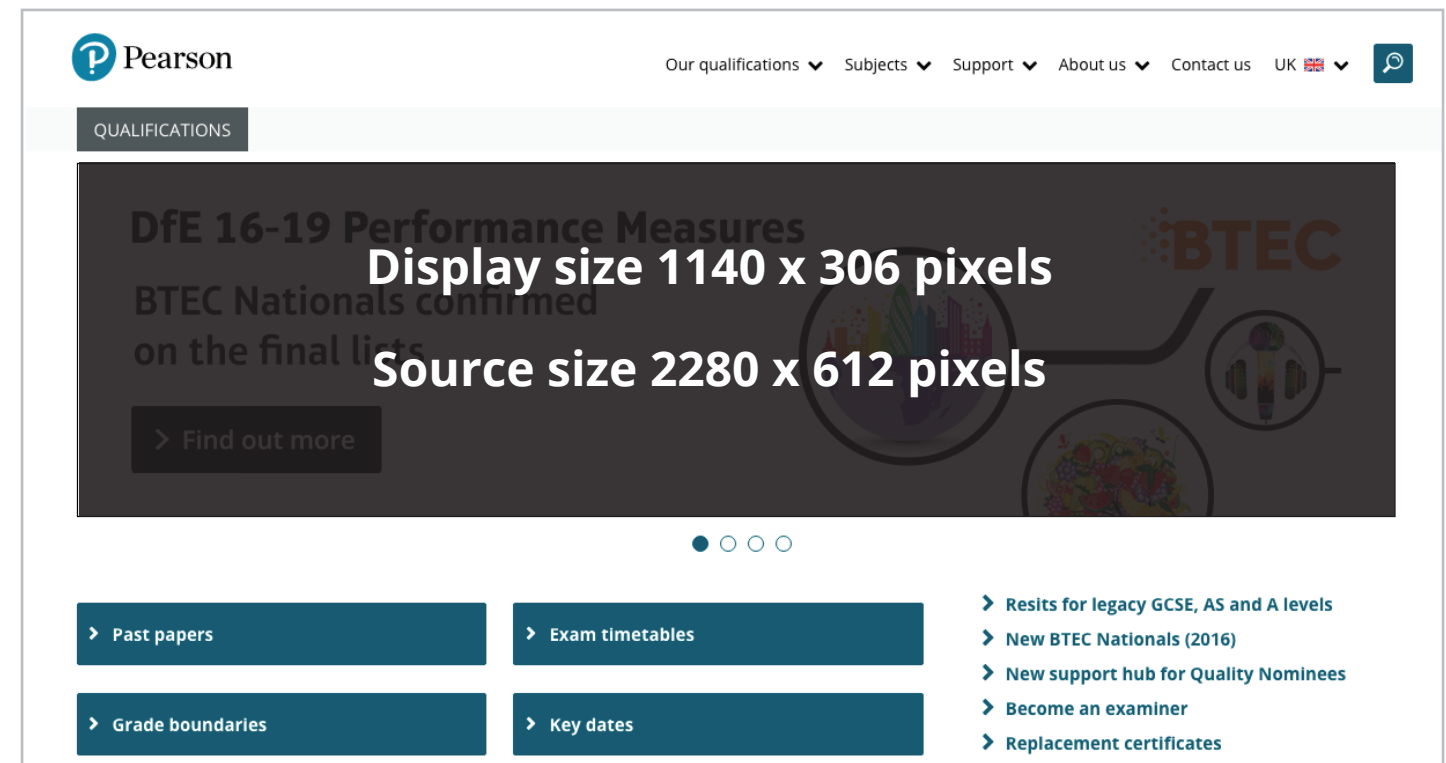1466 x 482 pixels

Right-hand column banner:

Display size (the size the image appears on a normal monitor)
366 x 210

Source size (image size that the banner should be supplied):
1140 x 640 pixels

(in some instances these banners can be displayed at 1/2 page width size 555 x 311)

Main carousel/banner

Display size 1140 x 306 pixels

Source size 2280 x 612 pixels

Sub carousel/banner

Display size
733 x 241 pixels
Source size
1466 x 482 pixels

Right-hand banner

Display size
366 x 210 pixels
Source size
1140 x 640 pixels

Sizes and dimensions: **Pearson UK website**

All banners are made at double size for high resolution screens.

NB: When making a banner at the source size make sure that text, image and CTA are accessible at display size. Follow text sizes in photoshop templates (see page 6).

Carousel/banner:

Display size (the size the image appears on a normal monitor)
750 x 288 pixels

Source size (double size image that the banner should be supplied):
1280 x 490 pixels

Right-hand column banner:

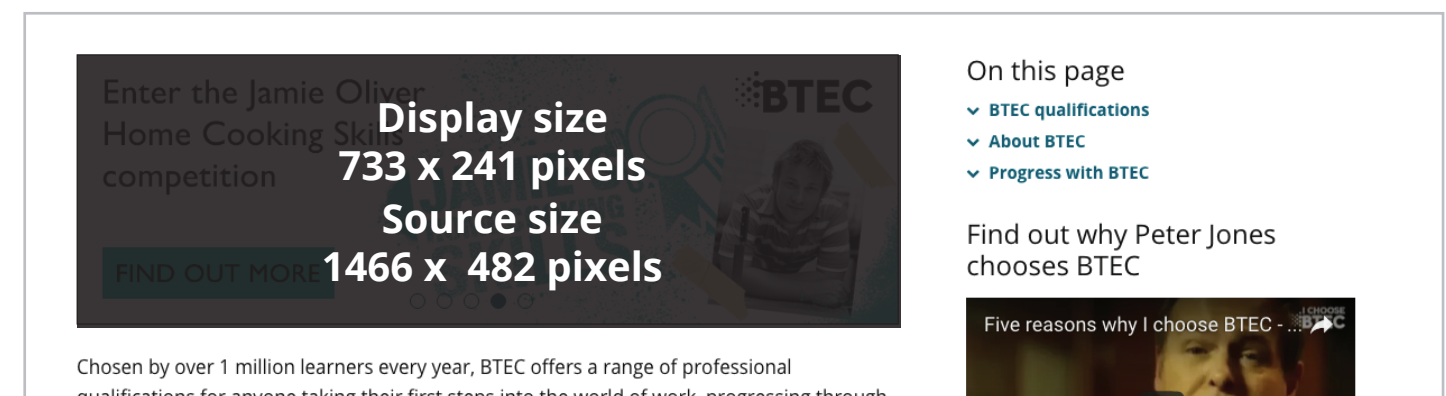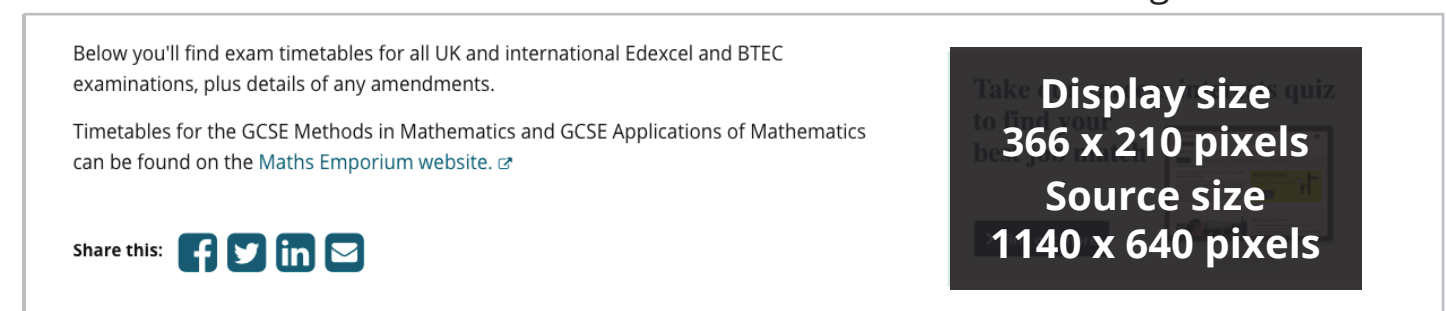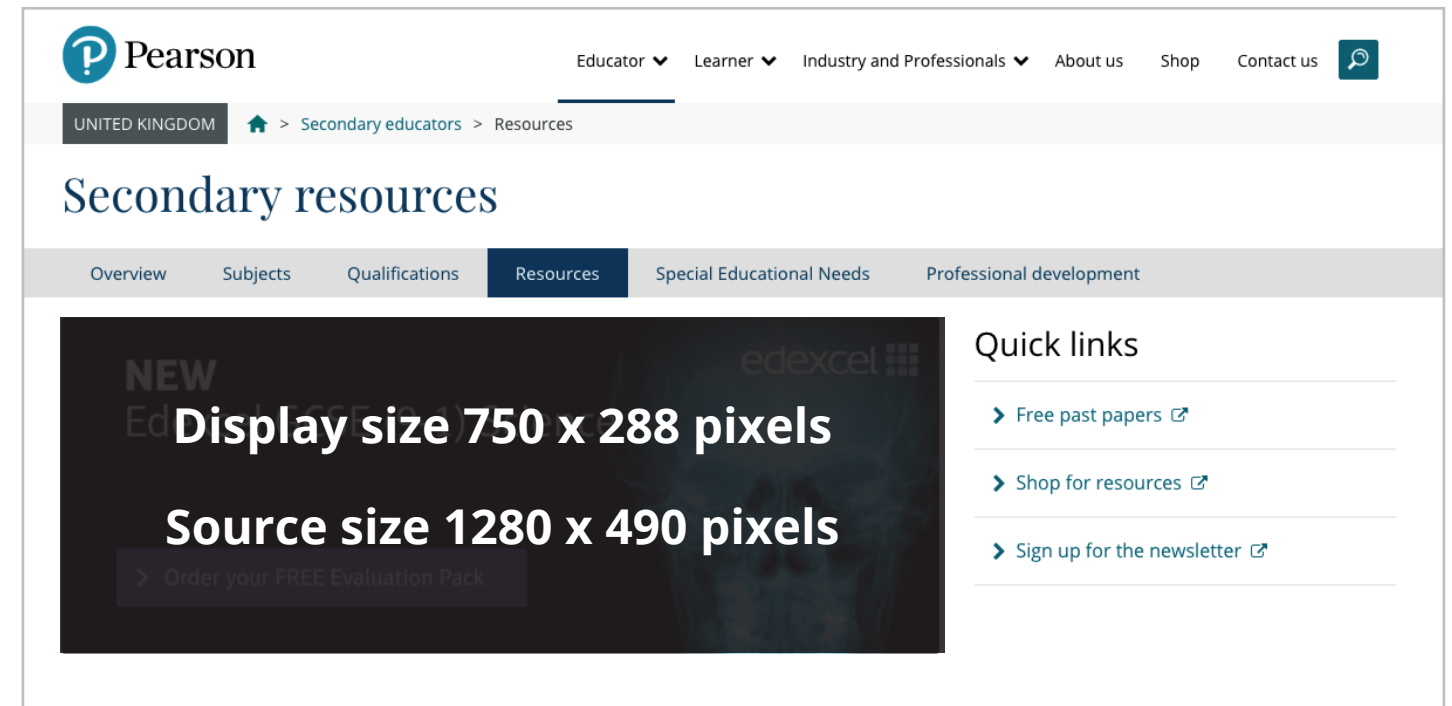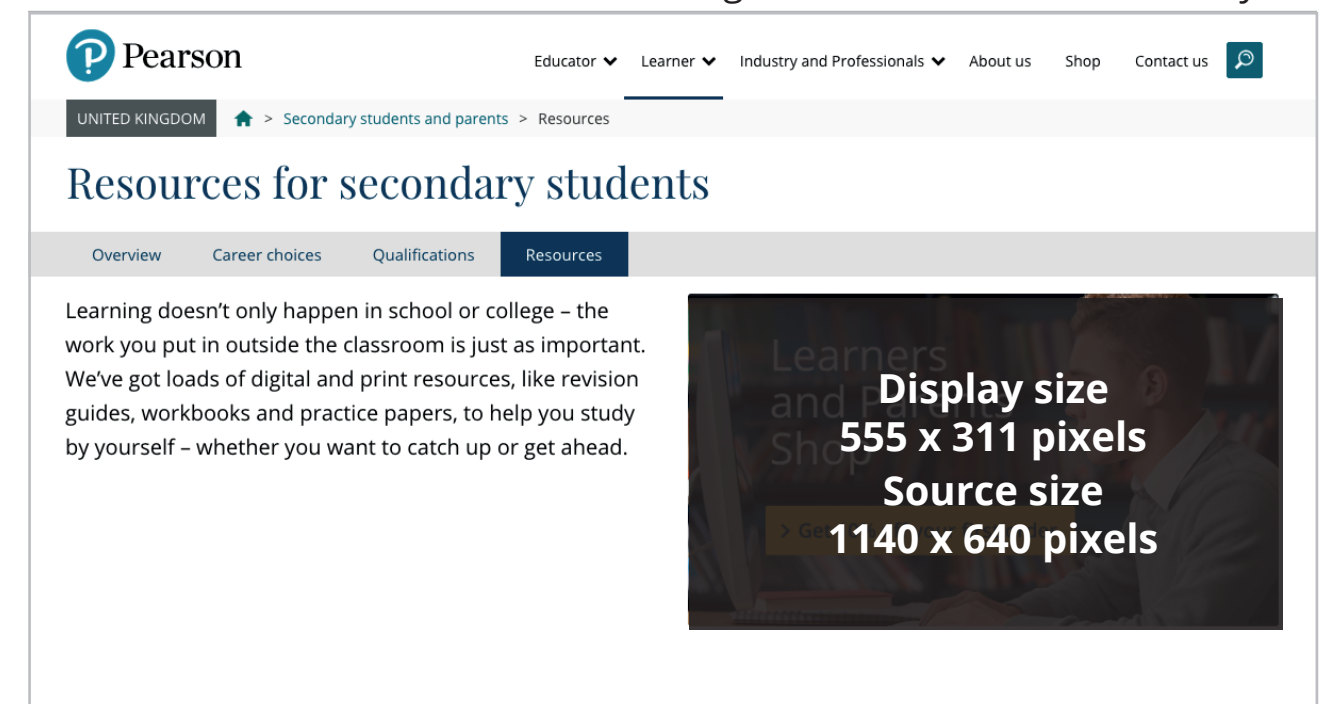**Display size** (the size the image appears on a normal monitor)
2 column: 555 x 311
1/3 column: 366 x 210

Source size (image size that the banner should be supplied):
1140 x 640 pixels

Carousel/banner

Display size 750 x 288 pixels

Source size 1280 x 490 pixels

Right-hand banner- 2 column layout

Display size 555 x 311 pixels Source size 1140 x 640 pixels

Layout

All banners should follow the basic layout with text and CTA on left and main part of the image on the right. Use the Photoshop templates on Neo to create your banners.

Remember - banners will be displayed at 50% or 33% of the 'source' size so check how your final banner will look at that size.

Look at the layer panel within Photoshop to turn off the guides/instructions.

NB: If using a white background to a banner then a 2 pixel grey border (at source size) must be put around banner - #505759

Qualifications website templates

Main carousel banners

Use the Photoshop template 'Quals_BannerCarousel_size_v2.psd' which is located here: https://neo.pearson.com/docs/-DOC-666969-qualsbannercarouselsizev2psd

Sub carousel banner

Use the Photoshop template 'QUALS_Sub_banner_Template_v2.psd' which is located here:

https://neo.pearson.com/docs/DOC-666295-quals-sub-carousel-banner-psd-template

Right-hand column banner

Use the Photoshop template 'Quals_bannerRightHand_size_v2.psd' which is located here:

https://neo.pearson.com/docs/DOC-618600-qualsbannerright handsizepsd

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Pearson UK website templates

Carousel banners

Use the Photoshop template 'PUK_BannerCarousel_size_v2.psd' which is located here: **https://neo.pearson.com/docs/DOC-623218**

Right-hand column banner

Use the Photoshop template 'PUK_bannerRightHand_size_v2.psd' which is located here: **https://neo.pearson.com/docs/DOC-623219**

Call to actions

CTA's should be sentance case and not capitals or italics.

Button colours - use one of the colour combinations shown here using the Pearson brand colours.

Text should describe clearly what you will get when you click on the banner.

If a product brand has a specific colour that needs to be used for buttons then the button colour and text colour combination must be accessible. The button must still be in the same style as shown and use Open sans semibold.

If text on a button runs onto 2 lines then do not use a button but use a text link with chevron like example shown.

Chevron/arrow should be same colour as text.

Leave a gap between end of text and end of button (see Photoshop templates for sizes).

NB: It is good practice if the text and image used on the banner is also repeated on the page the banner links to. This will re-assure the user they have clicked through to the correct place and it will re-enforce your message.

> Order your free catalogue

Ink Blue - #005A70

> Order your free catalogue

Midnight Blue - #003057

> Order your free catalogue

Lime Green - #D2DB0F
text - #003057

> Order your free catalogue

Sunshine Yellow - #FFB81C
text - #000000

> Find out more about the latest qualification updates

Text link with chevron

> Order your free catalogue

✓

> Pre-register for the latest course

✓

> Read the new student guide

✗

> Sale now on

✗

> See more

Text

Text should be Open sans Regular or Playfair Display or product/campaign font and not be smaller than the sizes mentioned in the Photoshop template.

Keep text short, simple and accessible. Avoid long sentences.

Try to get your message accross in about 5 to 14 words.

Keep text within the text safe area in the Photoshop templates.

Keep the CTA text short.

Imagery

Images should be clear, simple and impactful with the main subject of the image on the right of the banner. The image should follow the campaign/product brand guidelines. Consider if the image will work well at the display size.

It should relate to the text and not just be chosen for aesthetic purposes (for more info on campaign or product brands contact: EmmaCrampton@Pearson.com).

Consider the overall message the image portrays. Is it in keeping with what you want the banner to convey? Users will only look at your banner for a few short seconds.

Consider the webpage where the banner will appear (eg. other images and colours used). Try to make sure your banner fits in and doesn't clash with the rest of the page.

Avoid complex images behind the text or CTA as this can lead to readability and accessibilty issues.

This banner would not be accepted because:

- The image does not follow other images from the marketing campaign.
- The image does not relate to the text and conveys the wrong message of banner.
- Text colour is not accessible and text overlaps the image making it hard to read.
- Word count is too high.
- CTA is in capitals and doesn't tell the user what to expect when they click banner.

Checklist

These are the main criteria/rationale your banner will be reviewed by before it's uploaded to the website. Take a quick look to make sure your banner design meets the guidelines.

☐ Dimensions

Please ensure you have double checked the dimensions of the banner before you start working on it. Use the Photoshop templates provided on page 6.

☐ Call to action (CTA)

Every banner should contain a CTA (button) that clearly descibes what content the user will find when they click the banner. The CTA should follow the guidelines on page 7.

☐ Fonts

Have you used the correct fonts for the banner? Are they at or above the sizes they should be? Avoid using capitals and Italics. Is the word count below 14?

☐ Imagery

Is the image relevant to the message of the banner? Is it simple and impactful. Is the image/design inline with other marketing material. Is it clearly recognisable at the display size? Is it understandable to someone who knows nothing about the product or the brand? Does the image go behind the text and make the text hard to read?

☐ Layout

Are the elements in the correct position on the banner? Image right, text and CTA left. If using a white background, does the banner have 2 pixel grey line around it **#505759** (at source size)?

☐ Tone of voice

Keep to the point; be sparing with your copy. Keep within the word count limit for each banner. It's not about what you say, it's about how you say it (this also applys to the CTA). Take a look at '**Tone of Voice Principles.pdf**': **https://neo.pearson.com/docs/DOC-621668**

☐ Accessibilty

Does the banner meet accessibilty guidelines? Is there enough contrast between text and the background it sits on? Take a look at: **https://brand.pearson.com/brand-toolkit/brand-accessibility.html**

To check your work please use a tool like the Colour Contrast Ananlyser: **https://www.paciellogroup.com/resources/contrastanalyser/**.

Remember to supply relevant Alt-text to any informative banner.

☐ File size and format

Supply the banner as **.jpg** or **.png**. If the banner has photography element please use JPG and use PNG for solid colours. From Photoshop choose: **'File/Export/Save for web'** (save .jpg at 'High' and Quality:70).

The supplied file should be about 500kb for main/sub carousel banners (maximum 750kb) and about 350kb for Right-hand banners (maximum 500kb).

Submitting your banner

When you are happy with your banner and you think it meets the design criteria from the checklist then send your 'source size' banner to Salman Hamid in the digital marketing and web strategy team:

Salman.hamid@pearson.com

Once it is signed off by the digital marketing and web strategy team they will upload it to the relevant site.
(NB: Rememeber to supply any relevant Alt-text to any informative banner).

Archiving the source files:

When the banner is signed off by the digital marketing and web strategy team then send the source file (Photoshop file) to the Marketing Design team to archive:

Emma.Crampton@pearson.com

For more information or help contact:

Ben.Meadowcroft@pearson.com - Senior Digital Designer, UX Design and Media
Salman.hamid@pearson.com - Digital Marketing Management and Web Strategy
Emma.Crampton@pearson.com - Marketing Design Manager