

Font installation

Download our new brand fonts available on [Pearson Brand Hub](#):

[Plus Jakarta Sans static](#)

Pearson Rebrand Files 

- Name ▾
- Brand Guidelines
- Colors
- Font
- General Brand Training Recording
- Icons
- Logo
- Photography
- Pictograms
- Waves_Static

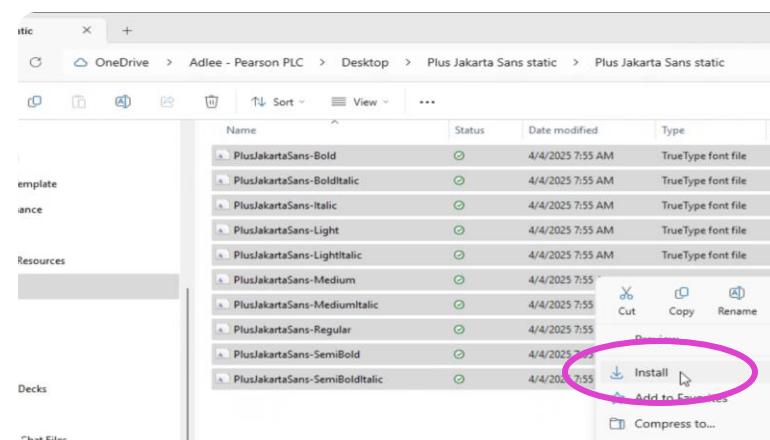
Helping people realize
the life they imagine
through learning

Helping people realize
the life they imagine
through learning

IMPORTANT NOTE: If the text above doesn't look like the one on the left, you do not have the new brand fonts installed.

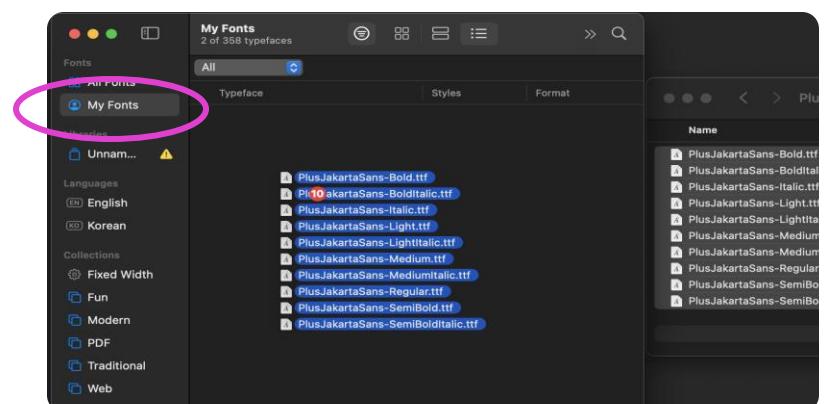
On Windows

1. If the font files are zipped, unzip them by right-clicking the .zip folder.
2. Right-click the fonts and click Install.



On Mac

1. Go to Font Book.
2. Drag and drop the font files into My Fonts.



Font Book

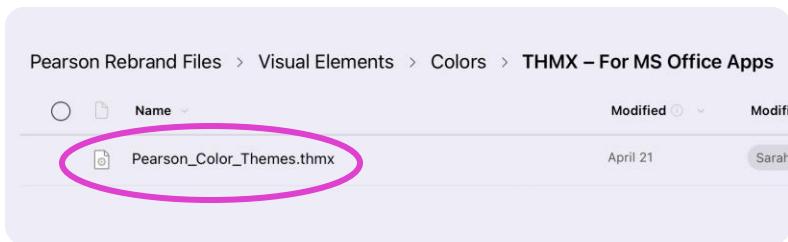
How to convert templates

When converting a PowerPoint deck to a new template, there's no way to avoid a certain level of formatting work.

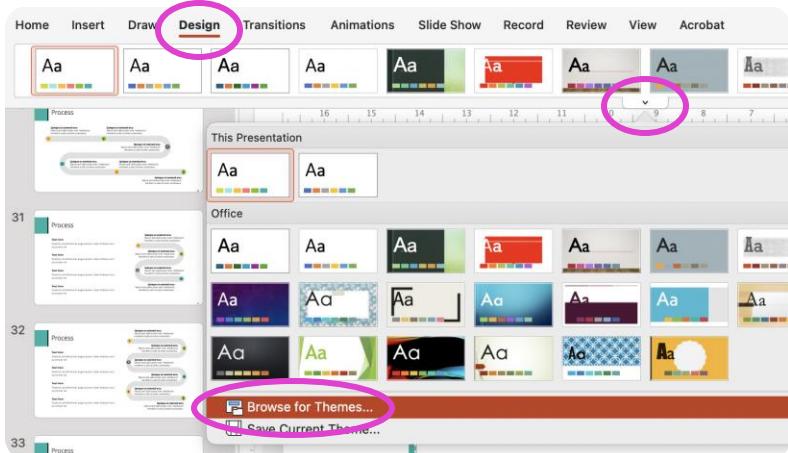
As files get passed around and slides are shared, you can find yourself with upwards of 100+ master templates attached to one PowerPoint file if you don't take the time to convert templates cleanly.

Here is the instruction how to convert your deck to our latest template.

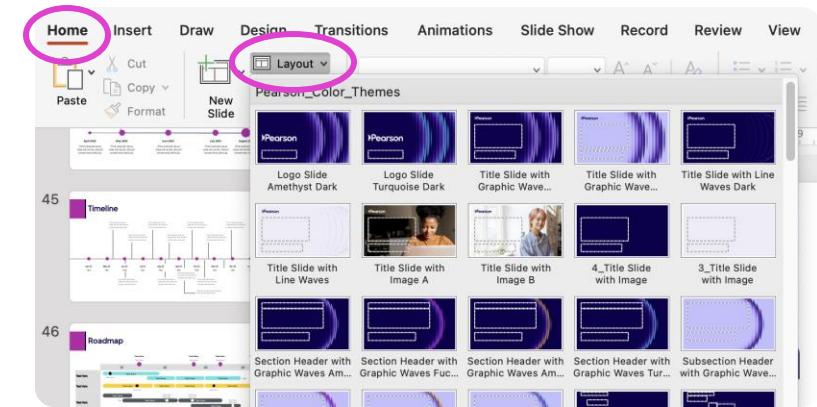
1. Make sure you have Plus Jakarta Sans properly installed and our [Office colour theme](#) and [PowerPoint template](#) downloaded from the Brand Hub.



2. Open your existing presentation you want to convert into our new visual style and import our new colour theme by clicking on "Browse for Themes" menu item located in "Design" tab in PowerPoint.

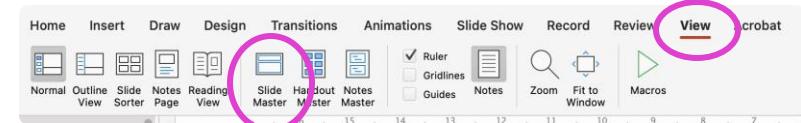


3. Now you can start converting your presentation into new visual style by selecting best fitting layout for each slide from layout gallery which is accessible via "Layout" button on Home tab in PowerPoint.



NOTE: Some visual elements like lines and container boxes might not be editable on layout chosen from layout gallery. You can drag and drop fully editable version of each layout from [our latest ppt template](#) and copy your content to it for further formatting.

4. Finish edits by going to slide master view and remove all layouts with old visual style to cleanup your new presentation for best practice, reducing the file size.





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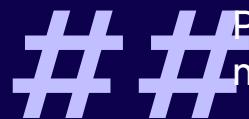


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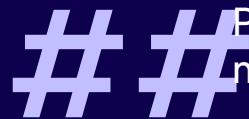
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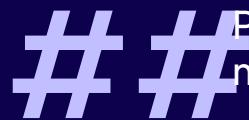
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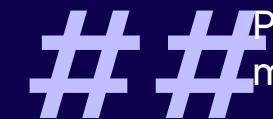
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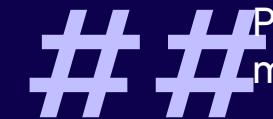
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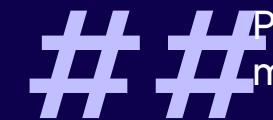
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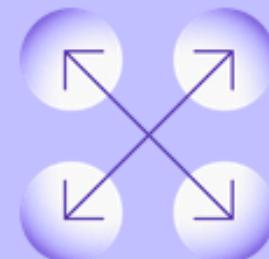
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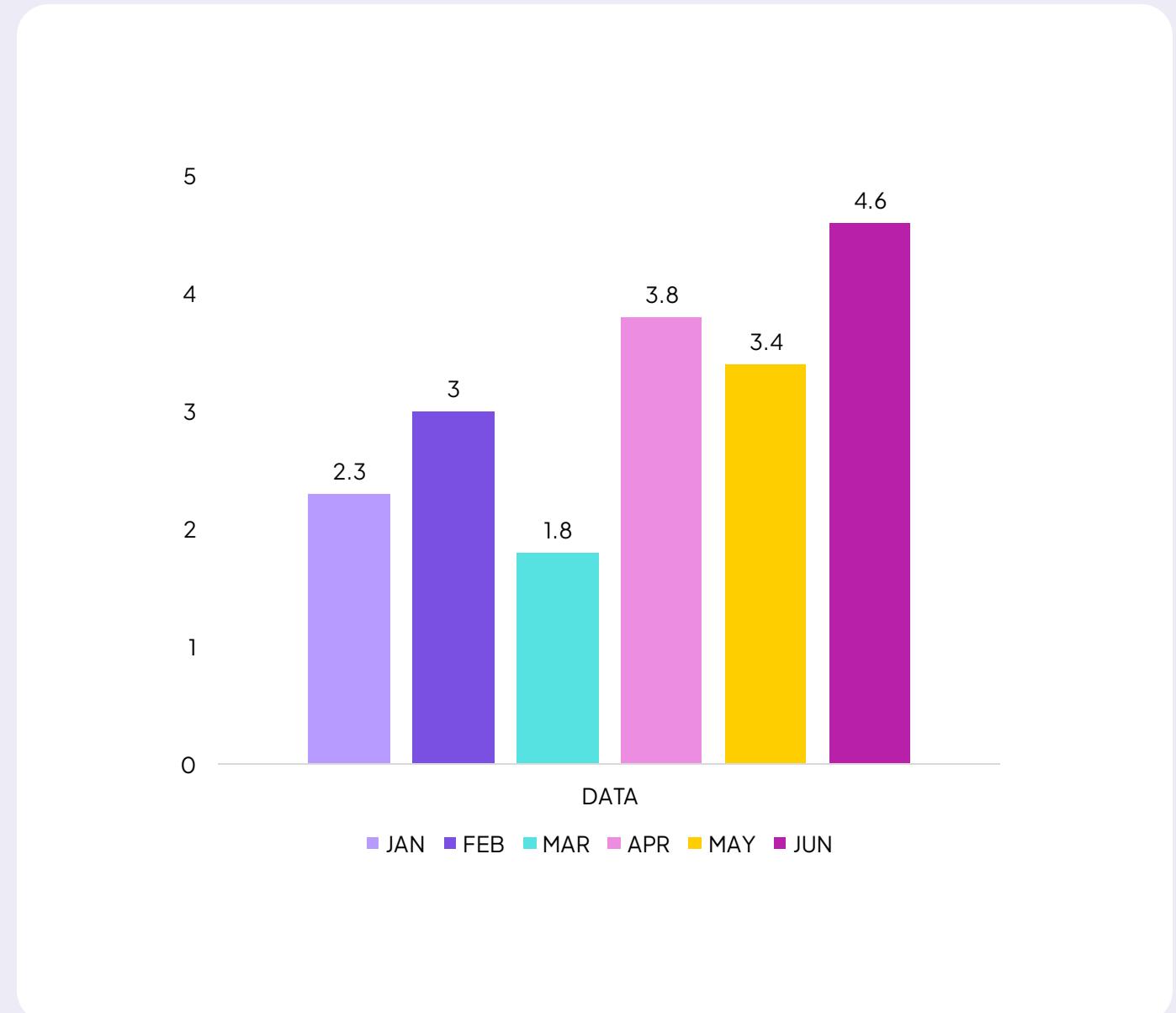


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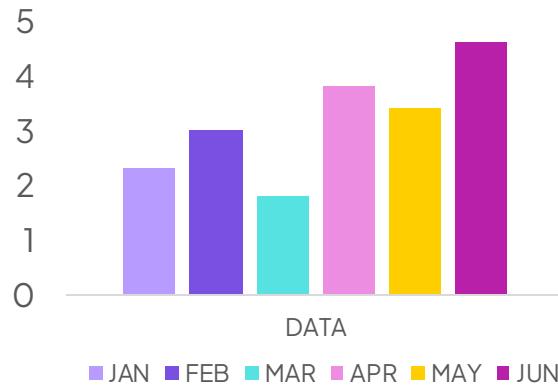


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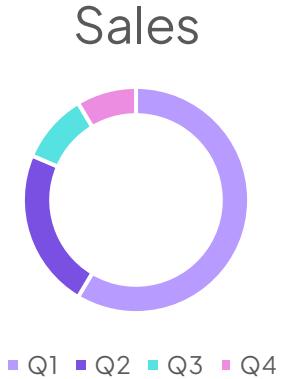


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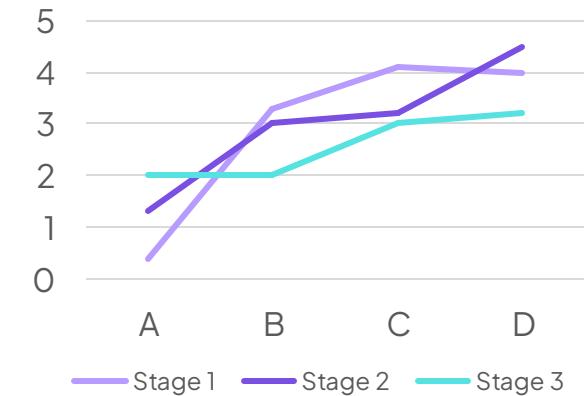


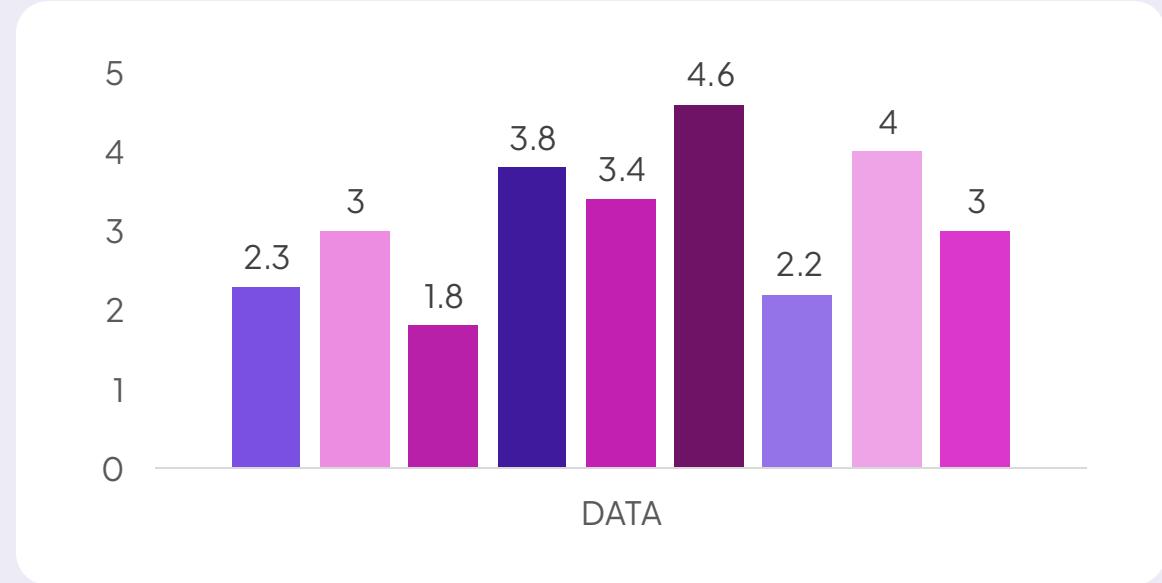
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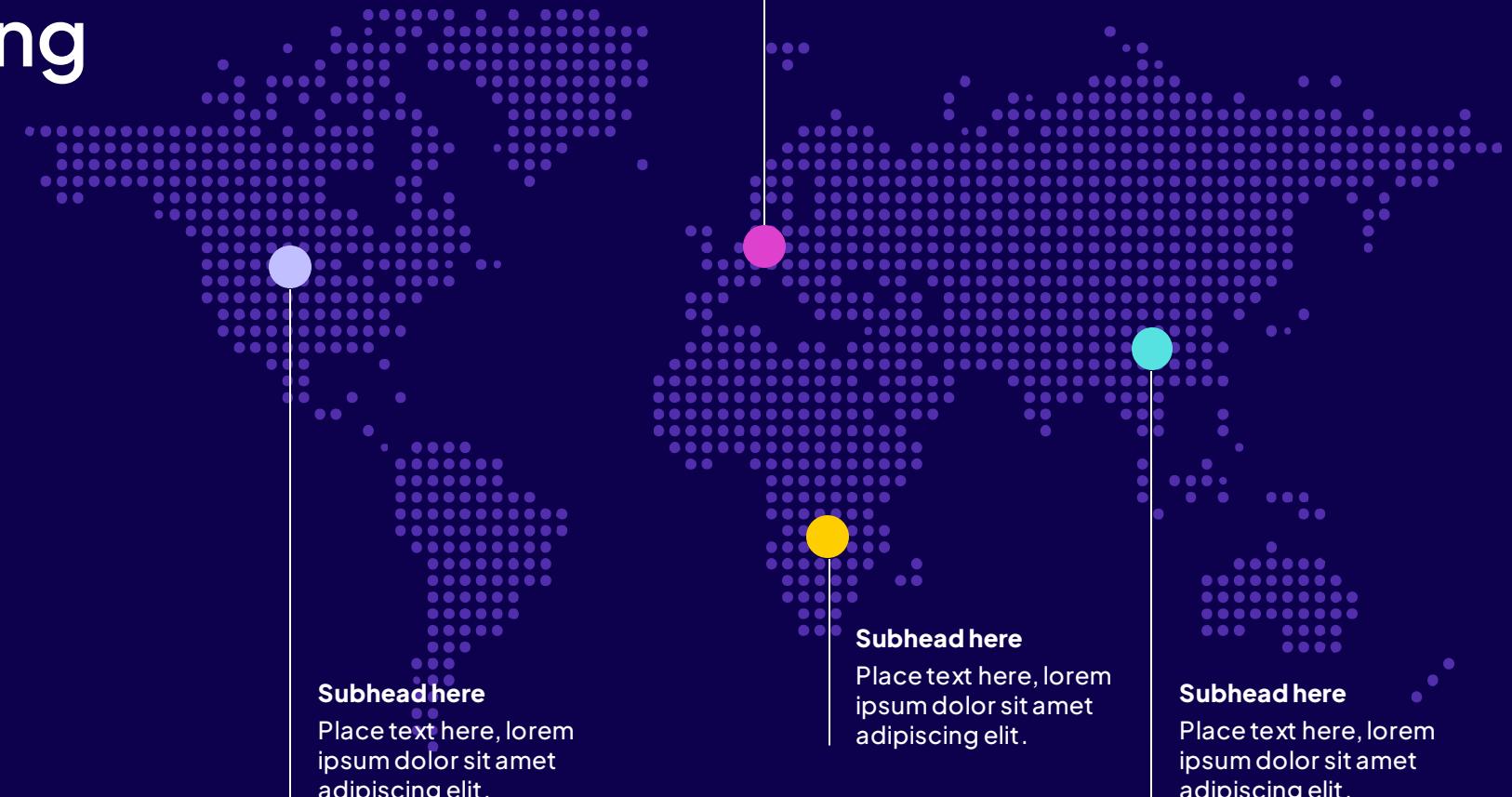
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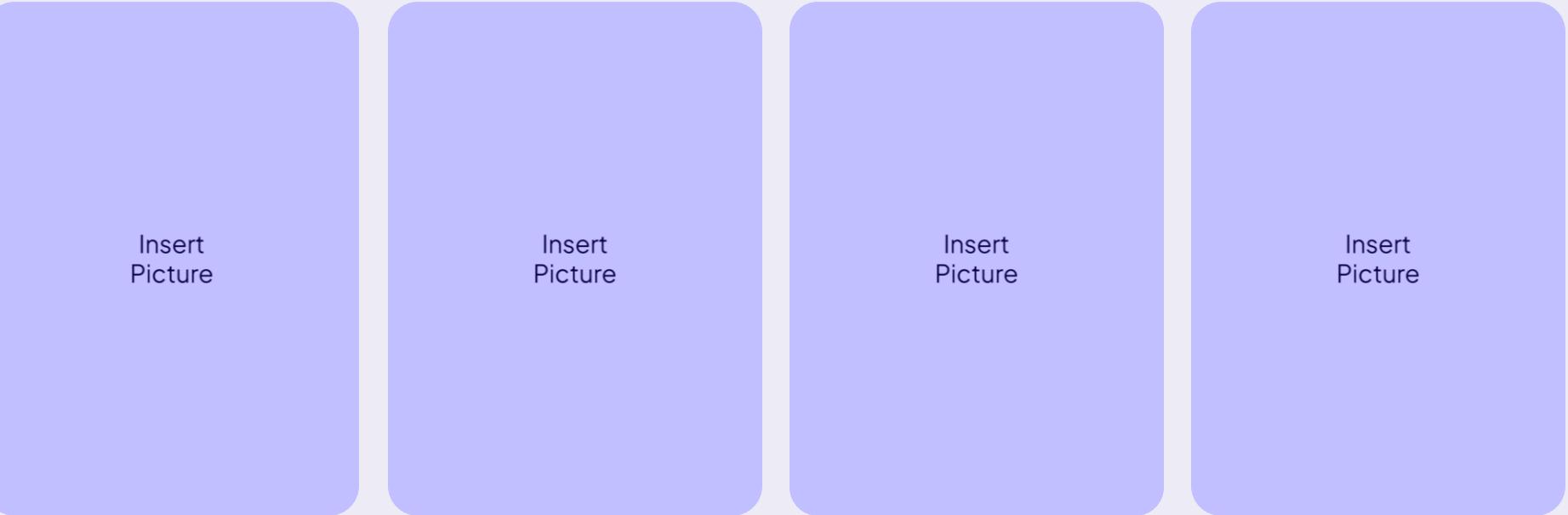
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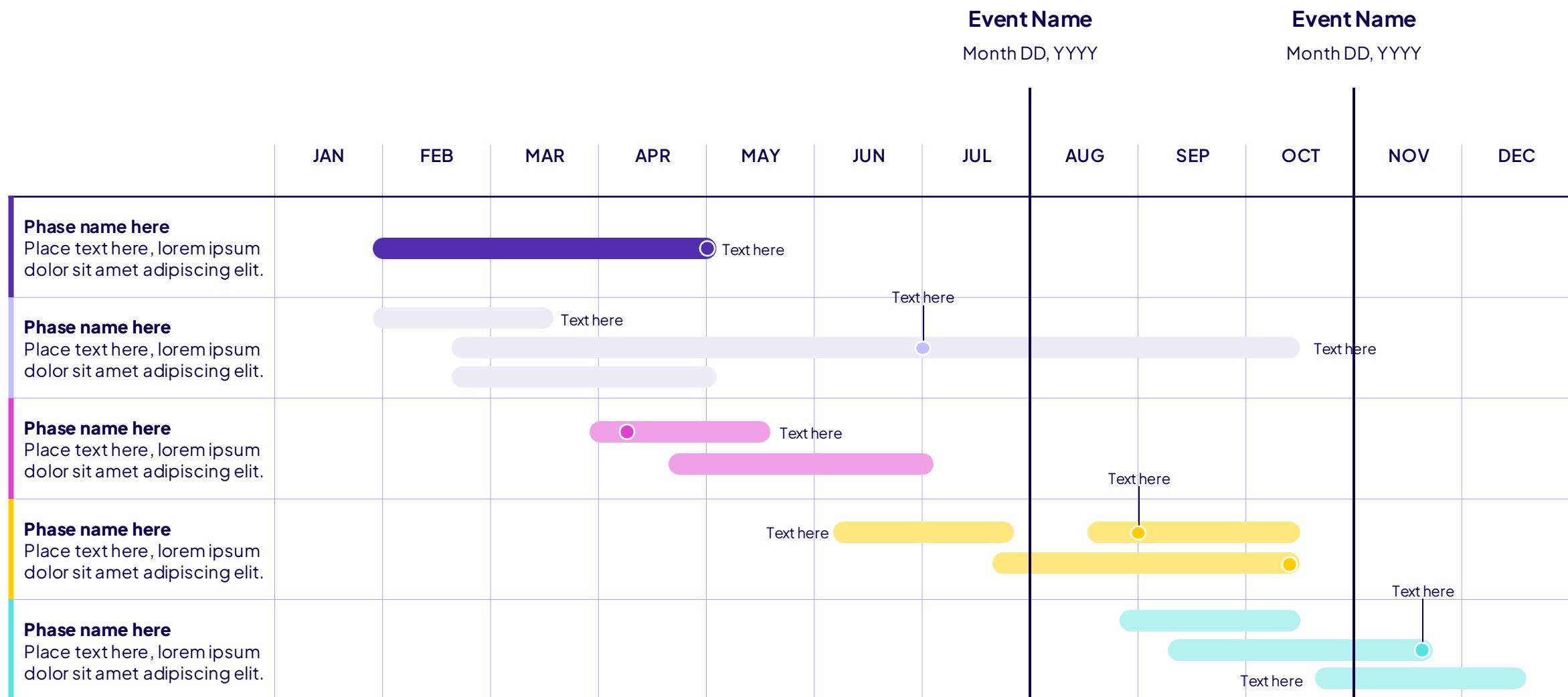
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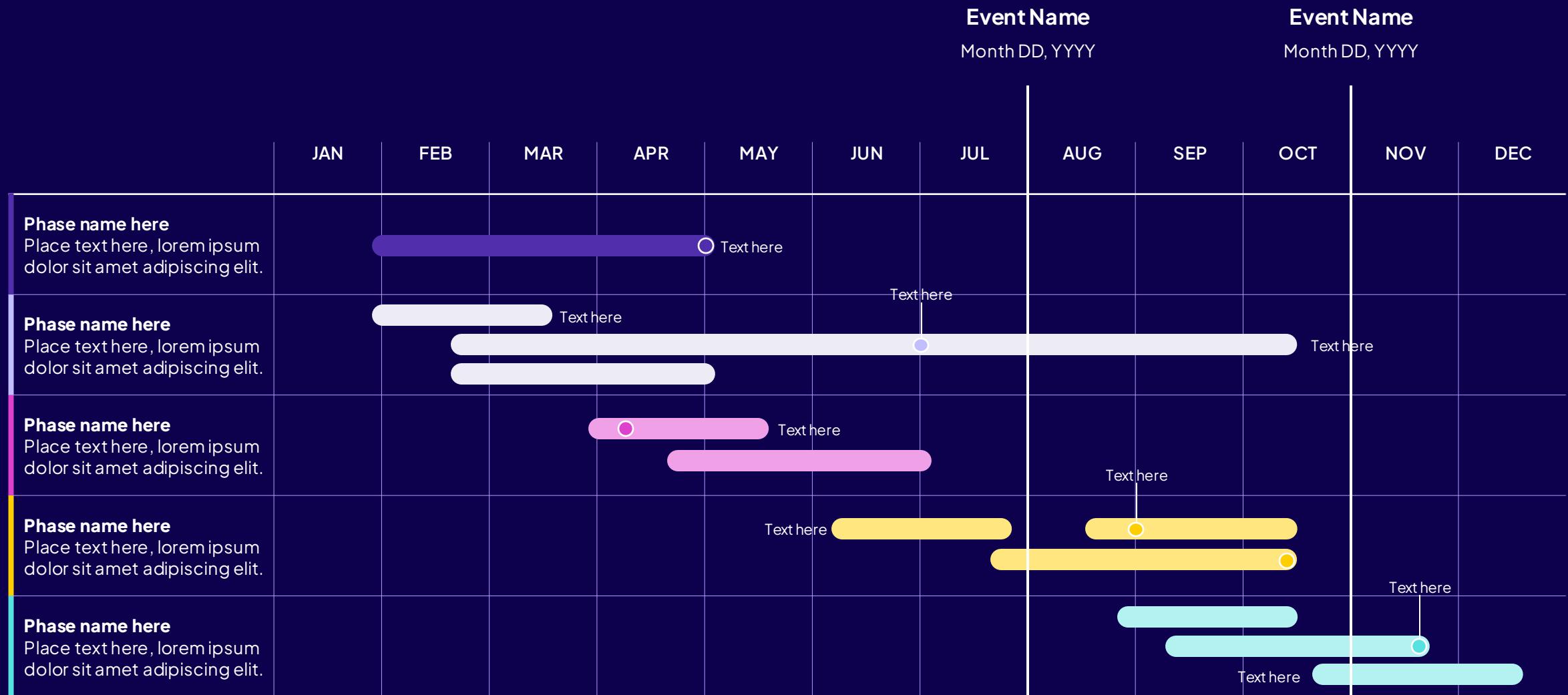
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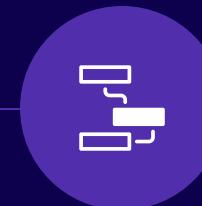
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SaaS evolution timeline transforming business over the years

Q1 Jan-Mar

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Q2 Apr-Jun

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Q3 Jul-Aug

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Q4 Sep-Dec

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03



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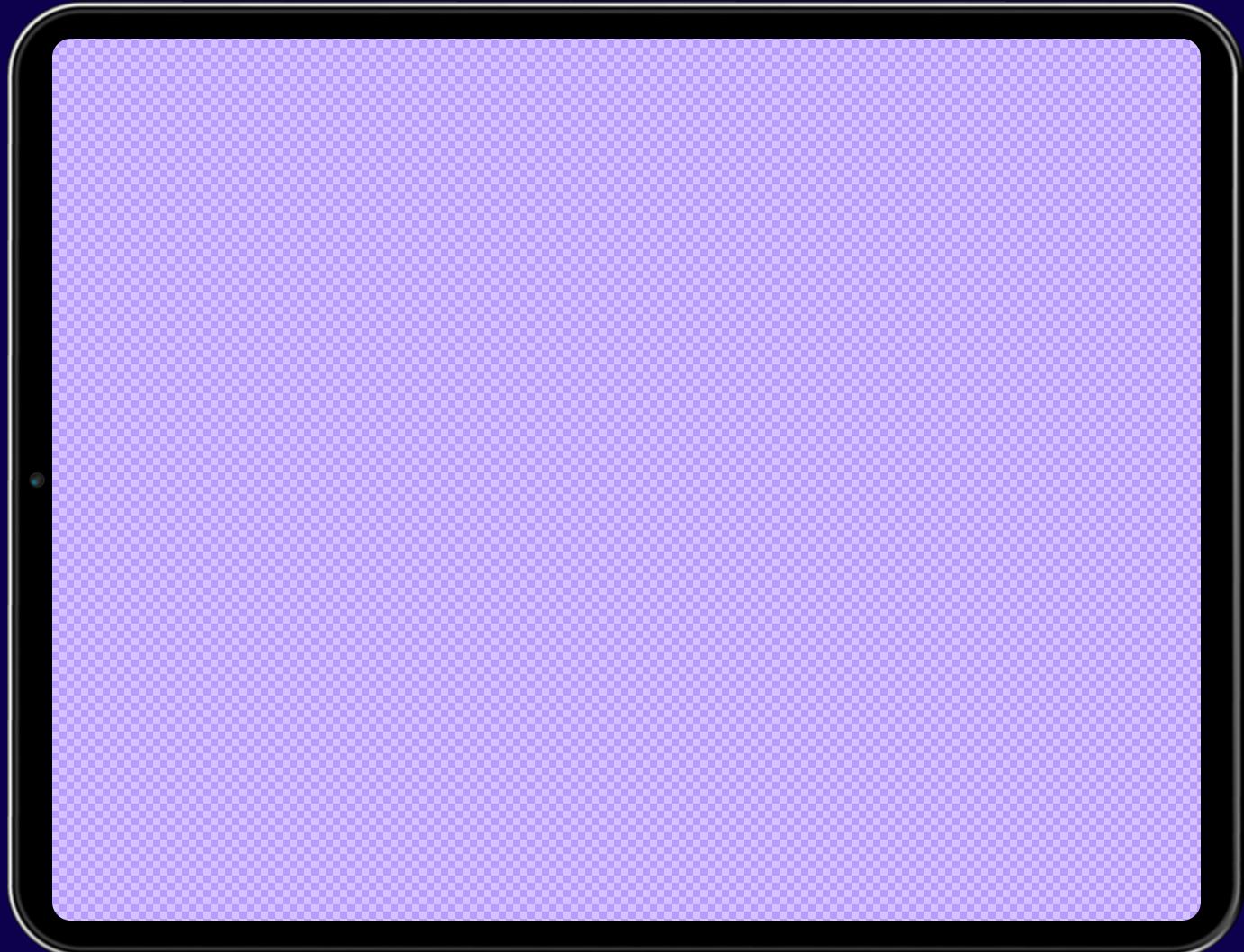
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Place contact info here



Closing statement.

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Insert
Picture

Visual identity overview

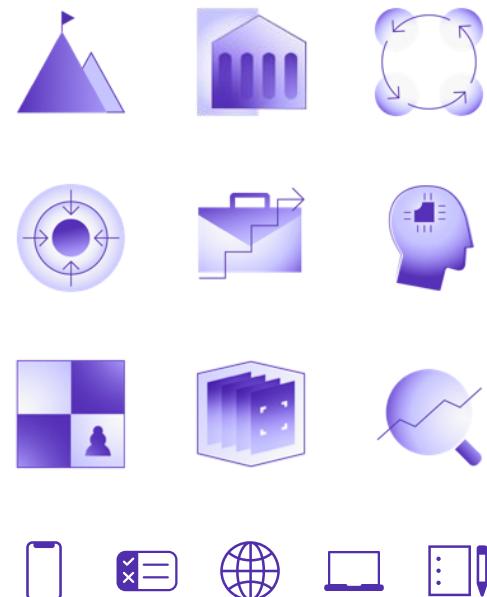
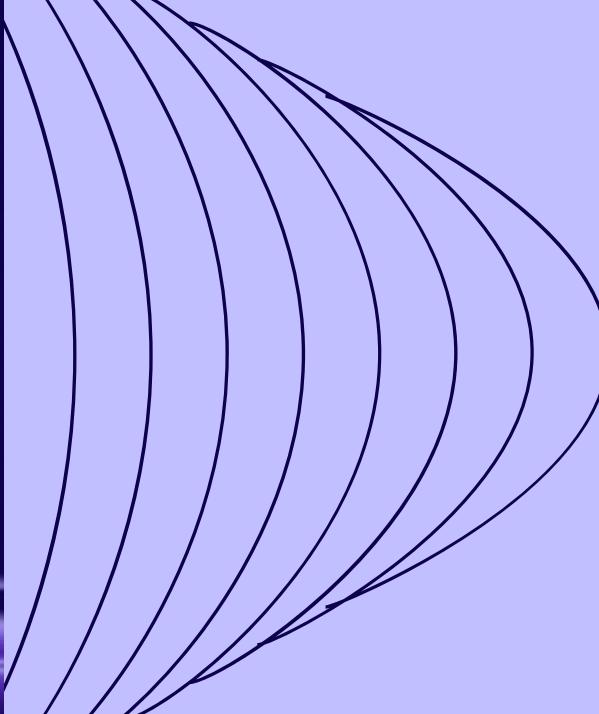
This User Guide section is a concise guide through visual expressions that make up the Pearson brand and apply to PowerPoint presentations. From logo usage to typography, color palettes, and imagery, these guidelines will ensure consistency, clarity and impact in every interaction.

For more information about the brand and to access downloadable brand assets, go to [Pearson Brand Hub](#).



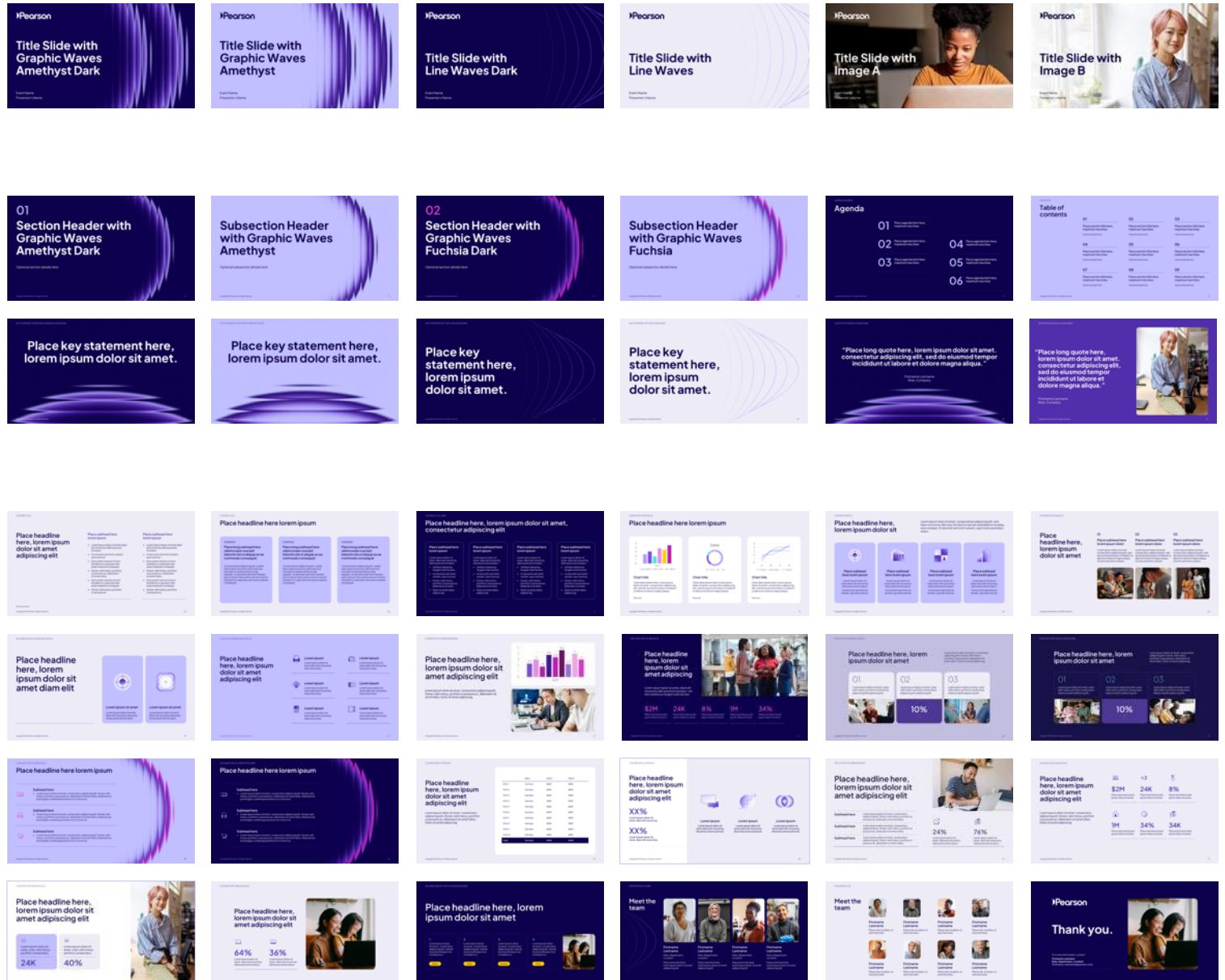
PLUS JAKARTA SANS

**Helping people realize
the life they imagine
through learning**



PowerPoint template overview

This PowerPoint template includes a variety of slide layouts to help you craft your presentation or document.



Color palette

Pearson Purple is the cornerstone of our brand identity. This lead color is the foundation for all design and branding touchpoints, supported by the primary purples.

Primary colors: The key supporting colors, reinforcing Pearson Purple as the backbone of this brand system. Use these in backgrounds, gradients, and as primary colors within graphic elements.

Secondary color: Use Amethyst to complement the primary palette and to emphasize shifts in content or highlight key messaging.

Accent colors: Whenever possible, use the full-strength version of each accent color. When differentiation is needed, tints of these colors can be applied thoughtfully to maintain visual clarity and consistency.



Pearson Purple

Text	Pearson Purple	#0D004D	R13 G0 B77
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Primary Colors

Text	Light Purple	#C1BFFF	R193 G191 B255
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Mist Purple	#EDECFF	R237 G236 B246
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Secondary Color

Text	Amethyst	#512EAB	R81 G46 B171
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Accent Colors

Fuchsia	#DF41CF	R223 G65 B207
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Fuchsia Tint	#EFA0E7	R239 G160 B231
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Amber	#FFCE00	R255 G206 B0
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Amber Tint	#FFE67F	R255 G230 B127
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Turquoise	#56E2E1	R86 G226 B225
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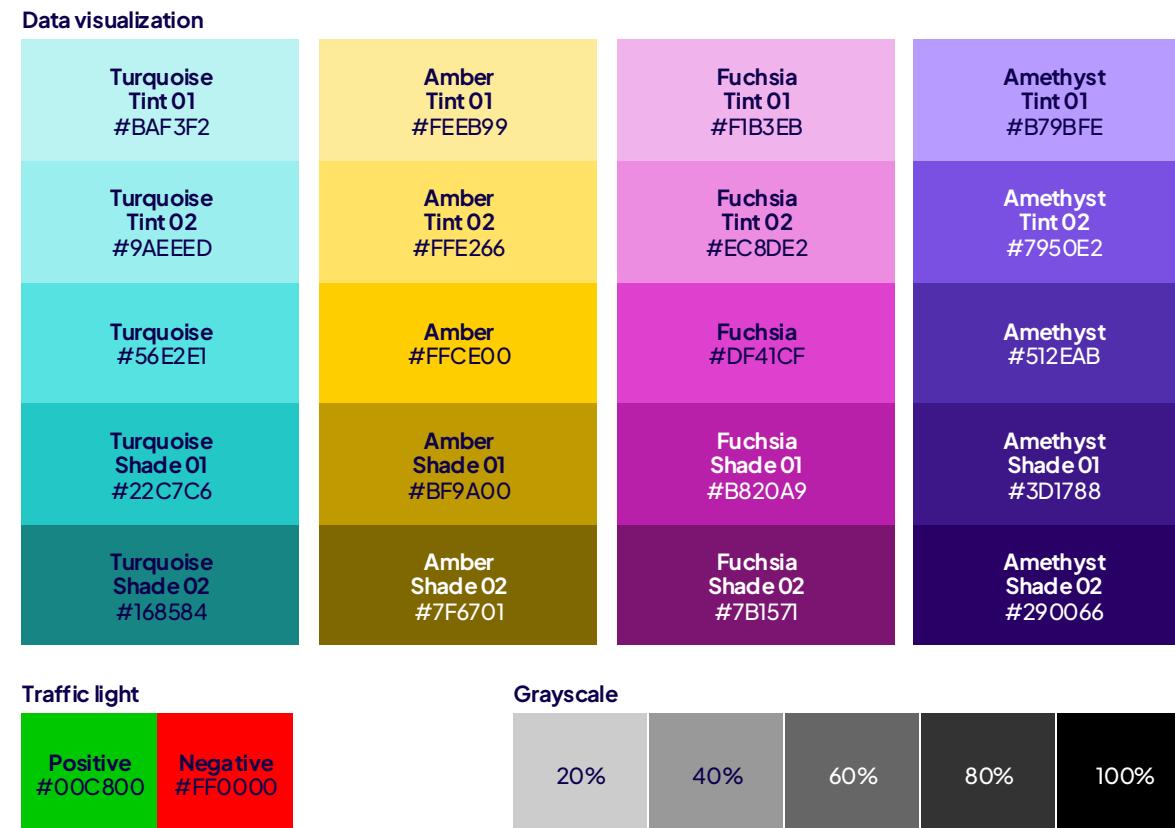
Turquoise Tint	#B3F2F1	R179 G242 B241
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Data visualization palette

Colors to be used for data visualization stem from brand colors Turquoise, Amber, Fuchsia and Amethyst. In the event additional colors are needed due to a large number of data points, use “patterns” (i.e., cross hatch or diagonal lines) in place of creating new colors.

Grayscale: Use increments of 20% to ensure differentiation between data points. Always separate with at least a 1px white space between values.

Traffic light: Codes are listed at the bottom of this page. Use these for positive and negative values.



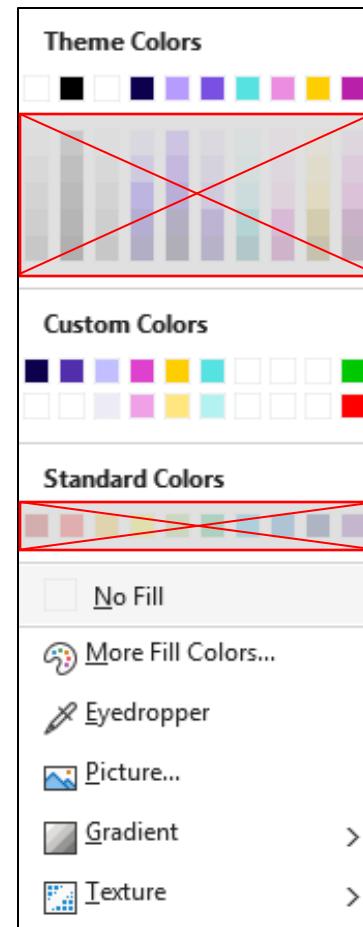
PowerPoint theme colors

Theme colors: We have set this template's theme colors according to the data visualization palette. This is to ensure that automated charts appear the most accessible when presenting sequential data points. These colors are only to be used in Data Vis – otherwise, please reference the Custom Colors section.

Custom colors: The primary, accent, and traffic light colors are featured in the Custom Colors section. If changing an element's color, please use the colors in this set.

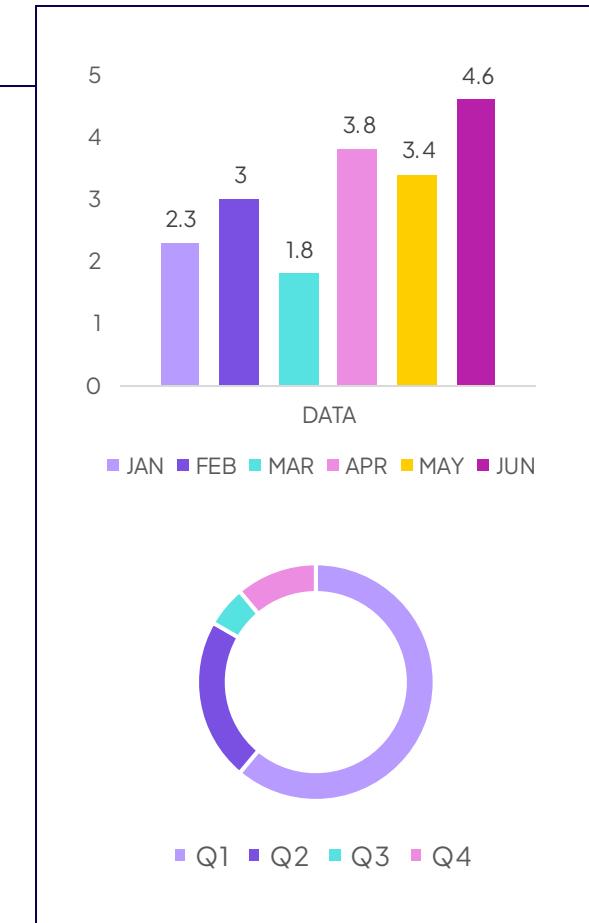
For more guidance regarding best practice in data visualization, please refer to the Brand Guidelines.

THEME COLORS SETTING



The theme colors are optimized for automated charts.
Do not use automated tints.

Do not use Standard Colors.



Typography

Plus Jakarta Sans is our primary typeface to use across various types communications including PowerPoint presentations.

Follow these rules for using type in our communications:

- Use only our approved typeface
- Set text primarily flush left
- Set kerning to optical
- Use consistent point sizes throughout — do not use too many different type sizes
- Limit the use of all caps
- Text-heavy documents should be well organized and use white space generously, allowing the reader's eye to scan and flow through the material easily
- Use Italic only for special cases, i.e., titles, names of vehicles and ships, scientific and technical terms, foreign words or phrases.

Title — Bold

SLIDE SECTION TITLE — REGULAR ALL CAPS

Slide headline — SemiBold

Smaller subheads — SemiBold

Content — Regular

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Annotation and citation — Regular

Footer elements — Regular

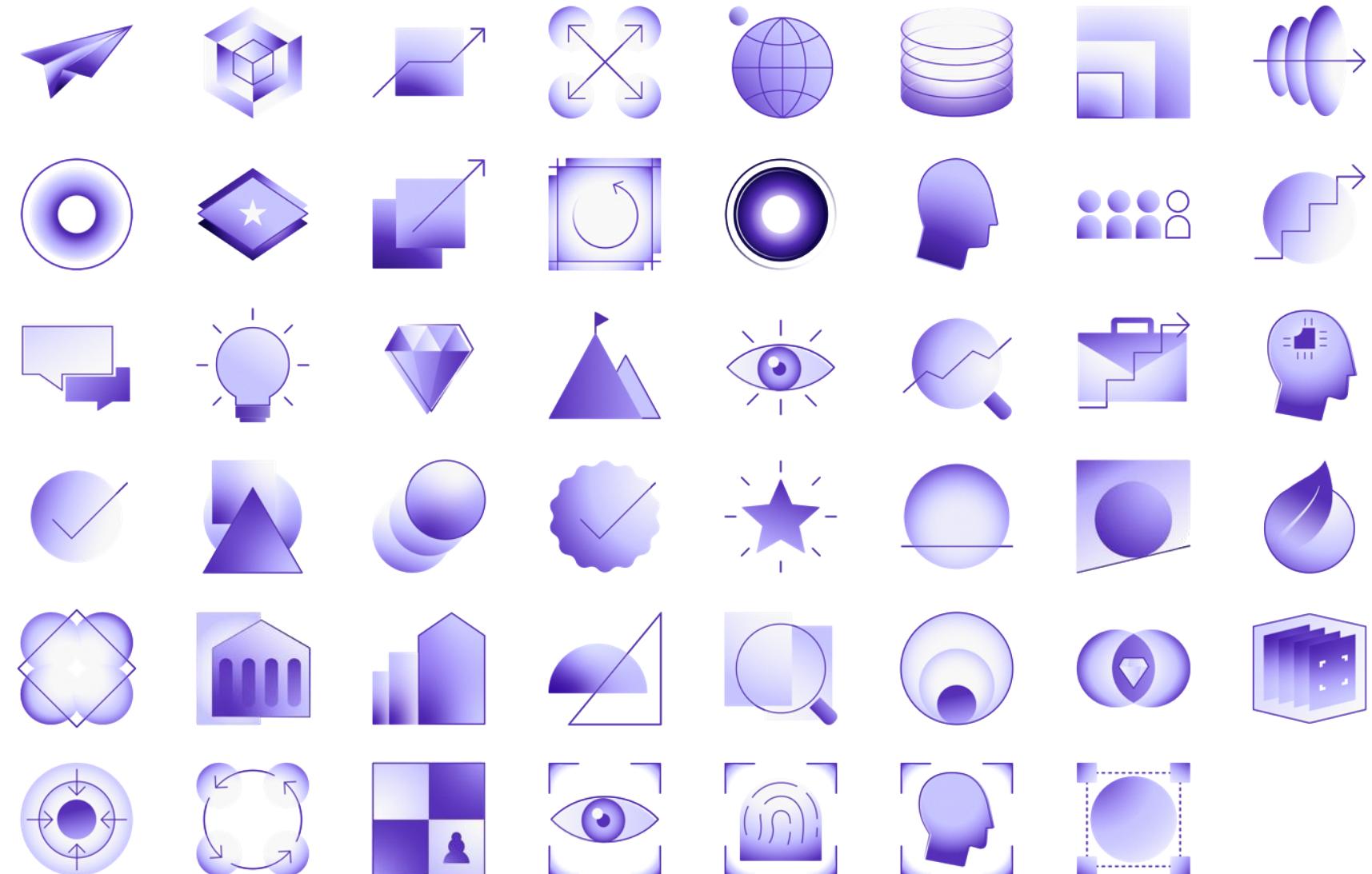
Pictograms – Lightmode

While pictograms should be used in their original Purple colorway, they can also incorporate one of three accent colors, Amber, Turquoise and Fuchsia.

Consider using pictograms with accent colors when:

- calling additional attention to one in a series
- complementing the color of a layout
- used as a large expressive illustration

Go to [Pearson Brand Hub](#) to access the pictograms with accent colors.



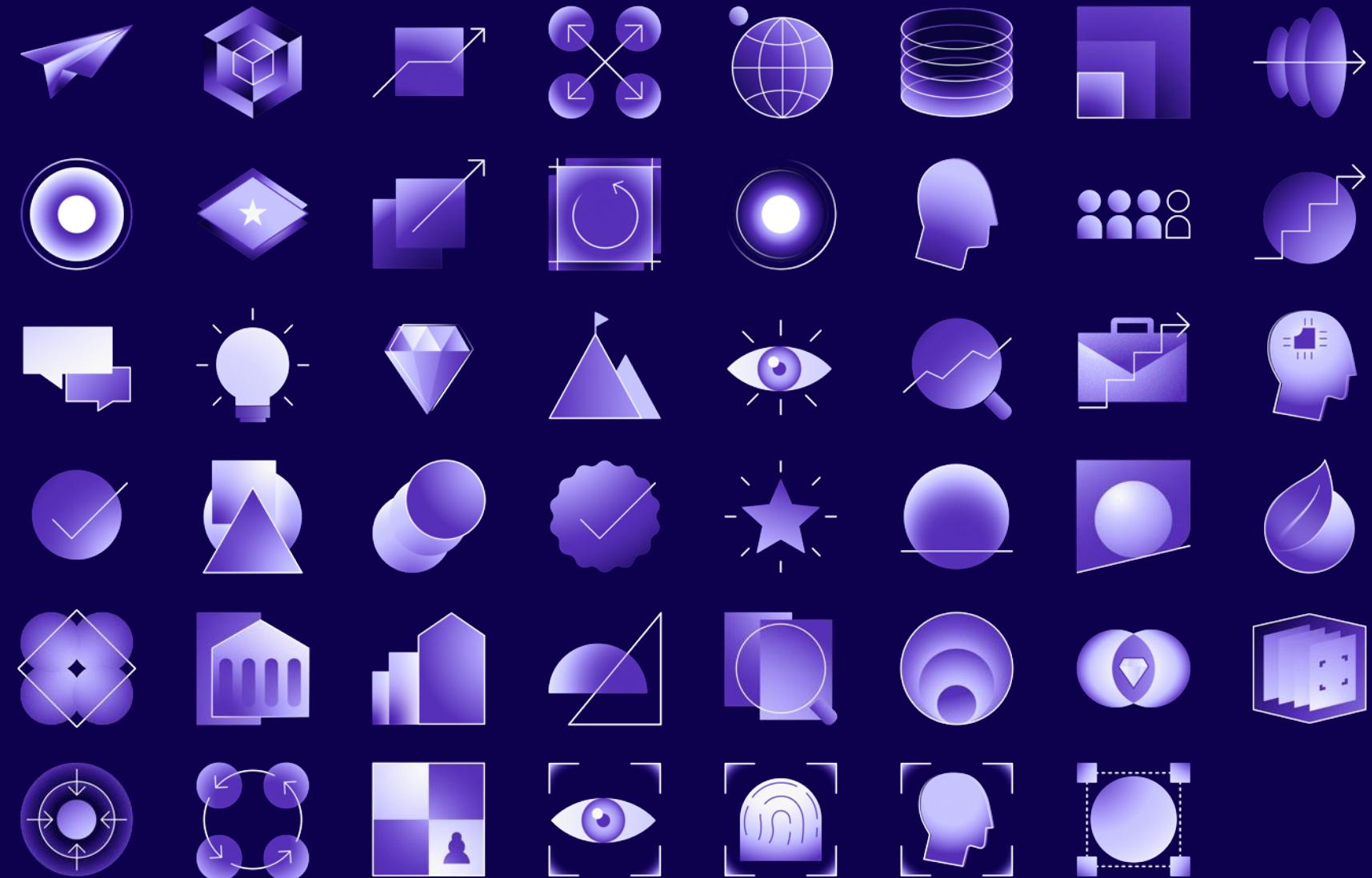
Pictograms – Darkmode

While pictograms should be used in their original Purple colorway, they can also incorporate one of three accent colors, Amber, Turquoise and Fuchsia.

Consider using pictograms with accent colors when:

- calling additional attention to one in a series
- complementing the color of a layout
- used as a large expressive illustration

Go to [Pearson Brand Hub](#) to access the pictograms with accent colors.



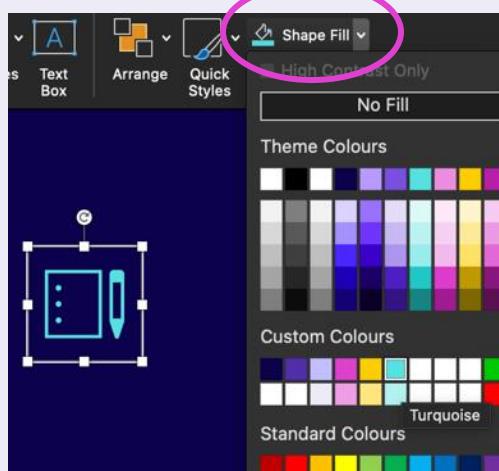
Icons

All icons should be the same color on a page unless one is specifically highlighted to draw attention.

Use icons as small accompaniments to copy, not as large pictograms.

Our icons offer flexible color options.

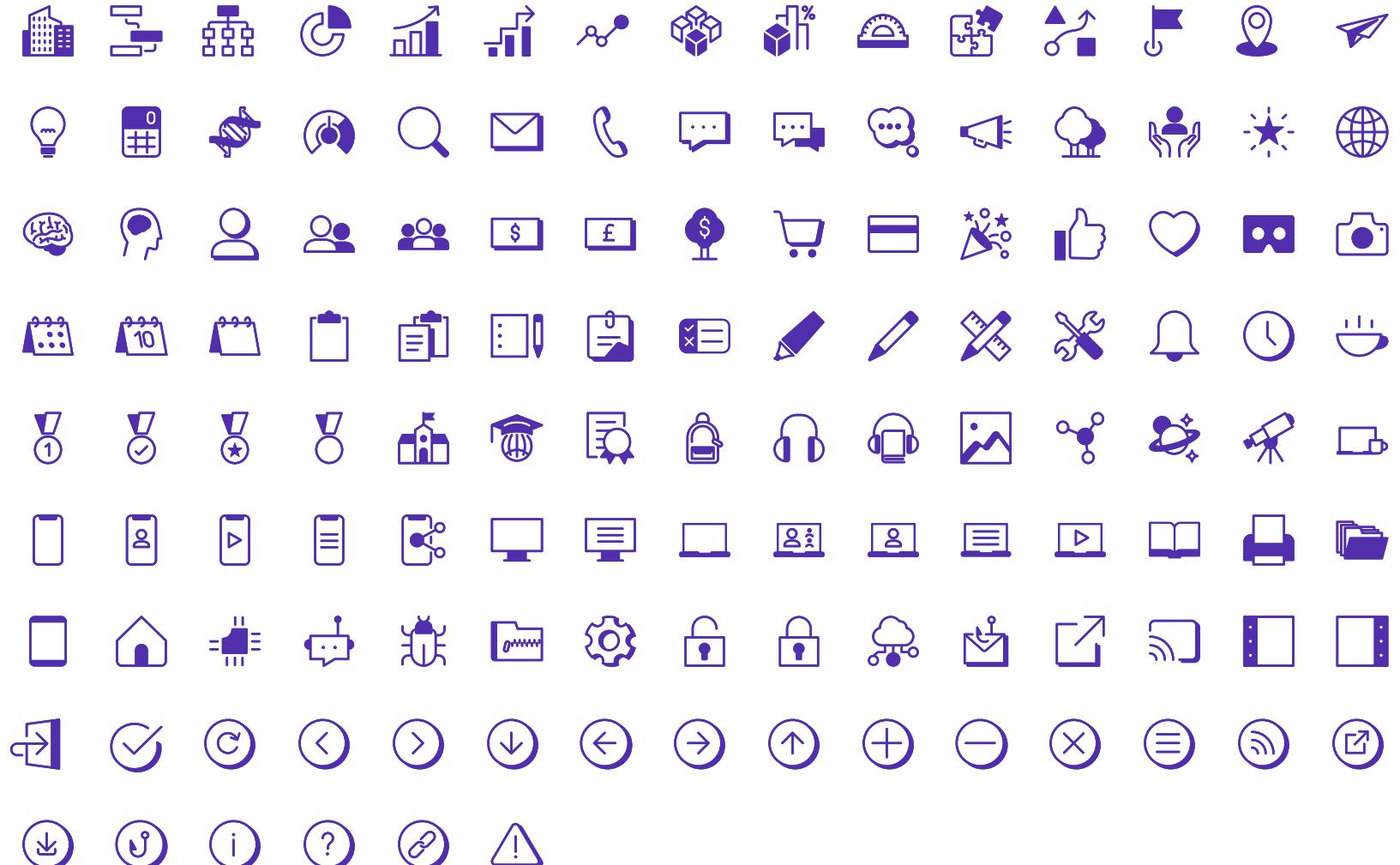
You can **change their fill colors** to coordinate with the background, using the recommended colors shown on this slide.



On light



On dark



Best practices for PowerPoint

Here are some applicable best practices when setting up your PowerPoint document.

**Know what you're preparing for —
is it an in-person presentation or
a document to read?**

This determines how much content you should include within a slide and how big/small the text needs to be.

**Get to know the brand — familiarize
yourself with the visual identity.**

Consistency across communication is essential. Use the latest template and approved brand assets in your presentation.

**Adding slides from another
template? Start with a blank slide
within the correct template.**

Copying/pasting content from another file with a different template is not a straightforward task. Start with a blank or basic layout, then copy the content over to avoid theme fonts/colors clash.

**Reach more audience,
make it more accessible!**

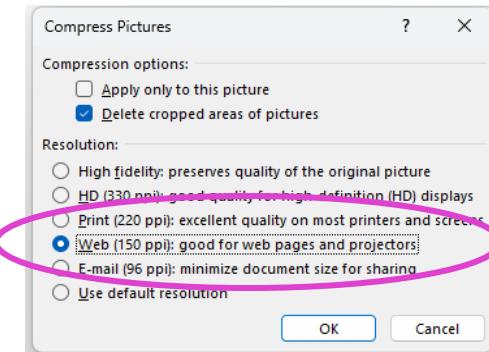
Run your PowerPoint file through the “Check Accessibility” tool (located on the Review tab); ensure the reading order works well with screen reader, set alt text for images, etc.

Best practices for PowerPoint

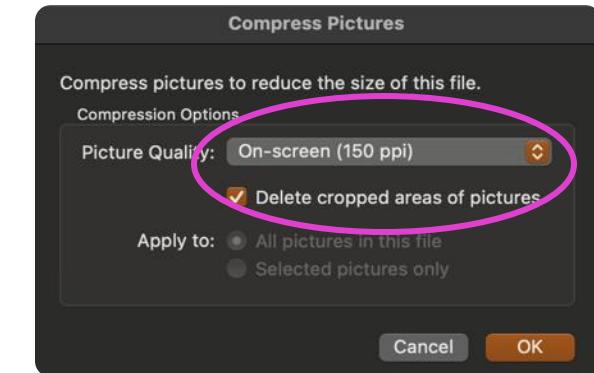
Here are some **technical best practices** when setting up your PowerPoint document on Windows and Mac (via desktop apps).

Reducing file size: Optimize your file size at 150ppi by compressing pictures for general use.

On Windows: Picture Format>Compress Pictures

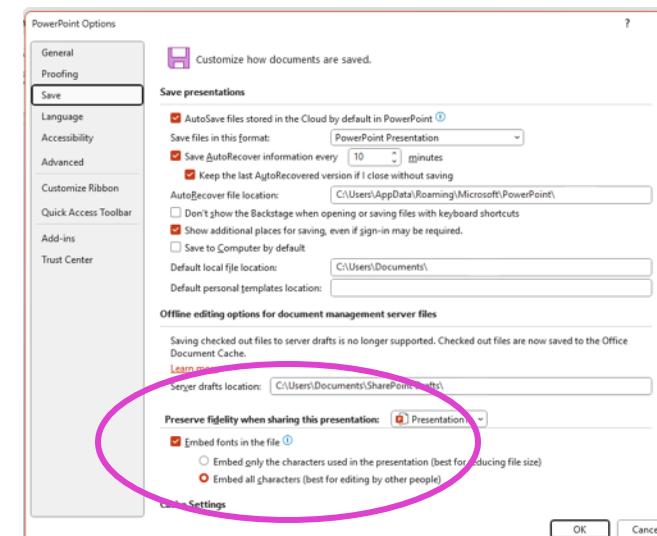


On Mac: File>Compress Pictures

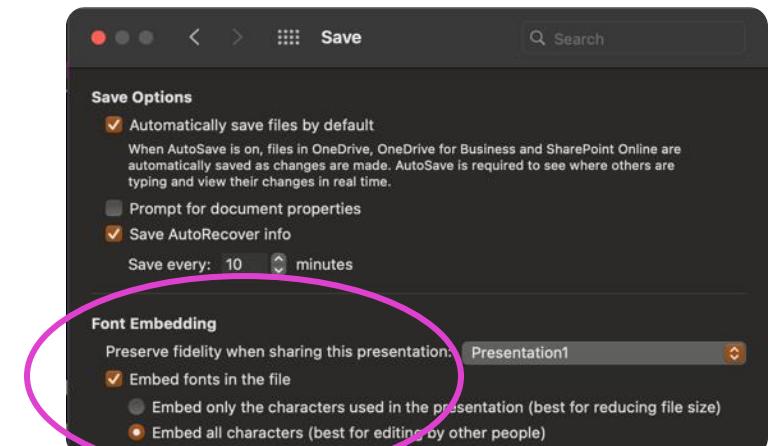


Embedding fonts: Embed all characters in the file to ensure other people can edit when collaborating.

On Windows: File>Options>Save



On Mac: Preferences>Save

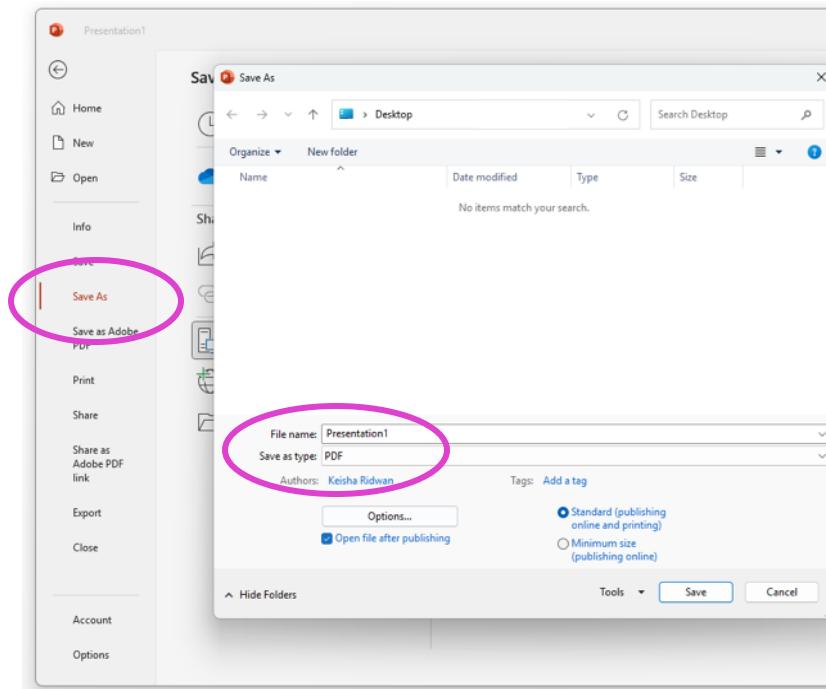


How to export a PPT to PDF

Here's how to export a PPT to PDF with **embedded fonts** on Windows and Mac (via desktop apps).

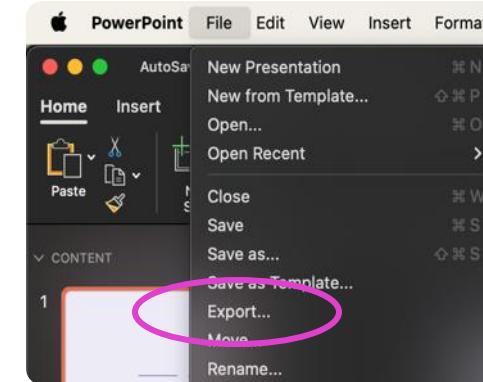
On Windows

1. Go to Save As and select PDF for Save as type.



On Mac

1. Go to File>Export



2. Select PDF for File Format and '**Best for printing**'.

