Gravity

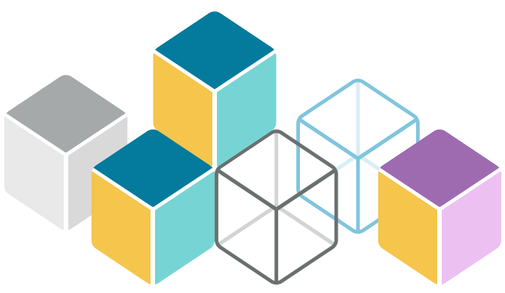
Beta

Feedback

Use Gravity to create simple and consistent GLP product experiences.

Stay current

Make sure you have all the latest Gravity components.
Download the UI kit



Support your ideas

Learn the foundations to reinforce your design decisions. Explore the guides

Help us improve

Gravity is powered and improved by the teams that use it. Give us some feedback

Design Principles
Crafting a Pearson experience
Accessibility
Globalization

Guides

Use these practical guides to help you understand how to design for Pearson learners and instructors.

Contact

Design Principles

Design principles are rooted in the design process, they align us as a team, they help articulate fundamental goals that all decisions can be measured against, and they keep teams moving as we navigate complexity.

See all principles list under three categories: intentional, inspired, and meaningful.

Intentional

We take focused and intentional approach to designing for learners and educators to enhance learning outcomes. We help lead by designing UX that is simple, easy to use, precise, and intuitive.

Inspired

Our digital products do more than help information—they support and encourage the learning journey with engaging design and a tone that speaks to both educators and learners. Toward that end, we design experiences that are welcoming, delightful, and uplifting.

Meaning

We create strategic learning experiences rooted in value and meaning. Purpose is the pressing force behind our work. We design with purpose, ensuring our work helps lead with care, integrity, accommodate diverse learners, and build trust through consistency.

Free deeper - Helpful resources
Pearson Design Principles Overview
Learn how we use these principles at Pearson and how we use them to craft learning experiences at Pearson.

Crafting a Pearson experience

At Pearson, we create experiences that matter. Whether it's an immersive digital learning environment, an textbook or an app, our mission is to create products and tools that empower people through education.

As you craft Pearson learning experiences, remember that:

- UX design starts with empathy for our users, students and instructors
- Our products are used by people with different needs and abilities
- Pleasant experiences are not part of a user's larger educational experience

Pearson

Get to know our personas. Map guides our design decisions.

Students and instructors comprise the majority of our user-centered design approach in crafting digital learning experiences.

The Pearson personas represent both students and instructors and cover their behaviors and values, use of technology, and, in the case of instructors, pedagogical approaches. They are fictional, but when we design for these personas, we are designing for real people. Our goal is to create digital learning experiences that improve the institutions qualitative interviews and quantitative survey data.

Learnosaur personas in design

Personas are created by the Learn Experience Research team to enable teams who contribute to producing digital services at Pearson to make decisions about how our products meet users needs. Learnosaur personas

Learnosaur personas in the design process is:

- Underpinned our users needs, motivations and goals
- Based on research and data insights
- Develop empathy for the learning process
- Inform design decisions and strategy
- Validate your design decisions
- Set the scene when describing your Pearson opportunity to stakeholders

Meet our personas

There are three Pearson personas, two instructors and four students. Our instructor personas represent traditional teachers and teaching assistants who teach in a classroom environment. Our student personas represent traditional students that go straight from high school to college as well as the ever-growing returning student population.

Student personas

Derek, The Driver
Download Derek.docx
Derek is a student over an age of 24 years in the workforce. Derek is back at school to achieve both academic career goals. He performs well at school and is able to devote more time to so his coursework. Derek, Derek utilizes work hands-on learning.

Heidi, The Overachiever
Download Heidi.docx
Heidi is a diverse student with a clear sense of how to reach her goals. She is a high achiever who is motivated by her future career and her leading extracurricular groups. Heidi has developed effective study skills that help her stay on top of her coursework. Heidi is a digital native who relies on tech to help her study, complete assignments and keep her on track.

Kyle, The Returning Student
Download Kyle.docx
Kyle is a returning student who is looking for a better job and greater stability. He has gone through many ups and downs in a stressful personal life and work, she finds a way to get her degree. Also relies on tech to be learning and has busy life.

Stanley, The Struggling Student
Download Stanley.docx
Stanley is struggling to keep up and on the path of obtaining our degree for his family. Stanley is a student who is a first-generation student and high school escape for his parent who work long job. Stanley relies much less on tech to complete coursework than his peers.

Instructor personas

Dr. Paulsen, The Program Director
Download Dr. Paulsen.docx
Dr. Paulsen leads a department, has lot of admin responsibilities, and still teaches. Her responsibilities, which include leading committees, hiring and training faculty, and managing budgets, leave her with little time to teach and purchase decisions based on reliability, affordability, and ease of implementation.

Dr. Franklin, The Full-Time Instructor
Download Dr. Franklin.docx
Dr. Franklin is only involved in the department but is not a decision-maker. He teaches a large discipline where teaching courses and is a beginner in technology.

Adrian, The Ambitious Adjunct
Download Adrian.docx
Adrian aspires to earn a full-time teaching job and share the wisdom and experience he has gained in the field. He is a tech-savvy and ambitious educator. Adrian is comfortable with tech and uses as much as he can get his hands on in his classes.

Elizabeth, The Experienced Adjunct
Download Elizabeth.docx
Elizabeth has been teaching for over 20 years and has earned sponsorship in the classroom. She feels empowered to challenge students by taking them out of their comfort zone and helping them see the world through critical thinking skills. Elizabeth uses technology in courses, but not in a sophisticated way.

Learn, The Instructional Designer
Download Learn.docx
Learn primarily supports the classroom and teaches an introductory level course as a part-time job. He seems to share expertise learned over years of teaching and instructional design experience with his colleagues. Learn is a tech-savvy and has strong pedagogical experience, is an incumbent in the department, and is not adopting tech in courses.

Research

Pearson Learn Experience Research employs a variety of methods and approaches to conduct research that informs and accelerates the product and service design, development, and delivery. Design, gather user requirements, validate designs, and evaluate products.

Learnosaur user research in design:

Meaningful, insightful UX design starts with understanding who users are and empathizing with their needs.

Working with the UX Research team

Our research team applies the UX skill members to Los Angeles, San Francisco, Denver, Chicago, Hoboken, and Boston.

Before you request research, answer these questions:

- What are you testing?
- What do you want to know?
- What assumptions are you making?
- Where is it needed?

Free deeper - Helpful resources
Pearson Learn Experience Research, Email Jack
RFC UX Research Services
Pearson Design Principles Overview
Pearson Personas in Pearson's Design Guide
User Research vs. Usability Testing

Accessibility

At Pearson, we believe that learning should be accessible to everyone. To deliver an inclusive learning experience, accessibility must be an integral part of user experience design as well as integral in development and testing.

About disabilities

Disability may be physical, cognitive, intellectual, sensory, emotional, developmental, or a combination of these. We primarily focus on the first two categories when evaluating our design and development against accessibility and cognitive considerations.

Physical considerations

See	Hear	Move	Speak

Cognitive considerations

Memory	Problem-solving	Attention	Perceive process

Assistive technology and keyboard navigation

Pearson's mission includes ensuring our digital services and products operate and application settings to use assistive technology such as using the computer. These features and technologies are called "assistive technology" (AT) and allow computer input and output using every sense and ability. Assistive technology includes screen readers, screen magnifiers, and voice recognition. Students, like to be reading aloud.

Here are just three examples of how users with disabilities use Pearson products.

- Screen reader software audibly announces page elements and provides specified keyboard shortcuts to navigate the page. Screen reader software also allows users to navigate the software or access web content page-to-page using keyboard shortcuts. Learn more about screen reader software and how it works.
- Magnifying software enlarges text and highlights selected text to aid users with reading difficulties such as Dyslexia. Check out the Kurzweil or Lexpaper Reading tool in the video below to see how it works.
- Speech software also helps students that pair with the operating system to dictate input with screens more responsive independent computer navigation with minimal keyboard input. Speech software enables people with different or no keyboard input. Speech. Speech. Accessibility. Video

Keyboard navigation Using only the computer keyboard to completely access or alter the underlying tasks for more accessible technology. Many users with difficulty or pain using their hands will simply use the keyboard to navigate the computer. Keyboard navigation is also a key feature that requires precise movement and fine motor skills.

Keyboard only navigation an underlying feature in many assistive technologies and is a primary form of computer navigation for users with difficulty or pain using their hands. It enjoys requires precise movement and fine motor skills. Keyboard only navigation is a key feature in Android devices, personal computers with keyboard capabilities. For instance, you can move to the next field in a form by pressing the tab key on the keyboard. Pressing the tab key will move the focus to a new field, and confirm your selection with Spacebar again. Keyboard navigation can operate using one-handed, two-handed, and voice.

For a comprehensive look at keyboard navigation for visual design, see the WebAIM website: https://webaim.org/articles/keyboard/

Keyboard navigation applies to mobile as well. For example, the mobile phone's for screen readers can mobile notes pressing the tab key on a computer.

Internal Design shows a guide, whose focus is on the keyboard overall design.
https://internal.schlange.io/ux/guidelines/accessibility/#keyboardnavigation

Physical considerations[1]

See	Move
• Screen reader keyboard only • Screen magnifier (mouse or keyboard)	• Keyboard only (& alternative input devices) • Voice • Eye-gaze/eye

Hear	Speak
• Text alternatives for multimedia • Closed captions • Sound amplifying headphones	• Augmentative and alternative communication (AAC) system or speech-to-text (e.g. Predictive/Siri, etc.)

Cognitive considerations[1]

Memory	Problem-solving
• Scaffolding/chunking • Reminders • Help on (short and) lasting instruction • Save/resume • Save your place/remind me up to/next	• Explicit steps to completing a task • Reminders/prompts • Short cuts/ aids

Attention	Perceive process
• Remove/ Cut or scrap color and graphics • Short pages • Minimal pop-ups • Keep important or highlight each word on a line/ sentence	• Text/ Voice reads to change font and type • Line focusing app to make phrases/ sentences stand out

[1] Standardized examples, not an exhaustive list

Design Considerations

Pearson follows guidance from the World Wide Web Consortium (W3C) in the form of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines.

Many design principles may seem new and different to designers and developers, they actually are based on well-established principles of good design and development. The principles necessitate the use of meaningful, which is a useful concept for creating smooth user-friendly portfolio, with a source HTML element (in heading tag).

Accessibility guidance is considered throughout the Pearson design guide. Here are a few key considerations for designers:

- **Logical page reading order** - Designers usual page without any CSS or visual elements. This is best achieved using HT and meaningful tags. Page order that is determined by the code, but particularly the code is based on the tag chosen. Will be right order of each page's visual presentation. Tabbing through the page should follow the visual flow of the page, and should be the same with the tab-through order and the order of the reading.
- **Headings and labels** - Students and instructors need to get their tasks done and focus on the content. Headings and labels should be clear and concise. Headings should be unique and should delineate blocks. Descriptive headings and labels. Headings also provide critical keyboard navigation and screen reader navigation.
- **Color contrast** - People who have difficulty seeing may need the background and foreground colors of text and the images to have high contrast. See the WCAG for color contrast.
- **Use of color** - Some users cannot perceive color. For them, it is not enough to use different colored text to convey information. Instead, they will need to use shapes, textures, and/or text in addition to color to convey an explicit message. (Positive visual contrast between text and background).
- **Keyboard navigation** - An responsive design is mind that all users can easily move from one part of a page to another. Keyboard navigation means other methods will help users who are unable to use the mouse. Customize tab and programmed pages can be helpful in this case.

Accessibility and Usability

Pearson is committed to educating all learners and providing access to all educational tools. By applying accessibility principles and expanding accessibility with usability, we can design and develop products that are more inclusive and easier to use for all users. Accessibility is not just for some everyone, but rather multiple means of participating that address the diversity of our users.

Free deeper - Helpful resources
Pearson UX Accessibility Guidelines

Globalization

Pearson is the world's learning company, with products translated into multiple languages. Our products are used around the world by learners of all ages and at all stages of their education journey.

Design for global user experiences

The user experiences we create with our products must be relevant to a diverse, global audience. Our approach should be universal, reflecting the diversity of Pearson as a whole while keeping in mind the global, global community.

When a globalization perspective is considered to be the integration of translation, internationalization, and localization. To understand what these are, and the value of creating globalized products, see the free article: What is Globalization, Internationalization and Localization?

Best practices

- Leave room for longer translations, as text may need to be twice as much room when some languages translated with fewer characters. It's best to be flexible and adaptive. This is particularly important for mobile devices.
- Avoiding translation errors, they will typically have longer text length for European languages, but shorter for Asian languages. For more guidance, see the free article Language Expansion and Contraction in English.
- Avoid using text in certain colors. Strong translation, the length of text is unpredictable. Use white text instead of darker colors. Darker text is hard to read.

Overview
Structure
Content patterns

Layout

The careful arrangement of content on the screen that makes user actions obvious.

Feedback

Overview

The layout of your designs should always be aesthetically pleasing and open. A clean, simple, and spacious layout invites users in and makes it easy for them to take action.

Whitespace

Let it breathe and keep it simple. Use whitespace to reduce friction and create focus.

Grids

We use fixed grids which allow margins to be fluid while keeping content unchanged within each breakpoint range.

Breakpoints

Breakpoints are the points at which your layout will respond when your design appears on different screen sizes.

Use standard breakpoints to ensure that you create a consistent, responsive design on any screen.

Small: 4 columns

Screen size (px px)	Total width	Gutter width	Column width
Small phone (max width: 351)	272	16	56
Medium phone (max width: 399)	336	16	72
Large phone (max width: 447)	368	16	80
Extra Large phone (max width: 591)	432	16	96

Medium: 8 columns

Screen size (px px)	Total width	Gutter width	Column width
Small tablet (max width: 727)	560	16	56
Standard tablet (max width: 887)	680	24	64

Large: 12 columns

Screen size (px px)	Total width	Gutter width	Column width
Large tablet (max width: 983)	840	24	48
Small desktop (max width: 1079)	936	24	56
Standard desktop (max width: 1175)	1032	24	64
Large desktop (max width: 1280)	1128	24	72

Spacing

Use spacing to indicate relationships between UI elements clear. The closer together the UI elements are, the stronger their relationship.

Default increments

Use **8 pixel** increments to create larger spatial differences when positioning components on a page.

Small space increments

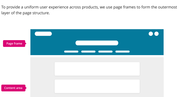
Use **4 pixel** increments for smaller, more refined spacing situations, specifically within the context of a component.

Navigation

A simple navigation structure reduces cognitive load and allows users to focus on completing tasks instead of navigating. When considering navigation, think about how to move users through a sequence of tasks with the goal of one task per screen.

Do

Keeping the primary navigation simple, use the main content area to help users focus on their essential task.



Don't

Avoid creating multiple layers of navigation. Too many layers can make the experience crowded and confusing, especially on mobile devices.

Structure

To provide a uniform user experience across products, we use page frames to form the outermost layer of the page structure.

Primary page frames

Use a primary page frame when you want to display the root or top-level page.

1. Global header
2. Product identifier (title)
3. Primary navigation

Secondary page frames

Use a secondary page frame when you can't fit all of your content on the primary page. The secondary page frame has a back button to convey that it's a branch of the primary page.

Modal page frames

Use a modal page frame when you want to create a floating page that can be accessed from several locations or when you need to create a page with minimal distractions.

Patterns

After choosing the page frame, you're ready to create the layout pattern in the content area. To get started, you can use one of the standard layout patterns for the content area. The layout pattern you select depends on what kind of hierarchy is needed (or not needed) in the user task.

Single column

A narrow single column creates one centralized block that can be effective for focusing users on a single action. The hierarchy in this pattern is typically sequential, from top to bottom.

Multiple column

A multiple column pattern groups columns into blocks and uses gutters and spacing to separate those blocks. This pattern can be effective for presenting multiple views on a single page.

Modular

A modular pattern subdivides a page both vertically and horizontally into a grid of modules. This can be effective when you need to display many, equally-weighted items at once.

This is a work-in-progress **Alpha** version. Expect changes and modifications.

- Best practices
- Voice and tone
- Grammar and mechanics

Writing

The deliberate word choices that make digital interactions feel conversational

Feedback

Best practices

1. Put users first
2. Make actions easy
3. Be clear, then be brief
4. Consider your context
5. Focus on headings

Put users first

Just as good UI design is user-centric, so is good UX writing. Write in a way that suits users and the situation. Ask yourself:

- Who's going to read this?
- What do they need to know and do?
- How might they be feeling?

Help users find what they need quickly and easily, using conversational language that's familiar.

Make actions easy

UX copy helps users perform actions — whether it's an instructor creating an assignment or a student looking for assignment details. Our job is to understand and anticipate every micro-action and use words as a friendly guide to encourage users through the interface.

Be clear, then be brief

Because of online reading behavior and varying screen sizes, UX writing has certain constraints. It often has to be extremely concise and yet simultaneously communicate a lot of meaning.

But is shorter always better? It depends.

As a general rule, concise and to-the-point copy works best. However, when you focus exclusively on making copy as short as possible, sometimes you can lose needed context and create confusion. Clarity trumps brevity.

Consider your context

Understanding the entire user journey is critical to good UX writing. Before you attempt to provide UI text feedback on a sketch or prototype, make sure you understand the context of the words on the screen.

- What did the user do to make that screen appear?
- What do they already know about the product?
- What is the next desired action?

Focus on headings

Users often scan for content that guides them to the next step, answers their questions, or provides information. Short, descriptive headings, subheadings, and bullets make content easier to scan by adding visual structure.

Headings also assist users with limited or no vision who orient themselves by asking their computer or device to read off all the headings on a screen or page so they can navigate to an area of interest.

Voice and tone

Learn how to apply Pearson's voice and tone when designing the content in any product user interface.

What's the difference between voice and tone?

The characteristics of Pearson's voice are similar to the persistent personality of a favorite professor: **smart**, **supportive**, and **positive**. The tone is the mood of that professor that can change under different circumstances.

Voice

Pearson's product voice is part of its brand personality. Like a person's essential nature, it doesn't change according to a situation. Our product voice determines how we carry the conversation and make our users feel while using our products. It is:

- Smart, but not stodgy
- Supportive, but not overbearing
- Positive, but not artificial

Tone

Our tone is a subset of our product voice, analogous to mood in a person. It can and should change to adapt to different situations. Use the mental or emotional state of users as your compass for tone. Depending on the user and the context, our tone can be:

- Informative
- Encouraging
- Fun
- Insightful
- Personal
- Upbeat

Do	Don't
Start your next project here Projects is your personal space to privately organize and sort files.	You have no projects Create a project and add your files.
Do	**Don't**
Okay, that page got away There may be a misspelling in the address or the page is no longer available.	404 Error There is no page.

Grammar and mechanics

Capitalization

Use sentence case (capitalize the first letter of the first word) in headings, subheadings, and labels, except for proper nouns.

Do	Don't
Add new note	Add New Note

Exception: In vertical formats such as cards, use the three character abbreviation for the month in ALL CAPS.

Contractions

Use contractions to set a more conversational, casual tone, and to make text easier to read. Use contractions thoughtfully, but don't overuse them.

Do	Don't
Use contractions to be conversational.	Overuse contractions.
Looks like you missed a step. Try again when **you're** ready.	Looks like **you've** missed a step. **That's** ok. **You'll** have a chance to try again.

Don't mix contractions and their spelled-out equivalents in UI text.

Do	Don't
Use contractions consistently throughout the UI text.	Mix contractions and their spelled-out equivalents in UI text.
Homework **can't** be submitted after the deadline. You **can't** pass this course if homework is late too often.	Homework **can't** be submitted after the deadline. You **cannot** pass this course if homework is late too often.

Dates and times

Year

Use the US date format when including the year.

August 1, 2018

Month

Spell out the name of the month in horizontal formats such as calendars, email, and other UI elements where there's enough space.

In vertical formats such as cards, use the three character abbreviation for the month in ALL CAPS.

AUG
27

Times

Keep the following best practices in mind when writing about time:

- Use the 12-hour clock, followed by AM or PM in uppercase letters.
- Put a space after the last number, as in 7:10 AM.
- When there are no minutes, write the time without them, as in 7 AM EST.
- Specify noon or midnight in parentheses for clarity, as in 12 AM (midnight).

Do	Don't
Due at 7 AM Due at 7:30 AM Due at 12 AM (midnight)	Due at 7:00 AM Due at 7:30 am Due at 12 AM

When it's necessary to indicate a time zone, use the time zone abbreviation after am or pm.

4:30 PM GMT

To indicate a time range, use an **en dash** with spaces around it and include am/pm after both times.

3:30 PM - 4:30 PM

Use the browser time of the logged in user.

Abbreviations for days, hours, and minutes

Use the following abbreviations for days, hours, and minutes:

d = day/days
h = hour/hours
min = minute/minutes

Name ↓	Score ↑	Completion ↑	Time on task ↑
			11h 13min
			3h 8min
			1d 2h 41min

Headings

Headings are often the first—and only—written content that users notice in the UI.

Write for scanning and accessibility

Organizing the layout of content with headings gives users a sense of organization and structure at-a-glance. Treat headings like microcontent—short text fragments that can be scanned by readers or screen readers and still give users a clear idea of the underlying information on the page or screen. For more information see Accessibility.

Use parallel structure

Headings written in parallel structure (with the same grammatical pattern) make content easier to follow.

Do	Don't
Assignment status Student activity Upcoming dates	Status of assignments Student activity Upcoming dates

Color Palettes
Typography
Icons
Illustrations

Visual

The thoughtful selection of the Pearson brand through meaningful visual elements.

Download

Color palettes

Using color palettes is a consistent way can benefit tighten ports by providing them with additional emotional meaning. Here's a quick guide to a variety of commonly used color palettes.

Here's how we think about color:

Embellish
Think of color as an enhancement and not as the primary way to convey meaning.

Add color text
Besides button interactions, color should be the last thing added in the experience.

Use Pearson palettes
Use Pearson color palettes consistently in designs to ensure an overall unifying experience across Pearson products.

Don't use color for primary meaning
Since color benefits only sighted users, it can never be used as the only way to convey meaning.

Don't cause vibration
Using too many colors at once can cause designs to appear like they're vibrating. This can stress users and backlash users.

Global system palette

The global system palette uses Pearson brand colors to provide important signals and feedback to users. It also creates brand harmony when used within a cross-theme colors.

Pearson Blue
#0000FF

White
#FFFFFF

Sunshine Yellow
#FFD811

Do
Use Pearson Blue to indicate a primary action.
Accepting | Primary

Don't
Don't use Sunshine Yellow button with the white text.
Accepting | Primary

Do
Use Pearson Blue for primary actions and indicator of in progress.

Don't
Use Pearson Blue for links or body copy unless in an inline text link.
Title

Neutral palette

The neutral palette provides contrast to the global system palette. We use different levels of contrast to convey different meanings to users.

High contrast tones

Use high contrast tones when communication is most important.

Charcoal
#1A1A1A

Medium Gray
#6C6C6C

Use for body copy and other primary information.

Use for secondary information, such as helper/errors

Medium tones

Use medium tones to create spatial organization and separation within the user interface.

Sand
#D8D8D8

Concrete
#C7C7C7

Mist
#E9E9E9

Moonlight
#F3F3F3

Super light tones

Use super light tones for dimension.

Glacier
#F0F5FB

White Gray
#F2F2F2

Use for tabbed lower tone

Use for application background/canvas areas

Do
Use medium neutral tones for angled and rounded accents and backgrounds.

Don't
Use medium or light tones for primary or secondary text or body copy.

Conditional palette

We use conditional palettes to indicate alerts, confirmations, and notifications. Our conditional palette is light contrast and fully accessible and works best when used with a light touch. Too much conditional color used may lead users to feel they are being overwhelmed.

Alert Red
#FF0000

Confirm Green
#00C000

Use when something is wrong, negative, or stopped

Use when something is correct, positive, or owned

Notification Pink
#FF00FF

Use as a tiebreaker

Do
Consider the overall UX and contrast when using conditional palettes.
Accepting | Primary

Don't
Consider the use of conditional palettes as a tiebreaker for not owned.
Accepting | Primary

Do
Use Notification Pink as a tiebreaker for not owned.

Don't
Use Notification Pink as a tiebreaker for not owned.

Theme palette

Our theme palettes were derived from the Pearson accent palettes so that all of them can't only what users to interpret with the global system palette. Theme colors give students and instructors the ability to personalize their experience with such products.

Aqua
#C1E7E9
#7ECECE
#71A5A5

Violet
#C1C0F1
#9D9BAF
#6C6C7F

Chartreuse
#F5F6C2
#E1E0B0
#B6B718

Indigo
#C8B6F1
#7A7AB7
#1A1A6C

Lime
#C9F0D2
#9BDB3E
#C8B92F

Sky
#C8E5F6
#9BC3D0
#4A8A7B

Canary
#F5F8C7
#F7C7A0
#E6A680

Very warm or very these colors must be left to pure accessibility requirements. In all other cases, use Chartreuse

Do
Use Chlorine color for accents and highlight colors in UI elements.

Don't
Combine theme colors as the color for a primary or secondary UI element.

Typography

Type set typefaces and type hierarchy and useful requirements that guide users through the product experience.

Web fonts

We use the **Inter** family for our primary typeface. Out of our Pearson's global brand fonts, Open Sans provides greater range of weights and characters that fit our needs better.

Since the core use **Pluralsight**, Pearson's other global brand fonts, because it does its integrity as small brand copy.

Aa
Inter Regular

Aa
Open Sans Regular

Monotype fonts

Our Monotype fonts, we use the system font **San Francisco** for iOS and **Roboto** for Android. These fonts support dynamic type and ensure better reading for the native apps. Dynamic type is a feature that enables device users that allows users to select a preferred text size to display on apps that support it.

Font styles and weights

Choose from the following font styles. For additional details, see the Typography components.

Font style	Size	Line height	Weight
Heading 24	24px	28px	Regular or Semibold
Heading 20	20px	24px	Regular or Semibold
Heading 16	16px	24px	Regular or Semibold
Heading 14	14px	20px	Semibold
Body 16 (Single-line)	16px	24px	Regular or Semibold
Body 16 (Multi-line)	16px	28px	Regular
Body 14 (Single-line)	14px	20px	Regular or Semibold
Body 14 (Multi-line)	14px	28px	Regular
Helvetica	12px	16px	Regular or Semibold

Icons

Our library of icons visually communicates core parts of our product. Icons can also simply enabled users to quickly or at a glanding look at key features and access more easily, and quick-read which they are in the product.

For details on downloading and using icons, see the Icons component page.

Legacy icons
We are transitioning to the new set of icons soon.
24px grid

Pearson icons
The new legacy icons are available in the Pearson Icon Library.
24px grid

Icon considerations

Although icons are ideal scalable, they can also harm the user experience if they're overused or if they're just not clear.

Here's some best practices to keep in mind when using icons:

- **Use Pearson icons.** Use the simple icons we already created or require new icons if you need to. Pearson icons are simple, clear, and fit our brand. Avoid using other icon libraries.
- **Use icon consistently.** Icons are like sign in the road. Users find their way. Make sure to use an icon to convey a single meaning across products.
- **Communicate with text.** Icons are ideal for cues always convey meaning and should never be used exclusively. Always pair icons with text to reinforce the desired user action.

Icon styles

Filled

We use filled icons only in the global header. The weight of the filled icons complements the Pearson logo.

Pearson

Outline

Use outline icons everywhere except in the global header. They appear lighter than the filled icons, so they serve as the tone-on-tone.

Tone-on-tone

Do
Use the solid icon with a button.

Don't
Use filled icons with outline icons.

Do
Use the filled and outline icons in the header.

Don't
Use the filled icon for an element not in the header.

Do
Provided for the icon that represents the current or active page.
Home

Don't
Show a description of the icon in the hover state.
Home

Tooltips for icons

We provide tooltips, also known as hints text or hover text, for all icon actions. Tooltips are text labels that identify unlabeled UI elements and provide clarity to users about what tasks they'll delivery. Let users know what the icon does and accessibility for screen readers and the purpose of information to guide and order users.

Tooltip
Tooltip

Illustrations

Illustrations provide the opportunity to weave our brand personality into the user interface. Like all visual elements, illustrations must convey something meaningful to users.

Illustration style

Our friendly, hand-crafted illustration style contrasts nicely with our more geometrical grid style.

Unique
Our illustration style sets us apart from other products in a recognizable.

Engaging
Our illustration style is fun and lets the friendly, and inviting.

Consistent
Our family of products and brand guidelines for consistent styles.

Illustration types

We use either spot illustrations or scene illustrations, depending on what the user might be doing or feeling at the point in the user interface.

Spot illustrations

Use spot illustrations to promote useful features or to guide users through a complex process.

Scene illustrations

Use scene illustrations for situations where users are between actions, such as empty states or getting started on a new task.

Color in illustrations

The color in spot illustrations is kept when limited to two primary colors or a primary and secondary color. This ensure the spot illustrations can use more than two primary colors.

Primary colors

Aqua
#C1E7E9

Plum
#9D9BAF

Rose
#F5D7D8

Sunshine
#FFD811

Canary
#F7C7A0

Secondary color

Moonlight
#F3F3F3

Stroke

1 px, weight: Medium Gray

Do
Use Lime illustrations to guide the user to take an action.
Lime illustration

Don't
Combine Lime illustrations with Lime and Sky illustrations.
Lime illustration
Sky illustration

Do
Combine Lime illustrations with Lime and Sky illustrations.
Lime illustration
Sky illustration

This is a work-in-progress **Alpha** version. Expect changes and modifications.

Buttons
Typography
Inputs
Icons
Tooltips

Components

The pieces and parts that weave consistency and efficiency into our designs

Download UI Kit

Feedback

What is a component?

A component is a UI element that can be reused across digital product designs, providing users with a consistent and confident experience while providing designers and developers with an efficient way of working.

Component status (v 1.3)

Alerts and Notifications	○ In progress
Baseline Card	○ In progress
Buttons	● Ready
Icons	● Ready
Inputs	● Ready
Modals	○ In progress
Page Frames	○ In progress
Tooltips	● Ready
Typography	● Ready

Design Principles

Crafting a Pearson experience

Accessibility

Globalization

Guides

Use these practical guides to help you understand how to design for Pearson students and instructors.

Feedback

Pearson

Gravity

Password

Enter

Design Principles

Crafting a Pearson experience

Accessibility

Globalization

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Globalization

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Use these practical guides to help you understand how to design for Pearson students and instructors.

Feedback

Gray Palette

The gray palette provides contrast to the global system palette. We use different levels of contrast to convey different meanings to users.

Text grays

Accessible on most colors. Use high-contrast tones when communication is most important.

Charcoal
#252525
AAA

Use for body copy and other primary information

Lead
#6A7070
AA

Use for secondary information, such as hollow buttons

Medium UI grays

Use medium grays to create spatial organization and separation within the user interface.

Gray 30
#A9A9A9

Gray 20
#C7C7C7

Gray 15
#D9D9D9

Gray 10
#E9E9E9

Light UI grays

Use light grays for dimension.

Gray 5
#EEEEEE

Use for default hover state

Gray 0
#F5F5F5

Use for application background (canvas area)

66%	30
72%	25
78%	20
85%	15
91%	10
93%	5
96%	0

Layout

Overview

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

[let it breathe - don't]

[let it breathe - do]

Simple animation that pushes the items away from each other to better represent white space.

Key Terms

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus.

Page Frame

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit.

Content Area

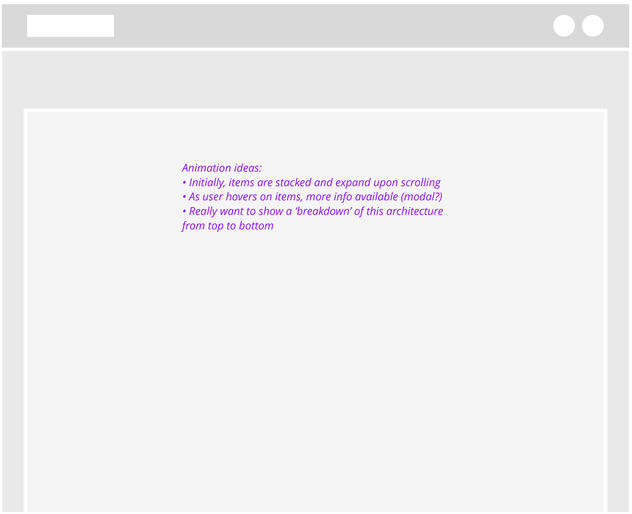
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit.

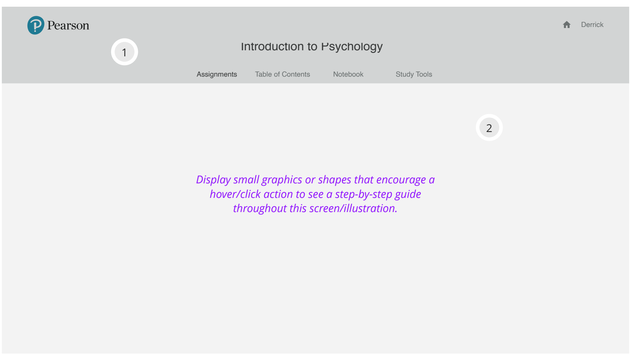
Layout Strategies

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit.

Layout Templates

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit.





Layout

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Layout foundations

Learn it

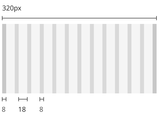
Whitespace

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

[let it breathe - don't] [let it breathe - do]

Grids

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

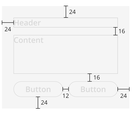


Spacing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Spacing

Used for smaller, more refined spacing situations, specifically within the context of a component (ie. the space between a label and a Text Input).



Layout

Used to create larger spatial differences most commonly with positioning components on a page (ie. the space between a Text fields and a Select). The Layout Scale controls the amount of white space set between larger elements.

Placement of Actions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Navigation

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Page Frames

Frame it

Basic Frame

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Detail Frame

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Minimal Frame

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Standard Page Layouts

Design it

Narrow Single Column

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Multiple Column

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

Modular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus. Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa.

- **Buttons**
  - **Best practices**
  - Types
  - Sizes
  - Color
  - Placement
  - Labels
- Component 2
- Component 3

Components

Thoughtful, consistent UX writing is a core element of a well-designed user experience.

- Overview
  - Whitespace
  - Grids
  - Breakpoints
  - Spacing
  - Navigation
- Structure
- Content patterns
- Resources

Layout

The thoughtful arrangement of visuals and words that inspires users to seamlessly interact.

Feedback

Foundations

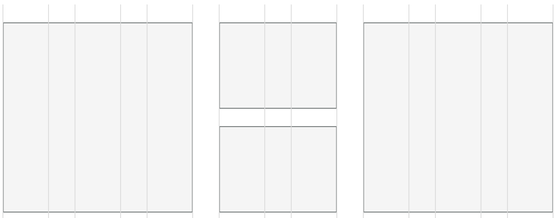
Nail the basics! Once you get this stuff into your head, you probably won't have to look at this page again, but feel free to come back for a refresher anytime. Grab some coffee.

Our philosophy

Our basic layout philosophy is simple: The layout of your designs should always be aesthetically pleasing and open. A clean, simple, and spacious layout invites users in and makes it easy for them to do their jobs.

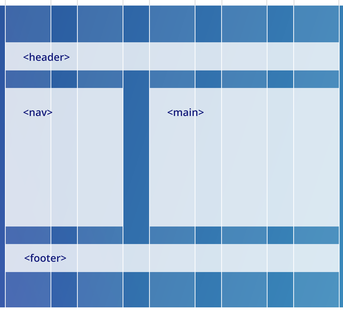
Whitespace

Let it breathe and keep it simple. Keep the interface uncluttered, and use whitespace to help users focus.



Grids

Stay in the lines. Using grids gives your designs a uniform shape and structure and keeps everything within the same margins. Grids also help you arrange the hierarchy, keep everything aligned, and create consistent patterns.

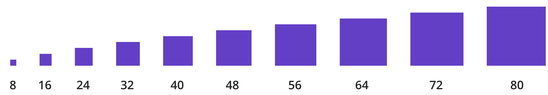


Breakpoints

Breakpoints are the points at which your layout will respond when your design appears on different screen sizes. Use standard breakpoints to ensure a great responsive design.

Spacing

How much personal space do you need? Your UI elements need space too. Too much crowding is upsetting and confusing. To provide enough breathing space and to convey relationships between UI elements, you can use either small-scale or large-scale spacing in your designs.



Global system palette

Pearson Brand colors are utilized throughout the experience to convey signals and important feedback within the overall experience. They provide sharp contrast to the neutral palette and create brand harmony when used within a course theme color.

Pearson Blue
#047A9C

White
#FFFFFF

Sunshine Yellow
#FFB81C

Learn more

Global system palette

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Learn more

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White
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Sunshine Yellow
#FFB81C

- Buttons
  - Best practices
  - Types
  - Sizes
  - Color
  - Placement
  - Labels
- Component 2
- Component 3

Buttons

Buttons initiate user actions.

Best practices

Buttons should:

- Be labeled with strong, actionable verbs
- Use established button colors
- Prioritize the most important action
- Be positioned in consistent locations

Types

Some user actions are more important than others. To clarify the priority of different user actions, we have four different button types. These button types aligns with our overall design principles of Clarity and Consistency.

Strong	Primary	Secondary	Disabled
Use for important actions	Use for primary actions in a button group	Use for secondary actions in a button group	Use for actions that are not available

- Strong buttons should only appear once per page
- Primary buttons should only appear once per button group

Buttons
Best practices
Types
Sizes
Color
Placement
Labels
Component 2
Component 3

Components

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Feedback

Buttons

Buttons initiate user actions.

Best practices

Buttons should:

- Be labeled with strong, actionable verbs
- Use established button colors
- Prioritize the most important action
- Be positioned in consistent locations

Types

Some user actions are more important than others. To clarify the priority of different user action and provide a consistent user experience, use the following button types:

Single buttons

Strong	Use minimally and only for single, high-priority actions.
Primary	Use as the main choice for a primary button.
Primary	Use as an optional choice for a primary button.
Secondary	Use as an optional choice for a primary button.
Disabled	Use only when you need a disabled option.

Redlines

Button groups

Secondary Primary

Use as the main choice for a primary and secondary button.

Secondary Primary

Use as an optional choice for a primary and secondary button for a quieter approach.

Tertiary Secondary Primary
Tertiary Secondary Primary

In a three-button group, use placement to distinguish between a secondary and tertiary button.

Redlines

Don't

Don't fill the hollow button with white.

Tertiary Secondary Primary

Don't deviate from the button color combinations. This will ensure that all buttons meet accessibility standards.

Secondary Strong

Don't pair a strong button with a primary button.

Primary Strong

Don't use theme colors for button colors.

Primary Primary Primary

Sizes

Three button sizes help make user actions clear on any device.

Extra large	Use for singular, significant actions.
Large	Use for most situations.
Small	Use for space-constrained situations.

Redlines

Color

Button colors help users understand which actions are most important.

Button	Sunshine Yellow #FFB81C	Button	Pearson Blue #047A9C
Button	Medium Gray #6A7070	Button	No fill color 1px stroke, #6A7070
Button	Moonlight #E9E9E9		

The button color needs to be contrast-compliant with the page background color. See Color for details.

Labels

Button labels should convey the user action with short, clear, and consistent language.

Do	Don't
• Start with an action verb • Keep it short. Two words is optimal • Use sentence case. It's OK to use title case for proper nouns • Describe specifically what happens when people use the button • Use language that's consistent across products • Use a straightforward voice and tone	• Use icons • Use punctuation • Write "Click here"

Placement

The placement of buttons indicates whether an action is affirmative or dismissive.

Do	Don't
• Place affirmative actions on the right and dismissive actions on the left • Align the group of buttons to the right by default	

Destructive action such as Delete can be affirmative actions.

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa. Quisque vestibulum eget sem non dapibus.

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque et mauris sed turpis accumsan hendrerit. Quisque vestibulum eget sem non dapibus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Donec posuere, ante ut cursus elementum, nunc dolor suscipit sapien, eget condimentum felis massa non massa. Quisque vestibulum eget sem non dapibus.

Best practices

Embellish

Think of color as an enhancement and not as the primary way to convey meaning. Sighted users benefit by the use of color and contrast to enhance meaning, provide additional emotional impact, or help them feel oriented within consistent color patterns.

Add color last

Besides button transactions, color should be the last thing added to the experience.

Use Pearson palettes

Use Pearson color palettes consistently in designs to ensure an overall unifying experience across Pearson products.

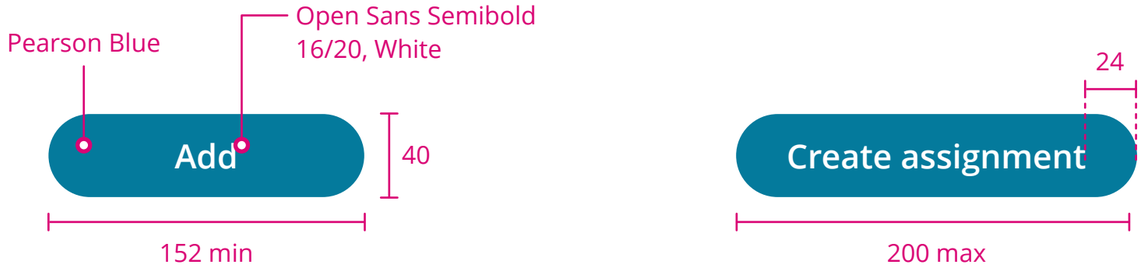
Don’t use color for primary meaning

Since color benefits only sighted users, it can never be used as the only way to convey meaning.

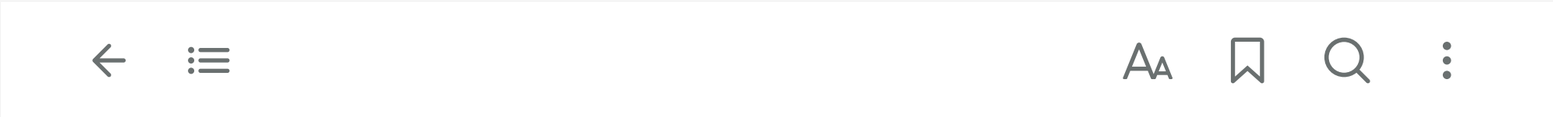
Don’t cause vibration

Using too many colors at once can cause designs to appear like they’re vibrating. This can distract and overload users.

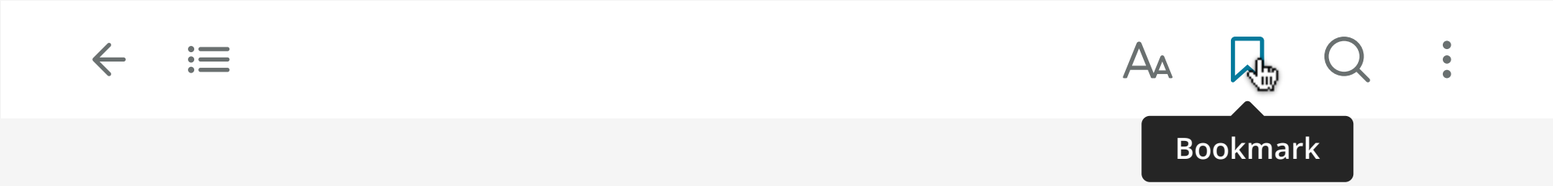
Redlines


Pearson Blue
Open Sans Semibold
16/20, White
Add
40
152 min
24
Create assignment
200 max

1: Bookmark turned off

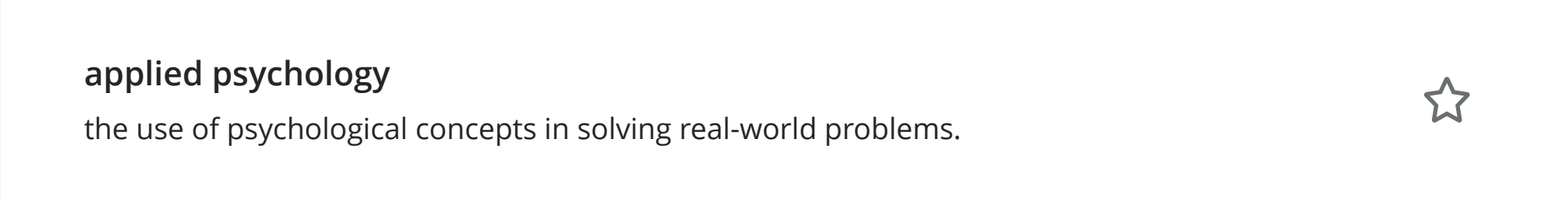


2: Hover over bookmark

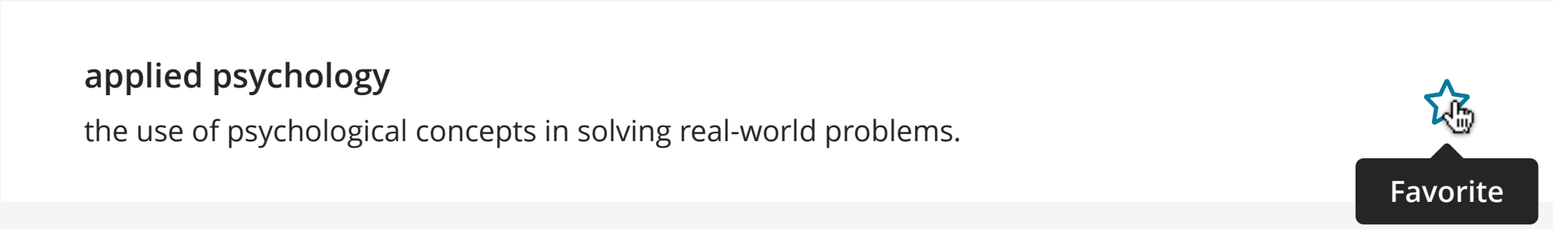


3: Item bookmarked

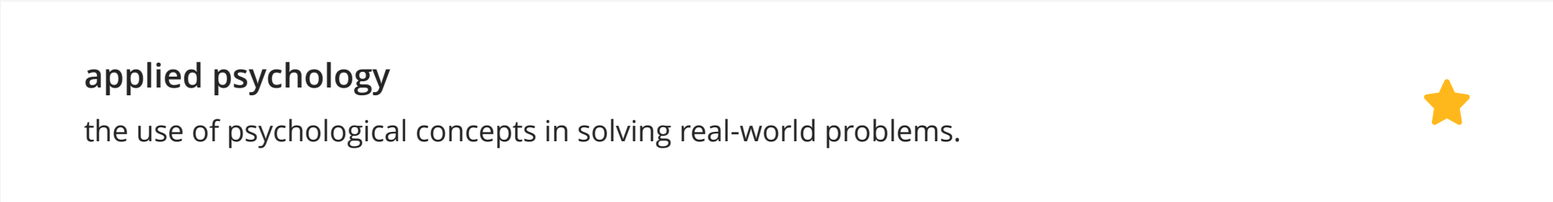
1: Item unfavorited



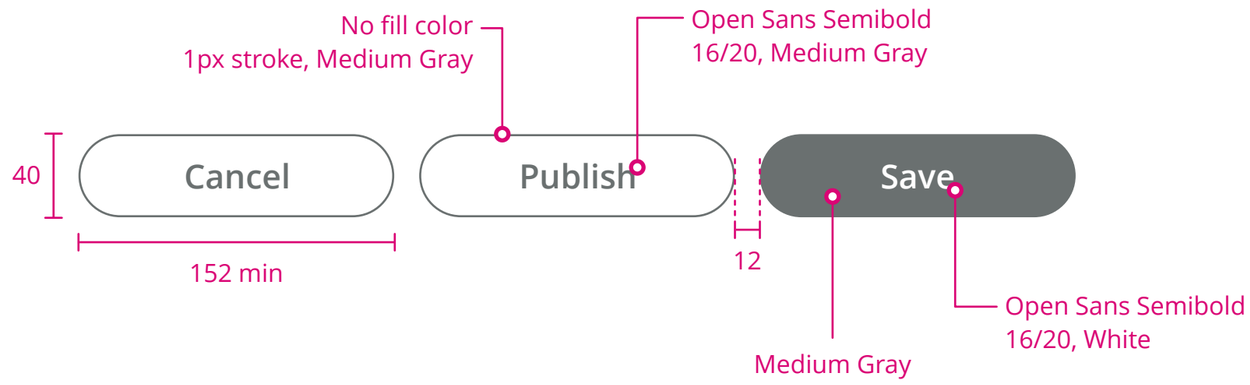
2: Hover over star



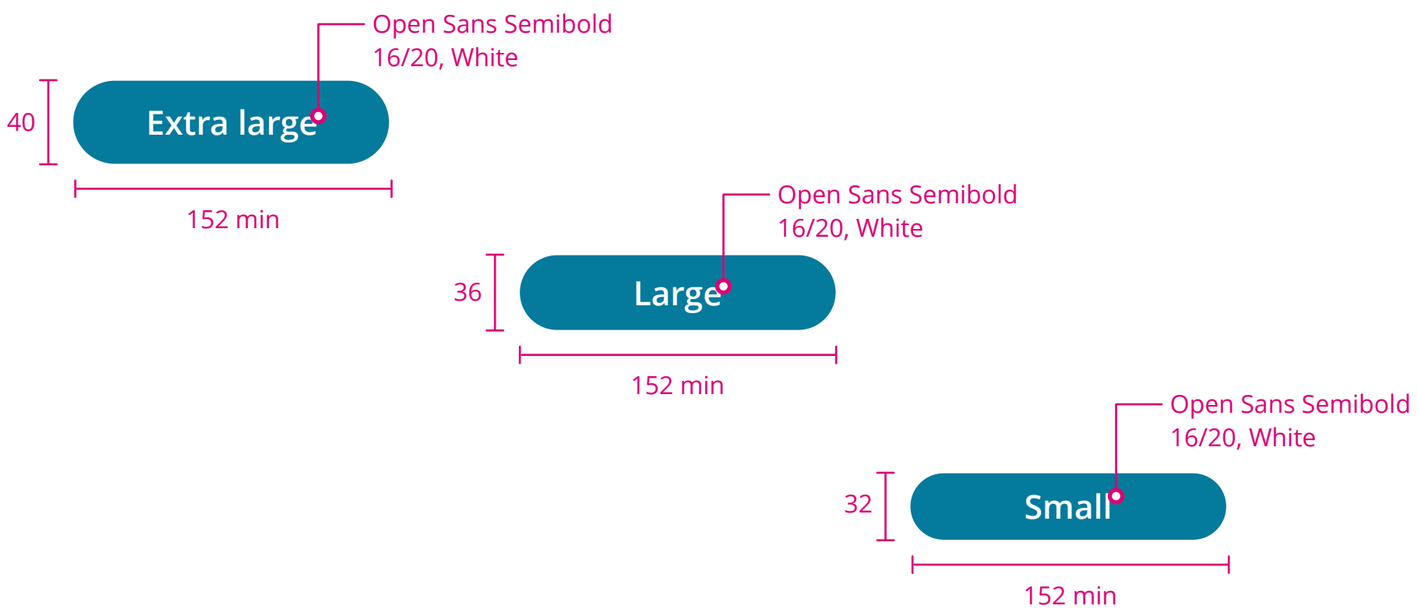
3: Item favorited



Redlines


No fill color
1px stroke, Medium Gray
Open Sans Semibold
16/20, Medium Gray
40
Cancel
Publish
Save
152 min
12
Open Sans Semibold
16/20, White
Medium Gray

Redlines


Open Sans Semibold
16/20, White
40
Extra large
152 min
Open Sans Semibold
16/20, White
36
Large
152 min
Open Sans Semibold
16/20, White
32
Small
152 min

Inputs

Input fields and errors

GLP Instructor

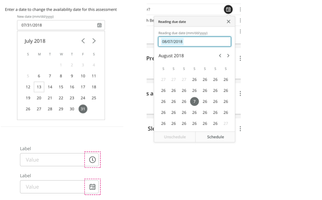
ISE

*Label style is #252525 in Semibold

*Inline editing for copy on bottom portion of card

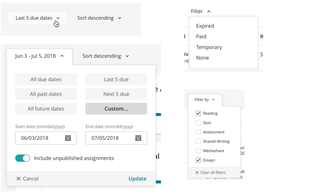
Dates and times (input fields with icons)

GLP Instructor



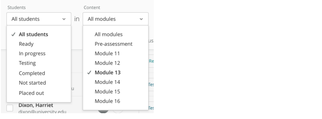
Dropdowns

GLP Instructor



ISE

RIO

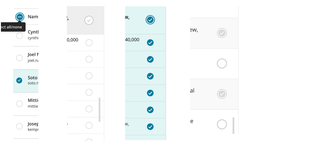


Radio buttons

No **new** known cases of radio buttons in more recent work. Currently in UXF:

Checkboxes

GLP Instructor



ISE

RIO

Toggles

GLP Instructor

*Is this considered a toggle or something else? Maybe a filter component option?

RIO

• Best practices
Voice and tone
Grammar and mechanics

Writing

UX writing is one of the core ingredients of good UX design. When UX writing is combined with interaction design, user research, and visual design, the result is a user experience that's greater than the sum of its parts.

Feedback

Best practices

Put users first

Just as good UX design is user-centric, so is good UX writing. Write in a way that suits the user(s) and the situation. Ask yourself:

• Who is going to read this (user personas)?
• What do they need to know and do?
• How might they be feeling at this stage in the user journey?

Help your user(s) find the information they need quickly and easily, using conversational language they can relate to.

Make actions easy

UX copy helps users perform actions — whether it's an instructor creating an assignment or a student looking for the details of that assignment. Our job is to understand and anticipate every micro-action and use words as a friendly guide to encourage users through the interface.

Be clear, then be brief

Because of online reading behavior and varying screen sizes, UX writing has certain constraints. It often has to be extremely concise and yet communicate a lot of meaning at the same time.

But is shorter always better? It depends.

As a general rule, concise and to-the-point copy works best. However, when you focus exclusively on making copy as short as possible, sometimes you can lose needed context and confuse the user. Clarity trumps brevity.

Consider your context

Understanding the entire user journey is critical to good UX writing. Before you attempt to provide UI text feedback on a sketch or prototype, make sure you understand the context of the words on the screen. What did the user do to make that screen appear? What do they already know about the product? What is the next desired action?

Focus on headings

Users often scan a page or screen looking for content that will guide them to the next step, answer their questions, or provide information they seek. Short, descriptive headings, subheadings, and bullets make content easier to scan by adding visual structure.

Headings also assist users with limited or no vision who orient themselves by asking their computer or device to read off all the headings on a screen or page so they can navigate to an area of interest.

For some UX writing best practices for headings, see Grammar and mechanics, Headings.

Voice and tone

What's the difference between voice and tone?

SHOPIFY

> **Voice** is a reflection of who we are and should be consistent no matter what type of content we are creating.
>
> **Tone** adapts to context and situation."

For example, the characteristics of Pearson's voice are similar to those of a favorite professor — smart, supportive and aspirational. The voice is the personality of the professor, but the tone is the mood of that professor that changes under different circumstances.

Maybe we include brief examples here?

Voice

UX content should have a consistent, cohesive voice.

Our voice is Pearson's brand personality — like a person's essential nature, it doesn't change according to a situation. Our product voice determines how we carry the conversation and make our users feel throughout the learning journey. It is:

Intentional	Inspirational	Meaningful
Focused, but not limited	Casual, but not careless	Aspirational, but not unachievable
Smart, but not stodgy	Supportive, but not overbearing	Positive, but not artificial

Tone

Our tone is a subset of Pearson's brand voice, analogous to mood in a person. It can and should change to adapt to different situations. Use the user's anticipated mental or emotional state as your compass for tone.

Depending on the user and the context, our tone is:

✓ Insightful	✓ Simple	✓ Clear
✓ Fun	✓ Encouraging	✓ Upbeat
✓ Reliable	✓ Personal	✓ Informative

Grammar and mechanics

Capitalization

Sentence case

Use sentence case (capitalize the first letter of the first word) in headings and subheadings, except for proper nouns.

Good example of sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis accumsan, mi at tincidunt sodales, turpis risus luctus ante, quis pulvinar purus nunc a nunc. Quisque nisl tortor, vehicula eu volutpat sed, malesuada sit amet odio.

Title case

For proper nouns in headers, subheads and body copy, use title case (capitalize the first letter of every word except articles, prepositions and conjunctions).

Good example of title case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis accumsan, mi at tincidunt sodales, turpis risus luctus ante, quis pulvinar purus nunc a nunc. Quisque nisl tortor, vehicula eu volutpat sed, malesuada sit amet odio.

All caps

As a rule, ALL CAPS should only be used for acronyms and abbreviations.

For example: USA, API, NATO

Contractions

Contractions (an abbreviated version of a word or words) can be used to set a more conversational, casual voice or tone in UX copy. They can also make text easier to read.

We've created this guide to help you with UX writing. VS We have created this guide to help you with UX writing.

Do	Don't
Use contractions consistently throughout the UI text.	Mix contractions and their spelled-out equivalents in UI text.
Homework **can't** be submitted after the deadline. You **can't** pass this course if homework is late too often.	Homework **can't** be submitted after the deadline. You **cannot** pass this course if homework is late too often.

Use contractions thoughtfully, but don't overuse them. Aim to strike a balance between using contractions to be conversational and friendly and being clear and smart. (We're an education company, after all.)

Do	Don't
Use contractions be conversational.	Overuse contractions.
Looks like you missed a step. Try again when you're ready.	Looks like you've missed a step. That's ok. You'll have a chance to try again.

With negative contractions (such as don't, shouldn't), less is more. Too many negatives can sound discouraging and harsh to the user.

Add examples

Dates and times

Year

Use the US date format when including the year.

August 1, 2018

Month

Spell out the name of the month in horizontal formats such as calendars, email and other UI where there is space to do so.

In vertical formats such as cards, use the three character abbreviation for the month in ALL CAPS.

AUG
27

Times

Use the 12-hour clock, followed by am or pm.

Don't put a space after the last number.

Specify noon or midnight for 12:00 in parenthesis for clarity.

Do	Don't
Due at **7:00am** Due at **12:00am (midnight)**	Due at **7:00 AM** Due at **7:00 am** Due at **12:00am**

When it's necessary to indicate a time zone, use the time zone abbreviation after am or pm.

4:00pm GMT

To indicate a time range, use an en dash with spaces around it and include am/pm after both times.

3:00pm – 4:00pm

Use the browser time of the logged in user.

Headings

Headings (headlines, headers) are often the first—and only—written content that users notice in the UI. That's because most people tend to scan instead of reading every word on their screens. (cite research?)

Nielsen Norman has this to say about how users read on the web:

NIELSEN NORMAN

> They don't. People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences."

Be concise and clear

All UX writing should be concise, but this best practice is especially true for headings. Make sure every word has a specific job. Put important actions and concepts first, a practice known as frontloading. Frontloading makes it easier for readers to catch important words as they scan the UI.

Use user-centric language

Don't make the user guess. Well-crafted engaging headings are specific, highlight a benefit or an action, and give the reader useful information.

• Use words your audience/persona can relate to.
• Avoid jargon and feature-driven language.
• Steer clear of idioms when writing for a global audience

Write for scanning and accessibility

Organizing digital product UI with headings helps gives users a sense of organization and structure at-a-glance. Treat headings like microcontent — short text fragments that can be scanned by readers or screen readers and still give users a clear idea of the underlying information on the page or screen.

Make sure headings can stand-alone

Online headings are often displayed out of context. Write so that they work as well out of context as they do in the context of the UI.

Think about grammatical structure

Headings written in parallel structure (with the same grammatical pattern) make content easier to follow. Parallel structure creates an expectation that your headings will follow a consistent format and style, helping to guide the reader.

Do	Don't
All headings start with a verb: Read your assignment. Complete the exercises. Do the homework. **All headings start with a verb:** Read your assignment. Complete the exercises. Do the homework.	Read your assignment. Exercises Do the homework.

Labels

Button labels

Button labels should convey the user action with short, clear, and consistent language.

Do

• Start with an action verb.
• Keep it short. Two words is optimal.
• Use sentence case. It's OK to use title case for proper nouns.
• Describe specifically what happens when users click or tap the button.
• Use language that's consistent across products.
• Use a straightforward voice and tone.
• Use an ampersand instead of the word "and".

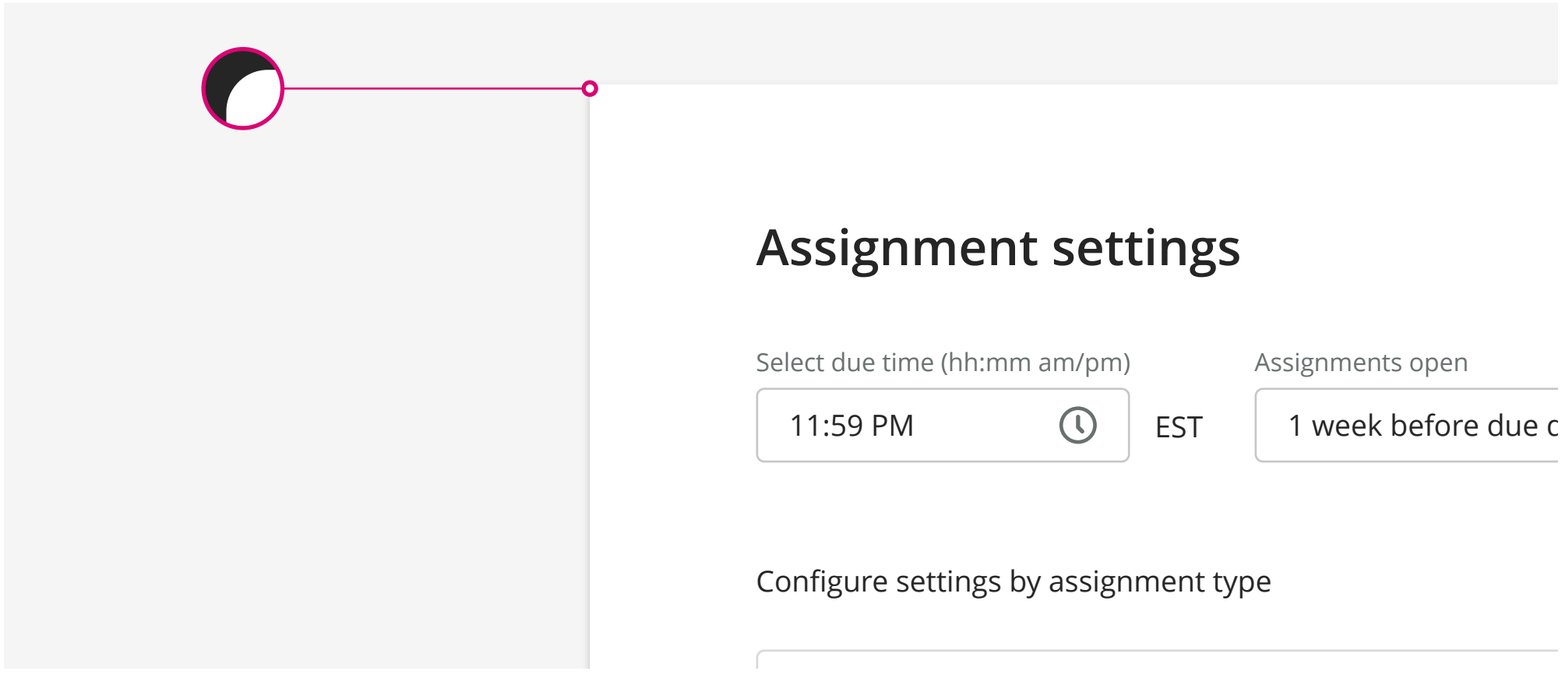
Don't

• Combine icons with text on a button label.
• Use punctuation.
• Write "Click here".

Keep in mind that translated button text is likely to be longer or shorter. <Leave space to allow text to reflow if needed. Link to this doc.>

Corner radius

The style of our interface reflects a softer touch by using rounded corners and light use of color. This is reflected in components such as input fields and cards. For these moments, we use a 4px corner radius. Wow I'm really bad at writing copy.



Font styles

Choose from the following font styles. For additional details, see the Typography component.

Learning without limits

Heading 24	Regular or Semibold | 24px / 28px

Learning without limits

Heading 20	Regular or Semibold | 20px / 26px

Learning without limits

Heading 18	Regular or Semibold | 18px / 24px

Learning without limits

Heading 16	Semibold | 16px / 20px

Learning without limits

Body 16	Regular or Semibold | 16px / 20px

Our educational and assessment tools, content, products, and services are designed to help learners at every stage open doors to new experiences.

Body 16 (Multi-line)	Regular | 16px / 24px

Learning without limits

Body 14	Regular or Semibold | 14px / 18px

Our educational and assessment tools, content, products, and services are designed to help learners at every stage open doors to new experiences.

Body 14 (Multi-line)	Regular | 14px / 20px

Learning without limits

Metadata 12	Regular or Semibold | 12px / 16px

- Overview
  - Whitespace
  - Grids
  - Breakpoints
  - Spacing
  - Navigation
- Structure
- Content patterns
- Resources

Layout

The thoughtful arrangement of visuals and words that inspires users to seamlessly interact.

Feedback

- UX writing basics
  - Action oriented
  - Clarity before brevity
  - Context first
  - Headers matter
- Voice and tone
- Grammar and mechanics
- Terms and words
- Error messages

Writing

Every touchpoint between the user and a product is guided by both design and language. Together, UX writing, interaction design, and visual design create an experience that's greater than the sum of its parts.

Feedback

- Colors
  - Global system palette
  - Neutral palette
  - Conditional palette
  - Theme palette
  - Color combining
  - Accessibility
- Typography
- Icons
- Illustrations

Visual

The thoughtful reflection of the Pearson brand through meaningful visual elements.

Feedback

- **Buttons**
  - **Best practices**
  - Types
  - Sizes
  - Color
  - Placement
  - Labels
- Component 2
- Component 3

Components

Thoughtful, consistent UX writing is a core element of a well-designed user experience.

Feedback