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myPEARSON

## Introduction

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## Logo Treatment Options

The myPearson logo may be displayed over a white background, colored background, or as live text. When using myPearson as live text, you may match the font attributes you are currently using in your product. Always use a lowercase “m” and an uppercase “P”.

The myPearson logo should generally be displayed near any account/user information on your webpage (i.e.; Welcome User Name, Account Summary, etc. )

The logos are available in the following formats:  
eps, png and jpeg.

[Download Logo Package](#)

Logo over a white background:



Logo over a colored background:

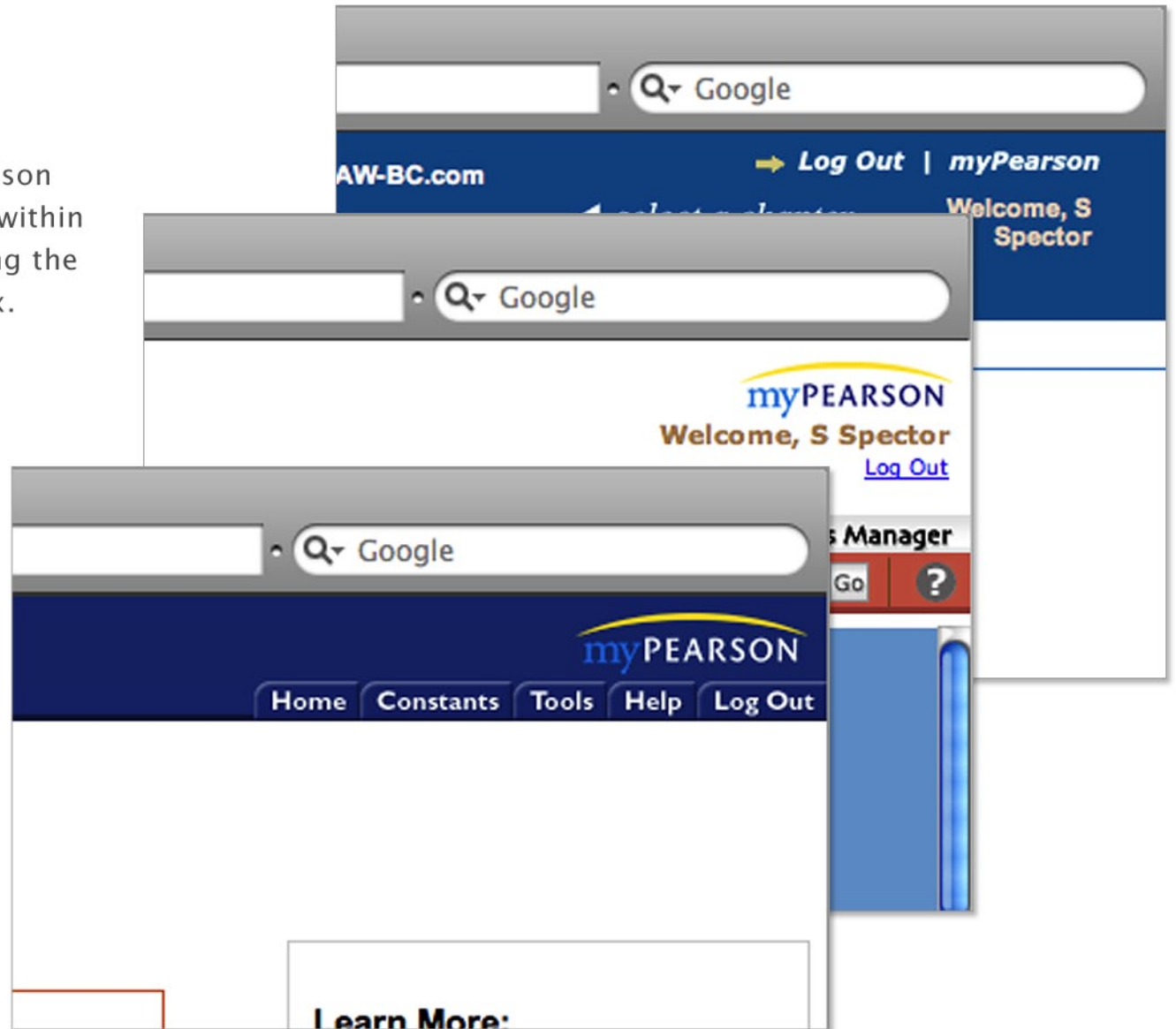


Logo as live text:

myPearson

## Sizing Logo

Although you may size the myPearson logo to any dimension that works within your product, we recommend sizing the logo to a minimum width of 200px.



## Tool Tip: Hover State Text

A **Tool Tip** is defined as when “the user hovers the cursor over an item, without clicking it, and a small “hover box” appears with supplementary information regarding the item being hovered over”.

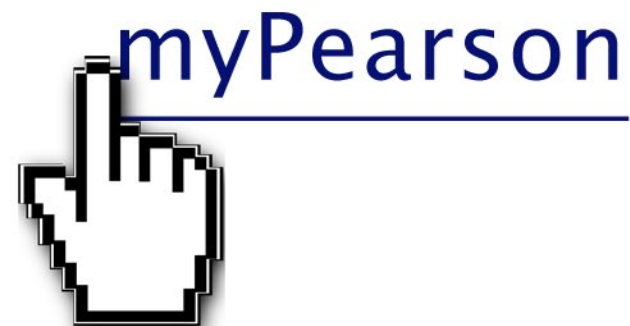
The **hover state** is defined as the following: the appearance or behavior of a button or other control while the pointer is over it but the item has not been clicked or dragged; most often used to hilite buttons as the pointer moves across them to indicate that they are clickable or to show labels or instructions indicating what the button will do.

For the myPearson link, we will use the following text as the tool tip:

**Access Pearson subscription list**



Access Pearson subscription list



Access Pearson subscription list



## Adding URL

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```
<a href="xxx" target="_blank" title="Access Pearson subscription list">myPearson</a>
```

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<a href="xxx" target="_blank" title="Access Pearson subscription list"></a>
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myPEARSON