



Principles

Our icons should be simple, pixel perfect (only even numbers), duotone, geometric and composed mainly of basic shapes avoiding sharp borders. Reduce complexity and details as much as possible while keeping the depiction recognizable.

Simple & Clear

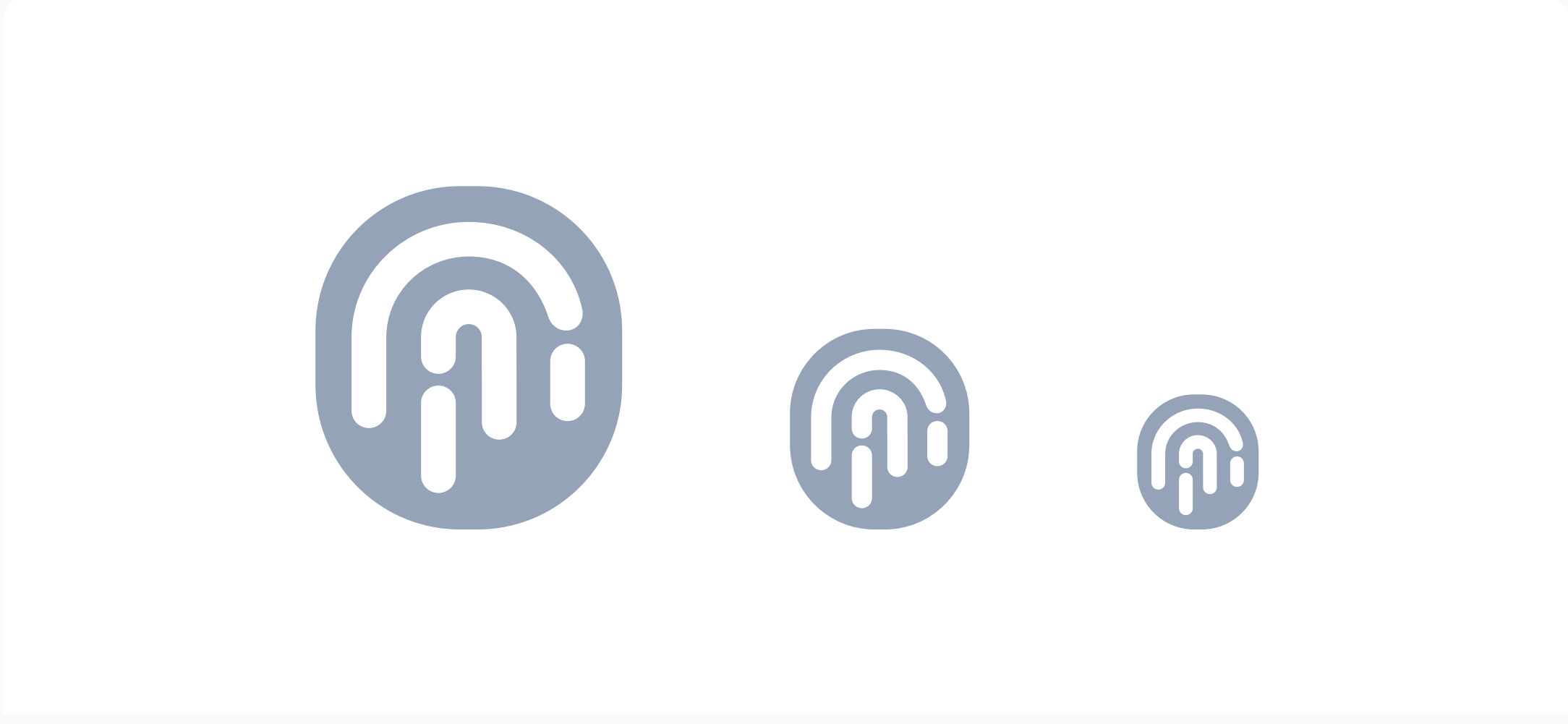
Keep it simple and clear, our icons will be used in different resolutions, but the main usage is for the Brochure Website on a desktop, tablet, and hand-held device, so it's important that they are glanceable and easy to comprehend.

Don't...



Less is more. Simplify it to the desired amount (<8) of divided strokes and shapes. Example above currently has 15 strokes.

Do This!



The number of strokes were reduced, simplifying and keeping the essence of the design in tact. Currently 4 strokes.

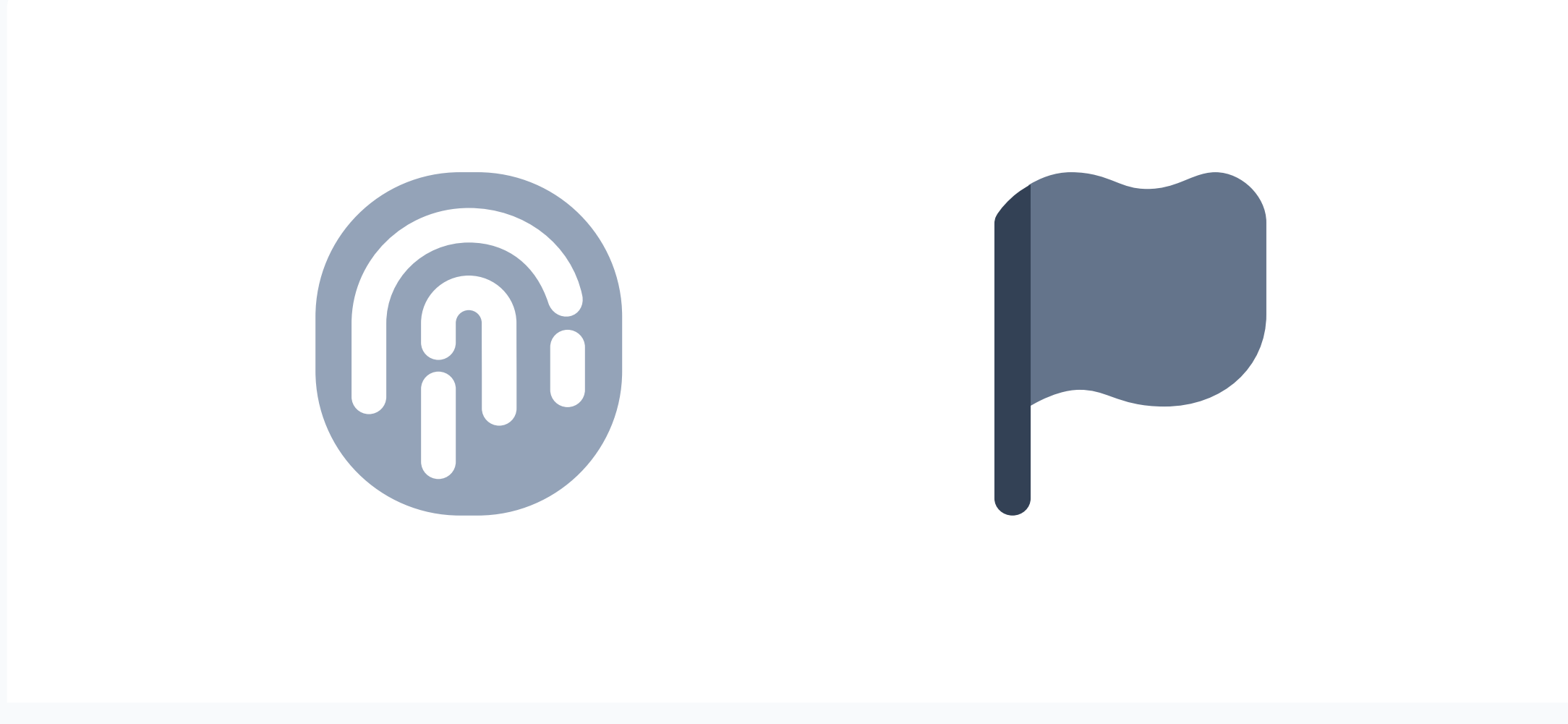
Visual Style

Don't...



Avoid mixing different styles of icon sets. There is only a few exceptions for using stroke icons.

Do This!



Please use and maintain a consistent visual style throughout our icons.

Color Palette

Indigo | colors.indigo

Indigo 300



HEX #a5b4fc
RGB (165,180,252)

Indigo 400



HEX #818cf8
RGB (129,140,248)

Indigo 500



HEX #6366f1
RGB (99,102,241)

Indigo 700



HEX #4338ca
RGB (67,56,202)

Indigo 900



HEX #312e81
RGB (49,46,129)

Sky | colors.sky

Sky 300



HEX #7dd3fc
RGB (125,211,252)

Sky 400



HEX #38bdf8
RGB (56,189,248)

Sky 500



HEX #0ea5e9
RGB (14,165,233)

Sky 700



HEX #0369a1
RGB (3,105,161)

Sky 900



HEX #0c4a6e
RGB (12,74,110)

Fuchsia | colors.fuchsia

Fuchsia 300



HEX #f0abfc
RGB (240,171,252)

Fuchsia 400



HEX #e879f9
RGB (232,121,249)

Fuchsia 500



HEX #d946ef
RGB (217,70,239)

Fuchsia 700



HEX #a21caf
RGB (162,28,175)

Fuchsia 900



HEX #701a75
RGB (112,26,117)

Teal | colors.teal

Teal 300



HEX #5eead4
RGB (94,234,212)

Teal 400



HEX #22d3ee
RGB (45,212,191)

Teal 500



HEX #14b8a6
RGB (20,184,166)

Teal 700



HEX #0f766e
RGB (15,118,110)

Teal 900



HEX #134e4a
RGB (19,78,74)

Rose | colors.rose

Rose 300



HEX #fb9ca7
RGB (253,164,175)

Rose 400



HEX #fb7185
RGB (251,113,133)

Rose 500



HEX #f43f5e
RGB (244,63,94)

Rose 700



HEX #be123c
RGB (190,18,60)

Rose 900



HEX #818cf8
RGB (136,19,55)

Icons Gradients

Icons Light Mode

Teal



#B6D6D6

#CEF9F1

Indigo



#CAC9E8

#E0E7FF

Sky



#BCD5E2

#E0F2FE

Fuchsia



#E2C4E5

#FAE8FF

Rose



#EDC6D0

#FDE6E8

Icons Dark Mode

Teal



#102E39

#116162

Indigo



#202354

#3C4094

Sky



#0E2E49

#0E5E89

Fuchsia



#321A5B

#782F91

Rose



#491731

#8B2C46

Icons Dark - Bright

Teal



#124445

#139A8E

Indigo



#2C2B72

#473FCB

Sky



#0D4465

#0E90CC

Fuchsia



#4A1D7A

#B83ED0

Rose



#711536

#CE3755



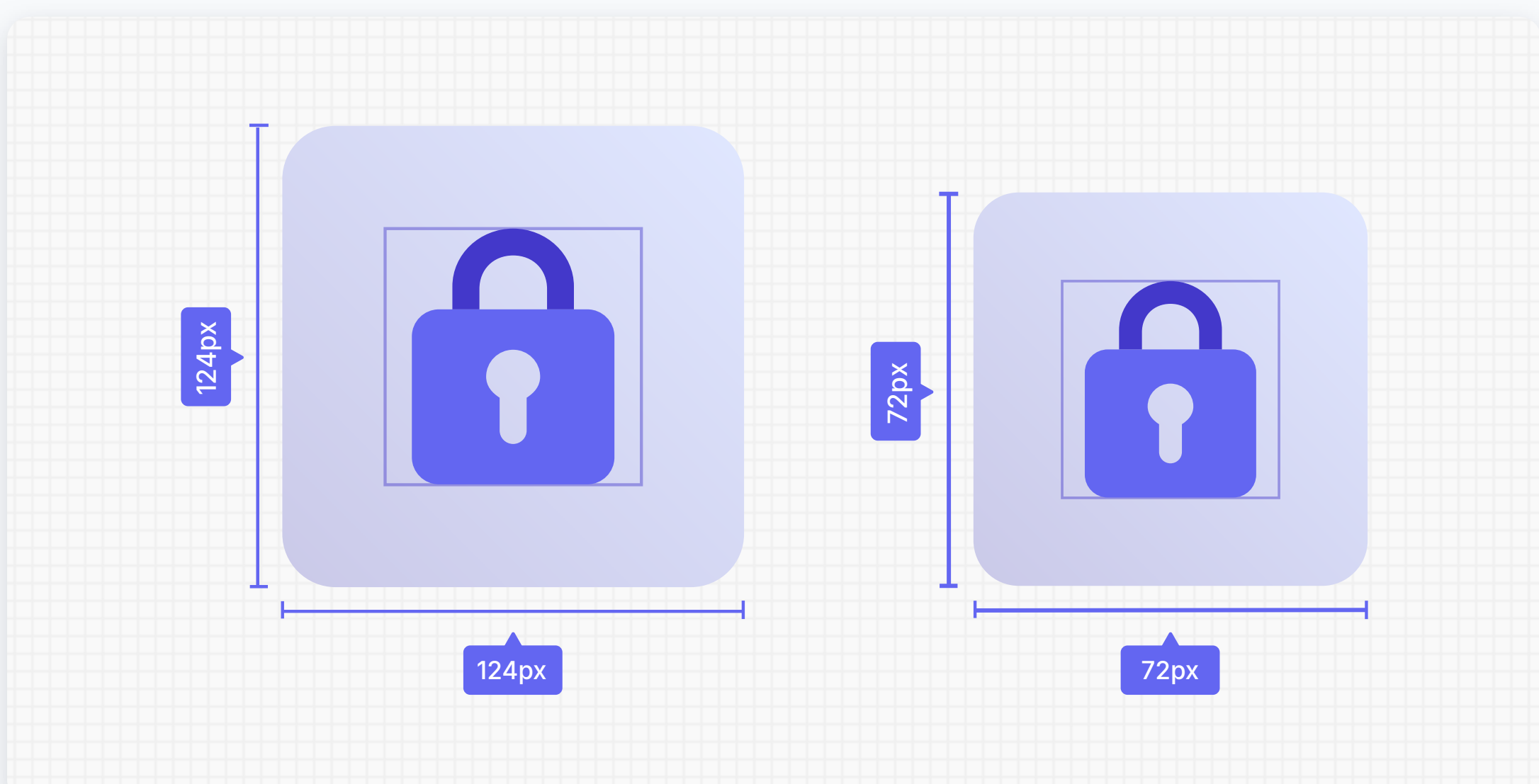
Creation

Our icons should be simple, pixel perfect (only even numbers), duotone, geometric and composed mainly of basic shapes avoiding sharp borders. Reduce complexity and details as much as possible while keeping the depiction recognizable.

Main Sizes

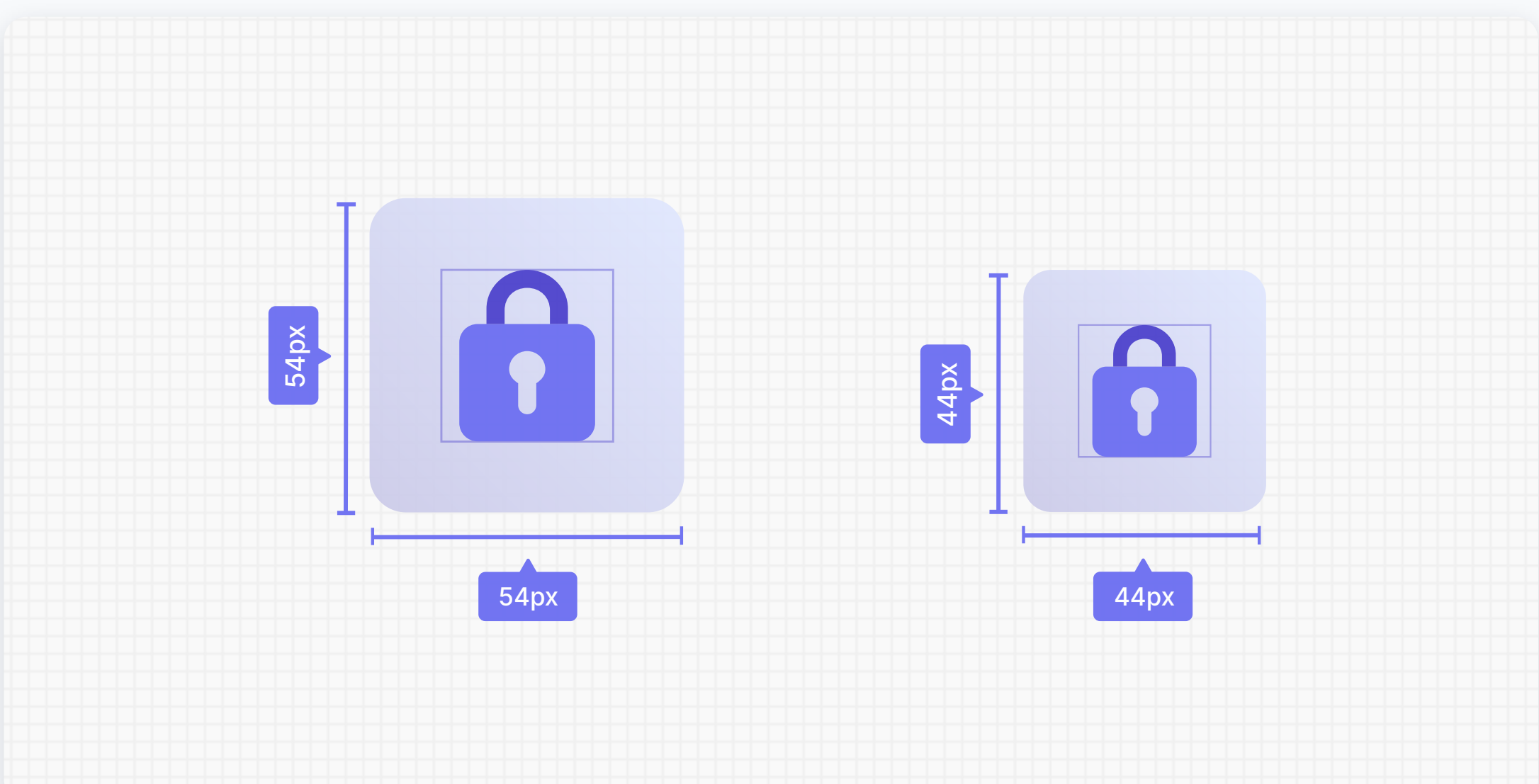
Our standard icons are displayed as 72 pixels x 72 pixels. You must maintain pixel-perfect accuracy. Our icon library supports additional sizes for large and small icons (always even numbers and multiples of 4) our smallest size is 4x6= 24px, and the largest size is 4x31= 124px.

Standard Baseline Large Icons



Default Large icon 72 pixels x 72 pixels. Other sizes: 124px, 112px, 102px, 90px, 82px, 76px.

Baseline Small Icons

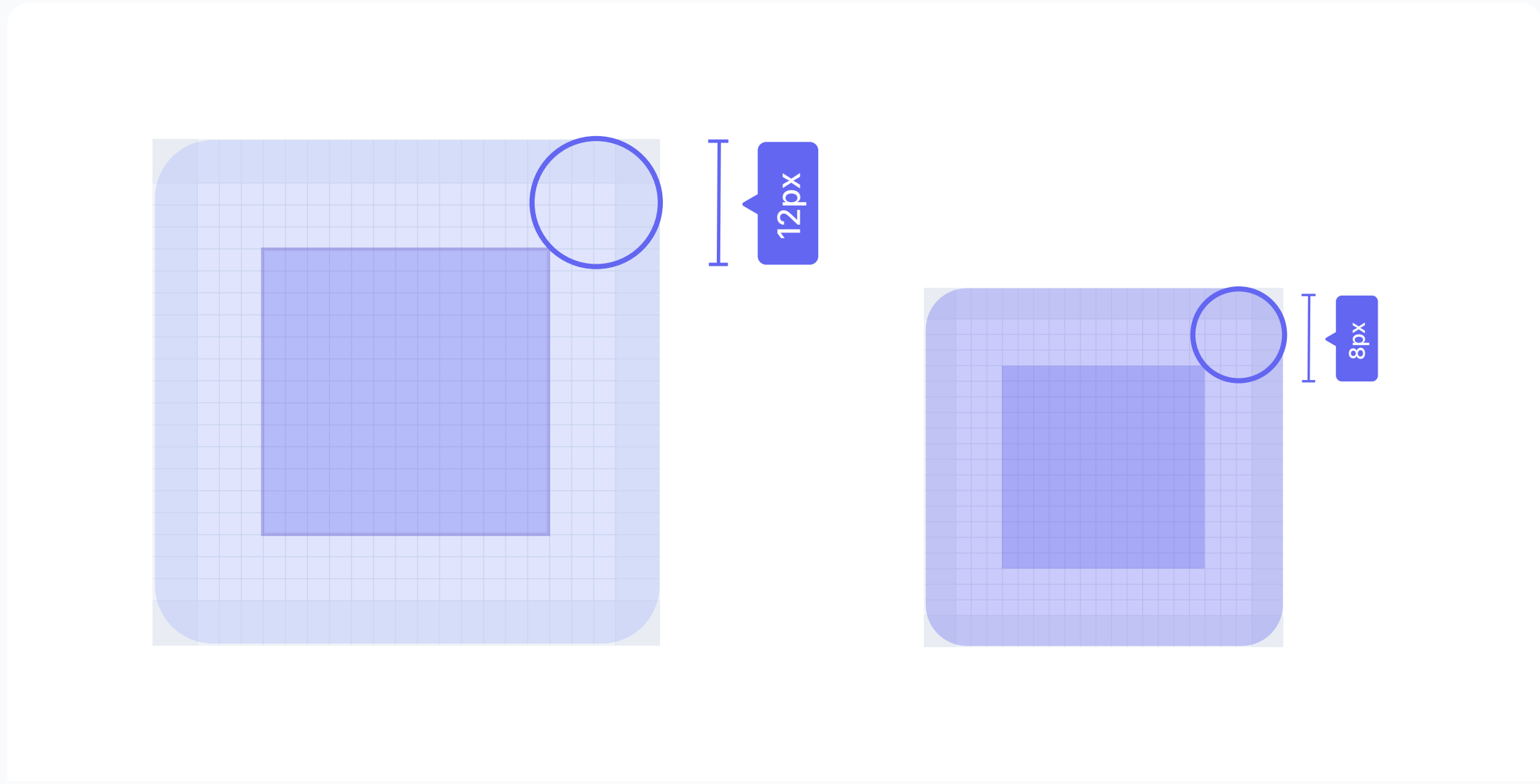


Small icon 54 pixels x 54 pixels. Nav Icons size is: 44 pixels x 44 pixels.

Corners

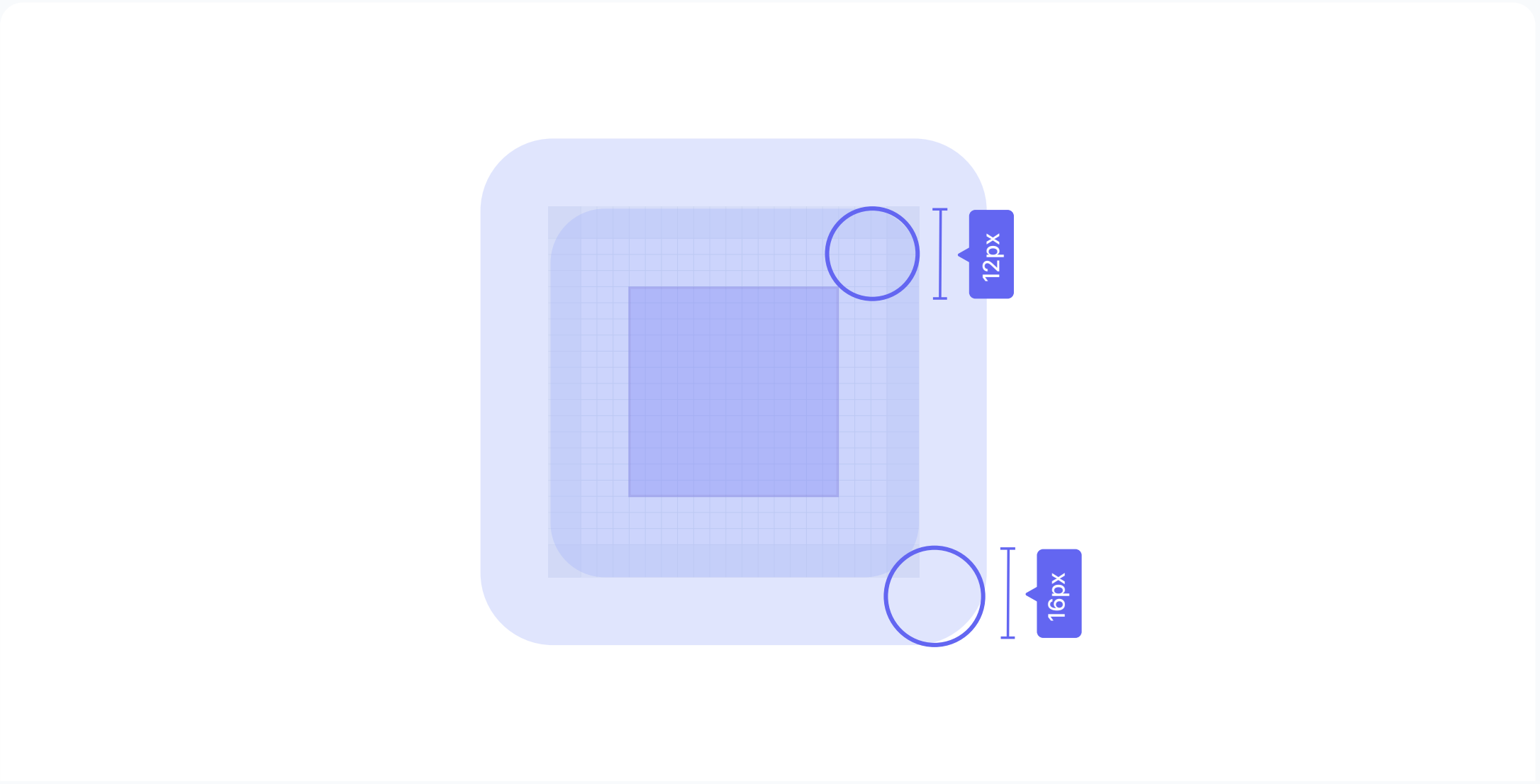
Our standard large icons are displayed as 72 pixels x 72 pixels, and the small icons are 54 pixels x 54 pixels. Make sure corners are always even numbers and multiples of 2.

Default Large & Small Icons



Large icon size is 72 pixels x 72 pixels with a corner Radius of 12px, and Small icon size is 54 pixels x 54 pixels with a corner Radius of 8px.

Popup Icons

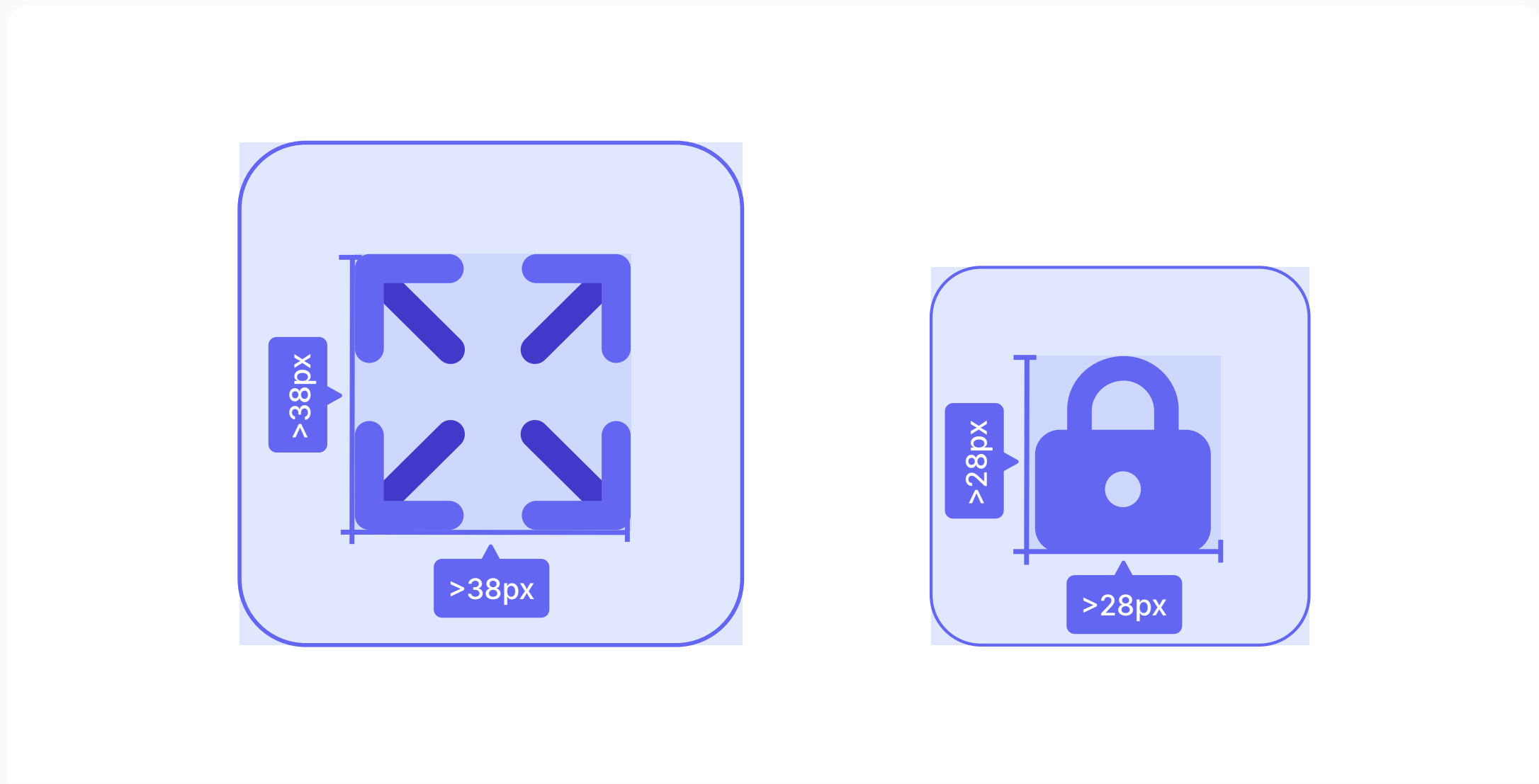


Popup icons are used mostly on assets, and they are created on a large size of 124 pixels x 124 pixels, keeping all layers and corners with even numbers (x2).

Default Layout

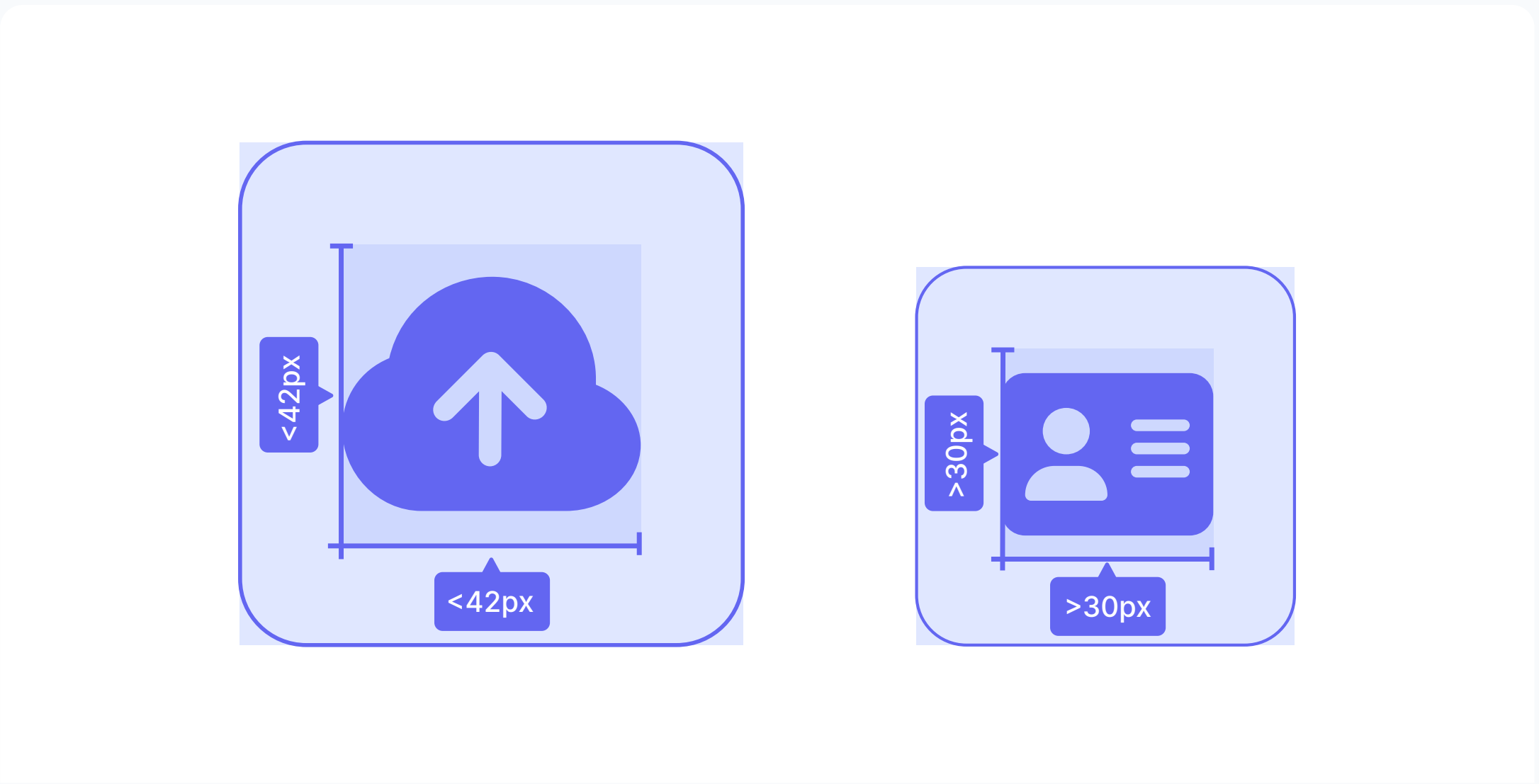
Our Default Large and Small Icons should be created inside our desirable max and min safe area, for consistency in optical size and paddings.

Min Safe Area



Large Icon (72 pixels x 72 pixels) desirable Min-area is 38 pixels x 38 pixels, and small icon (54 pixels x 54 pixels) desirable Min-area is 28 pixels x 28 pixels.

Max Safe Area

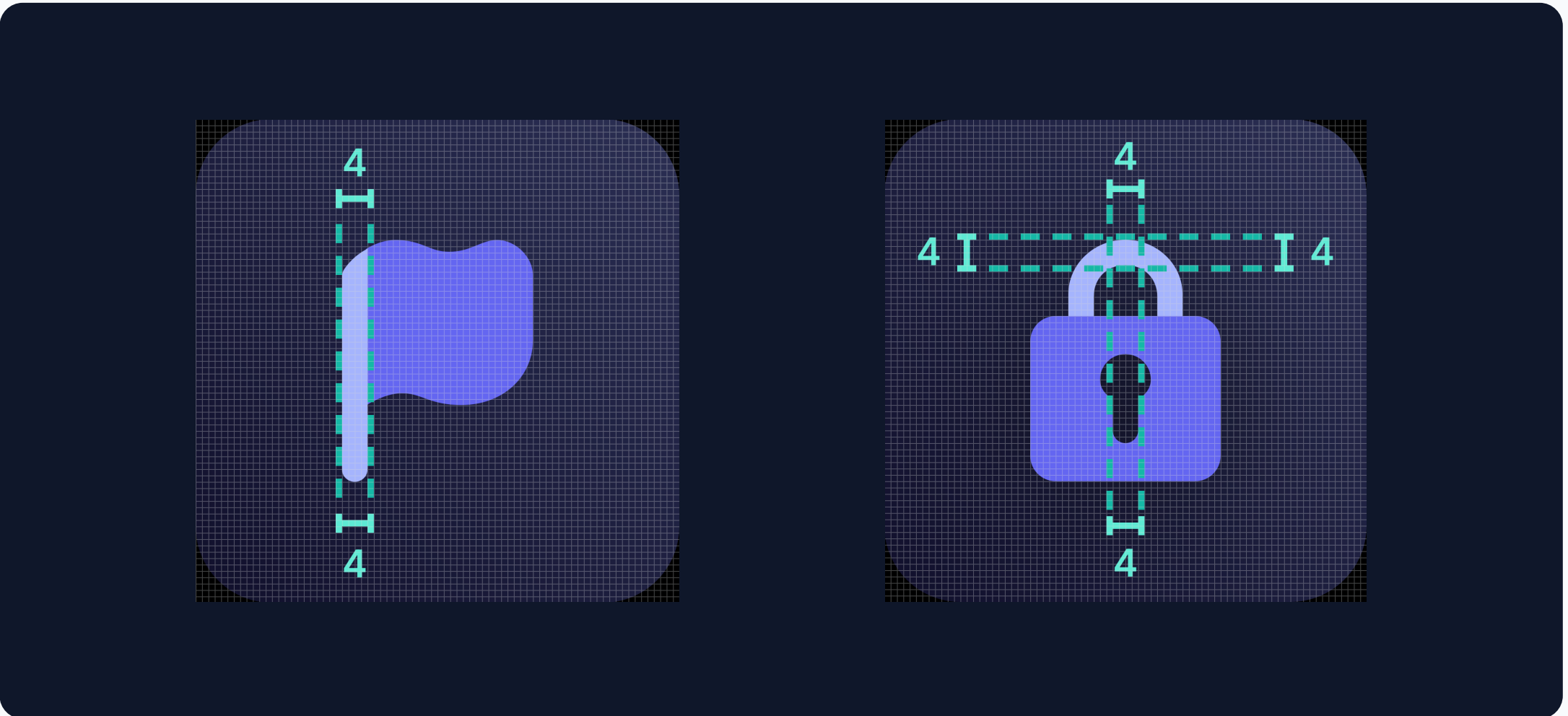


Large Icon (72 pixels x 72 pixels) desirable Min-area is 42 pixels x 42 pixels, and small icon (54 pixels x 54 pixels) desirable Min-area is 30 pixels x 30 pixels.

Icon Metrics

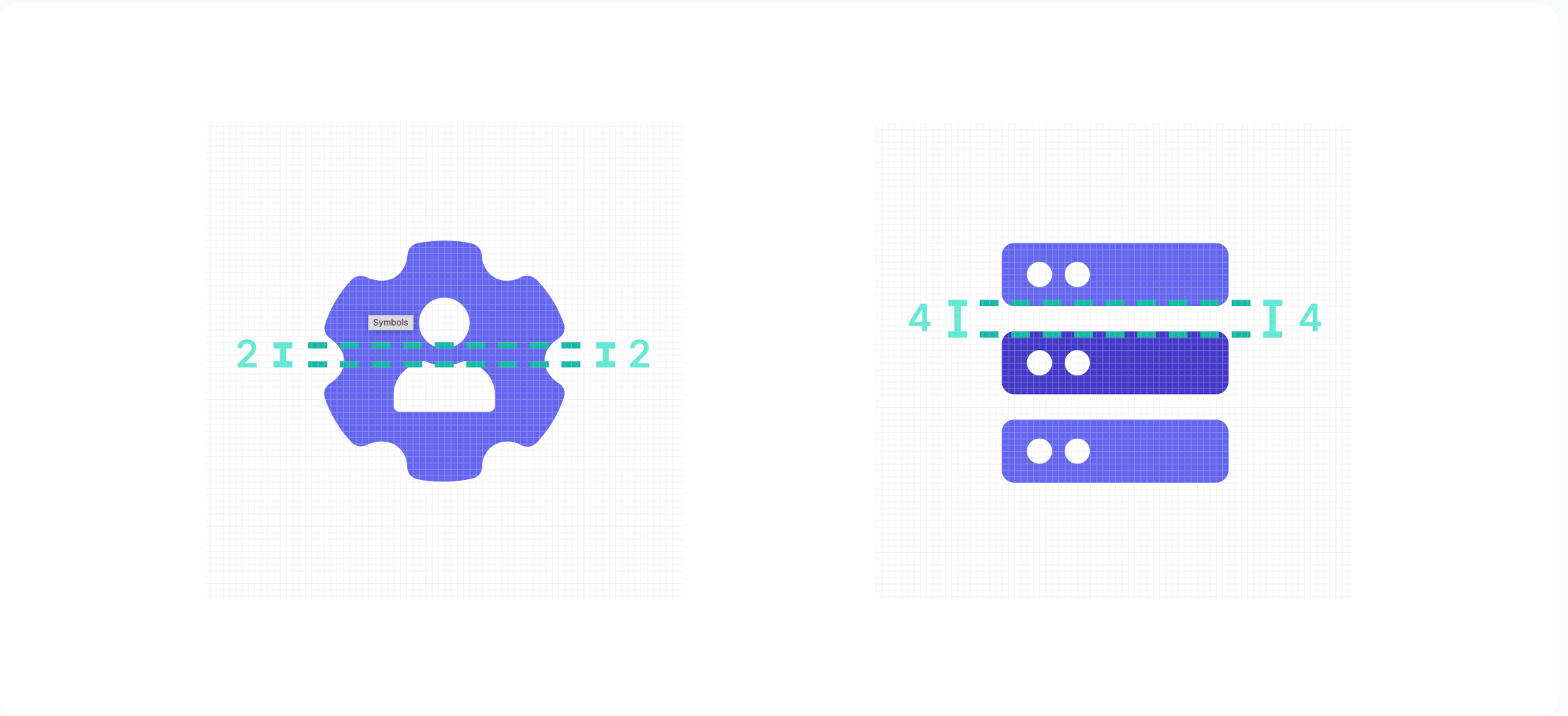
Follow the icon metrics when creating or updating icon corners, strokes and counter area. Strokes or negative space inside icons must always be even numbers.

Stroke



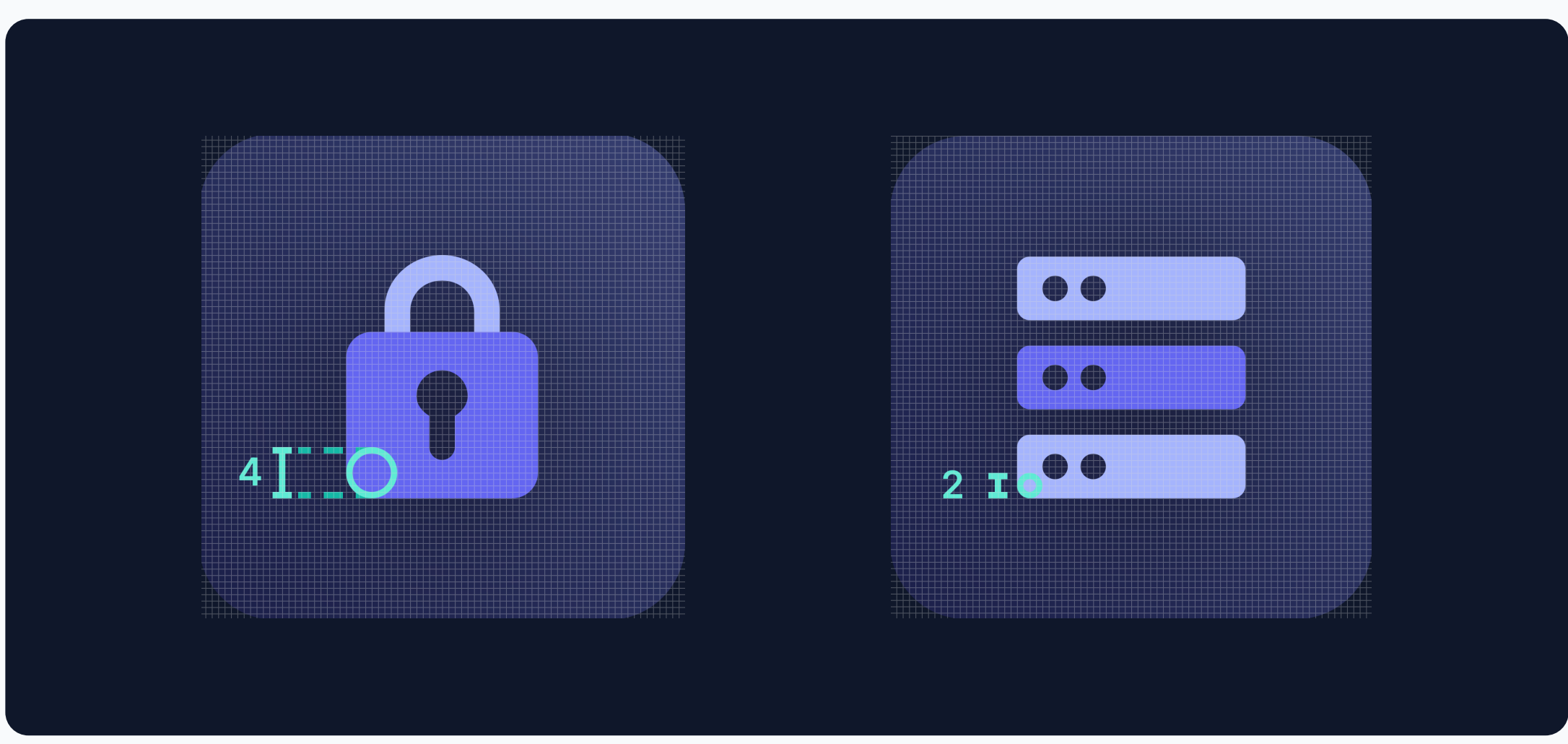
Large Icon strokes must be a perfect 4 pixels.

Stroke Area



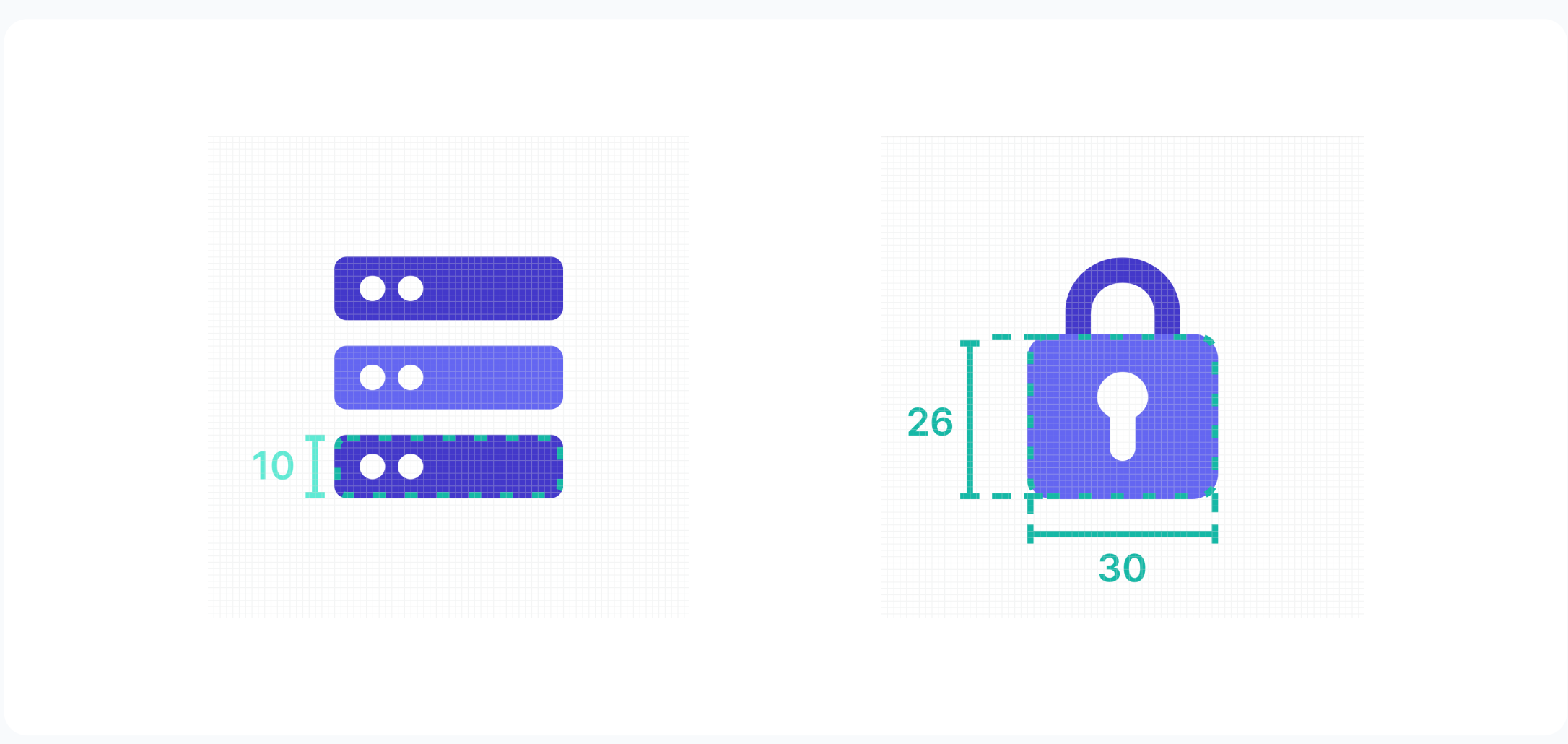
A min-stroke size must be no less than 2 pixels, and the max-stroke size must not exceed 4 pixels.

Corners



Corner radius must be 4 pixels, and a min-corner radius exception of 2px.

Shapes



Shapes within the icon must be even numbers in width and height.

Drop-Shadow

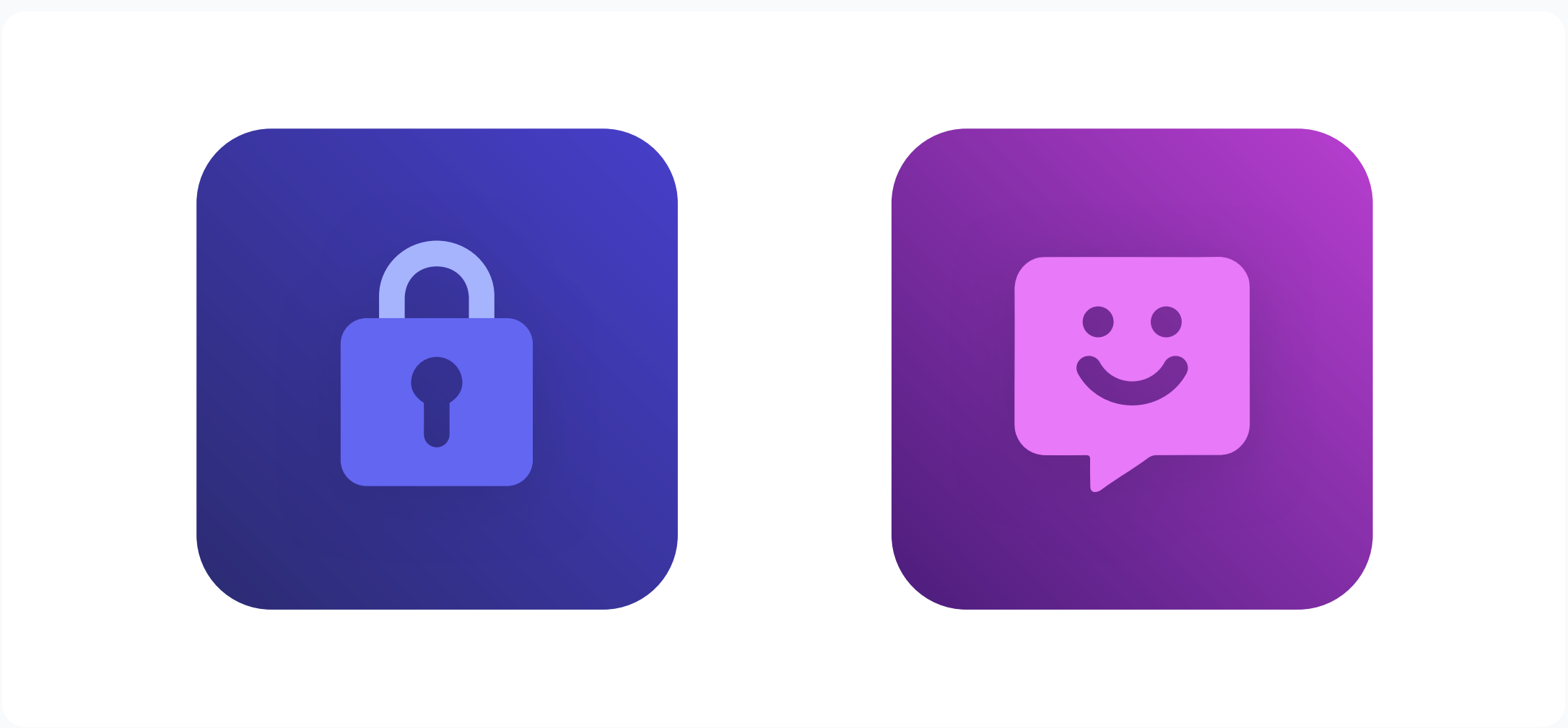
Our standard Icons don't have a drop-shadow added, but there are exceptions, Dark mode, Default and Bright Icons for assets or marketing purposes can have an added drop-shadow to make them pop/standout more, nevertheless, this shadow needs to be minimal.

Standard Icons



Our standard Icons don't have a drop-shadow added. These are the icons used in the nav bar, docs and articles.

Bright Icons

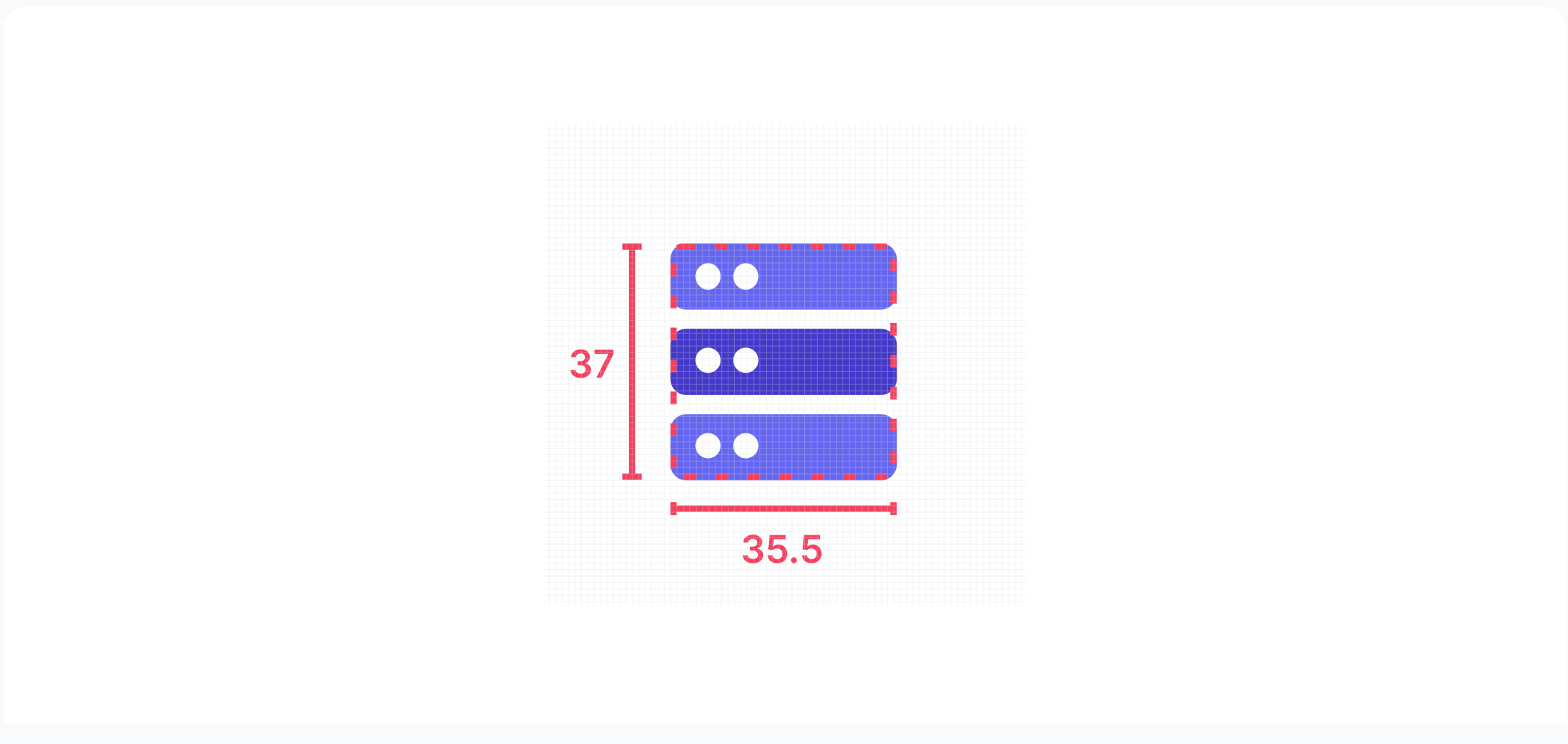


Bright Icon Shadow: color: #0F172A, opacity 16%, x: 0, y:4, blur: 16, spread: 0

Pixel Perfect

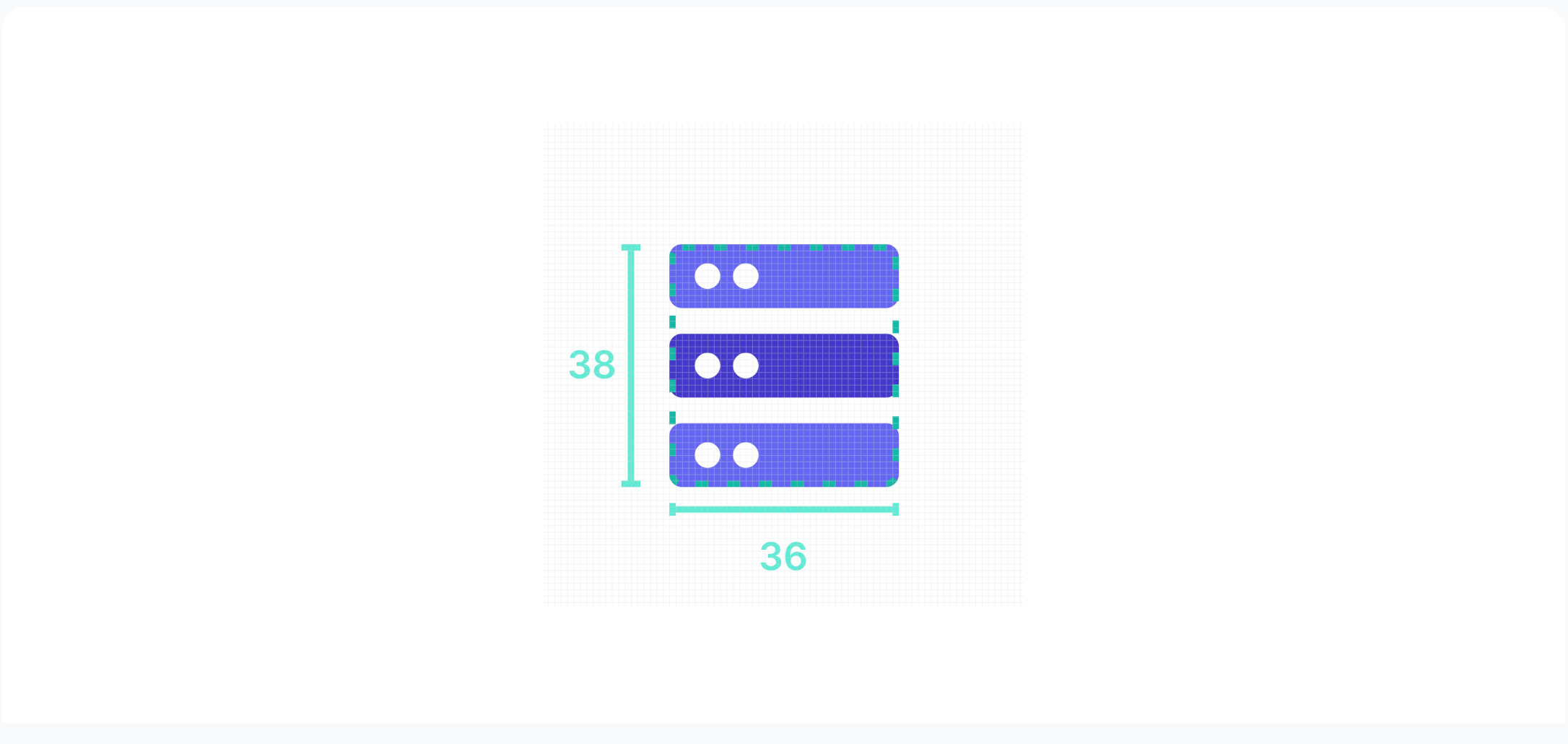
Every shape should be aligned to the pixel grid. Take into consideration when reducing or increasing size. Scale (in Sketch - Scaling Layers) layers for better results. Shortcut→ option+K or just K.

Don't...



Don't do this.

Do This!



Yes, evenly distributed and pixel perfect.

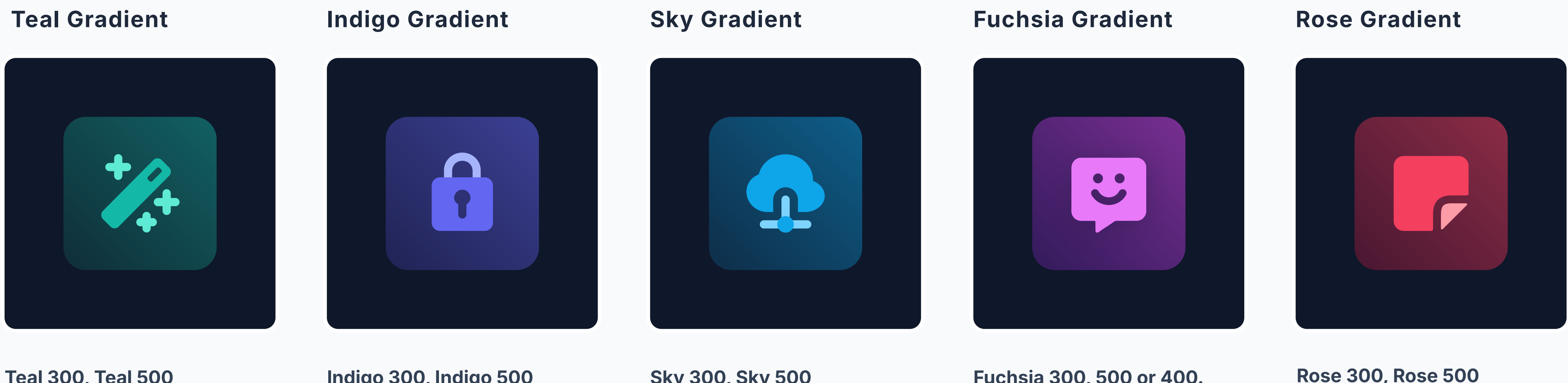


Icon Sets

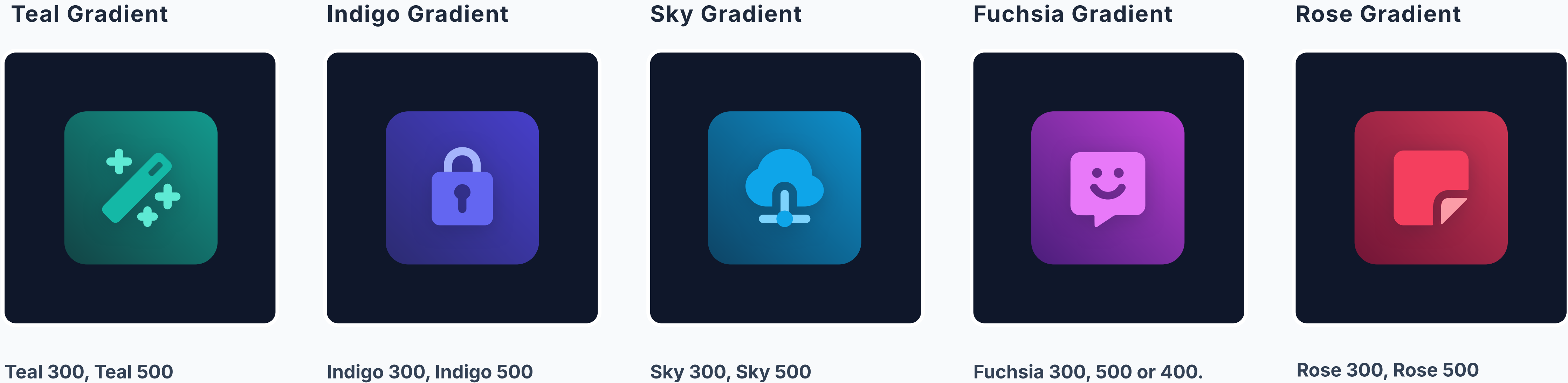
Light Theme



Dark Theme



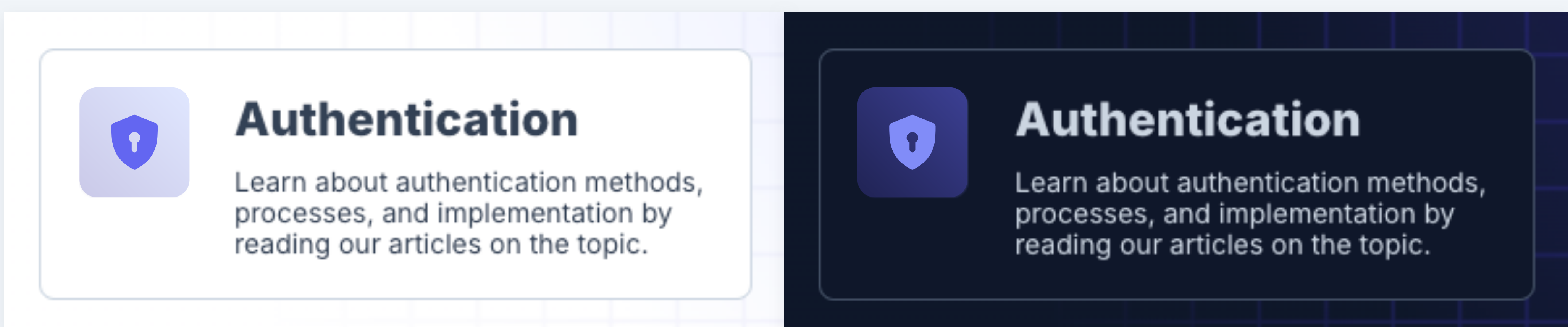
Bright Theme



Using Icons

Keep in mind the following rules when using our icon symbols and editing their optimal size to fit, contrast, or blend into a composition of their environment.

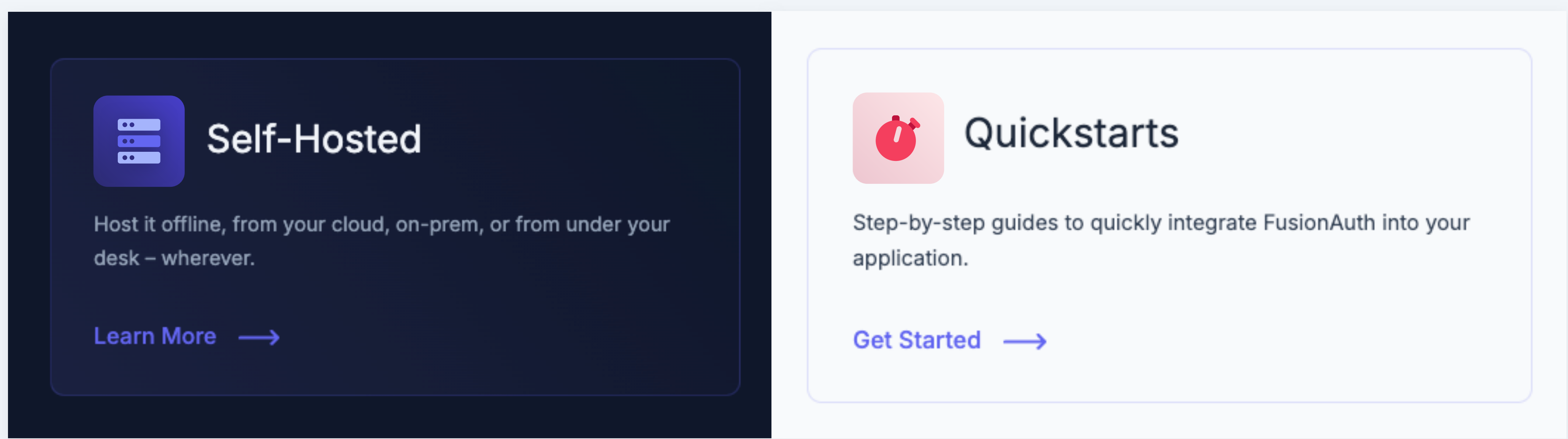
Backend - Articles



Considerations:

- 1- **Theme:** Icons should be designed to work on **light and dark modes**. Always use our color palette and backgrounds from this guide. This can also be found in the sketch file **Icons Branded 4.0 → Symbols**.
- 2- **Color:** Be intentional about the color palette. **Indigo**, (calming and mystery) can represent users. **Sky**, (stability) can represent positive outcomes. **Fuchsia**, (confidence and trust) starting a journey. Our **Rose** color (danger, attention, alerts) should be used on a case by case basis.
- 3- **Size:** Icons should always be designed in our default large size of **76 pixels x 76 pixels**.

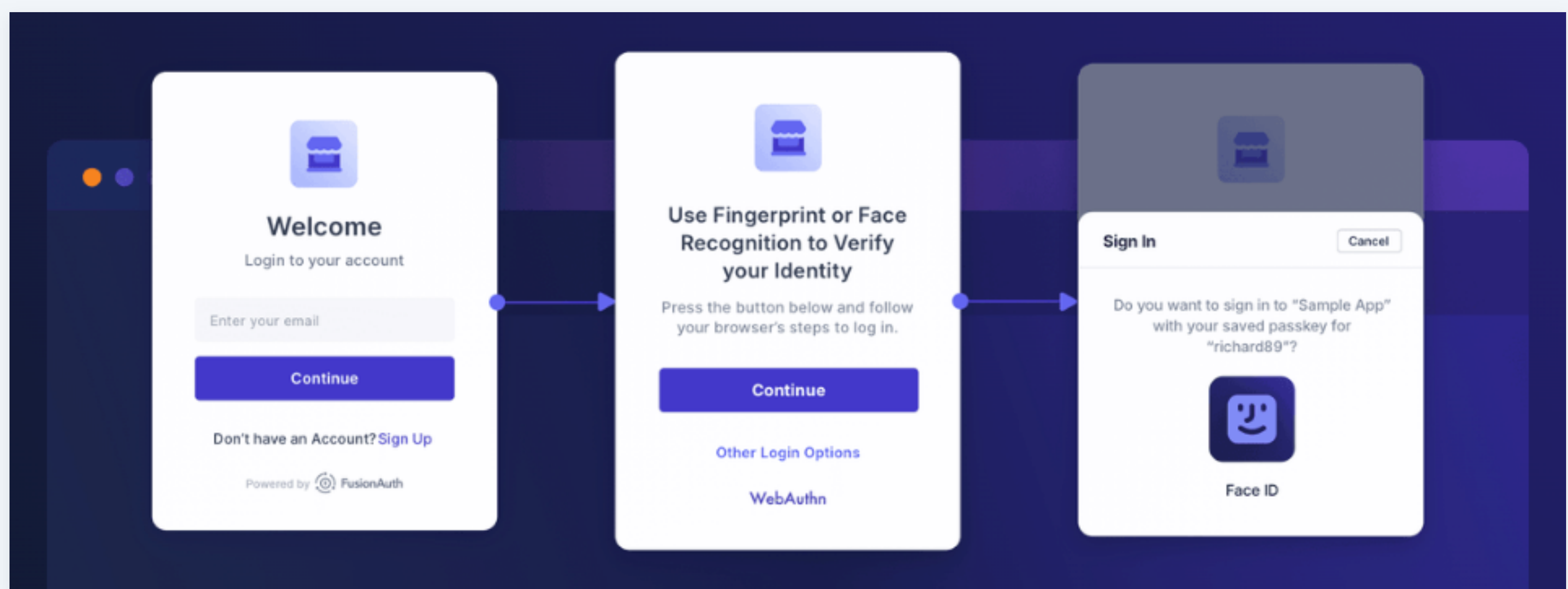
Brochure Website - Cards



Considerations:

- 1- **Themes:** Icons should be designed to work on **light and dark modes**, in this case, we are using **bright themes for self-hosted**. Always use our color palette and backgrounds from this guide, this can also be found in the sketch file **Icons Branded 4.0 → Symbols**.

Brochure Website - Assets



Considerations:

- 1- **Composition:** In this asset, 2 icons from our library were used: The store, or product icon in light mode; and the face ID icon in dark mode to make it pop/standout more.
- 2- **Size:** Icons in this asset have been resized to the best optimal size for each screen. They are taking into consideration the margins and alignments in the environment.

Symbols & Exportable

Create Symbol

When creating an icon as a new symbol for our library, keep in mind to use our sub-atomic symbols like background gradients. When your icon is ready, click on Create symbol, make sure to name it properly. Example: **authentication-security-light** for the light mode and **authentication-security-dark** for dark mode.

Exporting Symbol

When exporting icons to the icons drive folder, make sure you add them to the right location and it should be exported as a .svg format in the following location: <https://drive.google.com/drive/folders/1tm6158FzTPAkvEmpuA61Tvct-mUB9CfA?usp=sharing>

Resources

Icon Library

Sketch File: [2024 Icons + Logos](#) → [Icons New 2024](#)
Confluence Link: [Click Here](#)

UI Design Style Guide

Sketch File: [2024 Guidelines](#) → [UI Style Guide](#)
Confluence Link: [Click Here](#)