



Iconography Guidelines

Design Principles

The icons are simple, modern, friendly, and intuitive. Each icon is reduced to its minimal form, with every idea edited to its essence. The designs ensure readability and clarity even at small sizes.



Symmetry and consistency of geometric shapes give the icons a unique quality, while keeping them simple and bold. These simple elements have been developed to unify icons and systemize their placement on the grid. Icons in the set must be clearly differentiated among themselves.

Grid

The 24x24 icon grid has been developed to facilitate consistency and establish a clear set of rules for the positioning of graphic elements. This standardization results in a flexible but coherent system.



0.5 Unit grid corner radius and caps

Corners and Stroke Caps

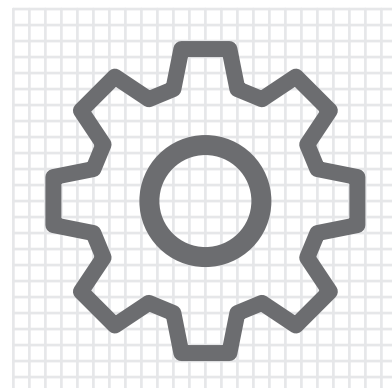
Consistent corner radii are key to unifying the overall icon family. A 0.5 Unit grid corner radius is used on the corners and caps of the strokes.

Strokes

Consistent stroke weights are key to unifying the overall icon family. Maintain a 1 unit grid width for all stroke instances.

Optical Corrections

Some scenarios when an icon becomes less recognizable such as when the icon is filled in, would call for subtle tweaks to add legibility to an icon. A good alternative is to use a heavier stroke.



Inner circle's stroke is 1.25x thick

Variations

If you're designing an icon which have two versions—one for default and one for active, the active appearance is often filled-in, but some designs might call for variations on this approach.

Not all actions need an icon. Instead you can also use text to represent items in the application. To help you decide whether to use text or icons, consider how many icons are visible onscreen at one time. Too many icons on a screen can make an application seem difficult to use.

Final Note

This is just a guideline and not a set of strict rules to follow. Always use your best judgement.

Icons

 Pages

 Add

 Publish

 Media

 Options

 Copy

 Settings

 Close

 Copied

 Logs

 Page

 Save

 Preview

 Draft

 Saved

 Analytics

 Visit Site

 Default

 Active

 Default

 Active