

# *Filipino Culture Icons!*

**Presented By Jarrell and Philea**

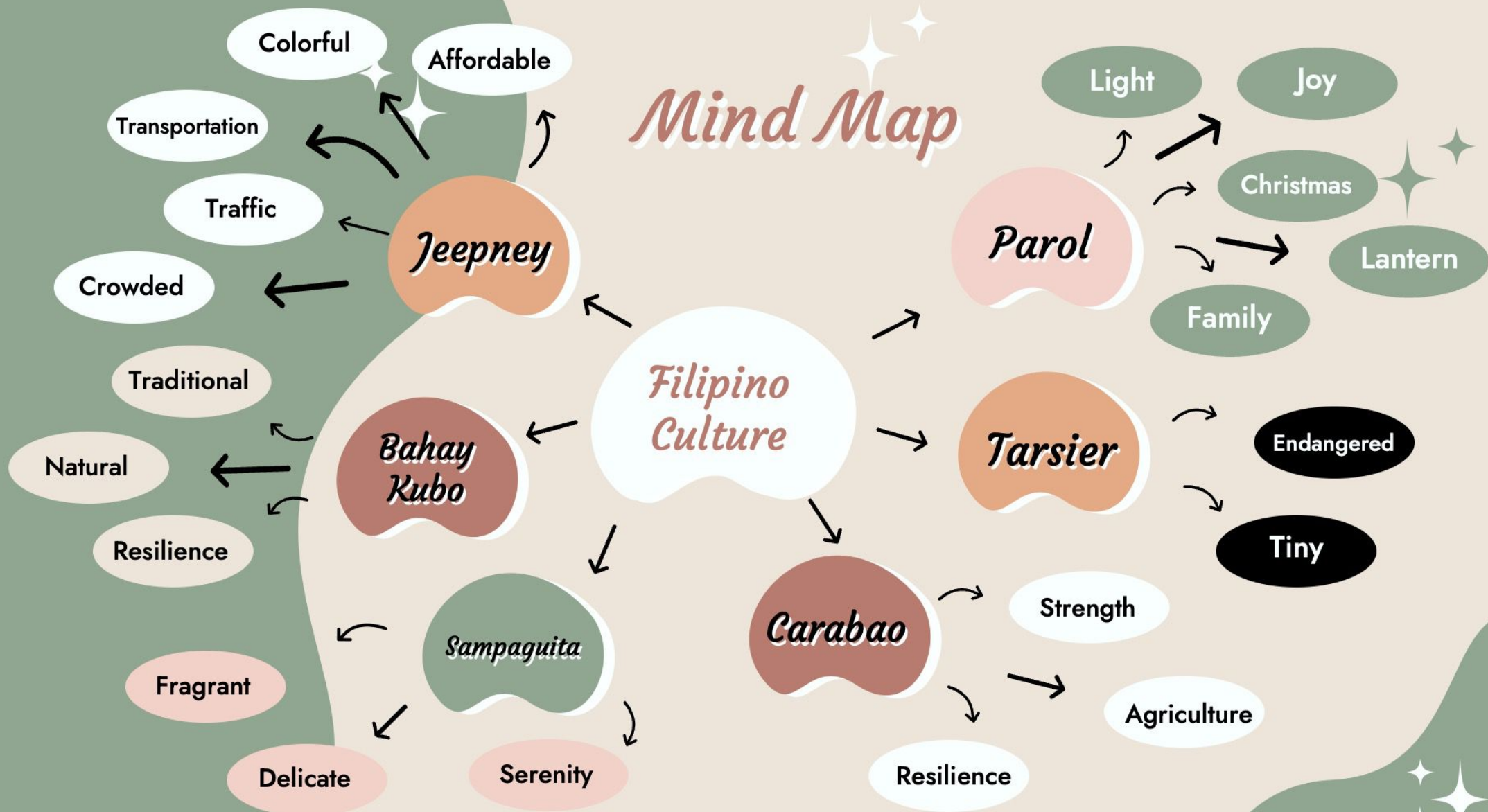




# *About*

The Filipino Heritage Icons are inspired by the rich cultural traditions of the Philippines. Each icon is thoughtfully designed to reflect important elements of Filipino life, from culture and animals to infrastructures. Our goal is to create a modern representation of these symbols while preserving their deep cultural significance.

# Mind Map





# Mood Board

## Tone

Natural  
Calm  
Refreshing

## Color use

This warm and muted color palette creates a nostalgic feel and effectively showcases the rich culture and history of the Philippines.

## Voice

Inspiring: Evokes pride and appreciation for Filipino culture.  
Modern and Fresh: Reflects a contemporary tone with minimalist design.

Cultural and Respectful: Honors the significance of each icon in Filipino identity.

Playful yet Sophisticated: Infuses whimsy while maintaining a refined aesthetic.

Clear and Concise: Communicates effectively without jargon.

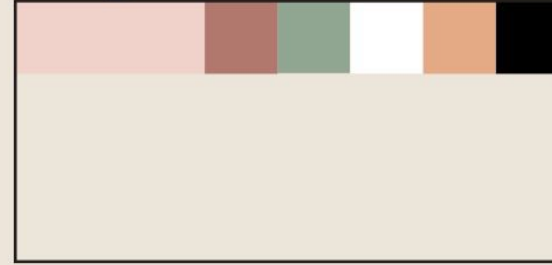
Welcoming: Encourages exploration and curiosity about the icons.

## Geometry

Nature's geometrical shape follows an aesthetic geometry that is pleasing to the eyes. It flows naturally in order, but there is also a sense of randomness sometimes.

## Icon Style

Minimalist Design:  
Each icon will focus on essential elements and shapes, capturing the essence of its subject without unnecessary detail, ensuring clarity and recognizability.



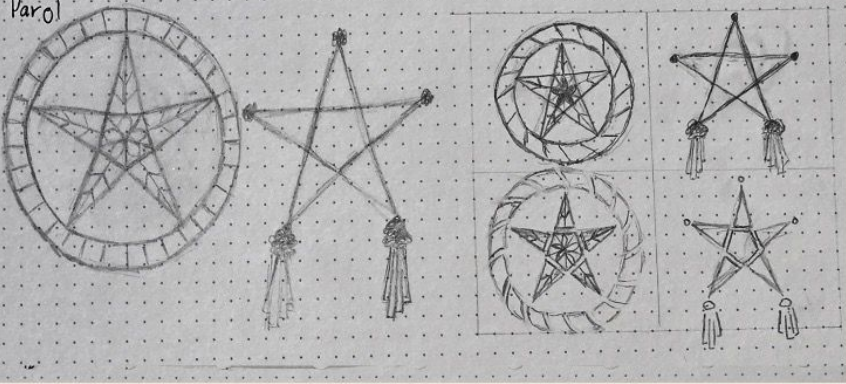
*Courgette Regular*

Jost Light  
Jost Regular  
**Jost Bold**

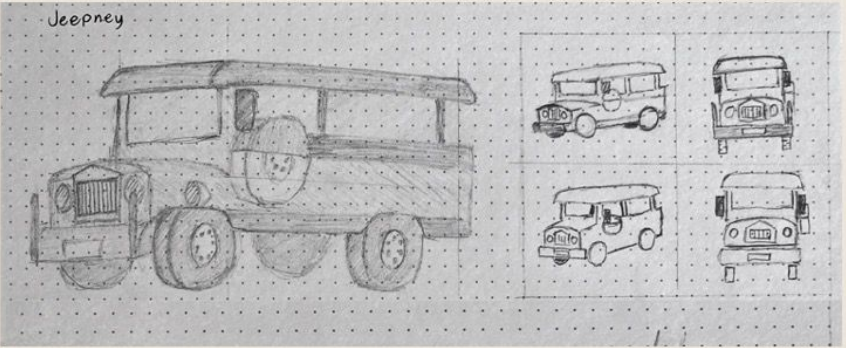




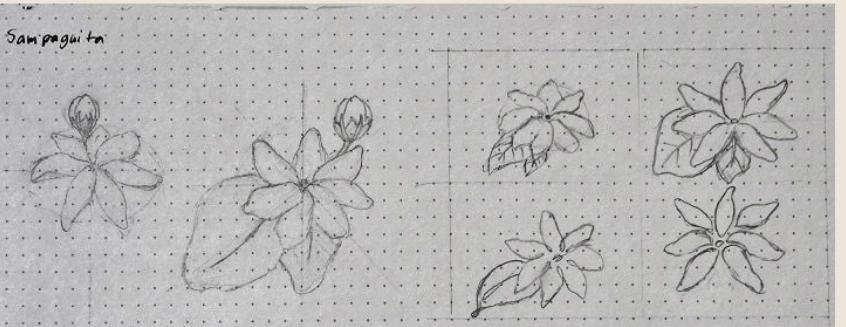
Parol



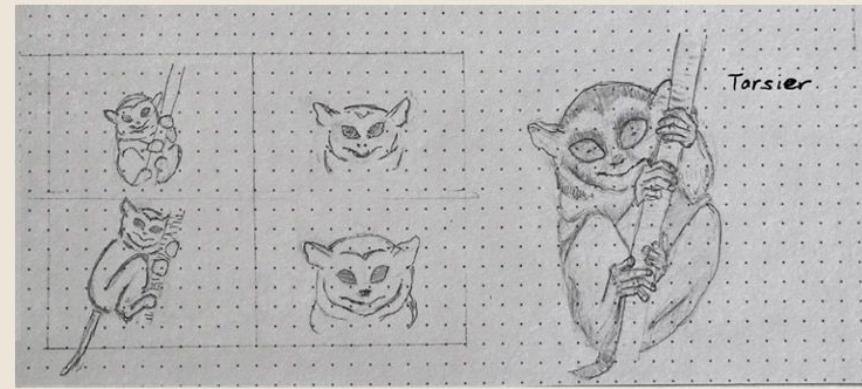
Jeepney



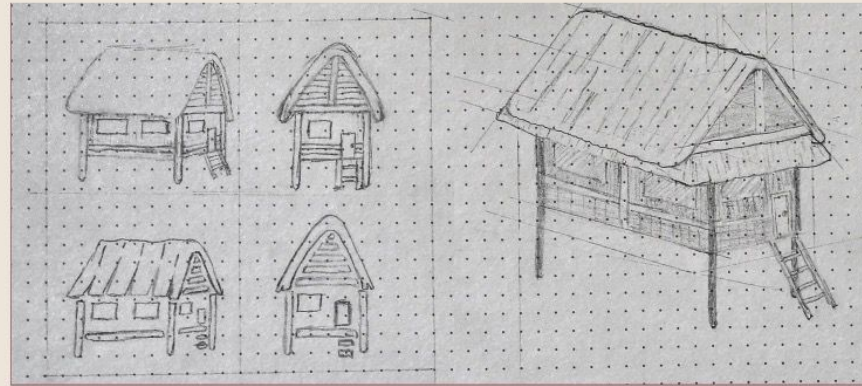
Sampaguita



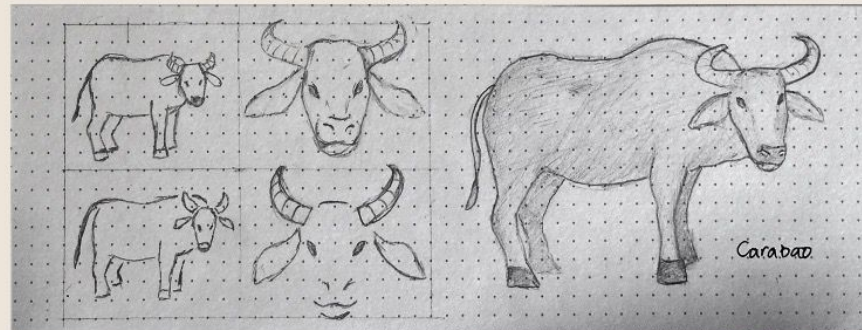
Torsier



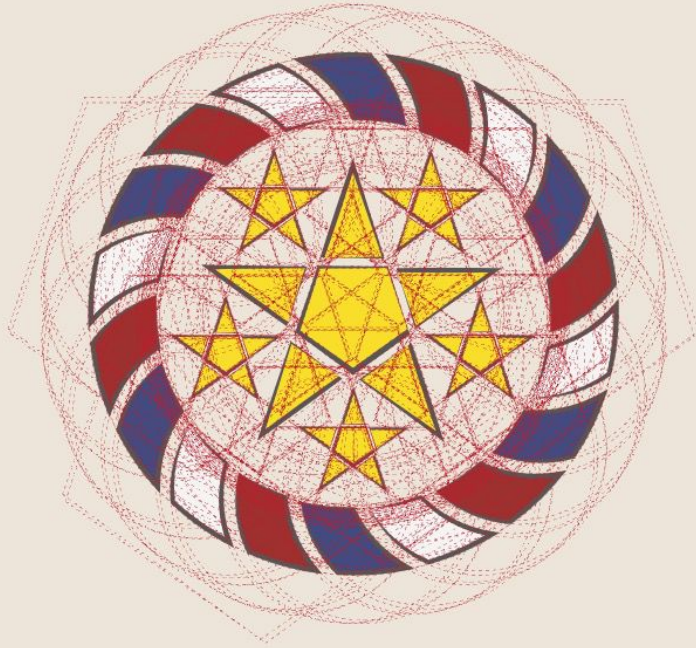
# Sketches



Carabao



## *Icon 1: Parol*



This icon features a central five-pointed star inspired by the traditional Filipino parol, symbolizing light and hope. Surrounding stars reflect the communal spirit of Filipino culture. The ci, with red, blue, white and yellow segments, offers a modern twist on parol patterns, embodying the vibrant nature of Filipino celebrations.



#15266B

#890404

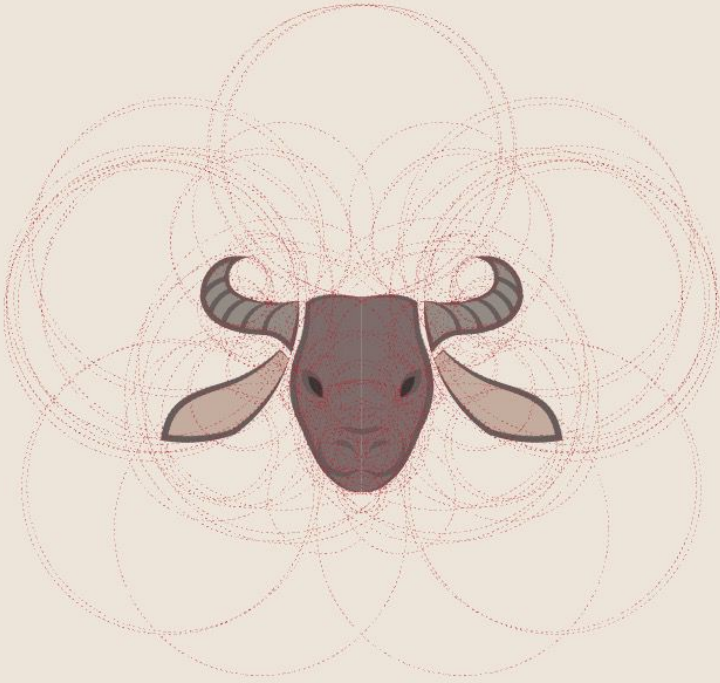
#FFFFFF

#FCDD00

#333333



## *Icon 2: Carabao*



This icon shows a front-facing carabao head with curved horns, large ears, and muted earth tones, reflecting the carabao's natural appearance. As a symbol of hard work and perseverance in Filipino culture, this minimalist design captures the carabao's enduring role in agriculture, honouring its significance in rural life.



#0C0B0B

#333333

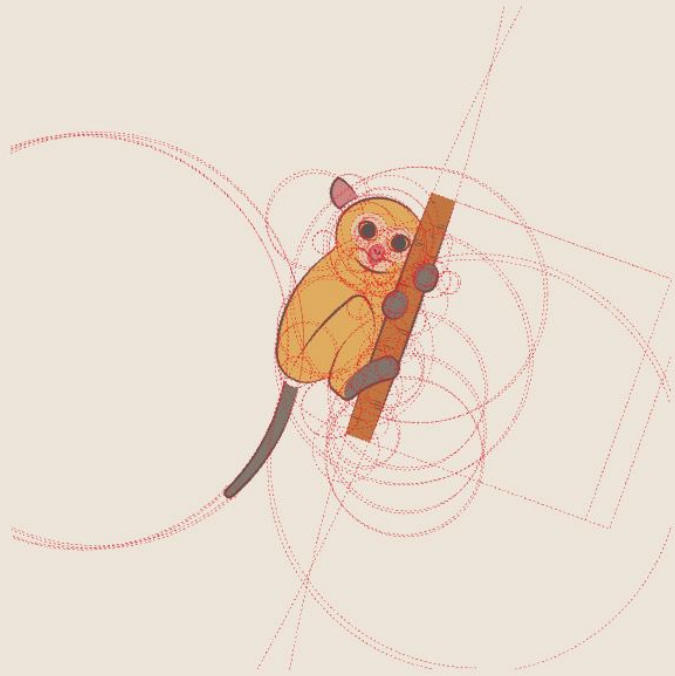
#634E4D

#706C69

#AD998E

## *Icon 2: Tarsier*

This icon depicts a cute, cartoonish primate with large eyes, small ears, a pink face, and brown fur, clinging to a branch with a long tail. It resembles the Filipino tarsier, known for its big eyes, small size, arboreal nature, and long tail. The playful design mirrors the tarsier's endearing presence in Philippine culture.



#DD9D40

#E2BC96

#C66F6F

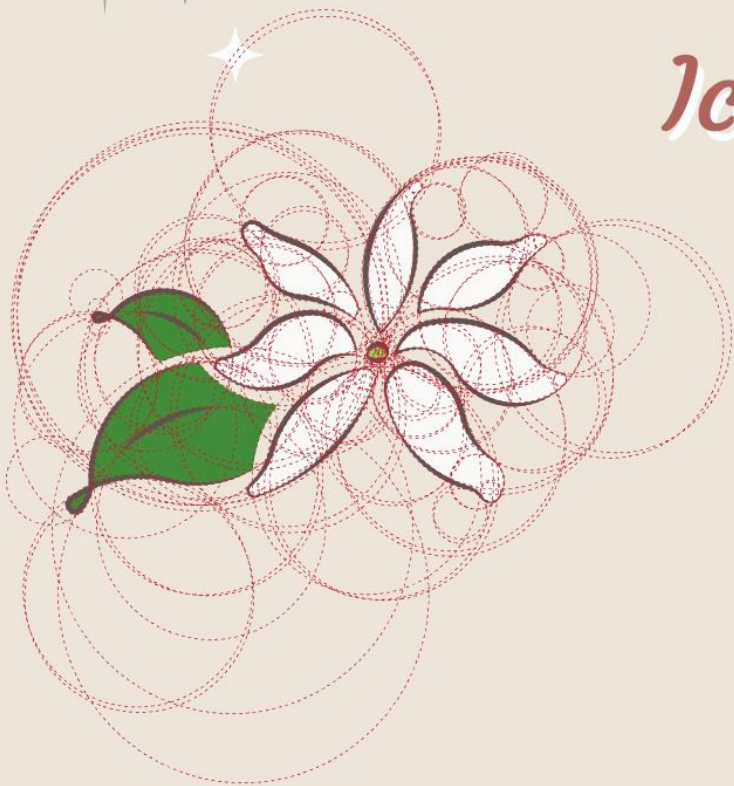
#685B51

#B75A1C

#333333

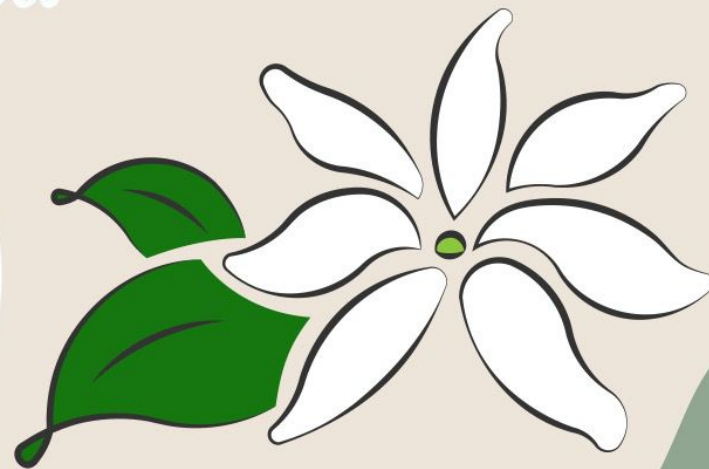


## *Icon 4: Sampaguita*



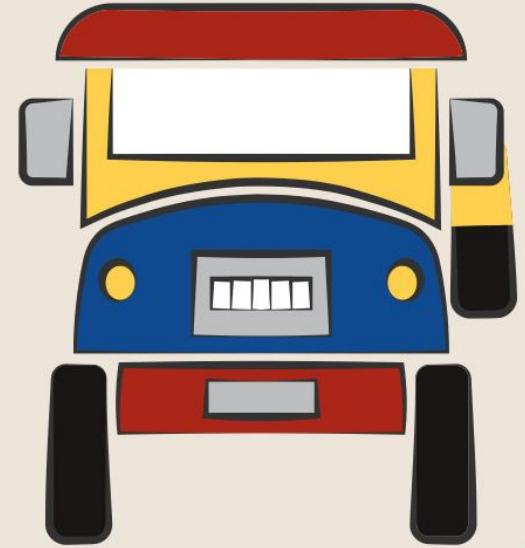
This icon features a stylized flower with white petals and green leaves in a minimalist design.

It resembles the Sampaguita, the national flower of the Philippines, known for its white blooms symbolizing purity, simplicity, and humility. The clean design reflects the cultural significance of the Sampaguita as a symbol of love, devotion, and national pride in Filipino culture.



## Icon 5: Jeepney

The icon depicts a vehicle called a jeepney with bold red, blue, and yellow accents, and simple features like headlights and a windshield. It resembles a jeepney, a Filipino transportation, known for its vibrant designs and unique shape. The icon captures the jeepney's cultural significance and practical role in everyday Filipino life.



#AB2619

#104B91

#FFD04D

#FFFFFF

#BCBEC0

#333333

#191615



## Icon 6: Bahay Kubo

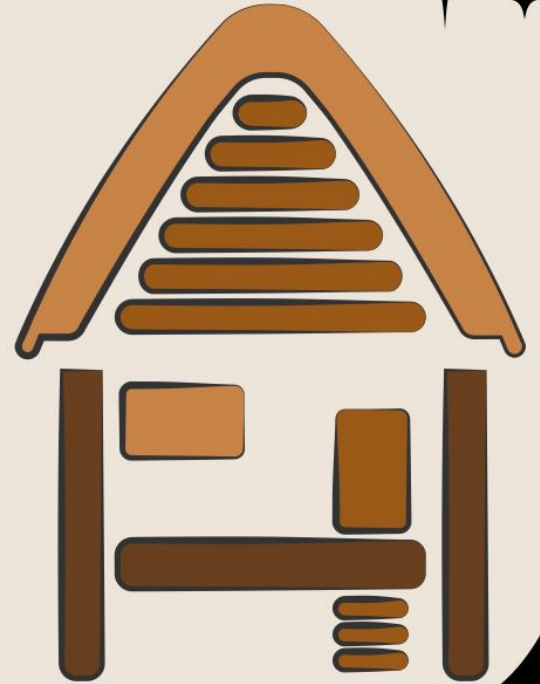
This icon is inspired by the traditional Filipino "Bahay Kubo" (Nipa Hut). It features an A-frame roof with horizontal lines for rain drainage and a colour palette of earth tones: light brown for bamboo or wooden walls, darker browns for structural posts, and tan/beige for natural fibres. The elevated rectangular structure protects against floods and pests, complemented by small windows that reflect the traditional design.

#9B5918

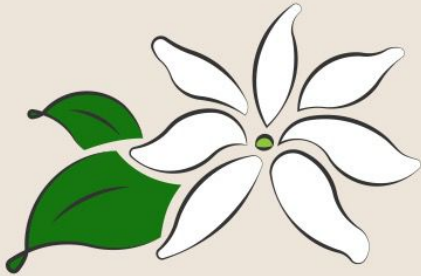
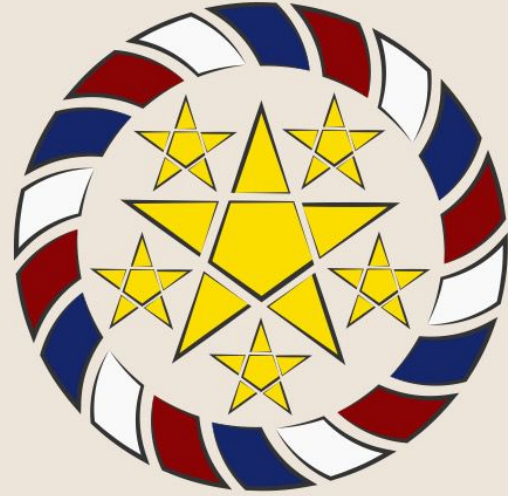
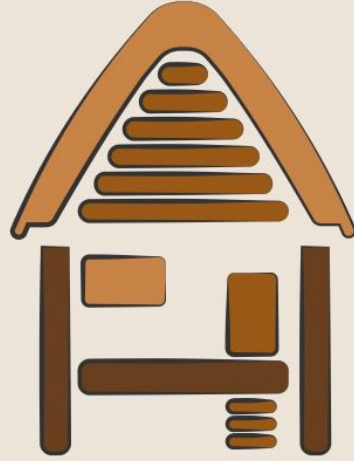
#68401F

#C88347

#333333



# *Final Icons*





# *Icon Similarities*

## *Rounded Silhouettes*

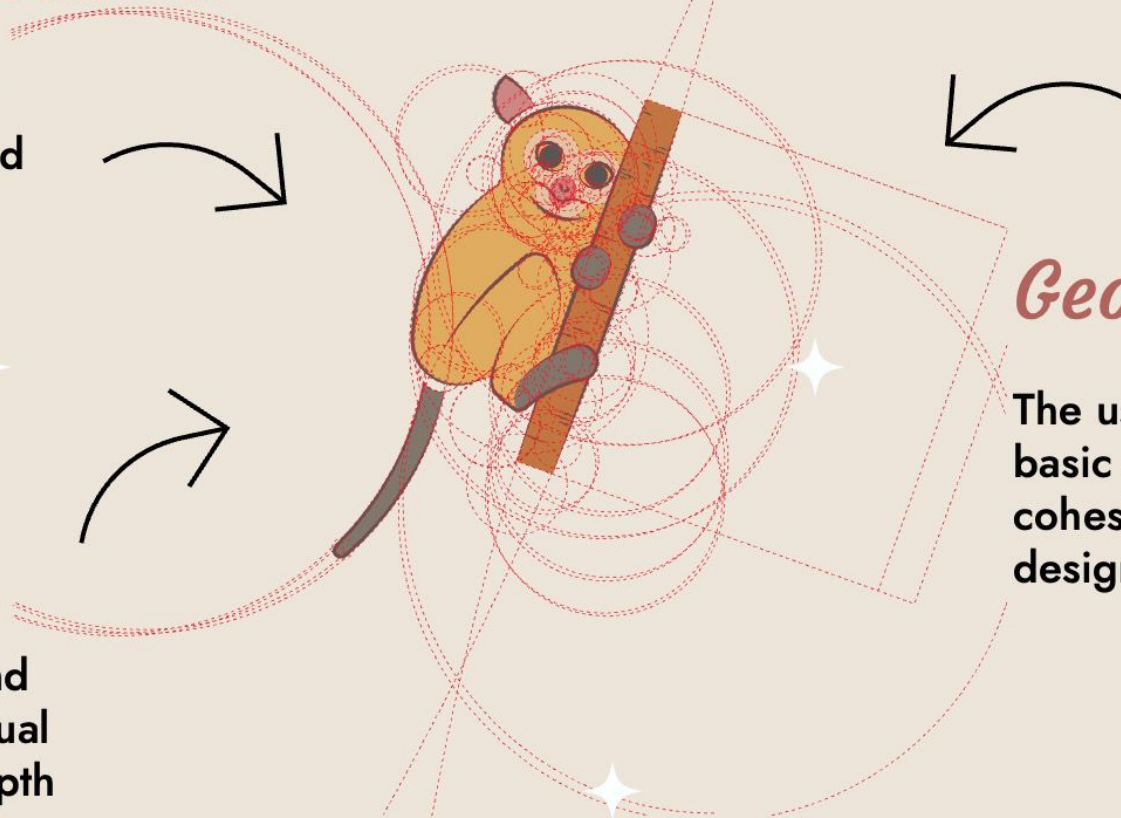
Each icon sets maintain balance through soft and rounded shapes

## *Curves*

Subtle curves and layers create visual interests and depth

## *Geometric Shapes*

The use of circles and basic shapes to form cohesive, structured designs



# Color Palettes

Color Palette:



Deuteranopia:



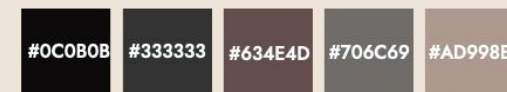
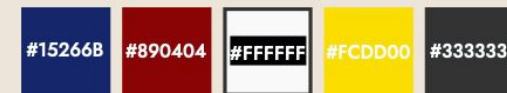
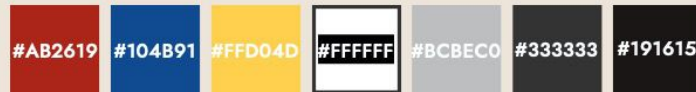
Protanopia:



Tritanopia:



Greyscale:





# Accessibility Check

Protanopia:



Tritanopia:



Deuteranopia:



Greyscale:

