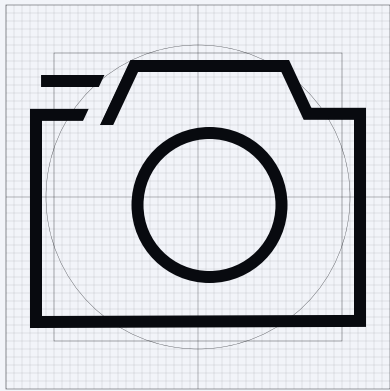


Sizes

Our icon system is divided into three size tiers to ensure consistency and visual balance across all brand touchpoints.



48 x 48

Standard Icons

Primary Icon System

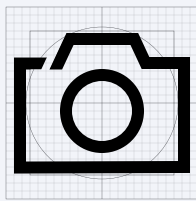
Our standard-size icons serve as the primary set for most brand touch-points.

Touchpoints

- Printed promotional materials
- Packaging
- Websites

Dimensions

- Line Weight: 1.5 dp
- Gap Size: 2 dp
- Maximum Size: Unlimited
- Minimum Size: 48 dp



24 x 24

Small Size Icons

Secondary Icon System

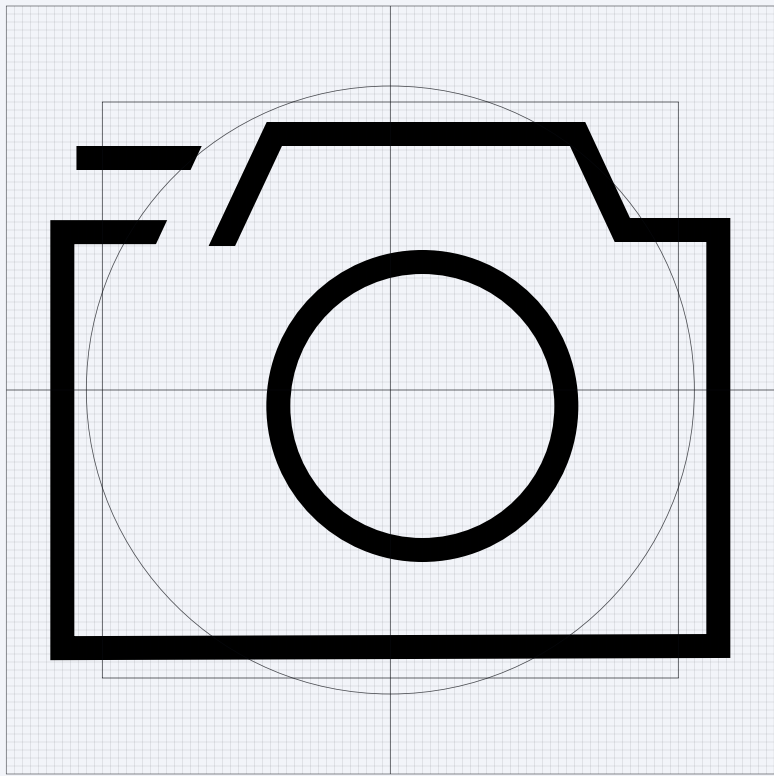
Our small-size icons are optimized for use on finer, detail-oriented media.

Touchpoints

- APP UI
- Websites

Dimensions

- Line Weight: 1.5 dp
- Gap Size: 2 dp
- Maximum Size: 48 dp
- Minimum Size: 24 dp



96 x 96

Large Size Icons

Secondary Icon System

Our large-size icons are optimized for applications with ample display space.

Touchpoints

- Signage and wayfinding systems
- Posters / illboards

Dimensions

- Line Weight: 4 dp
- Gap Size: 4 dp
- Maximum Size: Unlimited
- Minimum Size: 96 dp