

Icon Styles

Icon Style Choices

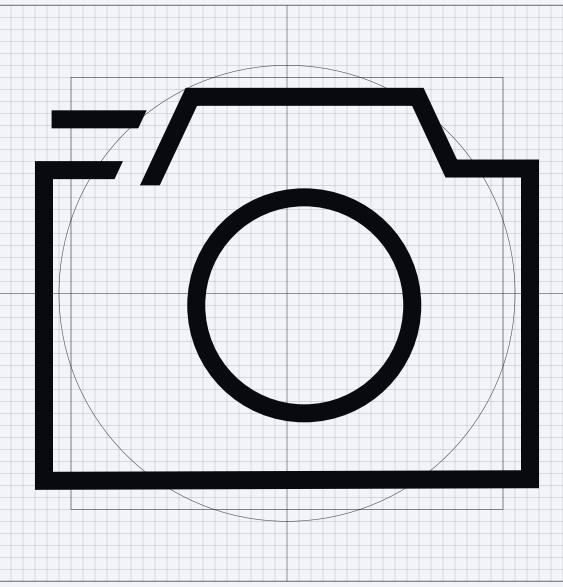
Beyond the default sharp and bold style, a specialized curved and rounded style is available to meet specific application needs.

The curved and rounded style can be used when greater compatibility is required or when emphasizing a flexible sub-brand. However, the tilt angle and structural form must remain consistent with the sharp and bold style.

Icon Style Consistency

Once a design style is selected to match a specific brand category, all icon applications within that category must maintain consistent styling across all mediums.

Only two icon styles are permitted—**sharp and bold** and **curved and rounded**. No additional styles may be introduced beyond these two.

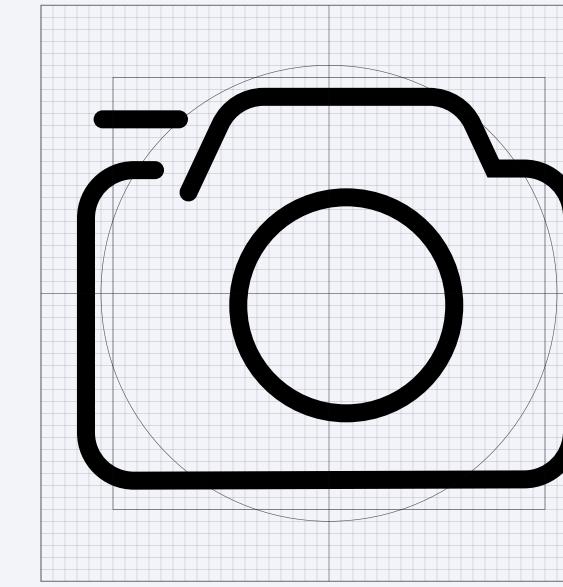


Sharp and Bold Style

The Sharp and Bold style is the default treatment for the Anker icon system and should be used for all standard icon work. It mirrors Anker Innovations' brand personality—powerful, precise and dependable.

Features

- **Hard Corners:** Corners meet at clean, unsoftened angles.
- **Straight Cuts and Breaks:** Obvious, geometric terminations that reinforce structural clarity.



Curved and Rounded Style

Choose the Curved and Rounded style only when greater visual compatibility is required or when a softer brand tone is preferred for a given medium. Its 65° diagonal and overall proportions must match the Sharp and Bold version to maintain system consistency.

Features

- **Rounded Corners:** Corners are gently curved rather than sharp.
- **Rounded Line Ends:** Strokes end with smooth circular caps instead of straight cuts.