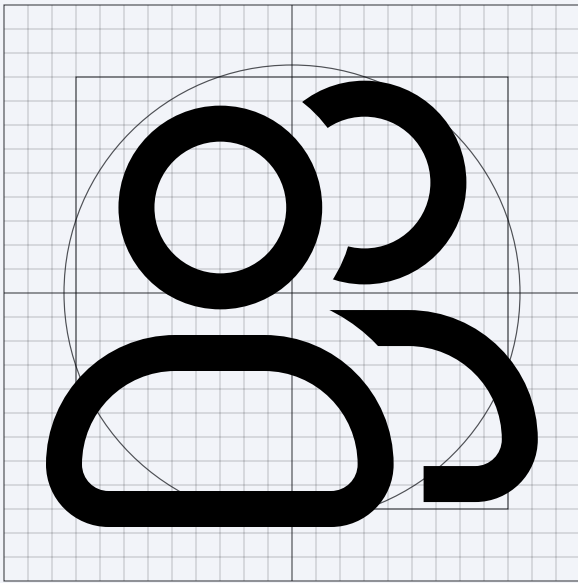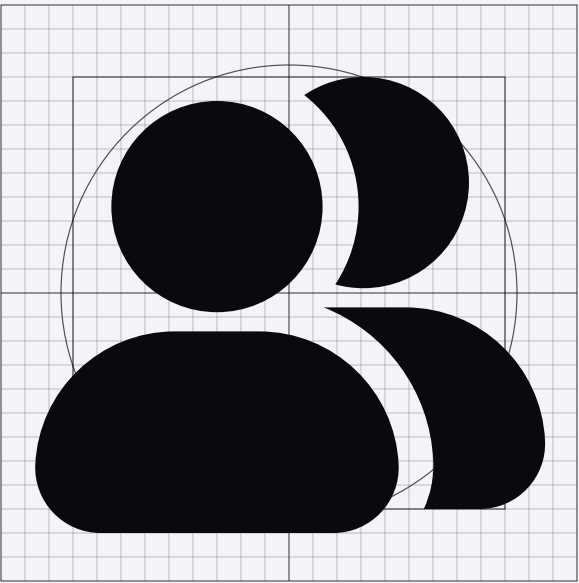# Icon Activation State

When brand icons are applied to digital carriers such as UI / WUI, solid icons may be used in components like buttons to differentiate between normal and active states.

Solid brand icons are restricted to digital applications only and **must not be used for print or other non-digital formats.**

Outline Icons

Our Outline Icon System is the default, primary style for every brand touchpoint. Unless a specific requirement states otherwise, outlined icons must be your first choice in any design.

Solid Icons

Solid icons are reserved for alternate states —such as when a button is active or selected. Their 65° diagonal, overall proportions and outer silhouette must match the corresponding outline icon exactly.