

Avnet Brand | Iconography

Icons are visual aids to communicate, guide and inform users. They help users navigate an interface and make the meaning of buttons clearer. Icons prepare users for what is happening next.

When using an icon it's essential to consider where it's currently in use and to make sure its meaning is the same. Avoid repurposing an existing icon for a different action.

Avnet's brand icons are modern, friendly and, most important of all, simple. They are appropriate for use in small areas. Some icons are literal, but they can also be metaphors, representing what is being described in the referenced topic.

The basis of all the Avnet icons is a circle, either in white on a colored bar, or in any color from the color palette. Avoid color overuse in one document. If one icon color per side is not enough, use dark grey as second color.

The icon itself is transparent; it is cut out of the circle. When used on printed materials in standard U.S. sizes, the icon should be between 1/8 inch and 1/2 inch in circumference.

If wanted or necessary, the icon can be described with one-two words, in white or dark grey. Locations or special links, such as email or social media, need no description; they are supplemented by the relevant information.





Minimum circle size on a US letter format printing is 1/8 inch, maximum circle size is 1/2 inch.



Accelerate



Success

		
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