

Nimiq Icons

General Design Guidelines

Be specific

Instead of abstract shapes we use very specific features like "cowboy hat", "skis", "sunglasses", "leaves", etc

Keep it simple

We prefer to use features that are easy to draw and describe such as a crown.

1. Simplicity makes the feature obvious to most people.
2. "My Icon is the one with the crying fish on skis with a cowboy hat" is funny and almost ridiculous which makes it a good [mnemonic device](#) [a learning technique that aids information retention or retrieval]
3. Simplicity makes the digital representation of the feature lean and therefore performant
4. Simplicity minimizes room for error when describing the Icon to someone
5. Simplicity makes a feature scale well down to 80px

Don't reinvent the wheel

1. We are heavily inspired by emojis since they are designed to express a wide range of emotions on small resolutions (24px)
2. We always start with a circle and vary 4 different feature areas: Top, Face, Sides, Bottom

Feature Design Guidelines

A good feature

1. is easy to recognize and describe.
2. is unique in its feature set.
3. has simplistic lines
4. scales well down to 80px
5. fits well into the feature area

Color Design Guidelines

Color Types

1. Primary Color
 - a. "My Icon is green" means it's primary color is "green". It is a varying feature
2. Background Color
 - a. Is a varying feature, too.
3. Accent Color
 - a. Some parts of a feature might have a varying color which is not the primary color. For example punk hair might have any accent color such as pink. The accent color palette should be similar to colors that you'd consider a "call to action" color
4. Functional Color
 - a. Some parts of a feature might have a color which helps to make the meaning of the feature more obvious. For example lips are red; a clown's nose is red, leaves are green; gray hair is white, and so on. Those colors should be "hardcoded" into the asset and won't vary.

Color Palettes

We use the [Material Color Palette](#) as basis for our palette.

1. Primary Colors: 400 or 500
2. Background Color: a200
3. Accent Color: 500
4. Functional Colors 500

Metrics

- Icons are squares of one of two sizes
 - 160x160 pixels
 - 80x80 pixels
- Combinations
 - 20 faces
 - 20 tops
 - 20 sides
 - 20 bottoms
 - 10 foreground colors
 - 10 background colors
 - 4 accent colors
 - 2 lines of gaze (mirror the image vertically)
 - **total: 128 000 000 combinations**