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# Iconography

Skapa icons exist for exclusive use within digital user interfaces and represent common actions, objects and concepts. Each icon is reduced to simple characteristics for clear communication, with enough detail to remain distinctly IKEA.

- Introduction**
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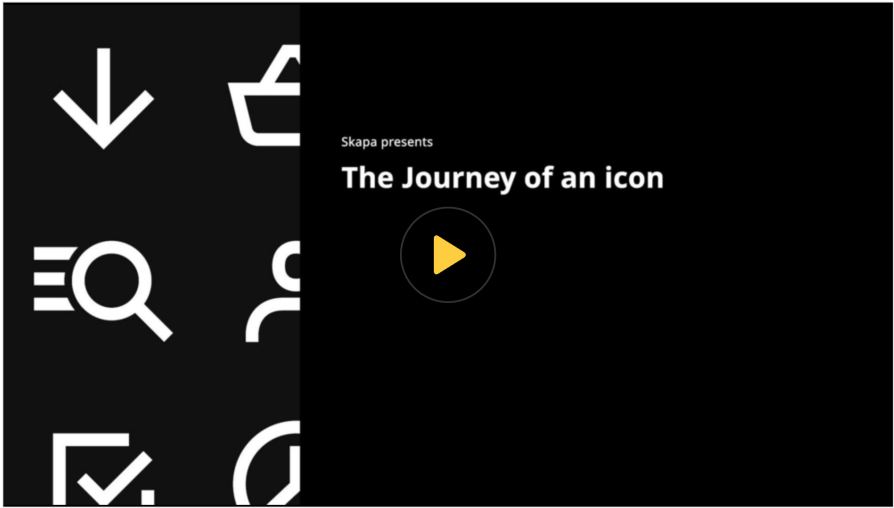
## How we create icons

The Skapa team creates and maintains all icons in one library. By creating all icons centrally, not only do we guarantee visual consistency, we also save resources and costs.

Icons exist for exclusive use within digital user interfaces and represent common actions, objects and concepts. Each icon is reduced to simple characteristics for clear communication, with enough detail to remain distinctly IKEA.

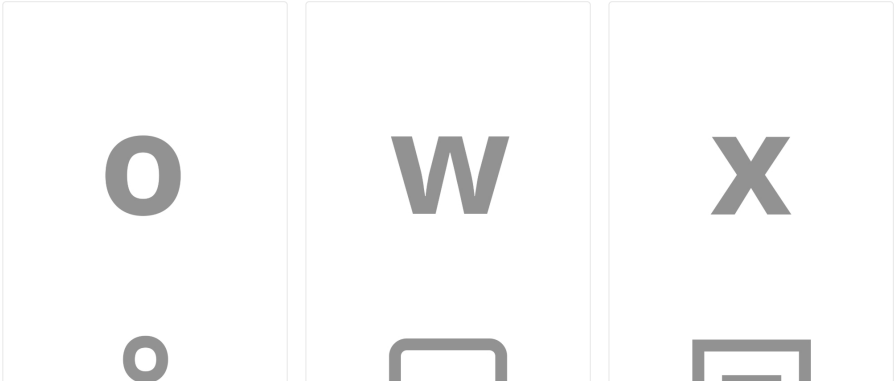
Are you curious to know how Icons are created? Take a look at the Journey of an Icon video to learn more!

### Journey of an icon



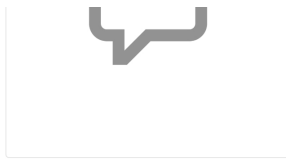
### Inspired by Noto

Skapa icons are crafted with inspiration from the unique qualities and characteristics of the typeface Noto IKEA. This creates a strong visual harmony between typeface and iconography.





Softer curves derived from Noto.



Tapered edges.



Thick stroke and straight terminals.

Within digital experiences, icons provide clarity, add emphasis and help users perform an action more quickly. This could manifest as providing direction, symbolising core offers and global concepts, signposting navigation, showing affordance or communicating a concept.

It's easy to get confused between icons, logos, illustrations, pictograms, and product symbols, so let's explore the differences:

## Icons vs. Logos

Icons represent an idea, concept, operation or action. They're built to a common canvas size and are designed to be legible at many different sizes.

Logos, on the other hand, represent organisations. Their symbolic meaning is either direct, hidden or abstract. The dimensions and drawing style may also vary from one organisation to the next. Logos are much closer to the definition of images than they are icons.

Looking for logos? You can find them [here](#).

## Icons vs. Illustrations

Icons represent an idea, concept, operation or action. They're reduced to the simplest form of what they represent.

An illustration is a more detailed drawing that carries more details than an icon. Unlike an icon, it can be used for explanation or to attract attention.

## Icons vs. Pictograms

Icons are made to 24 x 24 pixels.

Pictograms are 64 x 64 pixels. Pictograms are not intended for digital use, but are available for general purpose and for print applications and can be found in IKEA graphic symbols library at [IDAM](#).

We keep a certain level of consistency between the IKEA graphic symbol library and the Skapa icon library by maintaining similar design, naming, etc.

## Further reading

[Working with symbols](#)

