# ILLUSTRATED ICONS

We have an illustrated icon style for non-UX navigation purposes.

Illustrated icons can be used for:

• Product information

• Notifications

• Highlighting content

• Infographics

Illustrated icons should be made of simple shapes and never be too complex.

## Colour:

You can use secondary colours but AIA Red must always be present. There should be a minimum of two and a maximum of three colours used in the illustrated icons.
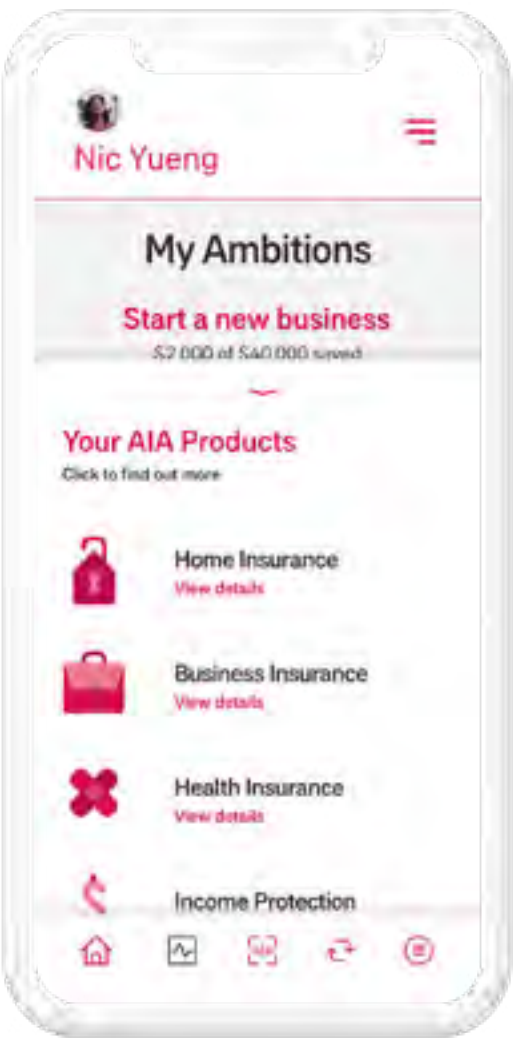
## Mono:

White mono versions should be created using a mixture of 100% opacity and 80% opacity white, while using pathfinder cuts in Adobe Illustrator for more intricate details. Colour mono versions may be created using core and secondary colours and two of the selected colour's tints.



Illustrated icons



Infographic example



**$50%**
are concerned about the potential costs of critical illnesses

Product info example