



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

WEB DESIGN RULES AND  
FRAMEWORK

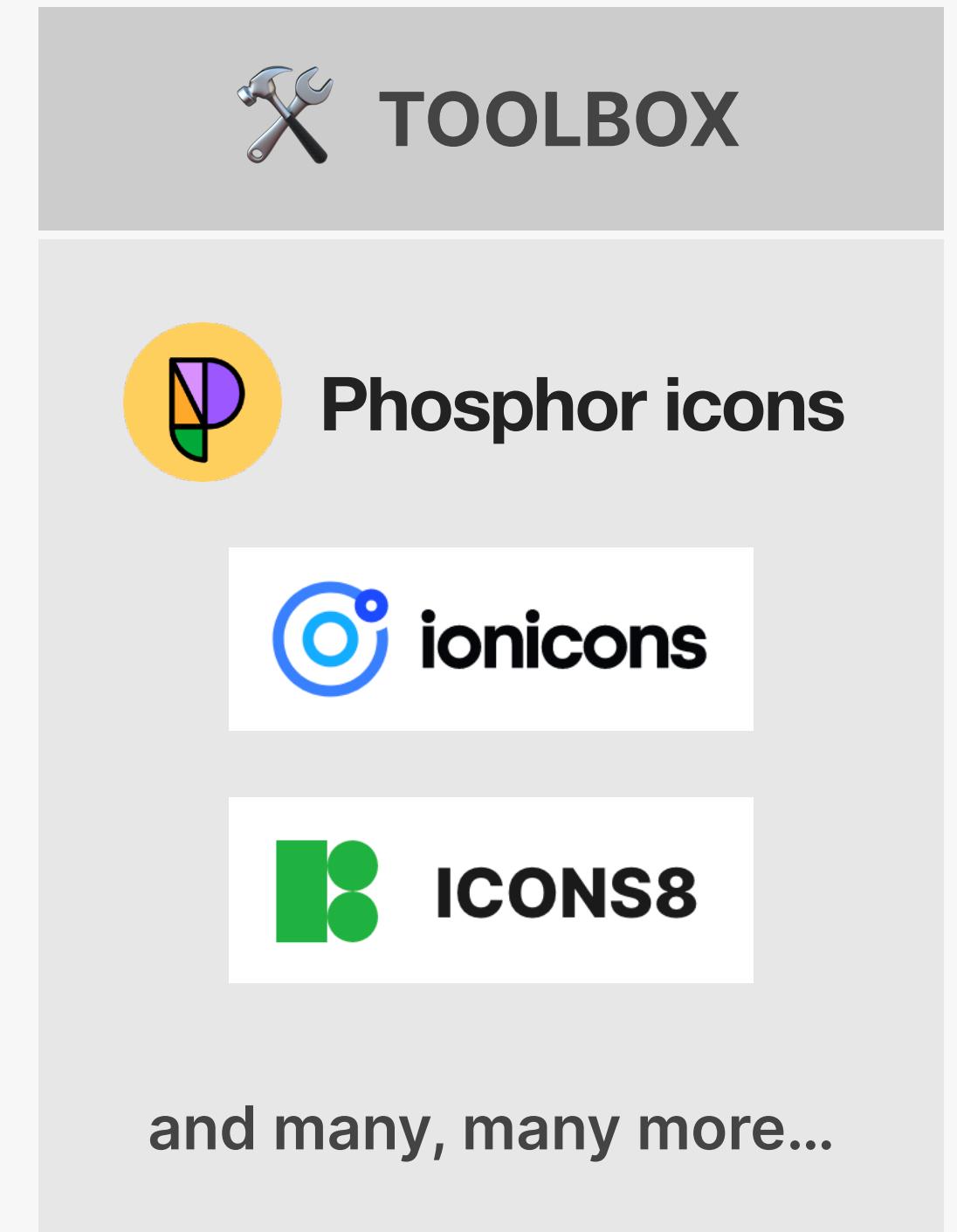
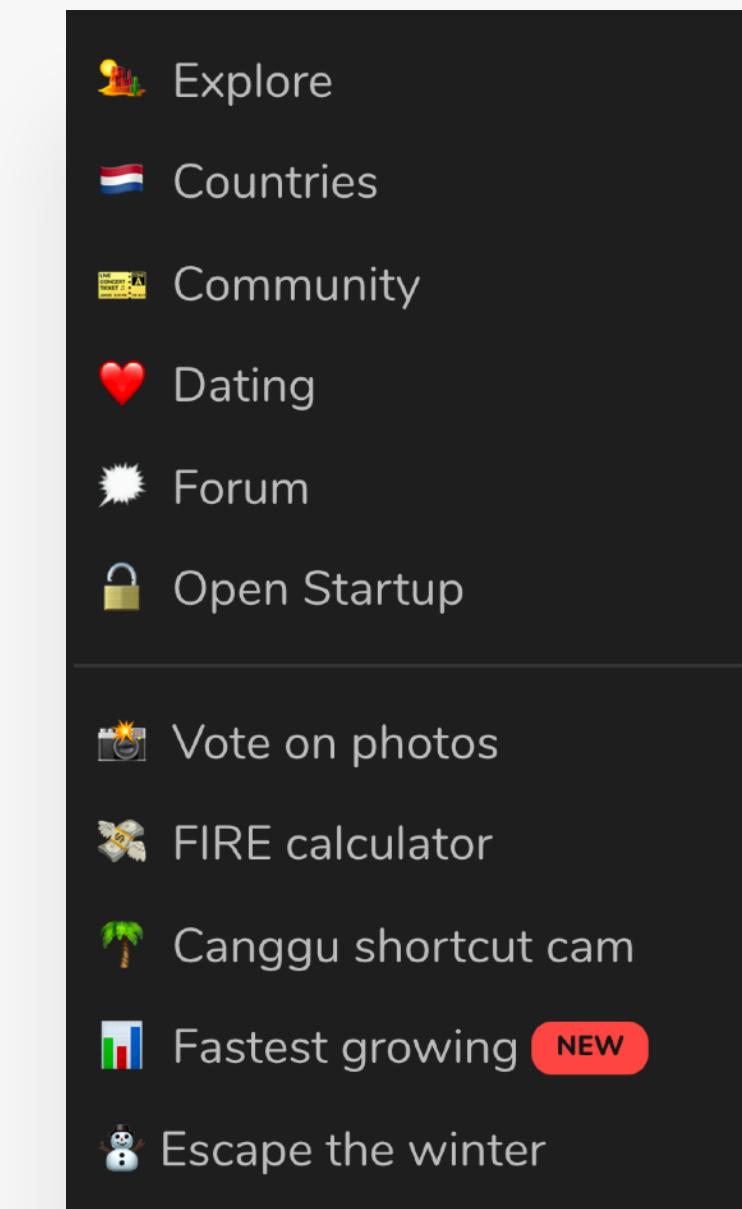
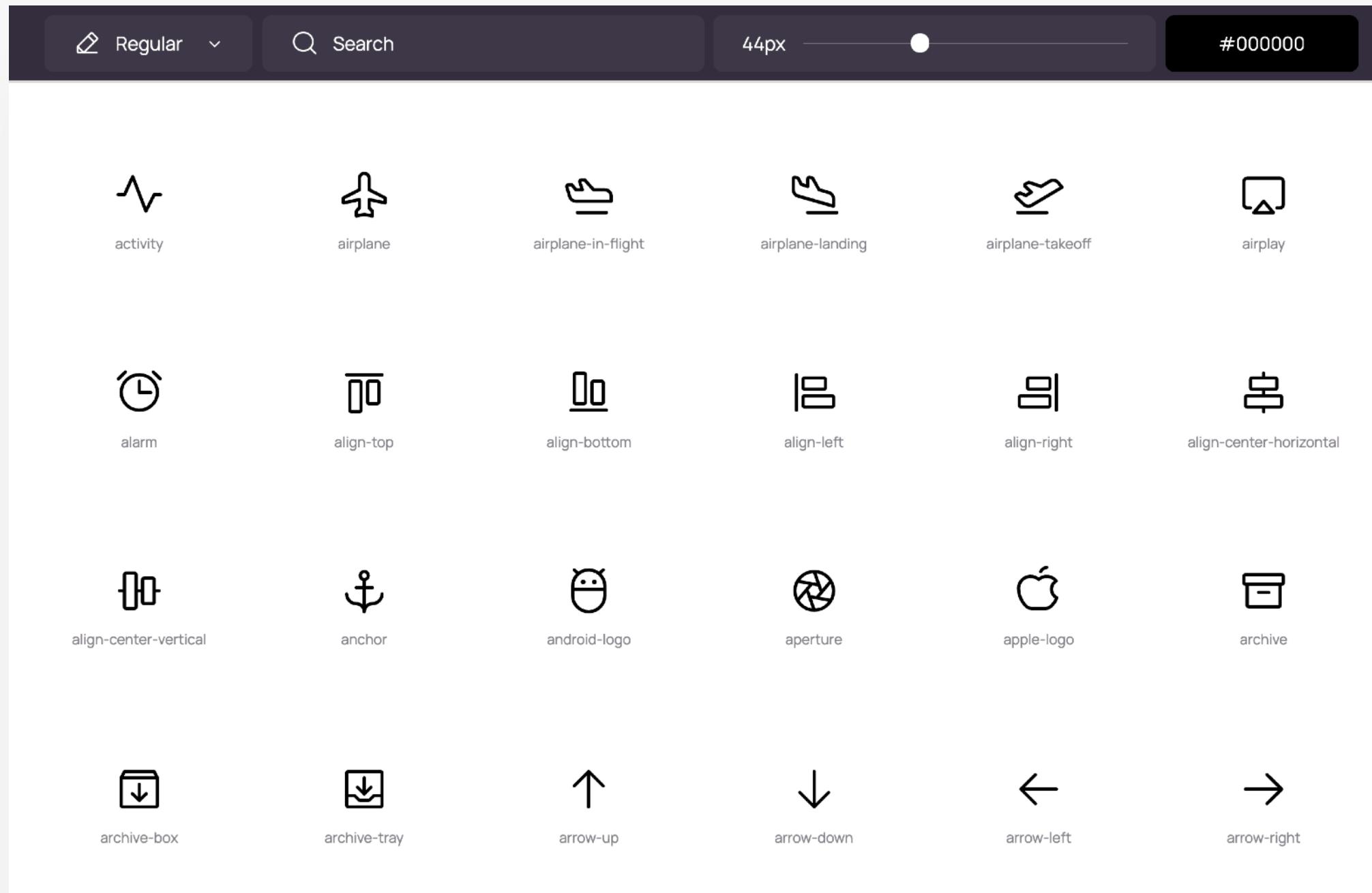
## LECTURE

WEB DESIGN RULES #4: ICONS

# USE GOOD ICONS

1

Use a good icon pack, there are tons of free and paid icons packs



Phosphor icons

✌ You can just use  
emojis too

# USE GOOD ICONS

- 1 Use a **good icon pack**, there are tons of **free** and **paid icons packs**
- 2 Use only one icon pack. **Don't mix icons from different icon packs**



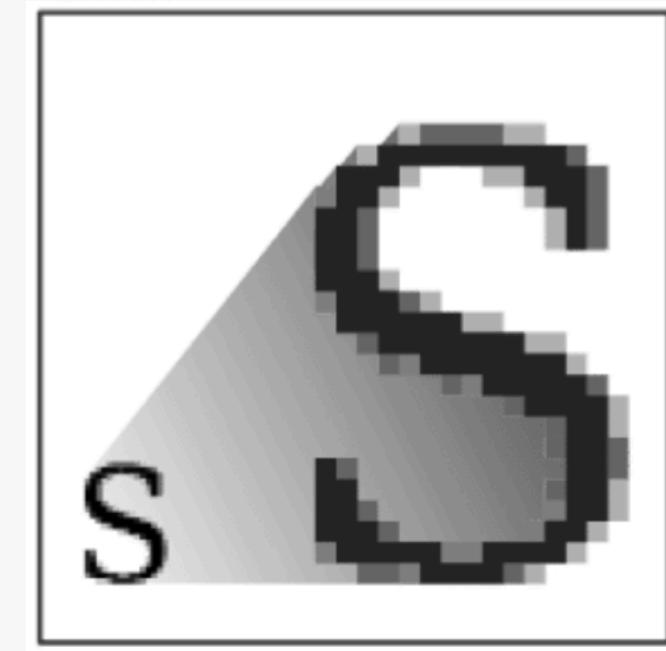
The image shows a grid of six cards, each containing an icon and text. A red arrow points from the text "This icon has a completely different style: filled and boxy/squared" to the third card's icon.

 <b>My product is hard to use</b> Let's flatten the learning curve.	 <b>My MVP lacks polish</b> Let's make it look and work amazing.	 <b>My users' productivity is low</b> Let's get rid of repetitive tasks. A red curved arrow points from the text "This icon has a completely different style: filled and boxy/squared" to this icon.
 <b>My product has design debt</b> Let's rethink and create a design system.	 <b>My app and site don't get along</b> Let's make your user journey sing.	 <b>My product has feature creep</b> Let's kill your darlings.

This icon has a  
completely different  
style: **filled and**  
**boxy/squared**

# USE GOOD ICONS

- 1 Use a **good icon pack**, there are tons of **free** and paid icons packs
- 2 Use only one icon pack. **Don't mix** icons from different icon packs
- 3 Use **SVG icons or icon fonts**. Don't use bitmap image formats (.jpg and .png)!



**BITMAP**



**VECTOR-BASED**

- 👉 “Regular images”: JPG, PNG, GIF
- 👉 Do **not** scale, become **unsharp**!

- 👉 SVG images and icon fonts
- 👉 Scale **indefinitely**!

# USE GOOD ICONS

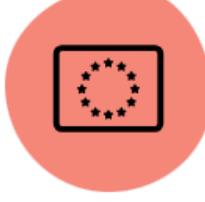
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- 2 Use only one icon pack. **Don't mix icons from different icon packs**
- 3 Use **SVG icons or icon fonts**. Don't use bitmap image formats (.jpg and .png)!
- 4 Adjust to website personality! **Roundness, weight and filled/outlined** depend on typography



**Secure**  
Safeguard your agreements



**Legally binding**  
Time-stamped proof file



**Hosted in the EU**  
GDPR and eIDAS compliant

**HAPPINESS GUARANTEE**

## Love it, or it's on us.

Here's why we know you will.



**Try Feals risk-free**  
Free shipping and free returns.



**No fuzzy haze**  
Feel better and keep a clear head.



**All natural ingredients**  
Grown with care by US farmers.

## Trust our team of experts to deliver



**Design consultants**  
Our team can help you create your FF&E specification, keeping it on time and in budget.



**One point of contact**  
You have one point of contact — us. We'll handle every supplier and all the admin.



**Installation**  
On-site installation including assembly, positioning, snagging and packaging removal.

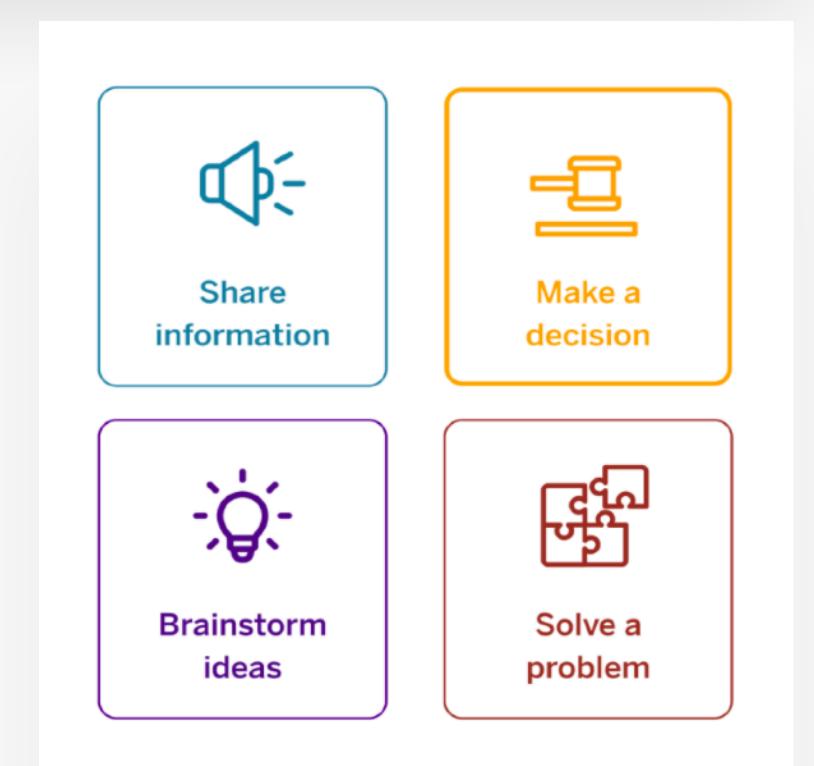
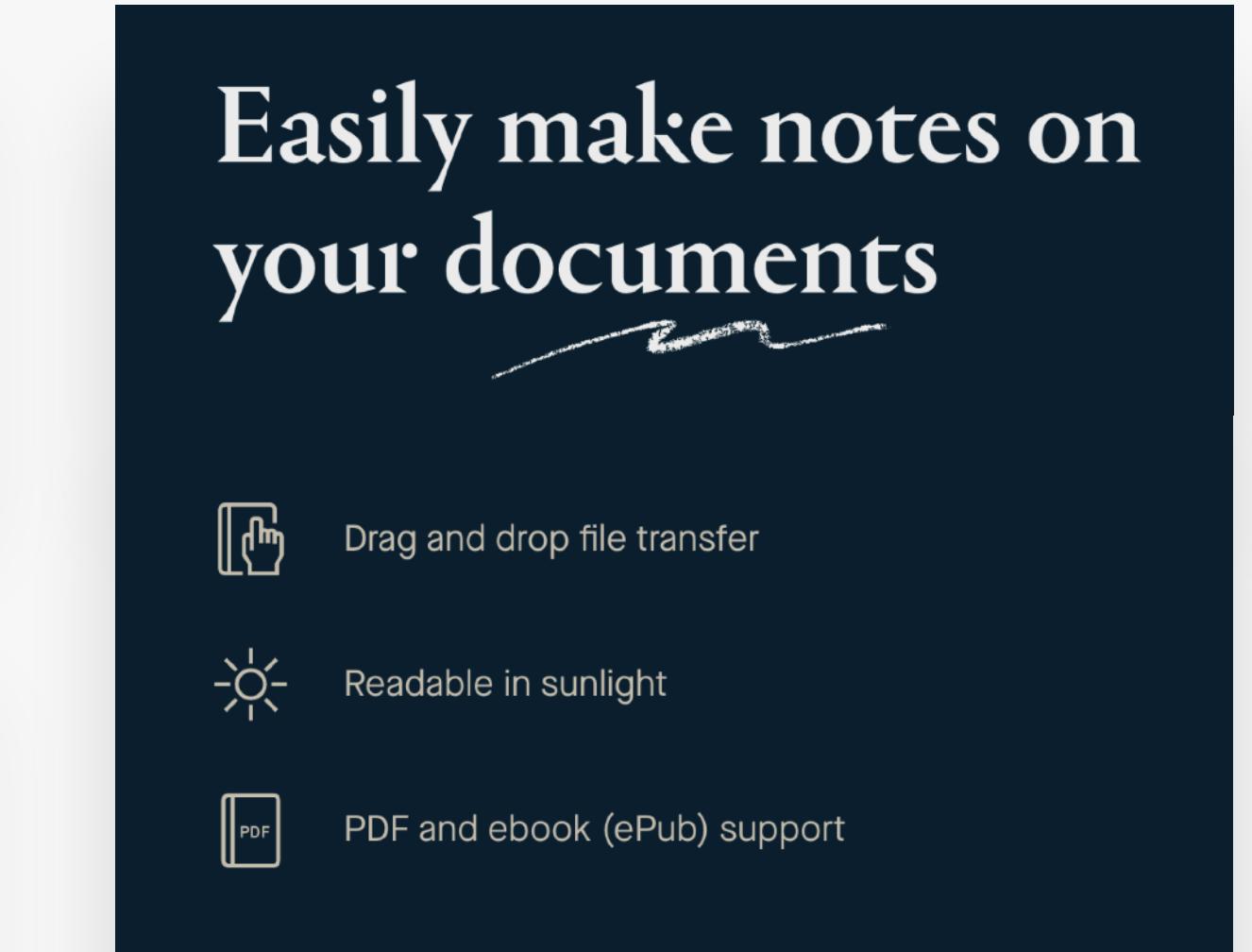
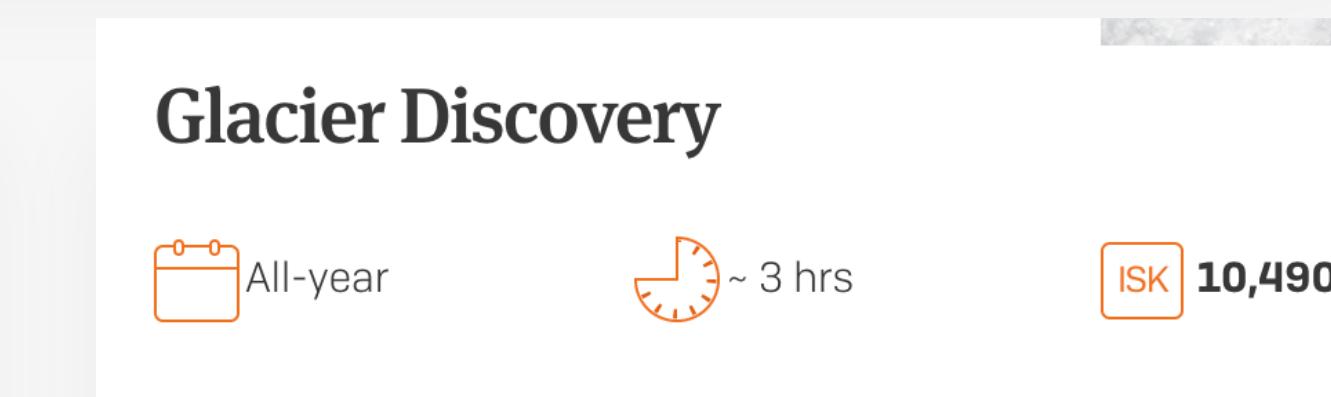
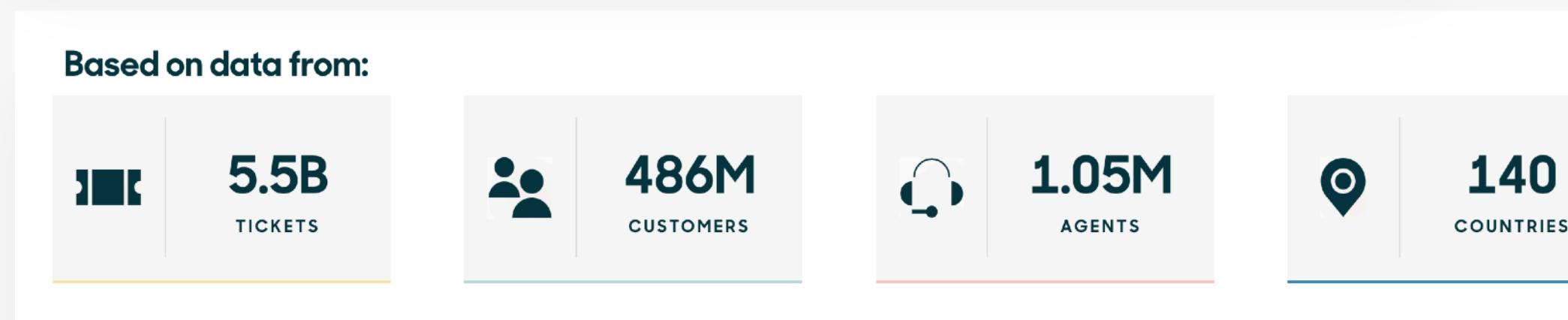
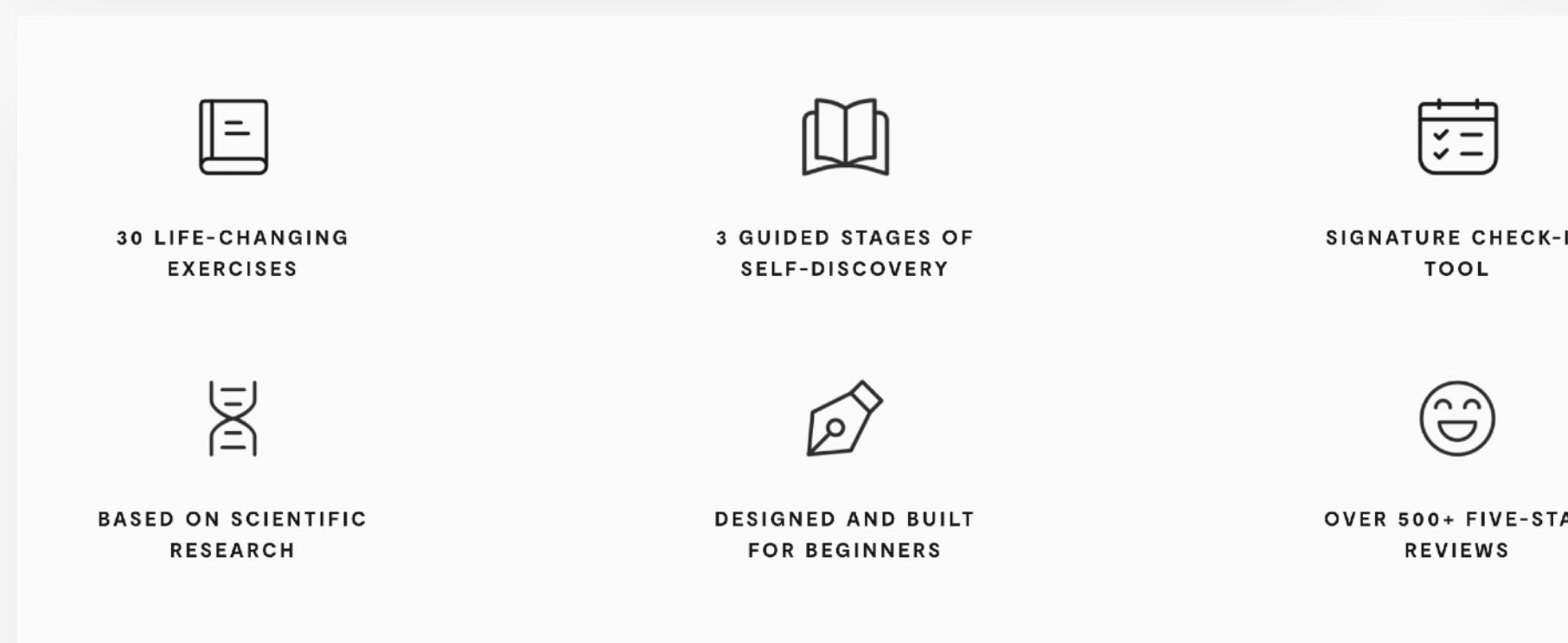
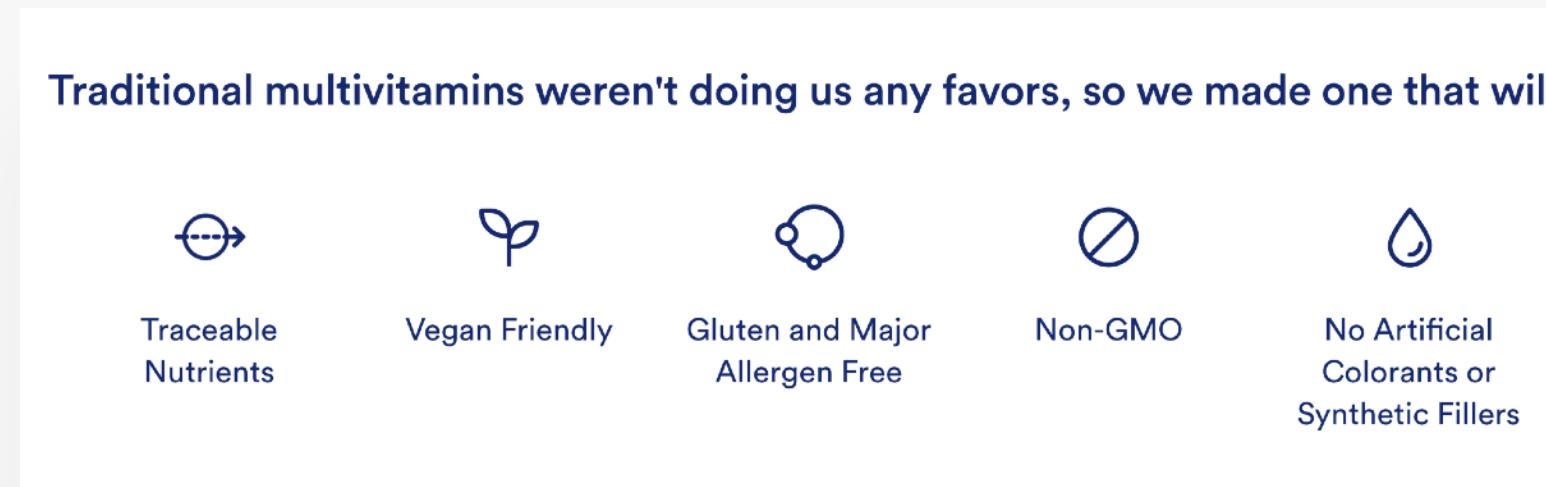


**Consolidated delivery**  
We'll consolidate orders from multiple suppliers and deliver when required.

# WHEN TO USE ICONS

5

## Use icons to provide visual assistance to text



# WHEN TO USE ICONS

5

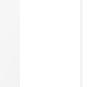
Use icons to provide visual assistance to text

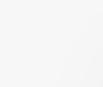
6

Use icons for product feature blocks

		
<b>Private bedrooms</b> From master suites to private bedrooms, your room is yours alone.	<b>Furnished spaces</b> No more Craigslist sofas. Common areas come furnished, on us.	<b>Regular cleaning</b> Professional monthly cleaners to keep your spot spick and span.
		
<b>Easy transfers</b> Moving cities? Just give us a 30-day notice and we're here to help.	<b>Flexible leasing</b> We offer 4-18 months leases, because life is crazy and things change.	<b>Lightning fast wifi</b> Pre-installed WiFi networks mean you're ready to connect on day one.

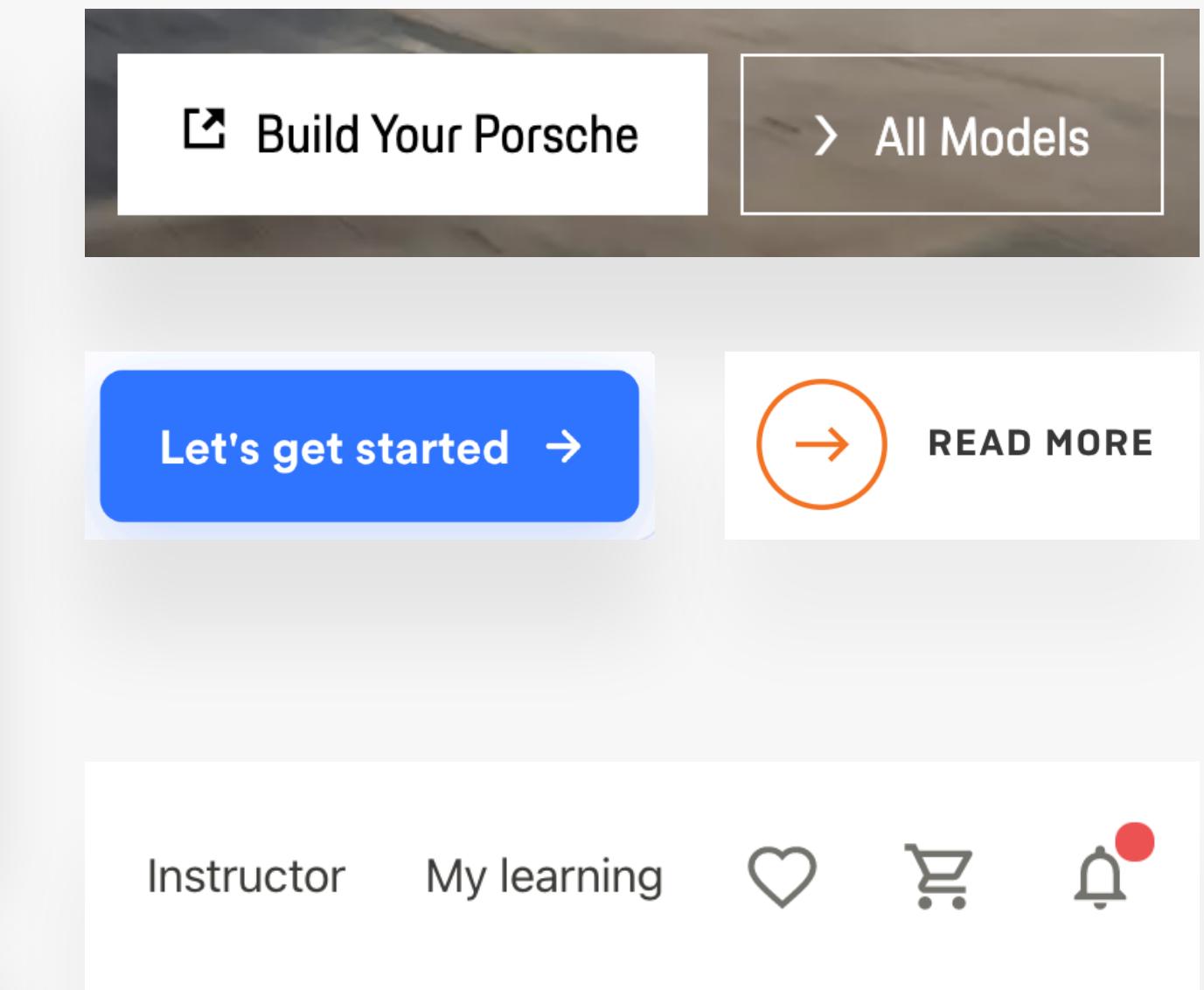
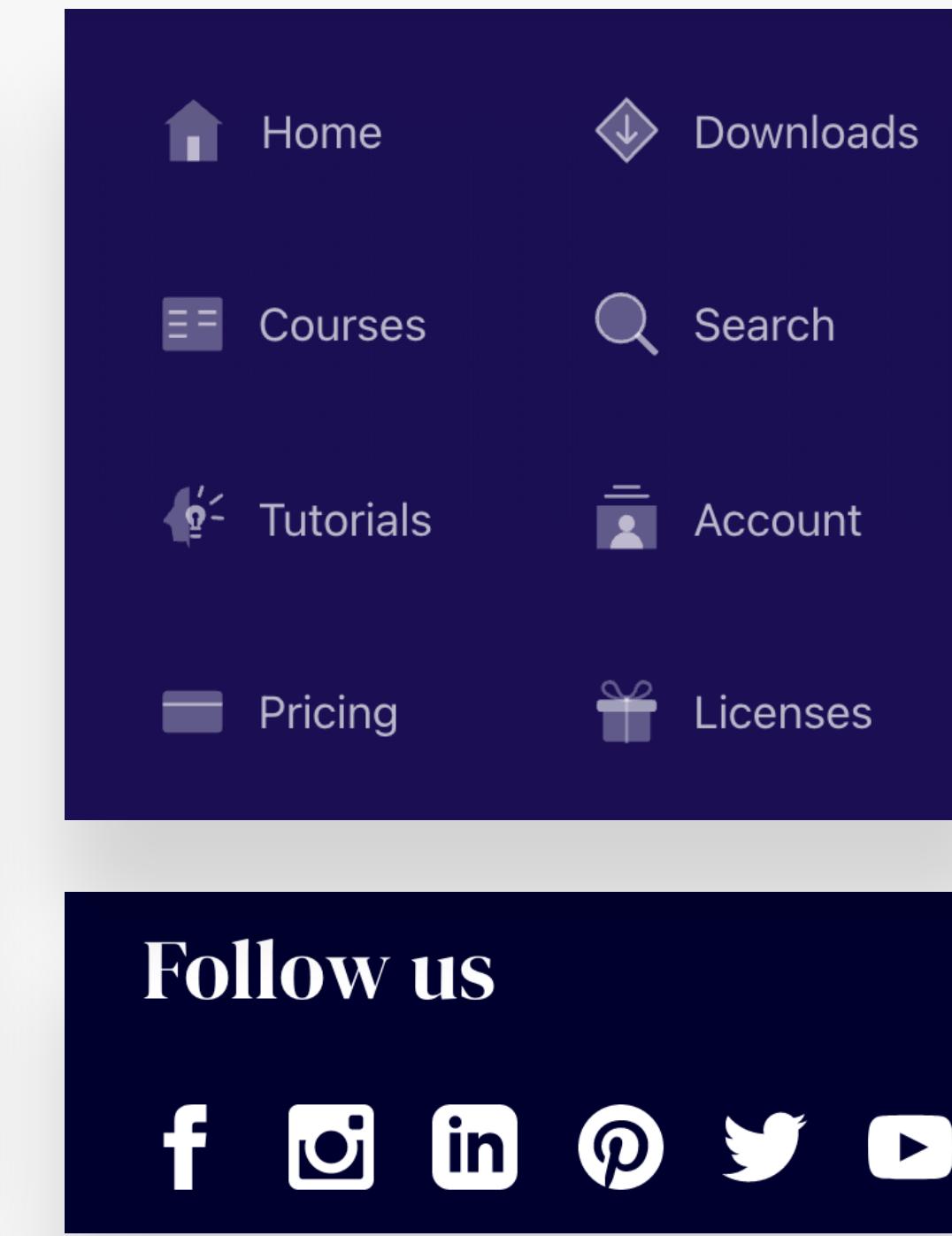
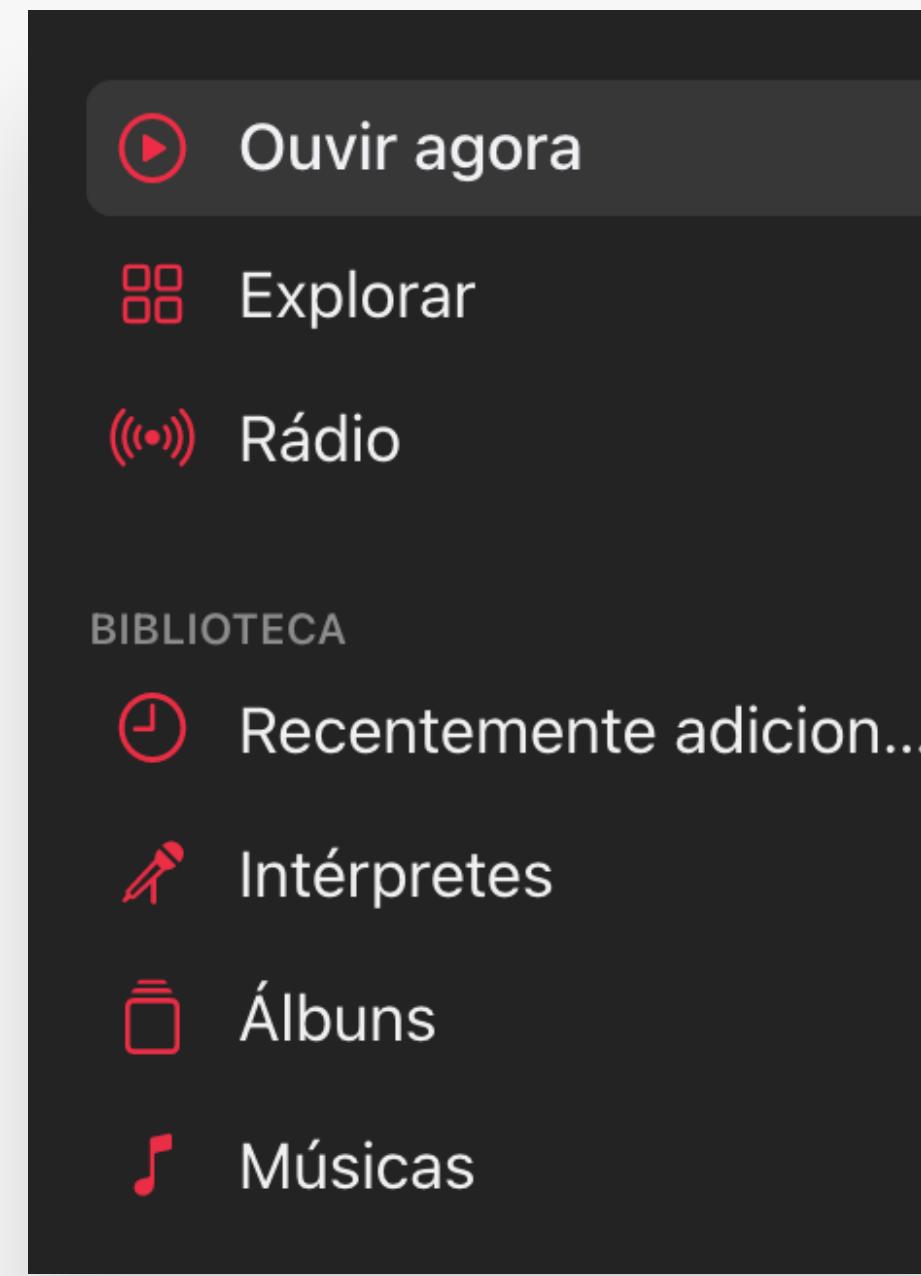
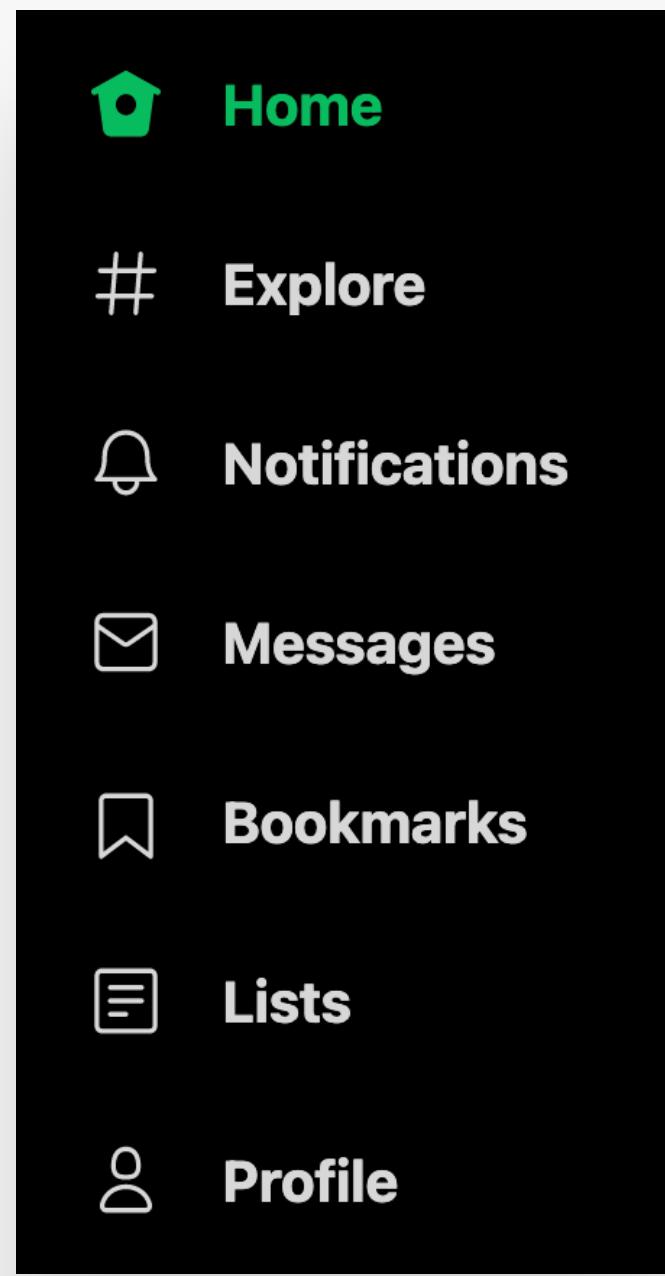
		
<b>Gets feedback from stakeholders.</b> With Greenlight you can easily collate feedback from those who matter on the product version that your users will see.	<b>Works everywhere, even when you need to log in.</b> It easily integrates with your workflow, without the need for any code or website iterations	<b>Share security with team members.</b> Greenlight makes sure that anything behind a login is protected and your access design and security architecture stay the same

			
<b>Close to the metal</b> From <a href="#">direct integrations</a> with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.	<b>Fastest-improving platform</b> We release <a href="#">hundreds of features</a> and improvements each year to help you stay ahead of industry shifts. (On average, we deploy our production API 16x per day.)	<b>Battle-tested reliability</b> Our systems operate with <a href="#">99.9%+ uptime</a> and are highly scalable and redundant. Stripe is certified to the highest compliance standards.	<b>Intelligent optimizations</b> Our machine learning models train on <a href="#">billions</a> of data points and help increase revenue across conversion, fraud, revenue recovery, and more.

		
<b>Developer-first</b> Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.	<b>Extensible</b> Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.	<b>Enterprise-ready</b> Built for scale, processing 100B+ locations per year from 100M+ devices with enterprise-grade security, privacy, and support.
		
<b>Low minimums</b> Order as few as <a href="#">20 shirts</a> to get your project started.	<b>Lightning fast delivery</b> Try our <a href="#">2-day service</a> and get your shirts by <a href="#">February 12</a>	<b>Money back guarantee</b> Count on us being on time with each and every order.

# WHEN TO USE ICONS

- 5 Use icons to provide visual assistance to text
- 6 Use icons for product feature blocks
- 7 Use icons associated with actions, and label them (unless no space or icon is 100% clear)



 Some elements are text,  
others are unlabeled icons...

# WHEN TO USE ICONS

- 5 Use icons to provide visual assistance to text
- 6 Use icons for product feature blocks
- 7 Use icons associated with actions, and label them (unless no space or icon is 100% clear)
- 8 Use icons as bullet points

**Essential**  
All the basics to get started

**29€ /mo**  
Billed Monthly

5 Users  
Collaboration features

AUTO-GENERATION  
Unlimited generations  
1 000 banner exports/month  
5 brand presets

CREATIVE AUTOMATION  
Unlimited templates  
2 000 API calls/month  
Zapier integration

Try for free

**Caffeine keeps you alert.** [1]  
**Coffee contains helpful antioxidants.** [2]  
**Anxiety:** Caffeine increases the body's stress hormone (cortisol). [3]  
**Sleeplessness:** Excess caffeine decreases sleep quality, requiring even more caffeine the next day for the same alertness. [4]  
**Harmful:** Many energy drinks include harmful compounds like L-tyrosine and excessive amounts of sugar. [5]

**Program Administration**  
Blair handles all operational duties to facilitate the ISA program including the process of all applications, repayments and customer support. Lean back and focus on the education of your students.

**Regulatory Framework**

**Technical Infrastructure**

**Financing Solutions**

Sustainable aluminum bottle  
 Only clean and natural ingredients  
 No petrochemicals  
 Saves clean water  
 Renewable active ingredients  
 Made locally with minimal outsourcing  
 Reduces greenhouse gas emissions  
 Proven to perform

We partner closely with you.

Dedicated support over Slack  
ATS integrations  
Strategy meetings to hone in the search

Scheduling management  
Weekly performance reports  
Consultation on job description and messaging

# USE ICONS WELL

9

To keep icons neutral, use same color as text. To draw more attention, use different color

So fast you'll never notice	Mobile out of the box	Automatic dark mode
We optimise and deliver with a custom CDN designed for high performance and stunning crisp visuals.	Your content adapts beautifully to tablets and smartphone devices. Content loads swiftly with mobile optimised assets.	Every theme comes with the ability to match your or your visitors preference and display as light or dark variants.

<b>Keep it stupid</b>	<b>Award-winner</b>	<b>Keen to learn</b>
I like to keep my work simple, minimal with eye-catching details and stunning typography.	Not yet. But with a combination of winning attitude and high ambition I'll be a future game changer	You know how to eat an elephant? Bite by bite. That's how I learn. One small thing. Every. Single. Day.

<b>Cost-effective</b>	<b>Time Saving</b>	<b>Flexible</b>
At a fraction of the cost of traditional construction, our pre-fab solutions create additional space for focused work and collaboration without constant noise, debris and distraction.	Thoughtful design ensures simple installation in a few hours or less. And, because our products are safely ensured, you'll never have to spend time or money chasing after permits, contractors, and more.	Unlike traditional construction, our purpose-built products were designed to adapt with your workspace and can easily be positioned in various places throughout your office, or to an entirely new location.

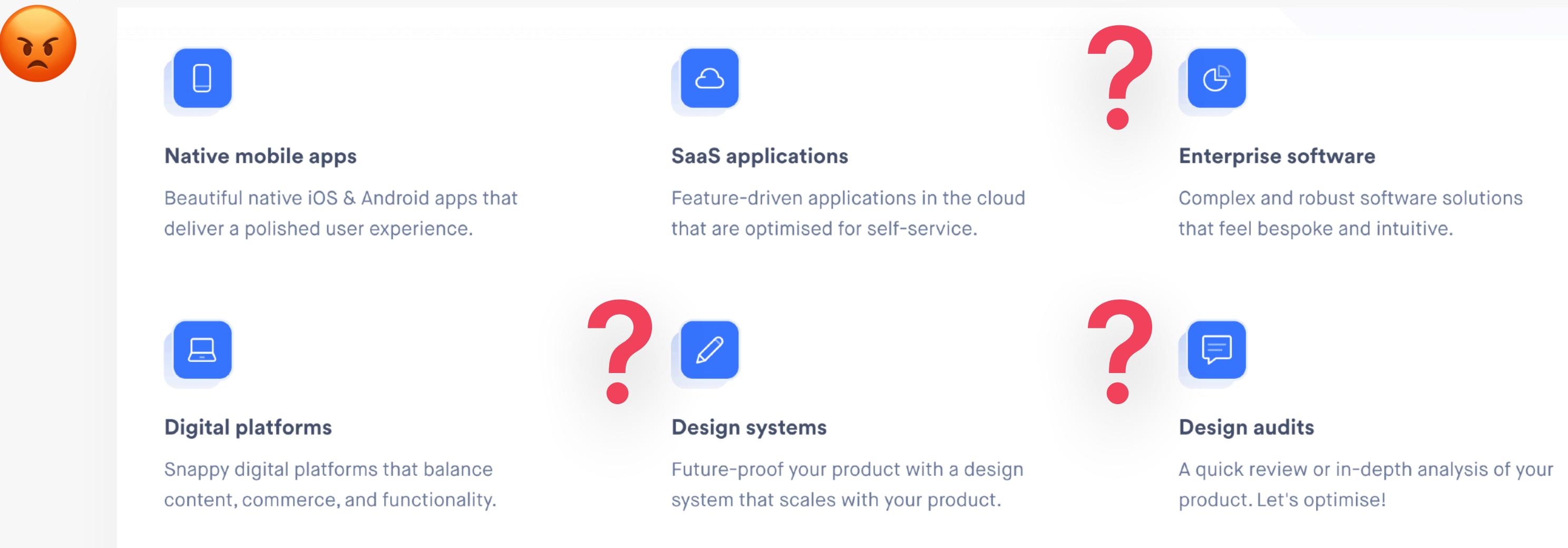
<b>Correctness</b>	<b>Clarity</b>	<b>Engagement</b>	<b>Appropriate tone</b>
Eliminate grammar, spelling, and punctuation errors.	Make every sentence concise and easy to follow.	Find vivid words to enliven each and every message.	Choose the right tone and formality level.

<b>Inbox</b>	<b>Earn interest</b>
	0.40% AER, Easy Access Interest Pocket provided by Investec Bank, FSCS protected (Opt-in)
	<b>Automated savings</b>
	Our algorithm sets money aside little-but-often, and Round Ups save as you spend
	<b>Lost Money</b>
	Get alerts if you're overpaying on bills, and switch to a cheaper supplier in seconds
	<b>Unlimited withdrawals</b>
	Withdraw as often and as much you like, with no hidden charges

<b>Link Banks</b>	<b>Automatic</b>	<b>Spending</b>	<b>Insights</b>	<b>Fast</b>
Connect up to 3 banks and their accounts	Up-to-date transactions and balances	Smart ways to look at your recent spending	See your daily average and monthly in & out	Open directly to spending information
<b>Manual</b>	<b>Dark Mode</b>	<b>Count</b>	<b>Notifications</b>	<b>Private</b>
Manually add spending for things like cash	Automatically adjusts with brightness	Tap transactions to add up their amounts	Get a weekly reminder to check spending	Keep info secure with Touch ID or Face ID

# USE ICONS WELL

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- 10 Don't confuse your users: icons need to make sense and **fit the text or action!**



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- 10 Don't confuse your users: icons need to make sense and **fit the text or action!**
- 11 Don't make icons larger than what they **were designed for**. If needed, **enclose them in a shape**



The image shows two side-by-side sections of a user interface. Both sections feature three circular icons with text below them.

**Left Section:**

- Tech that keeps you safe**: Purple lock icon.
- Humans on hand**: Blue speech bubble icon.
- Strong privacy**: Teal shield icon with a checkmark.

**Text below:**

- We support face & fingerprint ID, and use 256-bit TLS encryption.
- Our customer support team is ready to help you, 7 days a week.
- We never share your data with any other parties without your consent.

**Right Section:**

- Tech that keeps you safe**: Purple lock icon.
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The image shows two side-by-side sections of a user interface. Both sections feature three icons with text below them.

**Left Section:**

- Private bedrooms**: Bed icon.
- Furnished spaces**: Couch icon.
- Regular cleaning**: Spray bottle icon.

**Text below:**

- From master suites to private bedrooms, your room is yours alone.
- No more Craigslist sofas. Common areas come furnished, on us.
- Professional monthly cleaners to keep your spot spick and span.

**Right Section:**

**Icons were designed for big use: lots of details, thin lines**



