Utility illustrations

Utility illustrations are used in-product as a single-subject matter. You can combine them with one another to describe a feature workflow.

Story

Illustrations are imperative to storytelling. We use them to tell the diverse stories of our customers and share their craft and aspirations.

Emotion

We use illustration to drive emotion. It represents our customer journey and QuickBooks as a whole. We reflect this through active, organic, and approachable illustrations. They create connections in the right moments.

Presence

Illustrations proactively guide users while supporting messages. We use them sparingly to provide clarity without creating distraction or taking away from the message.

Utility set

Utility illustrations are used in-product as a single-subject matter. You can combine them with one another to describe a feature workflow.
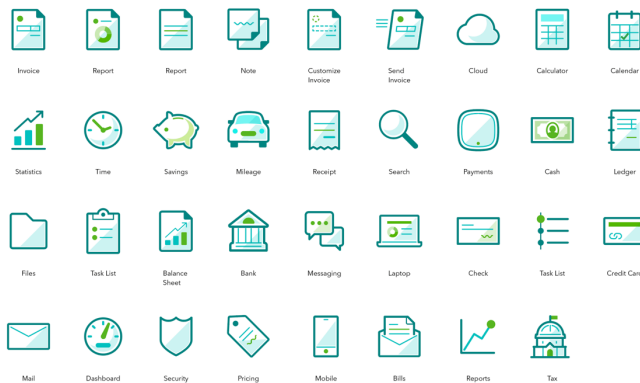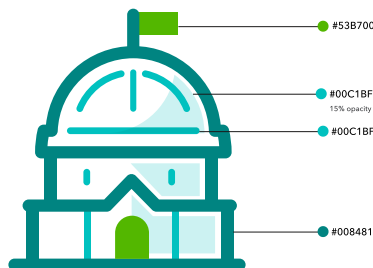
Feedback

Color

UTILITY COLOR PALETTE

We use green and teal as the primary colors for our utility illustrations.

HEX #53B700 is used to highlight deatils. HEX #00C1BF is for line details within the illustration.
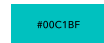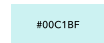
- #53B700
- #00C1BF — 15% opacity
- #00C1BF
- #008481

OUTLINE STROKE	DETAIL STROKE
#008481	#00C1BF

SHAPE	SHADE
#00C1BF	#00C1BF — 20% opacity
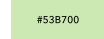
#53B700 — 100% opacity	
#53B700 — 60% opacity	
#53B700 — 30% opacity	

Specs

SIZE

All utility illustrations sit inside a 120px by 120px image container.

120px

120px

GAP
and outline stroke

CORNER
Round cap for corner

STROKE
Round join for stroke

2px Detail stroke

4px Outline stroke

Created by **Justin Carboneau [(https://designsystem.quickbooks.com/author/jcarboneau/)](https://designsystem.quickbooks.com/author/jcarboneau/)**
Last modified September 6, 2018 by **Shaily [(https://designsystem.quickbooks.com/author/ssawant1/)](https://designsystem.quickbooks.com/author/ssawant1/)**

Was this Helpful?

Feedback