

[\(https://designsystem.quickbooks.com/bolt/\)](https://designsystem.quickbooks.com/bolt/)

[\(https://designsystem.quickbooks.com/author/Maul2/\)](https://designsystem.quickbooks.com/author/Maul2/)

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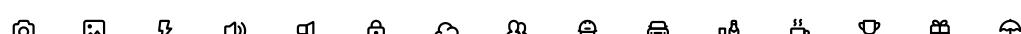
[Video storytelling](#)



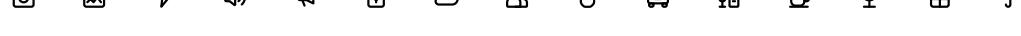
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Feedback

## Concept

Icons are built from a central circular element. They're made to be bold, simple, and geometric. They have a symmetrical and expressive look to ensure readability and clarity of the visual at a smaller scale. These icons appear in action cells, navigation bars, home menu, etc.

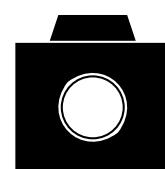


[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153650/Concept.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153650/Concept.svg)



[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153701/icon-do.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153701/icon-do.svg)

Make icons bold and graphic with rounded corners. Always use geometric and consistent shapes.



[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153704/icon-dont.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153704/icon-dont.svg)

Don't use delicate or thin stroke weights. Don't use shapes with sharp corners and stay true to recommended keyline shapes. These will not scale well.

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## Grid

### Brand foundations

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### Graphic elements

### Illustration

#### Lifestyle

#### illustrations

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#### Utility

#### illustrations

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### Iconography

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### Motion

### Video storytelling

### Product expression

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## Layout

### Marketing guidelines

The icon's content is always inside of the live area with 2px of padding around.

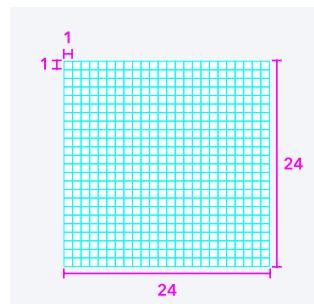
### Product guidelines

### Downloads

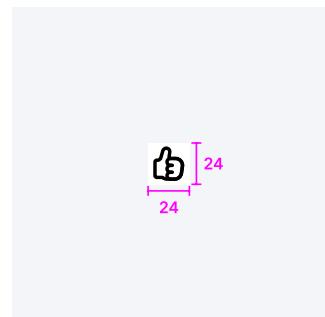
ICONOGRAPHY - QuickBooks Design System  
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### ICON GRID

System icons are created within and are displayed as 24 x 24px.



### ICON AT 100% SCALE

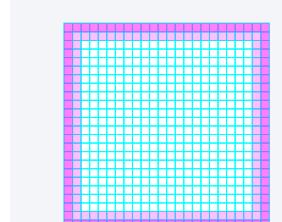


(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160254/icon-grid.svg>).  
(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153711/icon-scale.svg>).

Create icons for viewing at 100% scale for pixel-perfect accuracy.

Contain and ship icons within a 24 x 24px transparent square background.

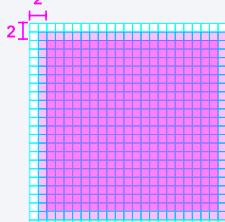
### LIVE AREA



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153800/Live-area.svg>).

Content may only extend 1px if visual weight is needed.

### MARGINS



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160322/Margin.svg>).

If you need more visual weight, you can extend the only 1px into the margin of padding. No parts of the icon should ever extend past the grid.

## Positioning, shapes and geometry

All shapes are built from a central circular element for a friendly and unified look. The grid and defined basic shapes help us keep a consistent look with consistent

### POSITIONING

### SHAPES AND GEOMETRY

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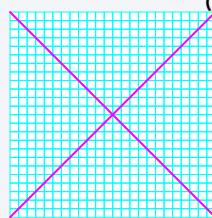
[Illustration](#)

[Lifestyle illustrations](#)  
 (https://designsystem.com/bolt/iconography/lifestyle/)

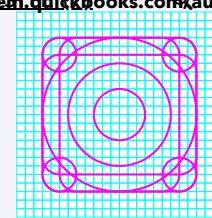
[Utility illustrations](#)  
 (https://designsystem.com/bolt/iconography/utility/)

[Iconography](#)  
 (https://designsystem.com/bolt/iconography/iconography/)

## Iconograph



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160528/Positioning-grid.svg)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160623/Shapes-and-geometry.svg)

The icon grid helps position graphic elements consistently.

Keylines are available for circles, squares, rectangles, orthogonals, and diagonals.

## Motion

[Video storytelling](#)

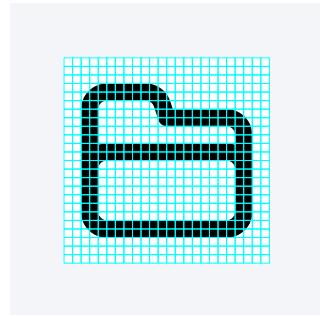
[Product expression](#)  
 (https://designsystem.com/bolt/iconography/product-expression/)

[Marketing guidelines](#)

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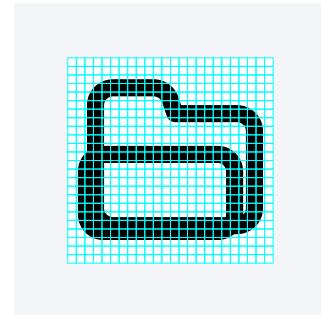
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## Pixel alignment



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153807/Pixel-alignment-do.svg)

Use integers without decimals. This helps position the icons on the grid.

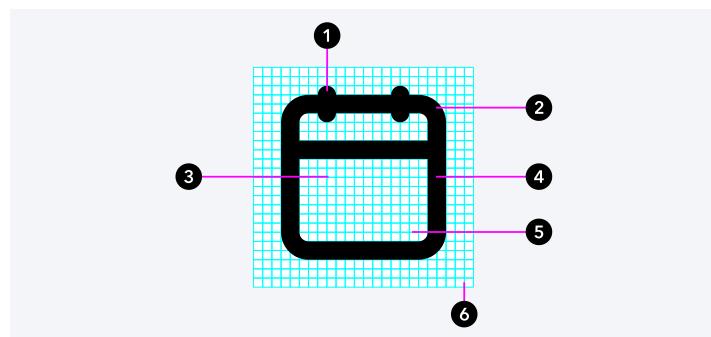


(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160452/Pixel-alignment-dont.svg)

Place or create an icon on a coordinate that isn't "on pixel."

## Anatomy

Understanding the anatomy of system icons helps you better communicate with other designers.



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160741/Anatomy.svg)

1. Stroke terminal
2. Corner
3. Counter area

Feedback

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## Iconography

### Stroke

5. Counter stroke

6. Bounding area

QuickBooks Design System

(https://designsystem.quickbooks.com/bolt/iconography/)

## Composition

[Graphic elements](https://designsystem.quickbooks.com/bolt/)

Icon should always be front-facing and never in a perspective view.

[Illustration](https://designsystem.quickbooks.com/bolt/)

Compositions with perspective require more detail and a higher level of polish, and can be harder to see at a smaller scale.

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[Utility illustrations](https://designsystem.quickbooks.com/bolt/)

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[Motion](https://designsystem.quickbooks.com/bolt/)

[Video storytelling](https://designsystem.quickbooks.com/bolt/)

[Product expression](https://designsystem.quickbooks.com/bolt/)

(https://designsystem.quickbooks.com/bolt/)

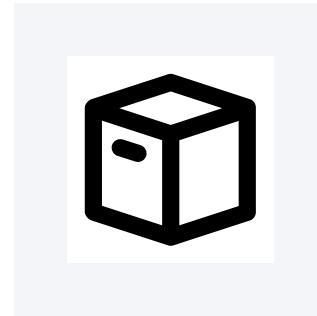
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(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153644/Composition/do.svg)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153647/Compcdon.svg)

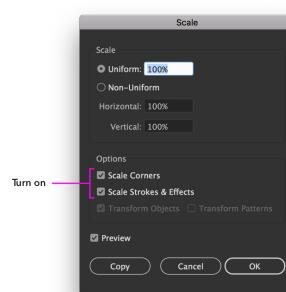
Keep icons front-facing.

Never create icons in a perspective view.

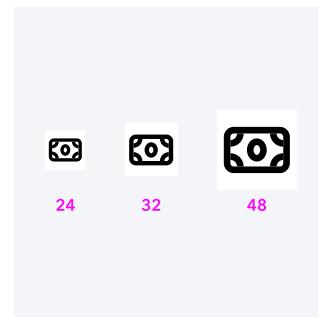
## Scaling

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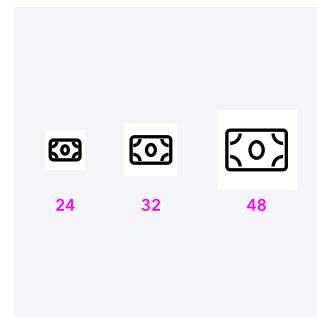
The default icon size is 24 x 24px, but it can vary. When scaling icons on Adobe Illustrator, remember to turn on "Scale Corners" and "Scale Strokes and Effects" to get the same rounded corners and bold lines.



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153825/Scaling.png)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153817/Scaling-do.svg)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153820/Scaling-dont.svg)

Line boldness and corners remain the same when scaled appropriately.

As you scale, avoid icons losing boldness, corners getting sharp, and spacing.

## Icons with containers

Icons are centered within container shapes.

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## Brand foundations

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## Core elements

### Secondary elements

#### Graphic elements

#### Illustration

##### Lifestyle illustrations

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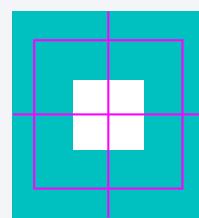
##### Utility illustrations

[\(https://designsystem.quickbooks.com/bolt/iconography/\)](https://designsystem.quickbooks.com/bolt/iconography/)

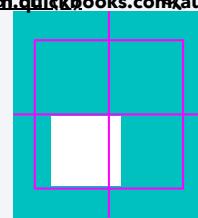
### Iconography

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## Iconograph



[\(https://designsystem.quickbooks.com/bolt/iconography/\)](https://designsystem.quickbooks.com/bolt/iconography/)



<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/29153714/icons-with-containers-dont.svg>

Center the 24x24 icon within the hexagonal shape.

Never misalign or off-center the icon within the hexagonal shape.

## Stroke

### Motion

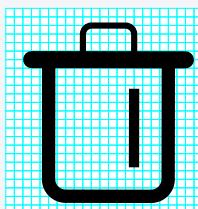
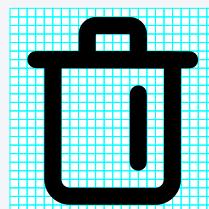
Always use a 2px stroke with curves, angles, accents, and both interior and exterior strokes. Use consistent stroke weights and rounded stroke terminals. Don't use or mix inconsistent stroke weights together.

**Stroke weight:** 2px

**Cap:** Rounded cap

**Corner:** Rounded join

**Align stroke:** Center



<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160653/Stroke-Do.svg>

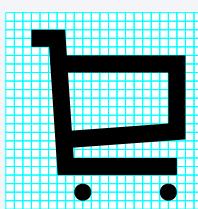
<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160716/Stroke-dont.svg>

Use consistent stroke weights with rounded stroke terminals.

Do not mix inconsistent stroke weights or mix flat and rounded terminals.

## Corners

Keep radiiuses defined at 2px. Interior corners should be square (not rounded). For shapes 2px wide or less, stroke corners can be rounded at 1px if needed.



<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160133/Corner-do.svg>

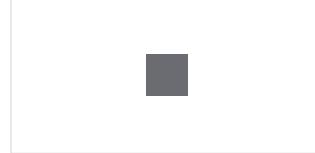
<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/30160208/Corner-dont.svg>

[Brand foundations](#)[\(https://designsystem.quickbooks.com/bolt/iconography/\)](https://designsystem.quickbooks.com/bolt/iconography/)[Core elements](#)

## Icon controls

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Different icons usage, states, and variations within product.

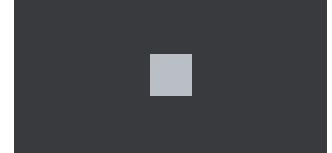
**WHITE + NEUTRAL BKGS**

(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10143014/Group-211.svg)

**Default**

Icon color: Gray02 (#6B6C72, 100% opacity)

Background: White (#FFFFFF, 100% opacity)

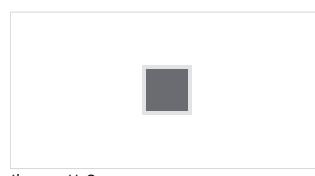
**DARK + COLORED BKGS**

(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10150329/Group-26.svg)

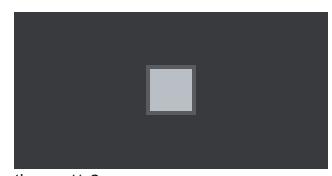
**Default**

Icon color: Gray04 (#BABEC5, 100% opacity)

Background: QB Gray (#393A3D, 100% opacity)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10143017/Group-22.svg)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10150331/Group-27.svg)

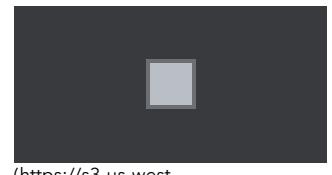
**Hover**

Icon color: Gray02 (#6B6C72, 100% opacity)

Background: Gray 03 (#8D9096, 25% opacity)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10143020/Group-23.svg)

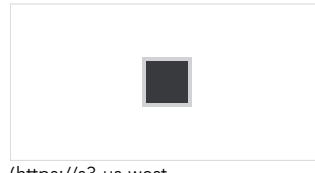


(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10150334/Group-29.svg)

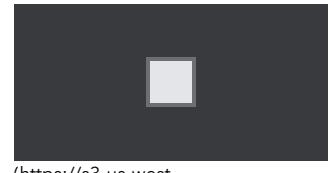
**Active**

Icon color: Gray02 (#6B6C72, 100% opacity)

Background: Gray 03 (#8D9096, 40% opacity)



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/



(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/

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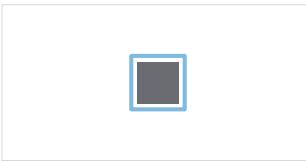
Marketing guidelines

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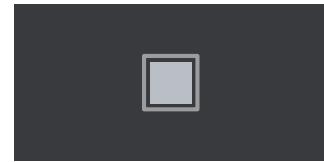
## Spacing

There should be enough space surrounding the system icon to allow for legibility and tapability.



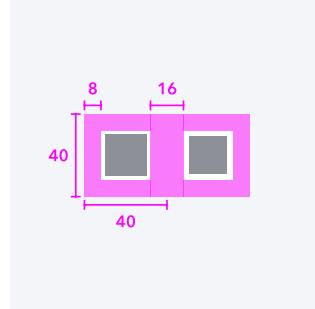
[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10143026/Group-25.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10143026/Group-25.svg)

**Focus**  
Icon color: Gray02 (#6B6C72, 100% opacity)  
Background: White (#FFFFFF, 100% opacity)  
Line: Blue02 (#0077C5, 50% opacity)  
[Line weight 2px, Position outside, Rounded joints+ends]



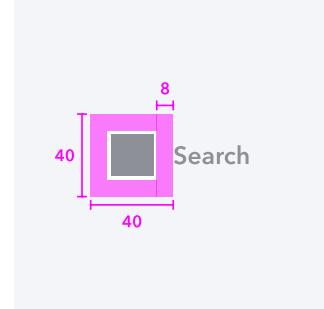
[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10150339/Group-311.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/10150339/Group-311.svg)

**Focus**  
Icon color: Gray04 (#BABEC5, 100% opacity)  
Background: QB Gray (#393A3D, 100% opacity)  
Line: White (#FFFFFF, 50% opacity)  
[Line weight 2px, Position outside, Rounded joints+ends]



[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/06125344/Group-4-2.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/06125344/Group-4-2.svg)

8px all around the icon.



[\(https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/06125703/Group-6-3.svg\)](https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/06125703/Group-6-3.svg)

Distance between icon and text is 8px.

## Icons, text, and pairings

Icons should never be paired to convey another meaning. Icons are NOT meant to be a replacement for words.

Feedback

Brand foundations  
(<https://designsystem.quickbooks.com/author/Maul2/>)

Core elements

Secondary elements

Graphic elements

Illustration

Lifestyle illustrations  
(<https://designsystem.quickbooks.com/author/Maul2/>)

Utility illustrations  
(<https://designsystem.quickbooks.com/author/Maul2/>)

Iconography  
(<https://designsystem.quickbooks.com/author/Maul2/>)

## Global regions

Motion

Certain icons are open to global specific metaphors.

Video storytelling

Product expression  
(<https://designsystem.quickbooks.com/author/Maul2/>)

Marketing guidelines

Product guidelines

Downloads

(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/05171945/Group-2-2.svg>)

(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/05173252/Group-3-2.svg>)

Use text in conjunction with icons.

Avoid mixing icons together.



(<https://s3-us-west-2.amazonaws.com/designsystems-sbgde-096068918679-us-west-2/wp-content/uploads/2018/08/06132552/Group-2-31.svg>)

Icons, like the one pictured above, can change based on region specific needs.

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Last modified September 10, 2018 by [Richard](https://designsystem.quickbooks.com/author/rjeng1/) (<https://designsystem.quickbooks.com/author/rjeng1/>)

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