



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

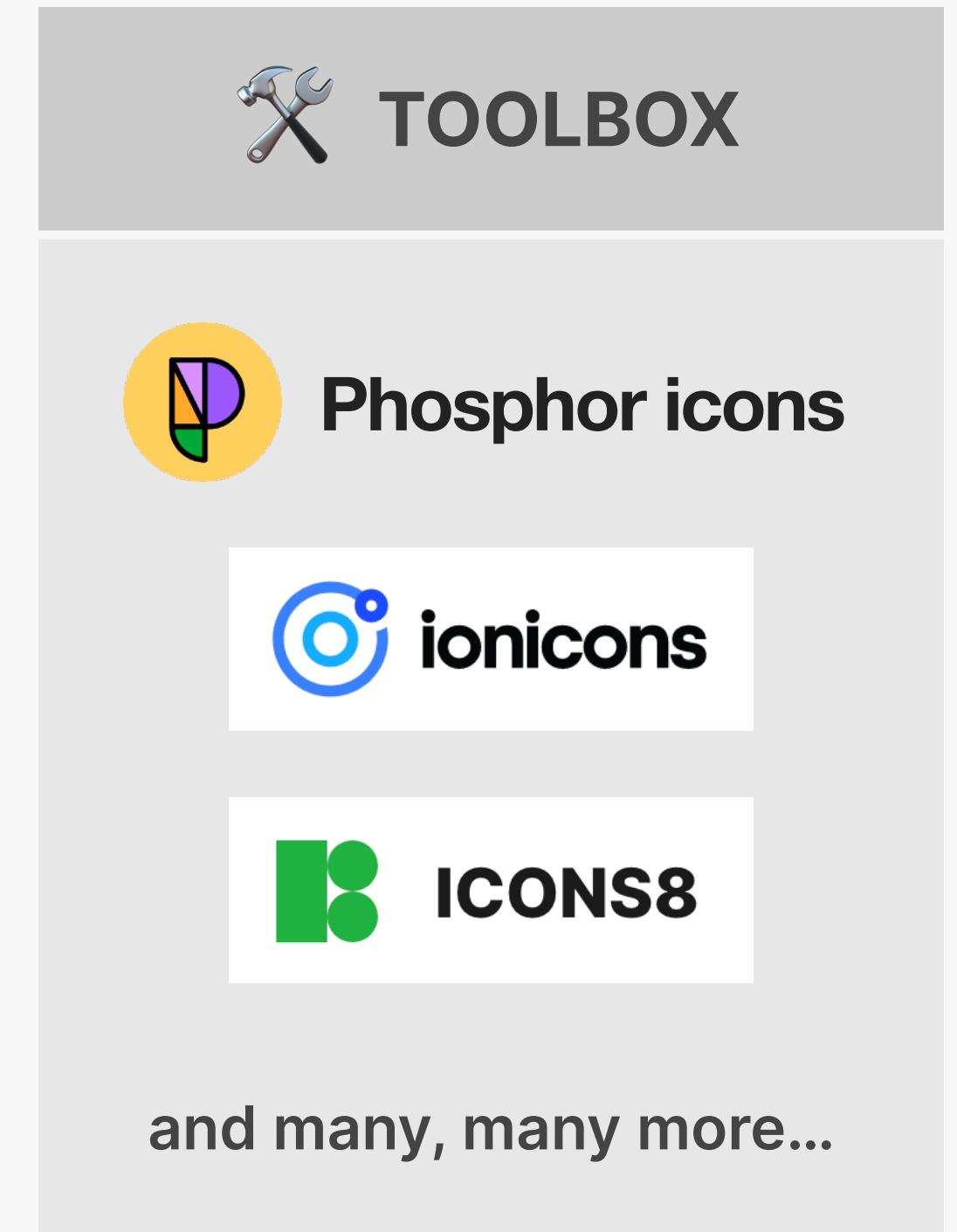
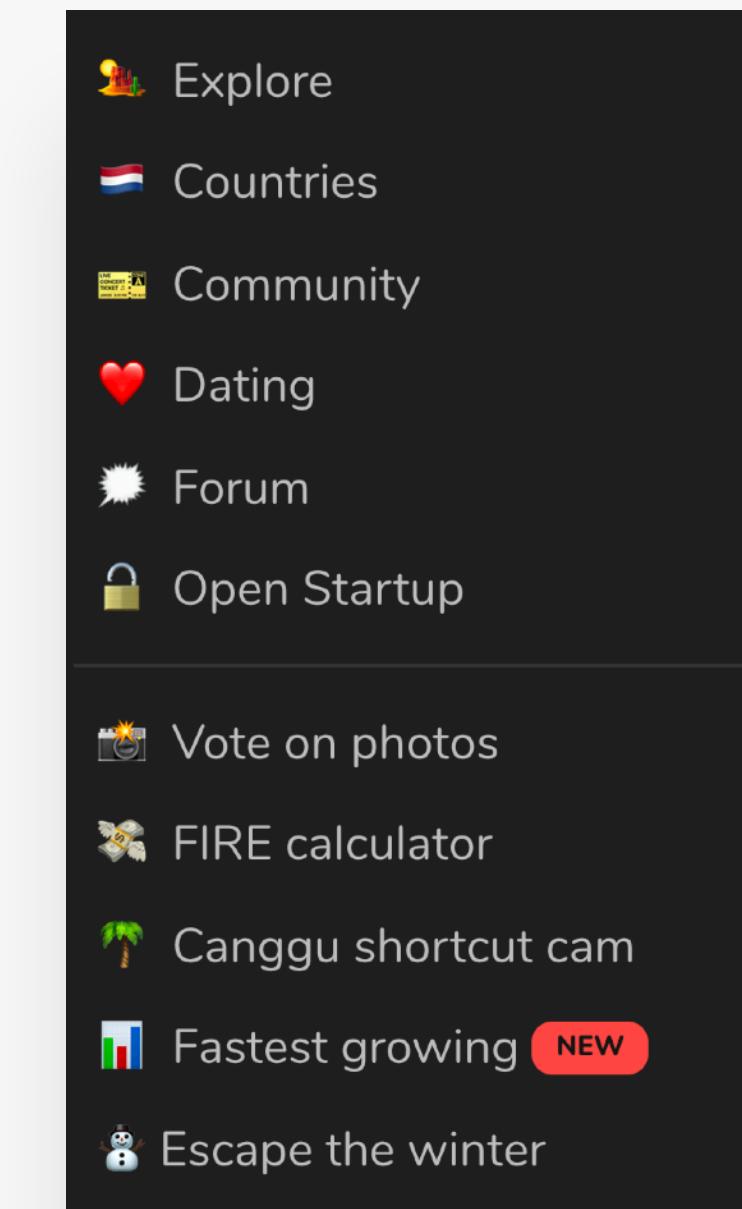
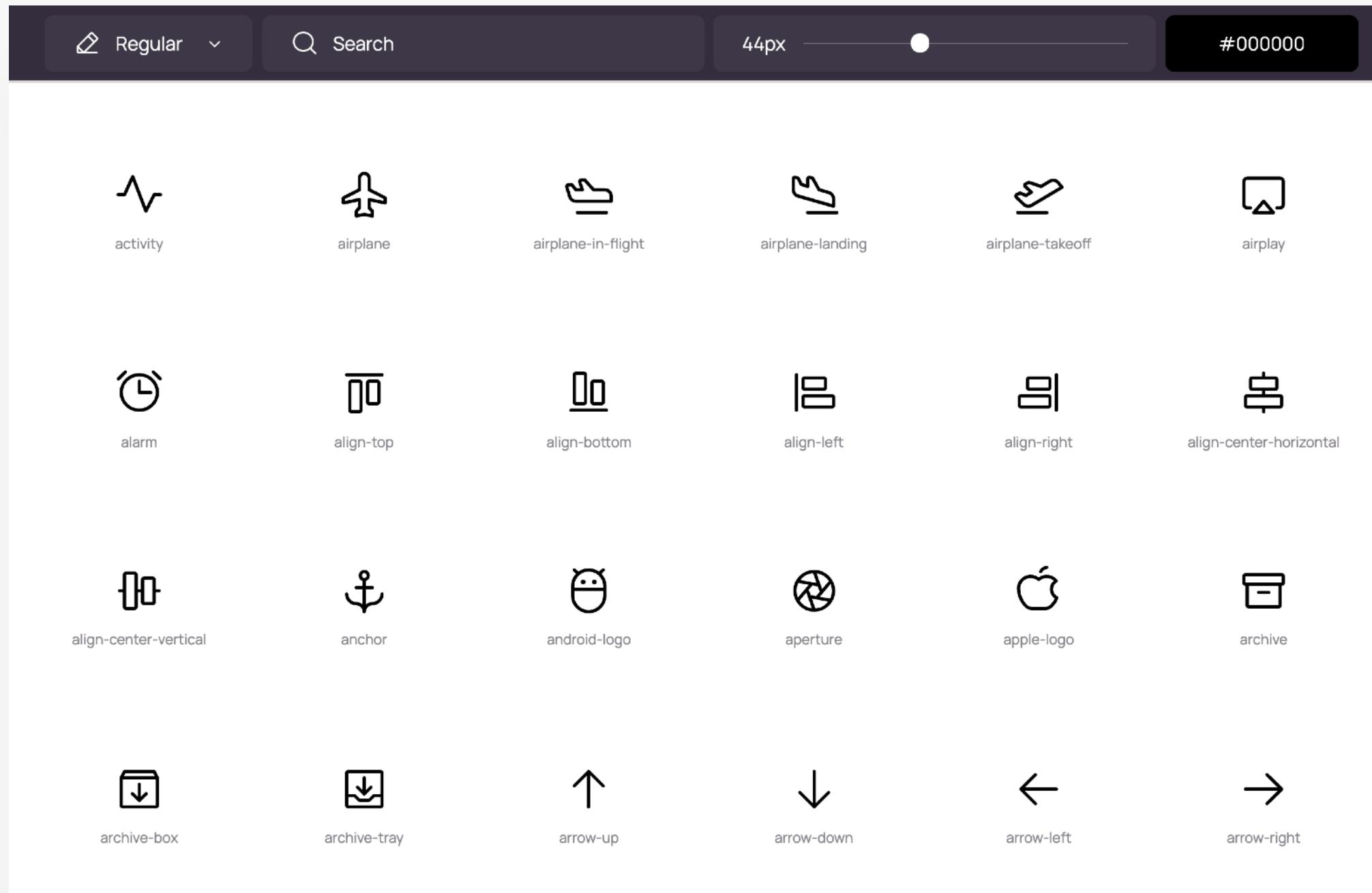
LECTURE

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**



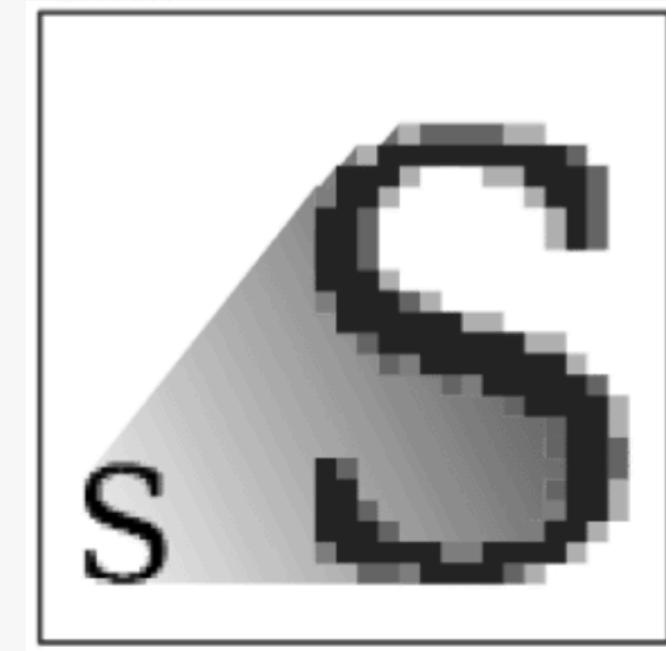
The image shows a grid of six cards, each containing an icon and text. A red arrow points from the angry emoji above to the third card's icon.

 My product is hard to use Let's flatten the learning curve.	 My MVP lacks polish Let's make it look and work amazing.	 My users' productivity is low Let's get rid of repetitive tasks.
 My product has design debt Let's rethink and create a design system.	 My app and site don't get along Let's make your user journey sing.	 My product has feature creep Let's kill your darlings.

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

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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)!



BITMAP



VECTOR-BASED

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

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

USE GOOD ICONS

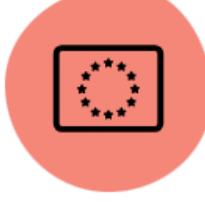
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- 2 Use only one icon pack. **Don't mix icons from different icon packs**
- 3 Use **SVG icons or icon fonts**. Don't use bitmap image formats (.jpg and .png)!
- 4 Adjust to website personality! **Roundness, weight and filled/outlined** depend on typography



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.

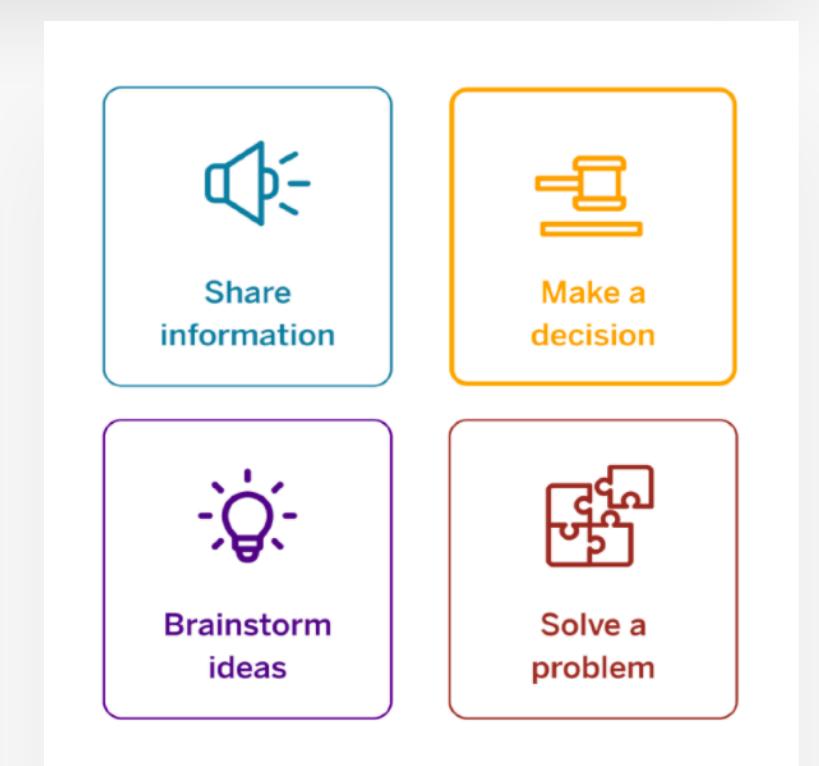
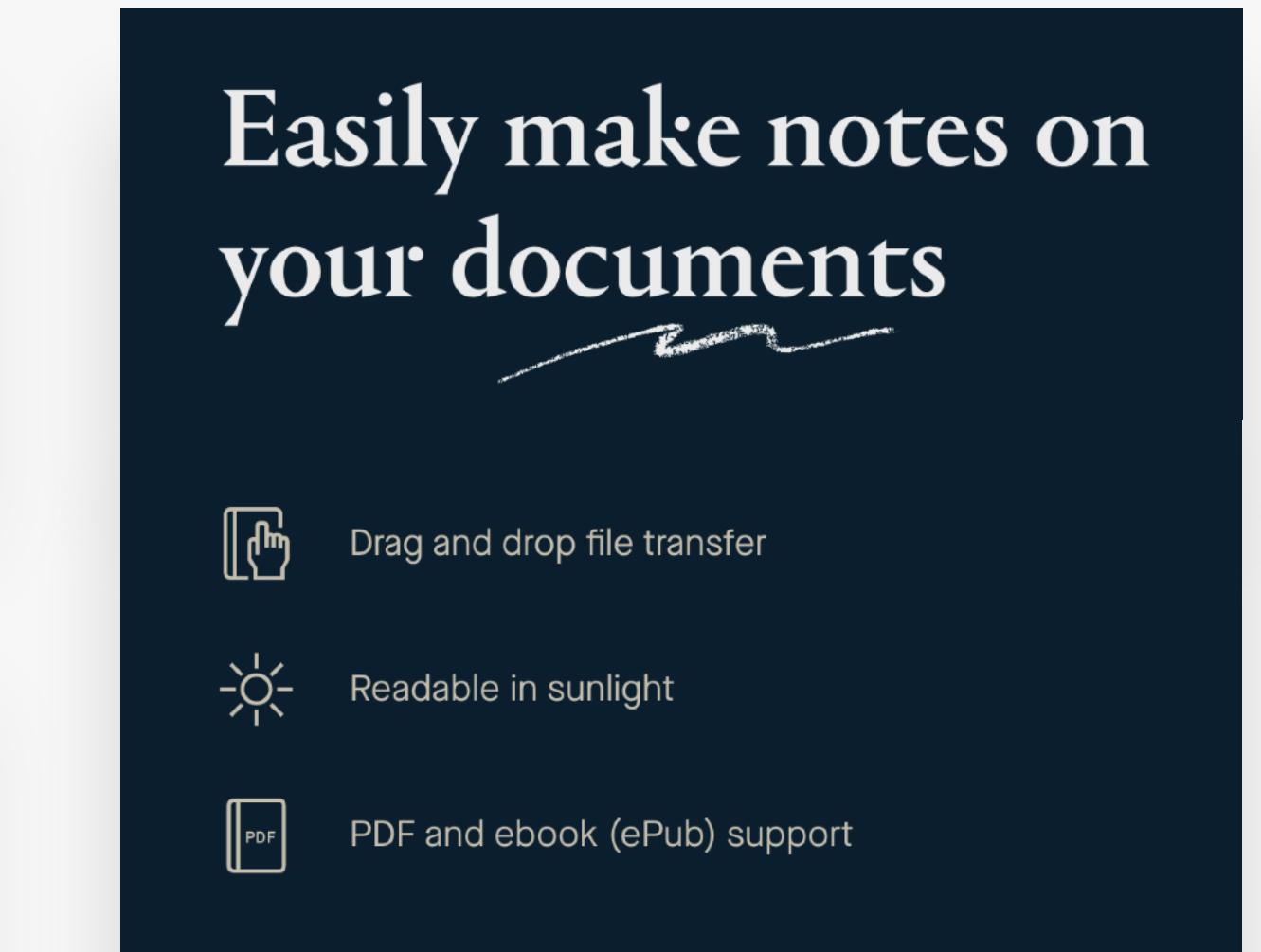
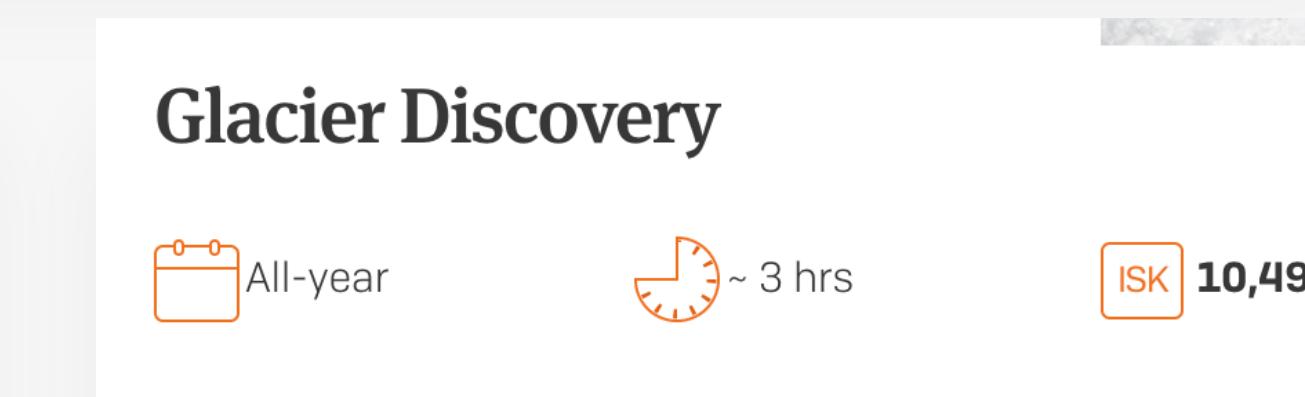
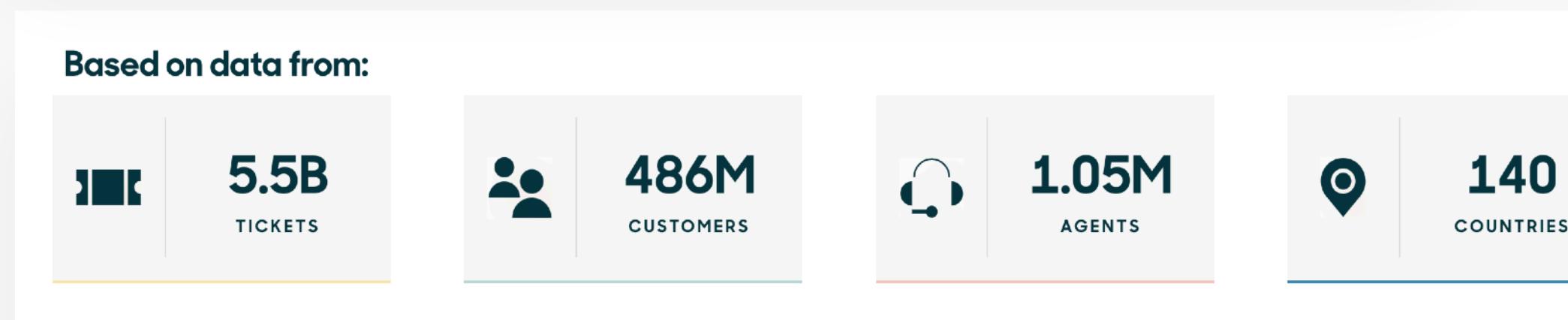
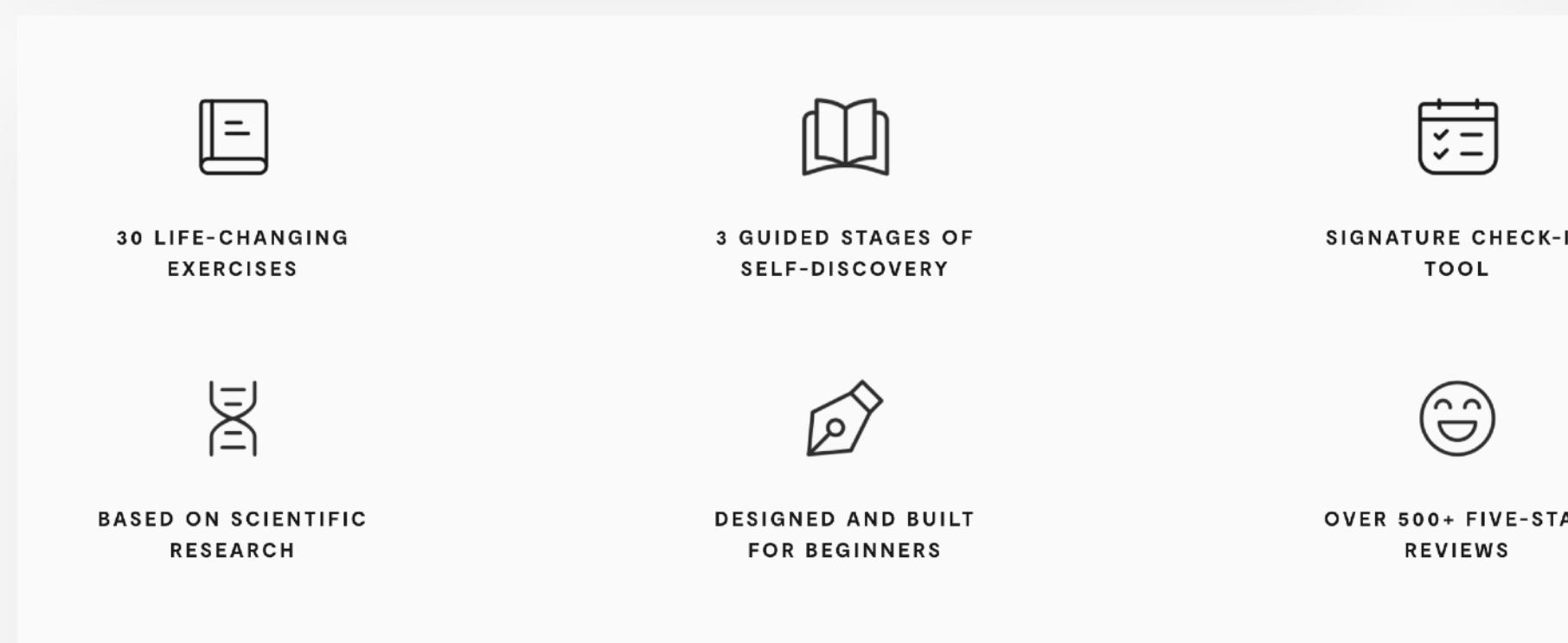
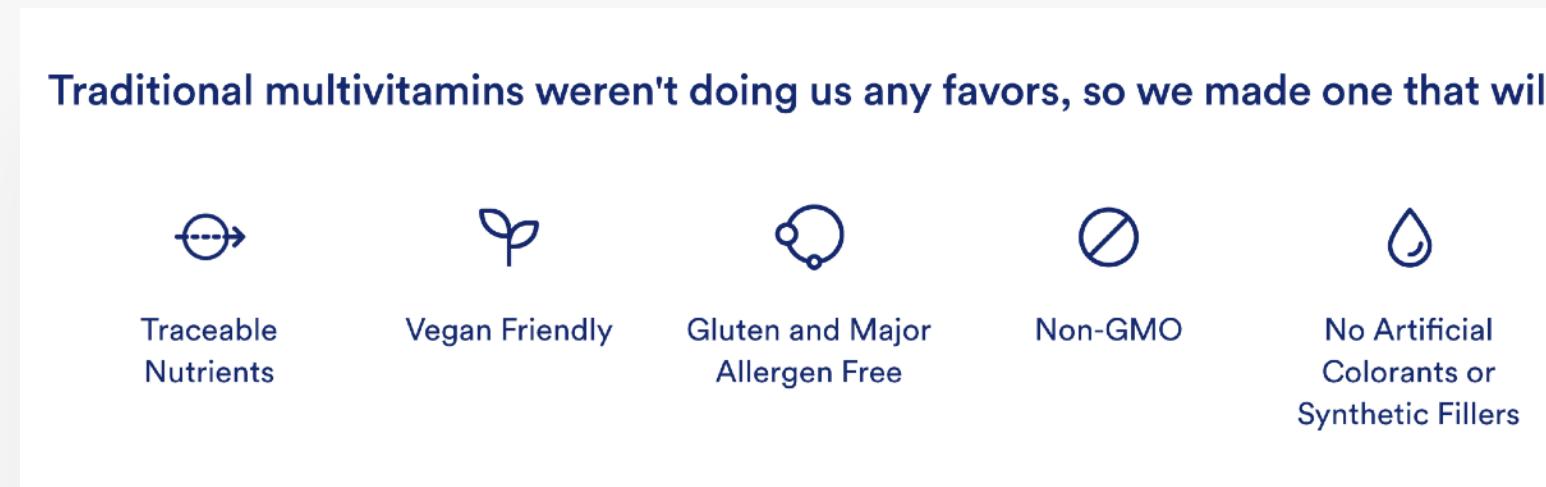


Consolidated delivery
We'll consolidate orders from multiple suppliers and deliver when required.

WHEN TO USE ICONS

5

Use icons to provide visual assistance to text



WHEN TO USE ICONS

5

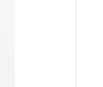
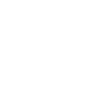
Use icons to provide visual assistance to text

6

Use icons for product feature blocks

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

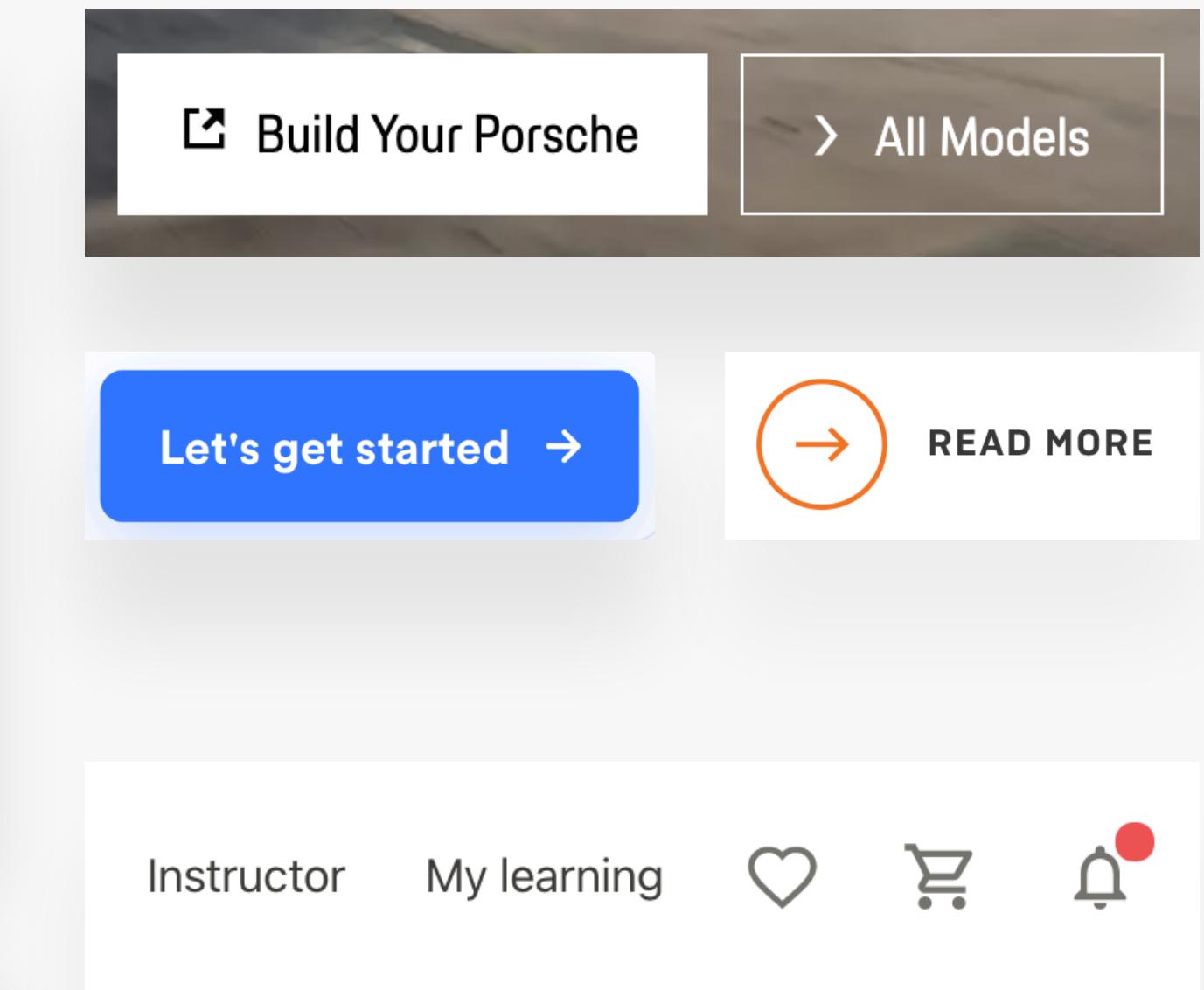
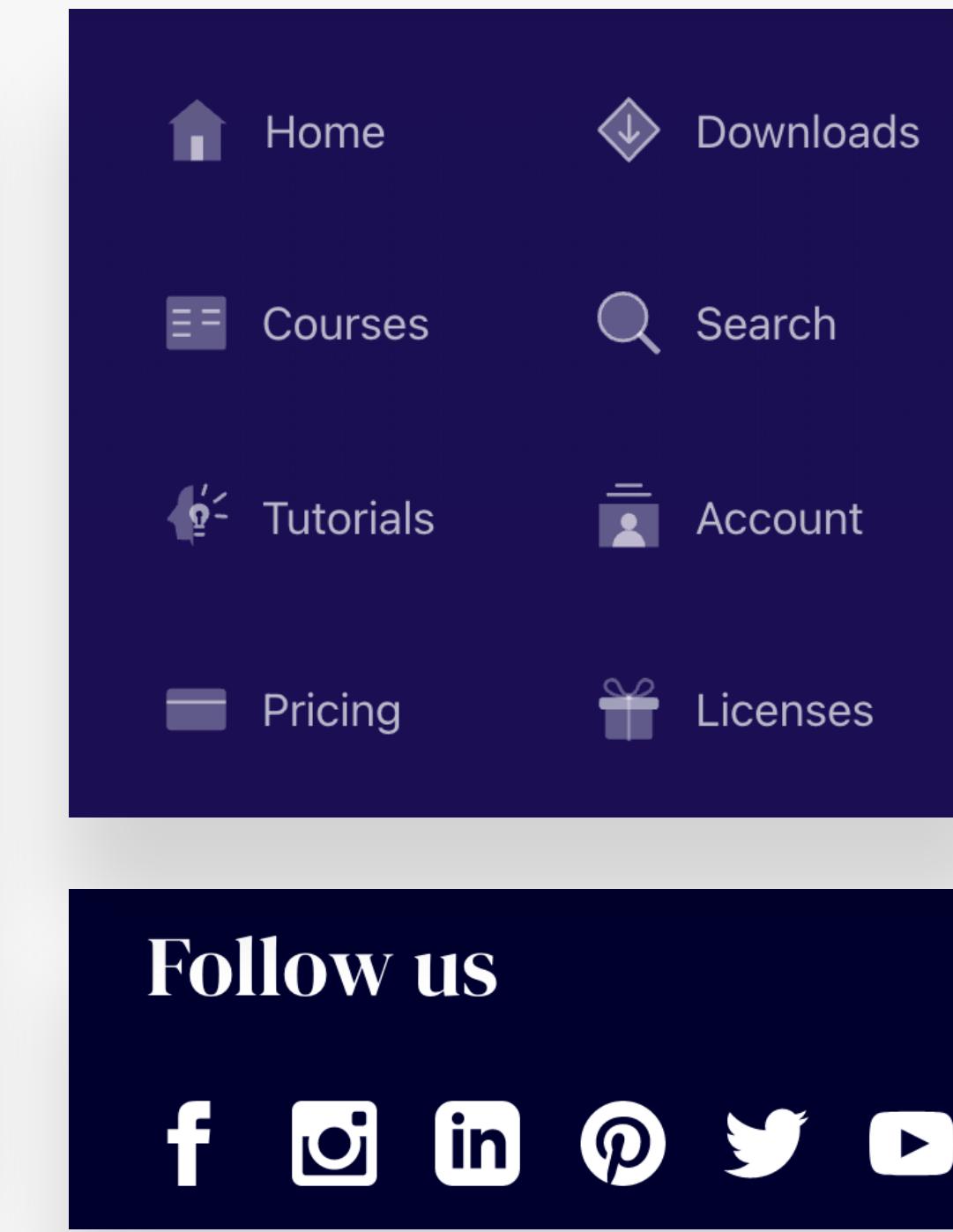
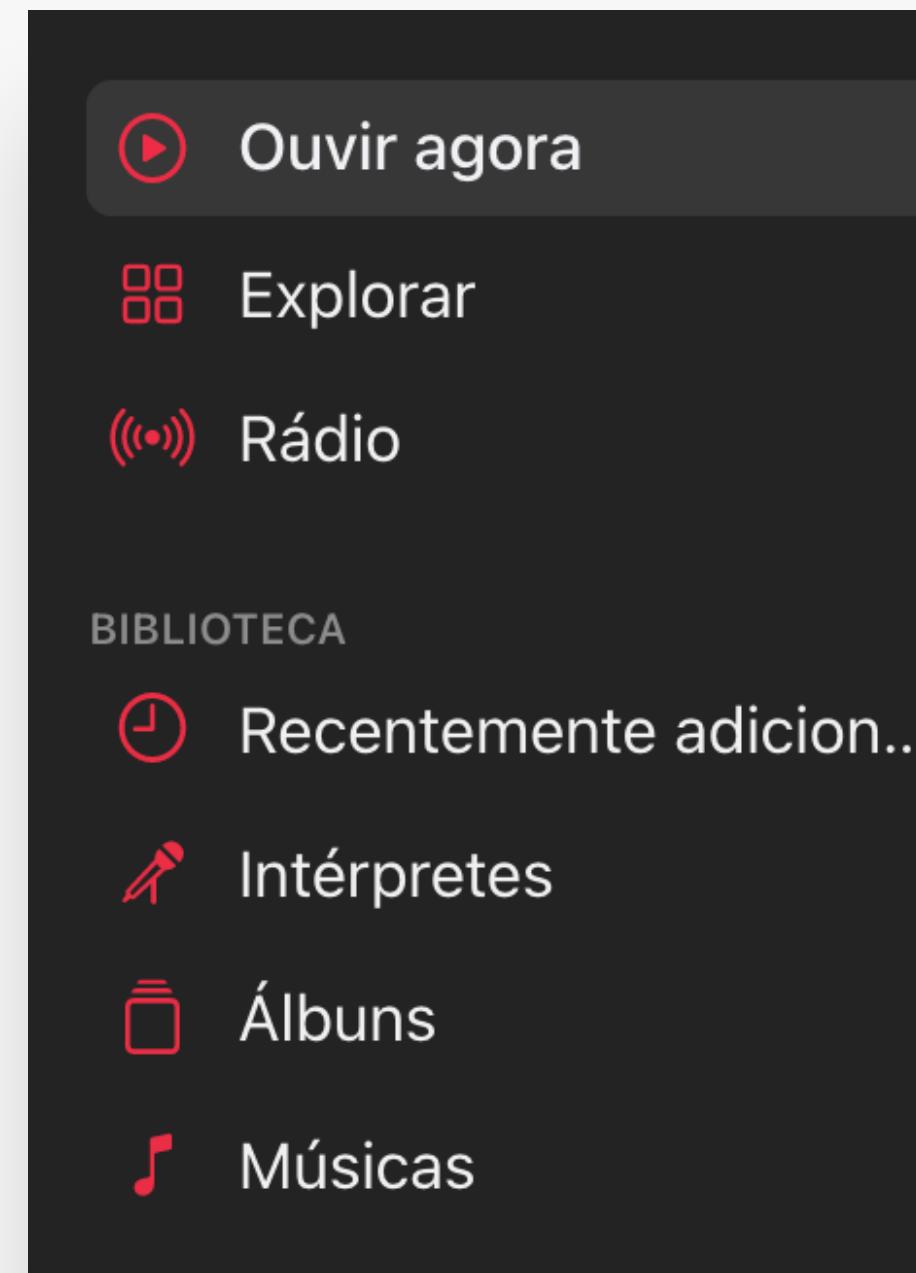
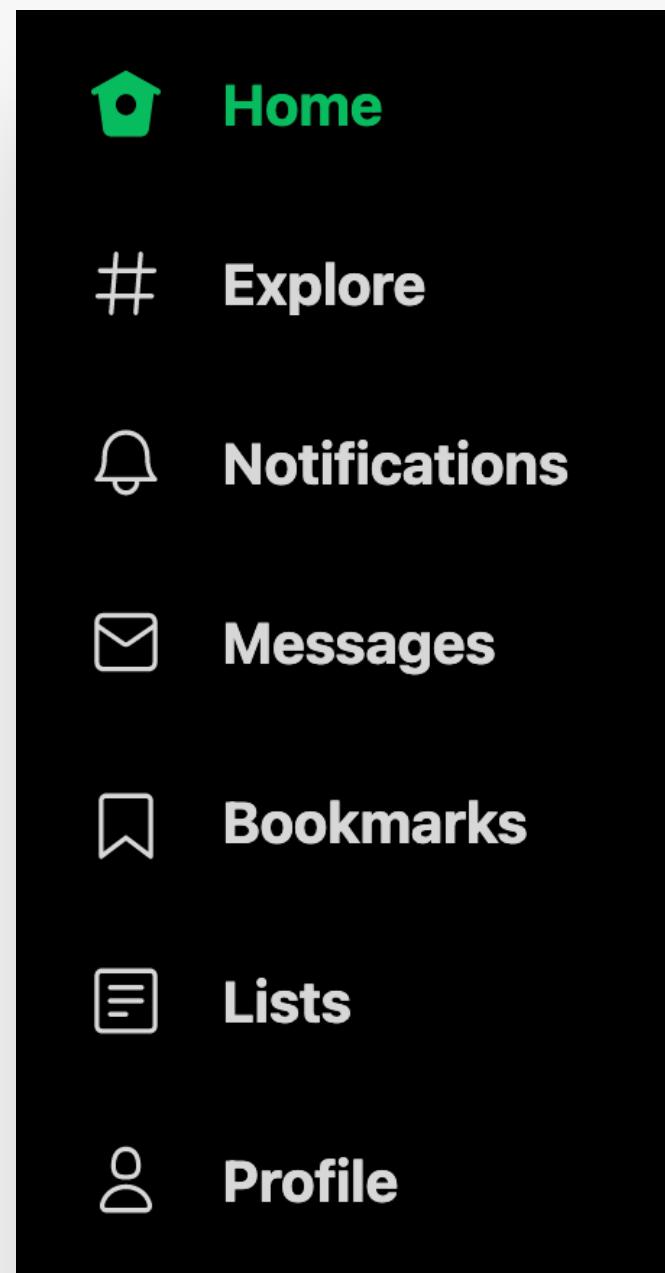
		
Gets feedback from stakeholders. With Greenlight you can easily collate feedback from those who matter on the product version that your users will see.	Works everywhere, even when you need to log in. It easily integrates with your workflow, without the need for any code or website iterations	Share security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

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

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

Keep it stupid	Award-winner	Keen to learn
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.

Cost-effective	Time Saving	Flexible
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.

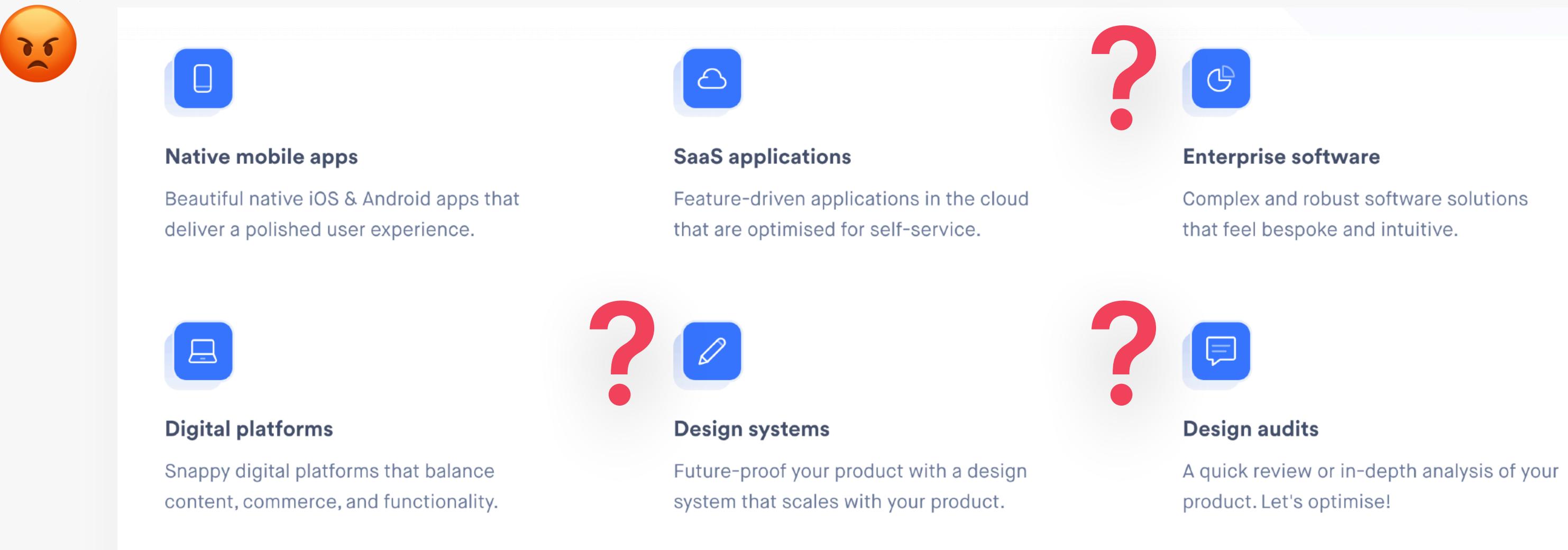
Correctness	Clarity	Engagement	Appropriate tone
Eliminate grammar, spelling, and punctuation errors.	Make every sentence concise and easy to follow.	Find vivid words to enliven each and every message.	Choose the right tone and formality level.

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

Link Banks	Automatic	Spending	Insights	Fast
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
Manual	Dark Mode	Count	Notifications	Private
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**



Tech that keeps you safe	Humans on hand	Strong privacy
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.



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Private bedrooms	Furnished spaces	Regular cleaning
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.



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

