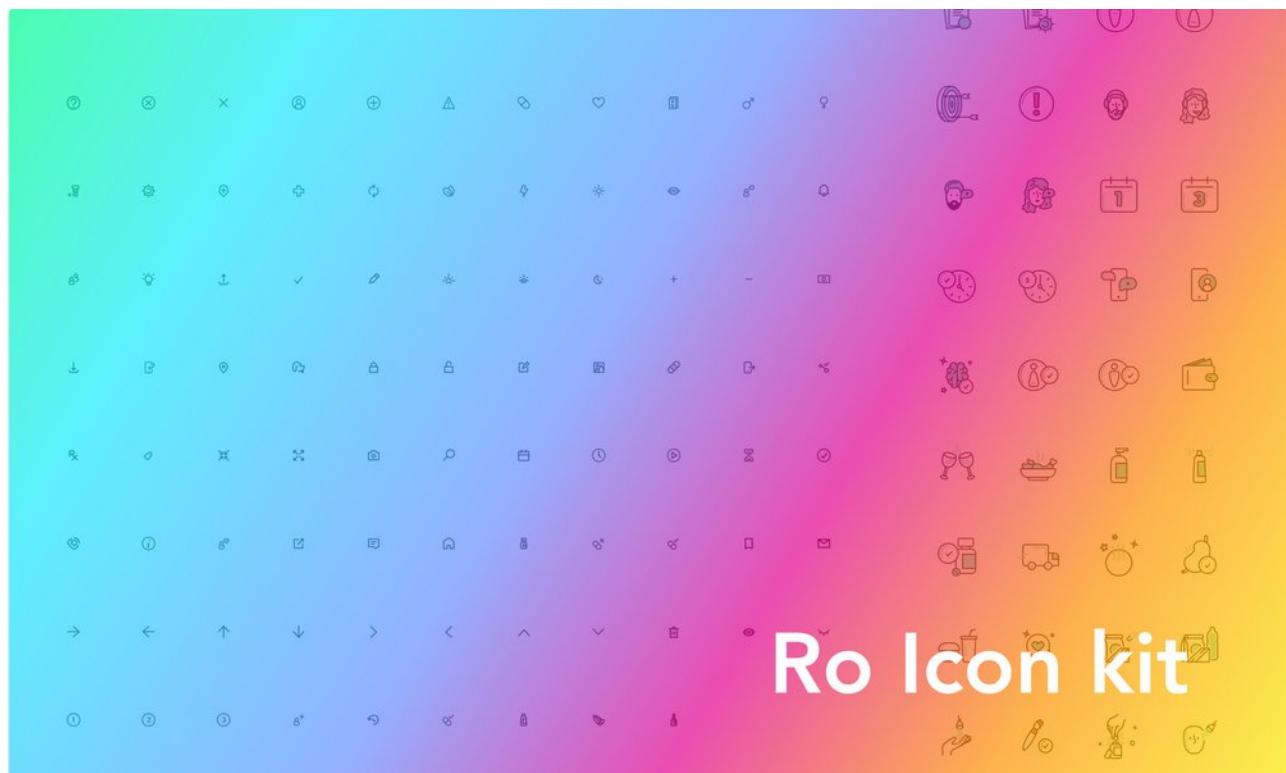


Ro icon kit

Ro icon kit

Role - Lead Designer / Design ops project



Icons ■

I've always had a deep love for icons.

When I first started at Ro, their icon set was limited. Masculine. Hard-edged. For a healthcare company, that presents a couple of issues. Users should feel at ease when they are dealing with their health. Icons should be recognizable, accessible, serious in nature, but also be fun to interact with or set the mood. There should be a balance, of course, between fun and serious. Ro's icon set should feel like they were created for a healthcare company that makes managing your health stress-free.

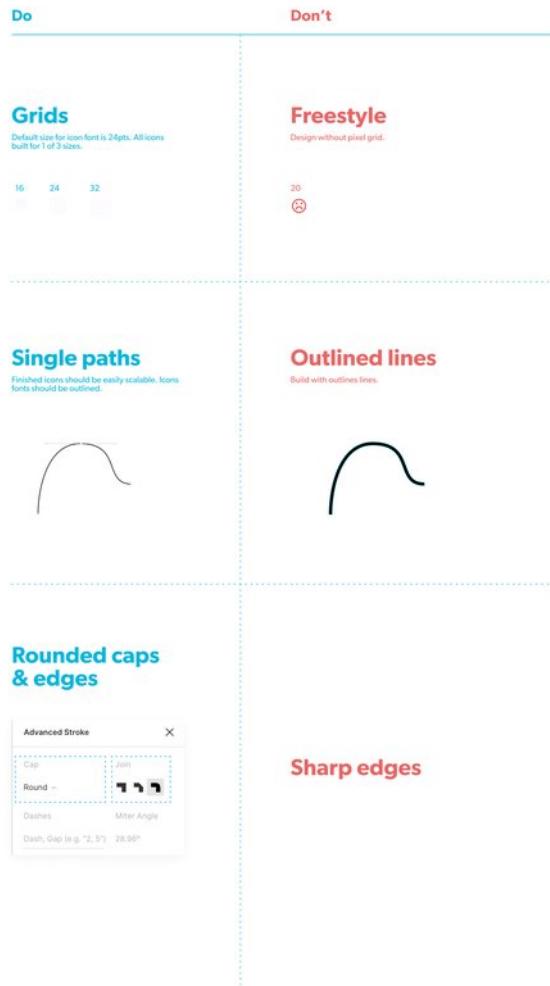
Another goal for this project was to make a system that any designer could make icons as they need, whether they could illustrate or not.

The process

There was no 'project' to create the icon set. It was an organic evolution over time that I took upon myself. Our team was small (3 designers) when we created the style. Mainly, the rules revolved around designing around an icon grid, keeping edges rounded, 2pt width lines (not expanded—since we can animate easier), and adding color for more illustrative icons.

And from there, we built icons as a team across domains and platforms. The ones I have here are the ones I've made, but there are a couple more in the system that I didn't make, but you can see within the Ro experience.

Creation



A snapshot of a few rules we had in our file.

Icons

I built out the icons in 3 types. Functional: Small, 16px-24px sized icons with no color. These were meant for purely functional purposes. Think chevrons for navigation. Decorative: Medium sizes that could be used for both functional and decorative purposes. Sized 24px-32px. These include accents of color. Illustrative: Larger-sized icons that can be as large as 80px. These were purely for visual purposes.

Functional



Decorative



Illustrative icons