

Creating new icons

The icons have been designed to work well together and give a consistent feel to the brand across any collateral.

New icons should use consistent line weights, color, and be sized in proportion to each other.

If a new icon is required, request this from the designer to ensure it is on-brand and meets icon specifications.



Scale 100%

Height: ~100 px
Line weight: 1.5pt

Scale 200%

Height: ~200 px
Line weight: 3 pt

Illustrated icons are typically featured more prominently in the design and will be about twice the size of metric line icons.



Scale 100%

Height: ~50 px
Line weight: 1.5pt

Scale 200%

Size: ~100 px
Line weight: 3 pt

Metric line icons are one color, and are used to display metrics in a case study or report. They should be 50% of the size of Illustrated icons.