Hello bank!

ICON STRATEGY

Version 1.0

Thu Oct 15th 2015

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Table of Contents

3 System
4 Anatomy
6 Color
7 Size
8 Messaging
9 Text & Labels
10 Navigation
11 Utility
12 Product
13 Symbols
14 Controls
15 Elements
16 Notification Icons
17 Demostrative Icons
18 Icon library
20 Icon Style Library
21 Illustrative

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Hello Bank Icon System

Our icon system – simple, modern, friendly, and sometimes quirky. Each icon is reduced to its minimal form, with every idea edited to its essence. The designs ensure readability and clarity even at small sizes. Each icon serves a single role or function. Functional rather than “attractive”. Universally known. Functionally-related icons should be arranged close in proximity to each other and within a utility bar area.

Icon System Examples

Navigation



Utility



Controls



Products



Notifications



Messaging



Social

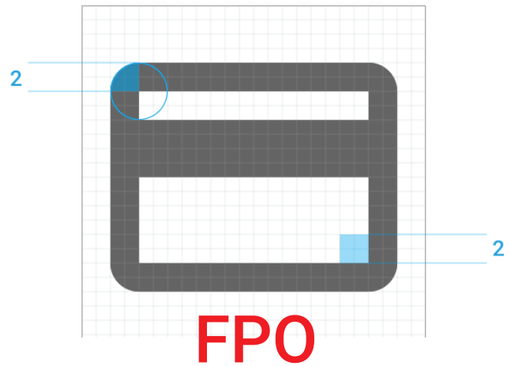


If we keep things similar across multiple platforms and interfaces, people won’t have to obviously struggle as hard. If on the other hand, we all keep things as similar as possible across multiple interfaces, that decreases the learning curve even further. With the help of established UI conventions we learn to close screen windows in the upper right hand corner (more often than not), or expect a certain look from our settings icons. Of course there will be times when a convention no longer serves purpose and gives way to a newer pattern. When breaking away, do make sure it’s purposefully thought out and with good intention.

Anatomy Icon

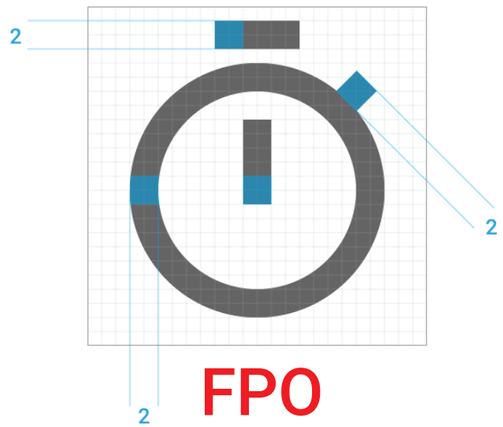
1. **Corners (TBD)**

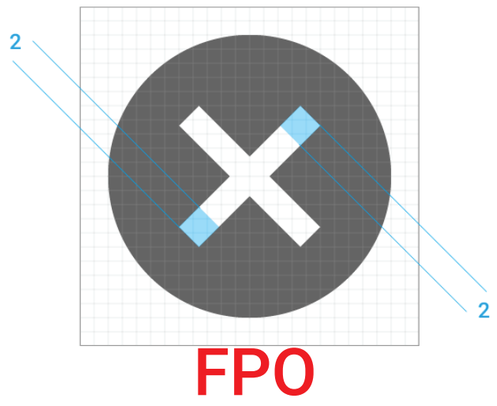
   Consistent corner radiuses are key to unifying the overall system icon family. A 2dp corner radius is used on the silhouette form of the icon. Do not round the corners of strokes (shapes 2dp wide or less). Interior corners should be square. Do not round the corners of interior shapes.

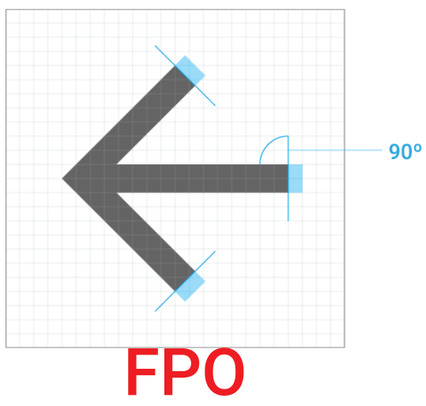


2. **Strokes (TBD)**

   Consistent stroke weights are key to unifying the overall system icon family. Maintain a 2dp width for all stroke instances, including curves, angles, and both interior and exterior strokes.







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Anatomy Icon Continued

3. Optical corrections

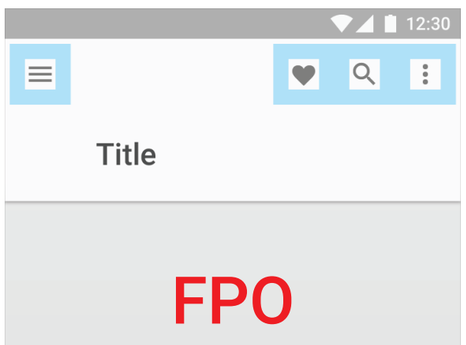
Extreme scenarios that call for subtle tweaks add to the legibility of an icon. Instances where complex details are unavoidable require adjusting metrics.



4. Clearance

Adequate space around the icon is needed to allow for legibility and touch.





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Color

Light & Dark



Color



Color Highlights



Size and Resolution

Get Creative For Different Resolutions

Modifying artwork for different scaling factors is a common practice because you can show more detail in a 2x graphic than you can in a 1x version.

In the following example, the 1x version of the icon contains just the check, whereas the 2x version adds a pen to check.

Check Icon @1x



Check Icon @2x



Messaging

Messaging is a special form of feedback: they tell users that something has been completed successfully, is incomplete, or has gone wrong.

A common oversight made by designers is to indicate an error state solely by turning the field label red or just changing the color of the icon. This violates one of the oldest and simplest rules for making technology accessible to users with disabilities: Never use color as the only encoding mechanism; always include redundant cues that color-blind users can see.

Desktop

Information first sentence. Roboto Bold 16px, #117FA3

Confirmation first sentence. Roboto Bold 16px, #70B563

Error first sentence. Roboto Bold 16px, #CA2026

Alert first sentence. Roboto Bold 16px, #E65F25

Mobile



Text and Labels

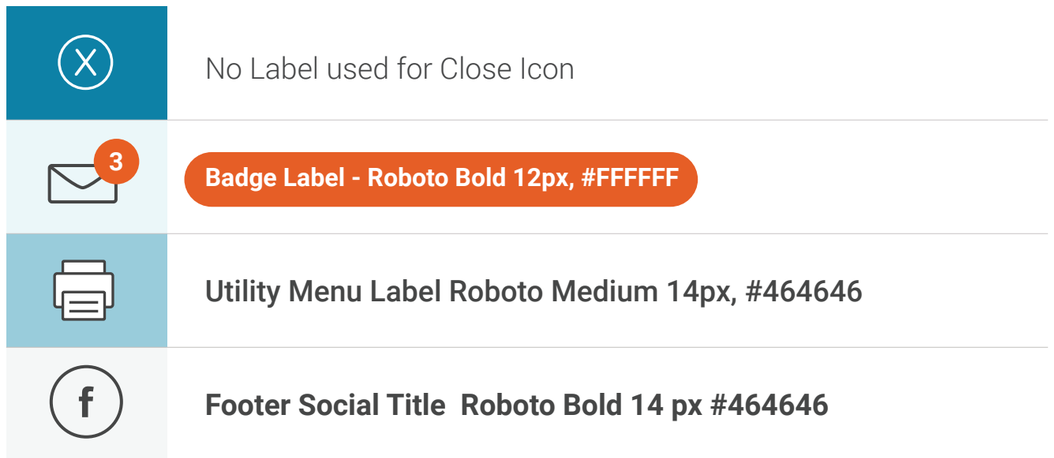
A user's understanding of an icon is based on previous experience. Due to the absence of a standard usage for most icons, text labels are necessary to communicate the meaning and reduce ambiguity. - Icon Usability

Nothing says "manage" like "manage". In other words, in the battle of clarity between icons and labels, labels always win.

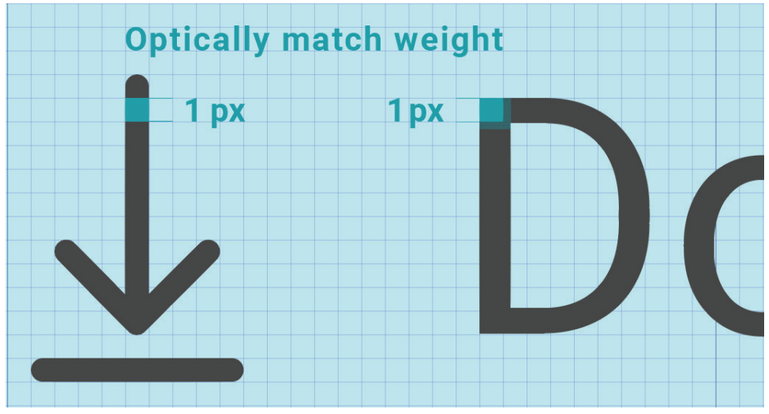
Where icons add value:

- Universally understood icons work well (ie. print, close, play/ pause, reply, tweet, share on Facebook).
- Icons can serve as bulletpoints, structuring a webpage (ie. file type icons for PDFs, DOCs, etc.).
- Good icons can make the look of a webpage more pleasing.

How does badge expand



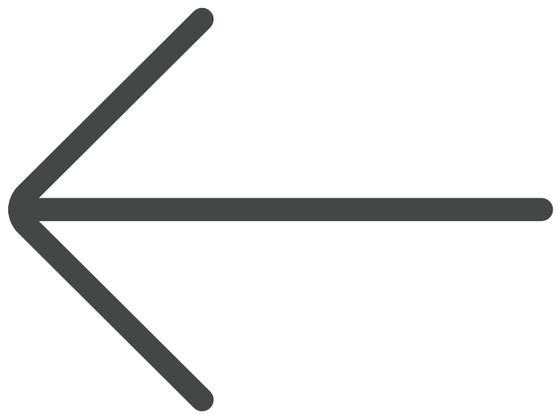
Icon text label and icon weight should optically match whenever possible.



Navigation

One of the fundamental things in web design in reference to usability is navigation. Navigation menus are important to help the user find the information that he or she seeks. Use of colors, highlights and mouse-over effects will facilitate detection of the items that are being searched. The use of icons beside menu items is a fantastic alternative that favors a quick visual option identification; and even the use of icons without text to accompany is viable.

Navigation



Utility

Utility icons symbolize a command, file, device, or directory. Utility icons are also used to represent common actions like print, save, and delete.

The design of system icons is simple, modern, friendly, and sometimes quirky. Each icon is reduced to its minimal form, with every idea edited to its essence. The designs ensure readability and clarity even at small sizes.

Each icon serves a single role or function. Functional rather than “attractive”. Universally known.

Functionally-related icons should be arranged close in proximity to each other and within a utility bar area.

Utility



Product

Product icons are the visual expression of our LOB's products, services, and tools. Simple, bold, and friendly, they communicate the core idea and intent of a product. While each product icon is visually distinct, all product icons for a given business should be unified through concept and execution.

Product icons are an essential vehicle for communicating a universal. Using these guidelines as a starting point, make sure your product icon colors and other key elements reflect your brand identity.

Pay a Bill



Symbols

Symbols can give users information about content and data within tables and fields. These standard symbols are universal in use and will only be used in specific use case scenerios defined in table to the right.

Universal Symbols



Data table bullet



Data table checkmark



Data table dash mark

Symbols

Symbol	Meaning
✓	Data table check mark
—	Data table dash mark
•	Data table bullet mark
*	Asterisk
†	Dagger
‡	Double Dagger
§	Section symbol

Symbol	Meaning
¶	Paragraph
**	Two asterisks
††	Two daggers
‡‡	Two double daggers
©	Copyright
™	Trademark
	Equal housing lender

May just add symbols to Library

Controls Icons

A control icon is a communication element used to convey a particular action or intention to the interface through user interaction, and can be used to manipulate content, provide user input, navigate within an interface, or execute other pre-defined actions.

Controls are simple, straightforward, and familiar to users because they appear throughout many interfaces and are a UI standard.

Purpose. Controls allow users to:

- Interact with an app
- Manipulate or edit app content
- Convey user intent to the app in a straightforward way

Sort Ascending



Sort Descending

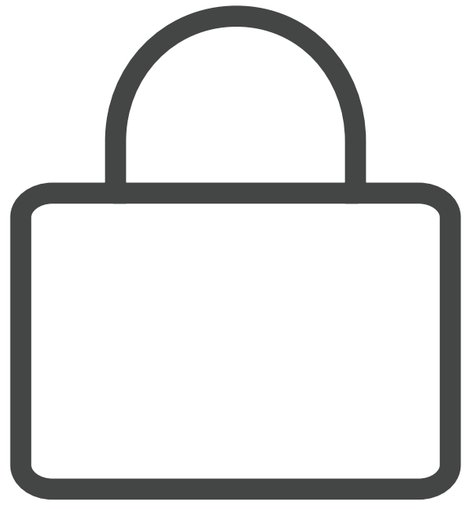


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Indictator Icons

Indictor icons are used to reinforce content by adding an icon next to a region such as a sign in to indicate this is a secure login. This will reinforce our commitment to security and builds trust with our users.

Secure Login



Notification Icons

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut rhoncus dapibus mauris, sed cursus odio gravida eget.
Suspendisse ut ullamcorper quam. Vivamus molestie tellus metus, a fringilla ligula gravida non.

Phasellus imperdiet, nulla at eleifend convallis, elit metus eleifend sem, sit amet pellentesque leo erat quis libero. Etiam sagittis nisi nec sodales sollicitudin. Curabitur quis velit tellus.

Email Notifications



The below example shows how the notification badge expands to accomodate single, double, and triple digit numbers.



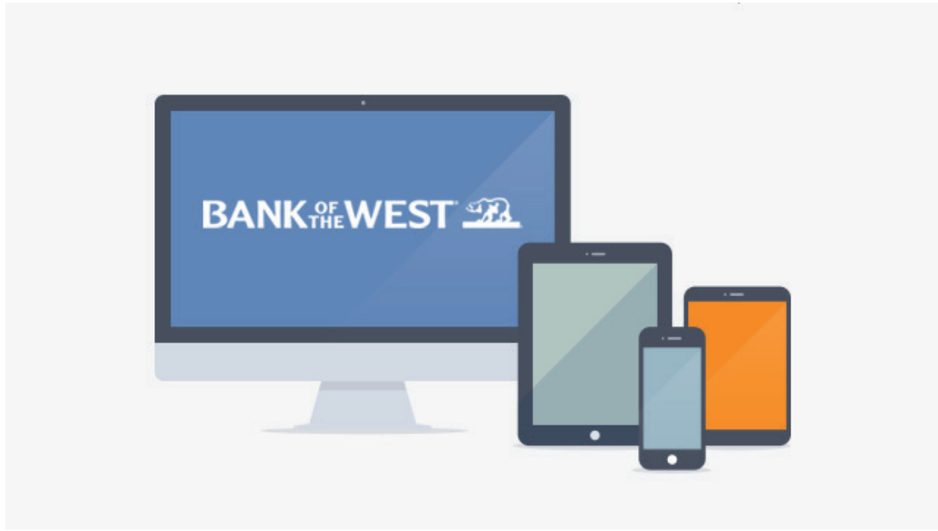
Demonstrative Icons

A demonstrative icon can encompass a concept not executeable with a single icon due to the complexity of the content. As a result the objective of well done demonstrative icon or infographic is to take deep data and present it in a visual shorthand that allows users to digest a content topic or thought with just a glance.

We deploy these types of illustrations for the following reasons:

- The brain processes visual information 60,000 times faster than the time it takes for the brain to decode text.
- Visual content makes up 93% of all human communication.
- Your content can generate up to 94% more views if you add compelling visual elements and graphics.

Demonstrative Iconography



Icon Library

Utility





Navigation







Indicator





Control Elements

















Product



Notifications



Messaging









Social









Symbols

Icon Style Library

Utility	Navigation	Indicator	Control Elements	Product	Notifications	Messaging	Social	Symbols



Utility | Illustrative | Action | Controls | Products | Notifications | Messaging | Social


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