

Document Details

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Prepared by	Global Marketing
Reviewed by	Global Marketing
Approved by	Shourya Asthana
Document Custodian	Shourya Asthana
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Step 1. Types of Icon

Decide if you're creating Tier 1, 2 or 3 icon

Tier 1



Tier 2



Tier 3



Step 1. Download the respective Tier 1/2/3 icon template

Click on the link to open:

- ▶ Tier-1-Icon-Template.ai (Not available now, we shall provide the download link on a later date)
- ▶ Tier-2-Icon-Template.ai (Not available now, we shall provide the download link on a later date)
- ▶ [Tier-3-Icon-Template.ai](#)

Download the required file to your computer.

Step 2. Research on what to create

Innovation, uniqueness, and simplicity is the key here. Research on websites such as [thenounproject](#), [google](#), and [visuwords](#) to understand the meaning of the keyword, generate ideas and design minimalistic icons:



Step 3. Icon Type (Colour variation)

There are 3 colour variants of each icon

- ▶ Black



- ▶ Grey



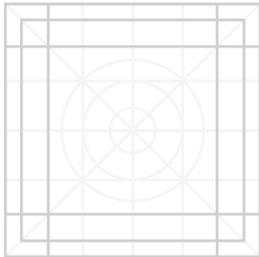
- ▶ White



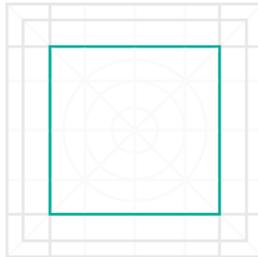
Step 4. Icon Grid

- ▶ Defining the Icon Grid:

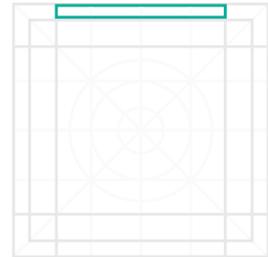
Icon Grid



Icon 'Draw' area



Icon 'Bleed' area



- ▶ Icon on grid with Icon name on bleed area:



Step 5. Creation Process – Tier 3 Icon

Open the downloaded 'Tier-3-Icon-Template.ai' file. Here we shall learn how to create icons, basic terminologies, generic rules and creating an icon in 3 colour variants.

Step 5A. Creation Process: Basic terminologies and generic rules

Icons need to be simple, minimalistic and not overtly heavy/busy.

Busy

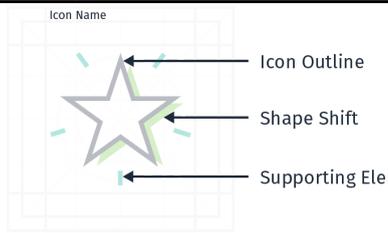
Minimal



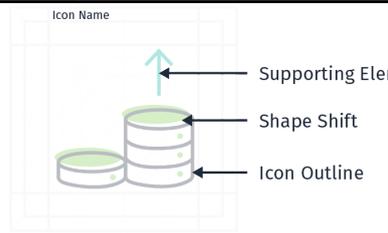


Before we create icons, let's learn some basic icon terminologies and generic rules common for all types of icon creation. Below are 2 examples for better understanding:

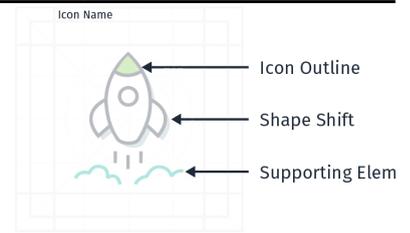
Example: 1



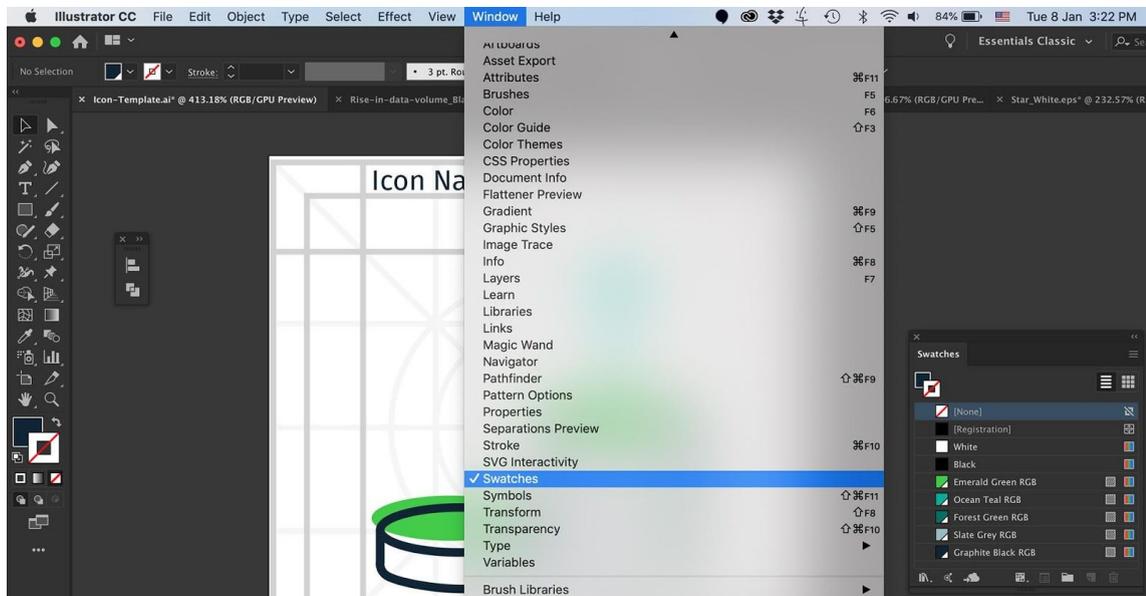
Example: 2



Example: 3



- ▶ Replace "Icon name" (present in the bleed area) with the name of the icon which you're creating
- ▶ All Line widths: 1.5 pt
- ▶ Shape Shift: Minimum 2 px diagonally in any direction (depending on design), shape shift is created by subtracting bottom layer from the top layer using pathfinder option in Illustrator
- ▶ Shape Shift Colour: Not necessarily emerald green (see example 3 above)
- ▶ All colours have to be used, try to limit the emerald green colour to 30% of the overall icon.
- ▶ All colours are pre-loaded in the template. Access brand colour swatches by navigating to Window-->Swatches, see image below:



Step 5B. Key parameter check for all icons

An easy test to validate your icon's sturdiness is to view it at 40% zoom and closely looking at all the features and lines. If all the lines/ features and shape shift are identifiable and visible, you have a winner. Else, remove the features and lines which are not visible at 40% zoom.

Step 5C. Creation Process: Icon in 3 colour variants (Black)

Icons in Black are used most often. Black icons are used on white background. Below are 2 examples:

Example: 1



Example: 2



Example: 3



Example: 4



- ▶ Icon outline colour: Graphite Black
- ▶ Shape Shift colour: Not necessarily Emerald Green

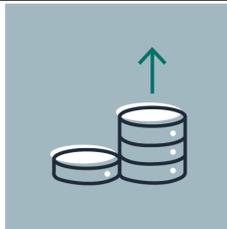
Step 5D. Creation Process: Icon in 3 colour variants (Grey)

Grey icons are used on grey background. Below are 2 examples:

Example: 1



Example: 2



Example: 3



Example: 4



- ▶ Icon outline colour: Graphite Black
- ▶ Shape Shift colour: White
- ▶ Supporting element colour: Forest Green

Step 5E. Creation Process: Icon in 3 colour variants (White)

Grey icons are used in graphite-black backgrounds. Below are 2 examples:

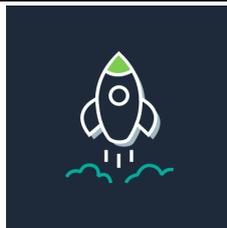
Example: 1



Example: 2



Example: 3



Example: 4

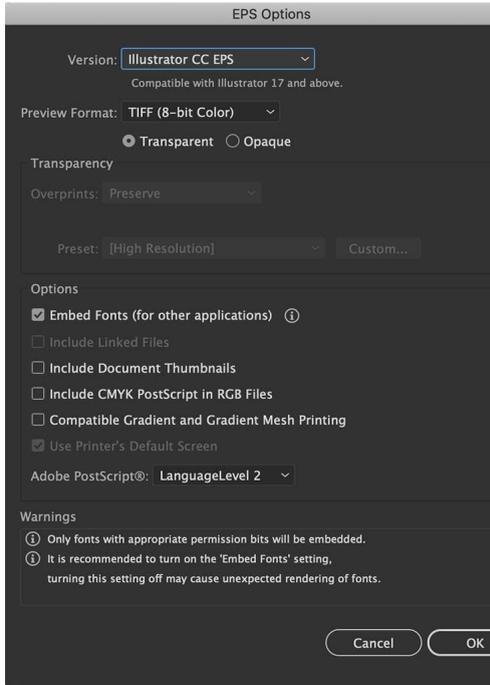


- ▶ Icon outline colour: White
- ▶ Shape Shift colour: Not necessarily Emerald Green

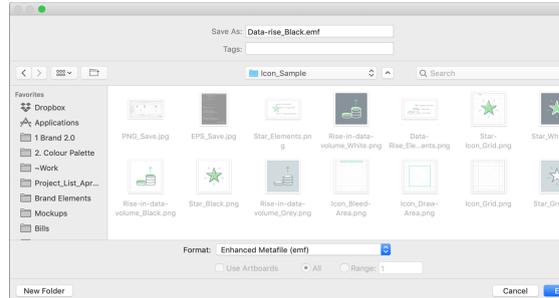
Step 6. Saving the icon (File formats)

- ▶ All icons need to be saved in 3 file formats: eps, emf, and png.
- ▶ File naming convention: Firstname-Secondname-#_Black. Format name e.g. Data-Rise-1_Black.png
- ▶ Use file saving settings for eps, emf, and png as shown below:

EPS



EMF



PNG

