



# Our icon sets



Icon image

Icons are essential in design for clear and effective communication and to enhance brand recall and user experience.

Icons are a **secondary imagery element**, intended to support information processing and instruct specific actions through simple, universal symbols. They are used to quickly and simply describe common ideas or calls to action. The materials where we use them include search, language and list details of web pages, content blocks, product features, key facts, inner spreads in brochures. They can also be combined with graphs.

When deciding whether to use illustrations, spot illustrations or icons, think simple. We want to create visual hierarchy and make our content as easy as possible to understand and interact with.

We use **Google Material Symbols and Icons**. This rich library contains over 2,500 glyphs in a single font file with a wide range of design variants.

Symbols are available in three styles and four adjustable variable font styles (fill, weight, grade and optical size).

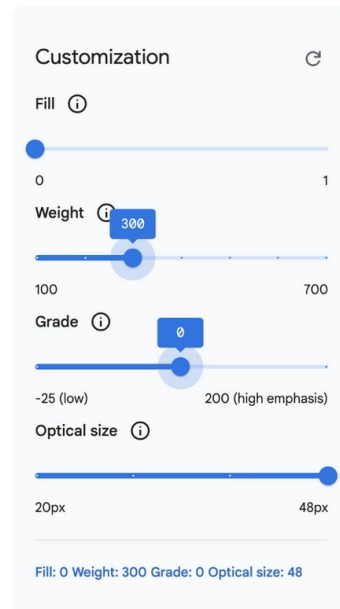
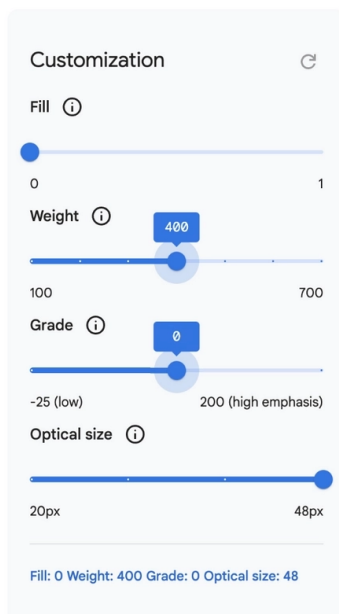
When looking for an icon, search for both the literal meaning of the icon as well as words and concepts that are related to it or have similar meanings (synonyms).

Click [here](#) to find a selection of icons in the asset library.

For customization, utilize the 'Customize' settings with the following configuration:

- Weight: 400 (Regular)
- Grade: 0
- Optical default size: 48px\*

\* Additional sizes: 96px: used for cards (specifically in Asset Management); 24px: used for buttons, particularly arrows and spinners.



Material Design - Settings

## Creating new icons

Though the Google icon library is large, sometimes it can happen that you cannot find a specific icon you need. In these occasions, you can create a new icon but it should be consistent with our icon set.

### General principles:

- **Abstract representation:** emphasize the function of the icon over its literal representation, avoid overly detailed or complex designs
- **Clarity and coherence:** ensure that icons are visually clear and consistent, using recognizable elements for easy understanding
- **Usability:** prioritize icons that remain clear and recognizable, even at smaller sizes, avoid using overly thin lines or complex details
- **Metaphor consistency:** use metaphors and symbols that are widely understood to ensure intuitive interpretation
- **Visual harmony:** maintain a consistent design style throughout the icon library, using consistent elements and attributes

The new icon should preferably be composed by using elements (such as a circle, line, checkmark, triangle) from existing Google Material Symbols and Icons. This will ensure alignment to the already existing icon style.

- **Balanced lines:** strive for a harmonious blend of rounded and straight lines, maintaining a 50/50 ratio for a balanced aesthetic
- **Consistent weight:** use a uniform line thickness (weight: 400) for all icons to create a recognizable visual style
- **Single line thickness:** avoid mixing multiple line thicknesses within a single icon to maintain clarity and visual unity
- **Outline priority:** prioritize the use of outlines to define icon shapes and features; use fills sparingly, only when necessary to convey meaning or complexity that cannot be effectively expressed through outlines alone

When working in Figma use the Material Symbols plug-in for easy icon searching and a more efficient workflow.

## Highlighting icons

Sometimes you need extra power to highlight your icons and help convey

a specific message. Using colored icons is an effective way to keep your audience engaged in text-heavy layouts. If you need to color, you have the flexibility to use the **brand** or the **data visualization** color palette. We do not mix different highlight colors in one layout, as this can make the design look cluttered and confusing.

Keep these tips in mind when you apply color to icons:

- Ensure there is a high contrast between the icon and its background to make it stand out
- Choose colors that complement your design and align with the message you want to convey (e.g. red for error messages, green for success, blue for information)

