Launch Icon (Brand Update)

Usage & Design Strategy Guidelines

Contact: Chris Reeves

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Summary

The purpose of this report is to outline a basic usage and design strategy guidelines for the new brand updated launch icon style. It presents an overview of the tiered approach the strategy uses, some icon examples, as well as some helpful information for designers.

Overview & Usage

As mentioned above, the new launch icons use multi-tiered approach to provide a flexible solution to the needs of our applications.

- **Generic/Temporary Apps** – These are small generic apps with limited scope, usage, or intended to only be used temporarily and deleted later. Commonly, these are used for event apps.
    - o **Styling**= Green gradient field with white IHS aperture icon

- **Standalone** – This is the standard launch icon style for standalone products that are not part of product families. Some examples of this usage include Connect and Activity Tracker.
    - o **Styling**= Green gradient field w/ icon or typographical acronym; optional contextual watermark may be used if necessary.

- **Product Family** – This is the standard style for applications belonging to a broader product family. The icon is split into two portions, the top portion representing the app itself and the bottom grey band paying homage to the product family. Some examples include the FieldDIRECT mobile apps.
    - o **Styling**= Same as standalone but add grey band on bottom with acronym for product family

- **Sub branding** - Some product lines have sub-branding associated with them and may utilize additional color associations. Product-specific colors can be added to the field gradient. A good example of this would be the Jane's Defense Magazines.

Design Guidelines

This section is intended for use by designers creating the icons and offers some basic rules and tips to follow. To make things easier on the designer, it is recommended to start from one of the existing .ai templates.

Templates:

- AT_LaunchIcon_BrandUpdate2017_v1.ai

- FD_LaunchIcon_BrandUpdate2017_v1.ai

Note: Templates were created for mobile apps at 1024px W x 1024px H with squared corners. It is assumed that the native OS's of the platforms will apply their normal corner masking. Desktop icons will have square edges.

Backgrounds

The green gradient bg should be used as-is as much as possible. This is the primary way in which we are referencing back to the master brand. In some special cases, as with the sub-branding tier mentioned above, certain products or product lines present special cases where there is an established color identity with those product brands that may be leveraged. This will be handled on a case by case basis and the designer is encouraged to work with Global UX and the Brand Team in these situations.

Product Representation – Icons vs Acronyms

Our solution for this was set up to allow the designer (working with the product team) some flexibility in how to best represent a product. While we encourage the use of icons, we recognize that in some circumstances a product may not lend itself well to creating an icon and in such cases typographical treatment may be applied in the form of an acronym. We recommend staying away from acronyms longer than 3 characters though. These are considered the primary forms for the launch icon and will always appear in the foreground in white.

Additionally, the designer has the option of utilizing an additional watermarked icon in the background to provide greater context to the main product icon/acronym. This helps impart additional meaning to the representation and may assist with distinguishing from other similar icons/acronyms that may be in use in a different area of the company. Here are some tips for using the contextual watermarked icons:

- Contextual icons should always appear watermarked over the gradient background and behind the white foreground primary forms.
- They should be in wire-frame form so as to not detract too much from the primary forms allow the background gradient to show through.

- - A 2px stroke with the layer set to multiply and set to 25% opacity has worked well so far.
- The icon should be used more as an abstract in a portion of the background. Take care not to create too much visual noise or appear more dominant than the primary forms.

Product Family Icons

These are special icons that are part of a greater family of products and it was decided that in order to give these icons greater cohesion with their product families that a short grey band would be added to the bottom of the icon. The top area remains focused on product representation while the bottom is reserved for the family. If a product family has a short enough name, like Jane's for example, the entire name can be used by slightly reducing the font size. However, in most cases the product family name will receive a typographical acronym treatment… ideally no longer than 3 characters.

Icon Scaling

As a best practice, the designer should test the icons at standard sizes typically used for their application (mobile vs web vs desktop) to determine how the icons will scale. In some cases, icons may need to be optimized slightly for the smaller icons sizes. This particularly important for web fav icons and desktop icon sizes, especially 16x16 and 32x32 sizes.

In some situations, especially if it's a product family icon, the grey bar may be dropped and the "standalone" icon style used ONLY for the smallest sizes. Trust your gut and work with your stakeholders on this.