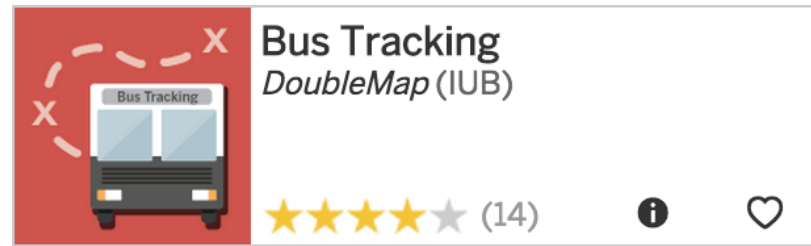# One.IU
search, click, done.

August 2017

PURPOSE

One.IU is an enterprise level application at Indiana University that allows web users to search/browse for university web services. Services are represented in One.IU as 'task tiles', and each tile has a task icon to visually represent certain aspects about the task function and purpose.

In order to present a consistent and cohesive visual experience for the end user, this document was created to establish some basic guidelines for the visual design of task icons.

Task Tile

Bus Tracking
DoubleMap (IUB)
★★★★☆ (14)

Task Icons

COLOR PALETTE

The One.IU color palette follows the official Indiana University branding guidelines for color. In this table (right), The primary color is specified in the center column, with lighter and darker variations in the side columns.

#C7554F #C7554F	#A32F29 #A32F29	#7D120C #7D120C	#560400 #560400	#300200 #300200
#EF5778 #EF5778	#EC2D56 #EC2D56	#DC002F #DC002F	#AF0026 #AF0026	#89001D #89001D
#FFFDF8 #FFFDF8	#FFFAE7 #FFFAE7	#E1D8B7 #E1D8B7	#BFB386 #BFB386	#A0925C #A0925C
#FFFCF9 #FFFCF9	#D7D2CC #D7D2CC	#AEA79F #AEA79F	#898177 #898177	#60574D #60574D
#FFD5B1 #FFD5B1	#F4B681 #F4B681	#CD894E #CD894E	#AD682D #AD682D	#86450E #86450E
#FBCF67 #FBCF67	#E2B13B #E2B13B	#C59217 #C59217	#A17405 #A17405	#795500 #795500
#F2FDF9 #F2FDF9	#C9F1E4 #C9F1E4	#9ADCC6 #9ADCC6	#6BBFA4 #6BBFA4	#439F81 #439F81
#98AEBA #98AEBA	#678696 #678696	#44697D #44697D	#2B5267 #2B5267	#163C50 #163C50
#86709F #86709F	#644982 #644982	#4B306A #4B306A	#371C56 #371C56	#210A3A #210A3A
#AD9684 #AD9684	#806C5C #806C5C	#4A3C31 #4A3C31	#442F1F #442F1F	#37210F #37210F

COLOR USAGE

Combinations

When designing an icon, it is recommended to limit the color selection to 3 primary branding colors (and their lighter/darker variants)
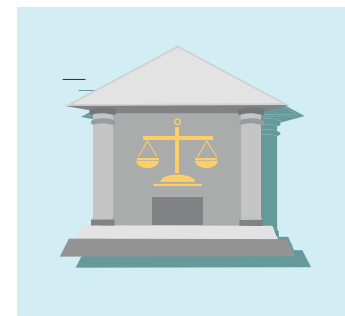
Contrast

All icons should have a solid color background, and there should be enough color contrast between the background and the design assets to clearly communicate the design. As a general rule, avoid white and light colored backgrounds.

Limit color combinations

Give background contrast
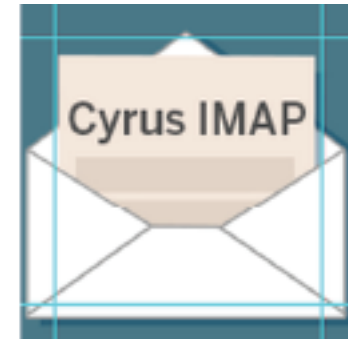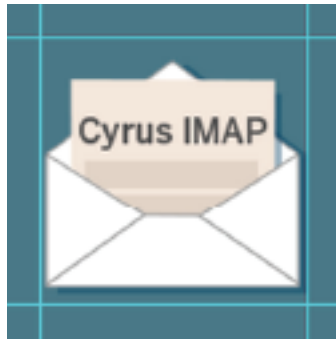
SIZING

Canvas Padding

When designing an icon, there should be padding between the design assets and the edge of the canvas
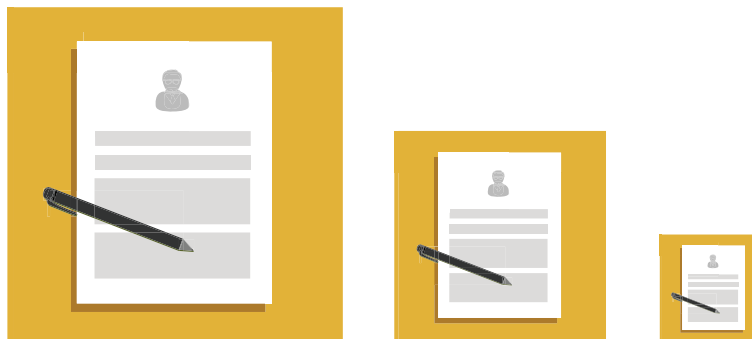
Diminsions

In One.IU, icons are rendered in various sizes to accommodate many different browsers and devices. Icon designs must visually render with the same clarity at the smallest size as it does the largest. Make sure that all design assets are clearly visible/legible at all dimensions. As of this writing, the following dimensions need to be supported:

- 153x153 px
- 144x144 px
- 90x90 px
- 72x72 px

Provide canvas padding

Retain legibility at all sizes

DROP SHADOW

When using drop shadow styling for an icon, the shadow style should not use gradient colors or 'fuzzy' edges. The shadow should correspond to the exact geometric shape of the parent element, and positioned slightly offset (via xy coordinates) to create the shadow effect.

Use hard shadows

TYPOGRAPHY

As much as possible, text should be avoided as a design element when creating task icons. Since icons will be rendered in a variety of sizes, it is difficult to anticipate the proper sizing of text to allow clear readability.

However, in rare cases where it is determined that text must be included as part of the design, the font family 'Benton Sans' should be used as the font face. This font face is available to the IU community, and can be found at: brand.iu.edu

Avoid text

Kuali Time

Benton Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROPRIETARY ICONS

Some services found in One.IU are identified by a proprietary icon or logo related to that service. Proprietary designs are okay to use in icon designs under the following conditions:
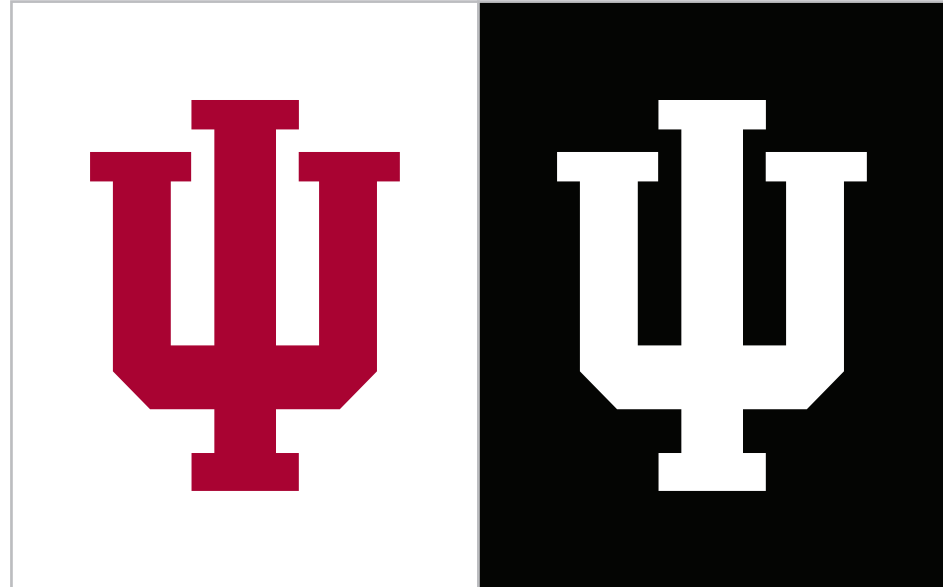
• the service is powered by the software represented by the logo or trademark (e.g. Box at IU, Jira, etc.)

• the use of the service is exclusively dependant on the proprietary software represented in the logo.

• the usage conforms to any usage guidelines provided by the proprietary logo/trademark owner

IU BRAND MARKS

Avoid using any exclusive branding marks used by Indiana University when creating icon designs. Task icons are to represent unique services within the Indiana University ecosystem, and as such, do not require branding representation of the larger organization.

Avoid IU brand marks

FULFILLING *the* **PROMISE**
FULFILLING *the* **PROMISE**

HELP?

The One.IU team of designers is available to consult with anyone desiring further guiadance in the process of creating an effective task icon. Inquries can be sent to one@iu.edu.

one@iu.edu