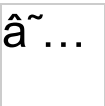


Brand Iconography Specification Sheet

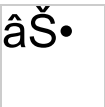
1. Overview

This document outlines the standards and guidelines for the use of brand iconography, including icon style, sizing, spacing, and color usage.

2. Icon Samples



Primary Icon Usage: Main Brand Icon Format: SVG



Secondary Icon Usage: Supplementary Use Format: SVG

3. Icon Sizing

Size	Dimensions (px)	Application
Small	16 x 16	Interface/Inline Use
Medium	24 x 24	Navigation/Buttons
Large	48 x 48	Highlights/Marketing

4. Safe Area & Spacing

Ensure a clear space of at least half the icon size around all icons.

Icon (Safe Area Example)

Minimum Spacing

5. Color Palette



#000 - Primary



#888 - Secondary



#FFF - On Light

Use only approved colors for icons. Maintain legibility across all backgrounds.

6. Do's & Don'ts



Consistent Stroke



Maintain Proportions



Don't: Alter Shape



Don't: Reduce Legibility

7. File Formats

Format	Usage
SVG	Primary, Scalability
PNG	Legacy Support

Contact

For questions or new icon requests, contact brand@company.com