

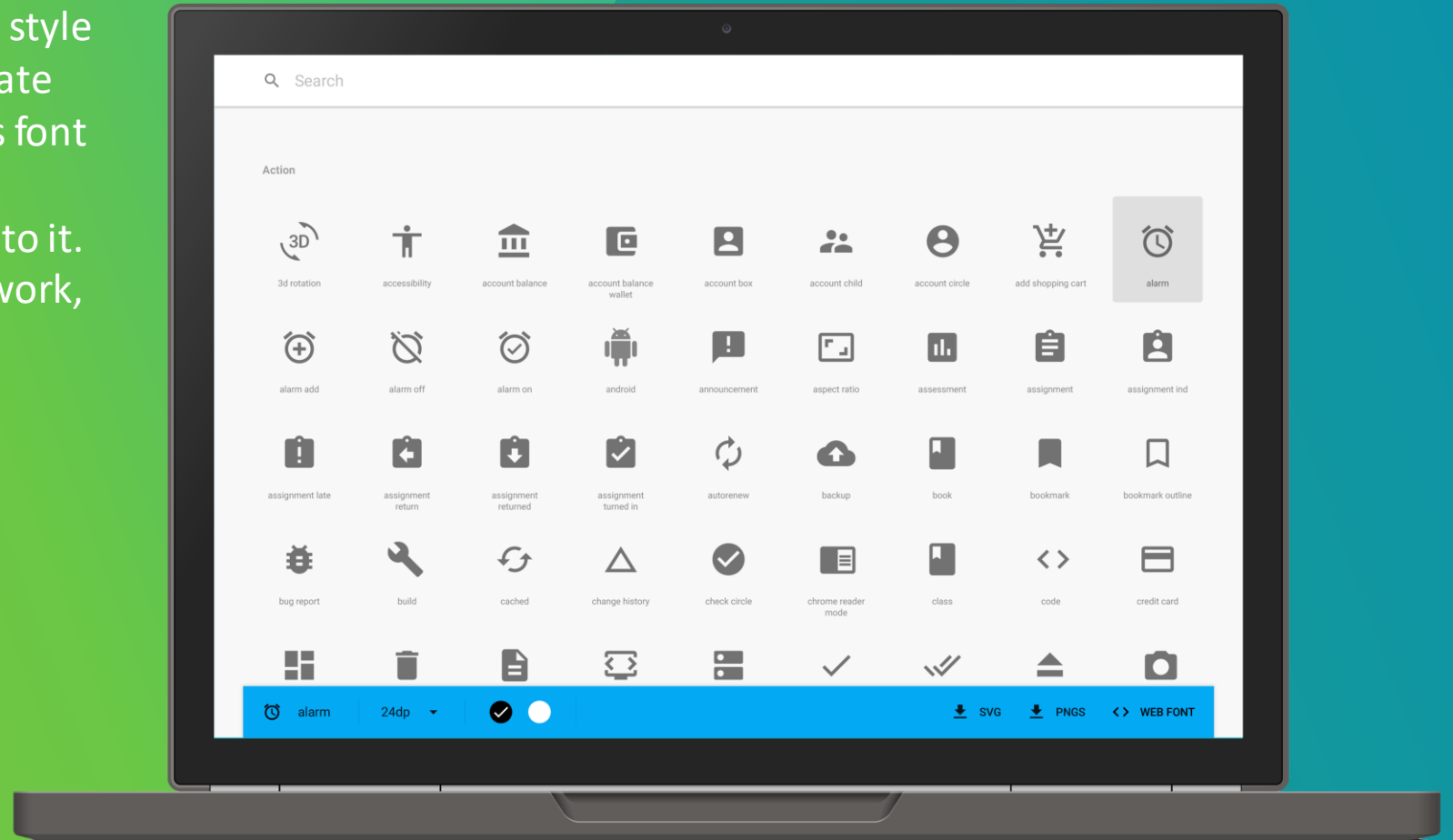
Online style guide

FUEL3D
SHAPING FUTURES

ICONOGRAPHY

ICONOGRAPHY

By creating a font that is specific to our style of lettering, people will begin to associate this with our company, especially if this font isn't marketed externally, as no other company or individual will have access to it. It also adds very fine detailing to your work, as it has the same appearance as handwriting.



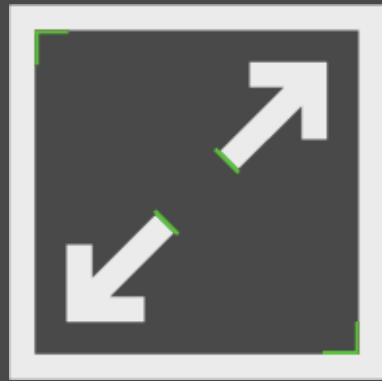
ICONOGRAPHY

Continued...

Design Principles



Sharp corners



90° and 45° stroke terminals



Geometric Shape



Gutter separations equal to the stroke size

ICONOGRAPHY

Continued...

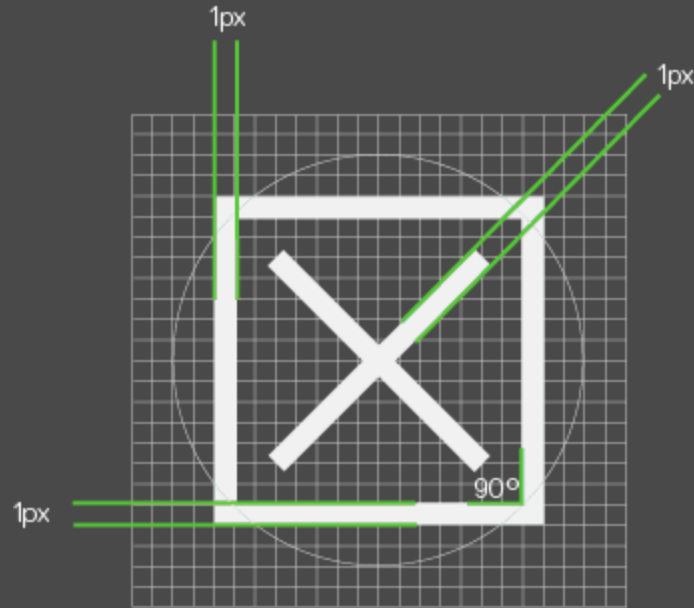
Construction



Solid lines with
the colour of the
brand

When combining two metaphors add
space where they meet

Basic



16x16 icon at 1000%

Stroke size always equal



16x16 icon at 1000%

Consistent line weight

ICONOGRAPHY

Continued...

Colour

White



#ffffff

Dark grey



#434343

Black



#000000

Knockout



Gradient














ICONOGRAPHY

Continued...

Sizes and state

Icons look best at 30px. You can use the following pre-set classes: 'Tiny, Small, Medium and Large' to control the size of the icon, change the font-size 30px property of your icon. If an icon needs to be displayed in an alternative size, using the CSS shown rules can help.

[Material Icons guide](#)

| | | | |
|---|---|---|--|
|  |  |  |  |
| Tiny | Small | Medium | Large |
|  18px | <code><i class="material-icons md-18">face</i></code> | | |
|  24px | <code><i class="material-icons md-24">face</i></code> | | |
|  36px | <code><i class="material-icons md-36">face</i></code> | | |
|  Normal |  Normal | <code><i class="material-icons md-dark">face</i></code> <code><i class="material-icons md-light">face</i></code> | |
|  Disabled |  Disabled | <code><i class="material-icons md-dark md-inactive">face</i></code> <code><i class="material-icons md-light md-inactive">face</i></code> | |

ICONOGRAPHY

Continued...

What to avoid

To keep consistency across all use of our icons there are few rules we have to considered



Do not use colour
no part of the brand



Do not add drop
shadow or glow



Do not fill



Do not use emboss



Do not add unauthorised
gradient



Do not apply pattern



Do not add bevel or
3d effect



Do not distort

ICONOGRAPHY

Continued...

Icons library

