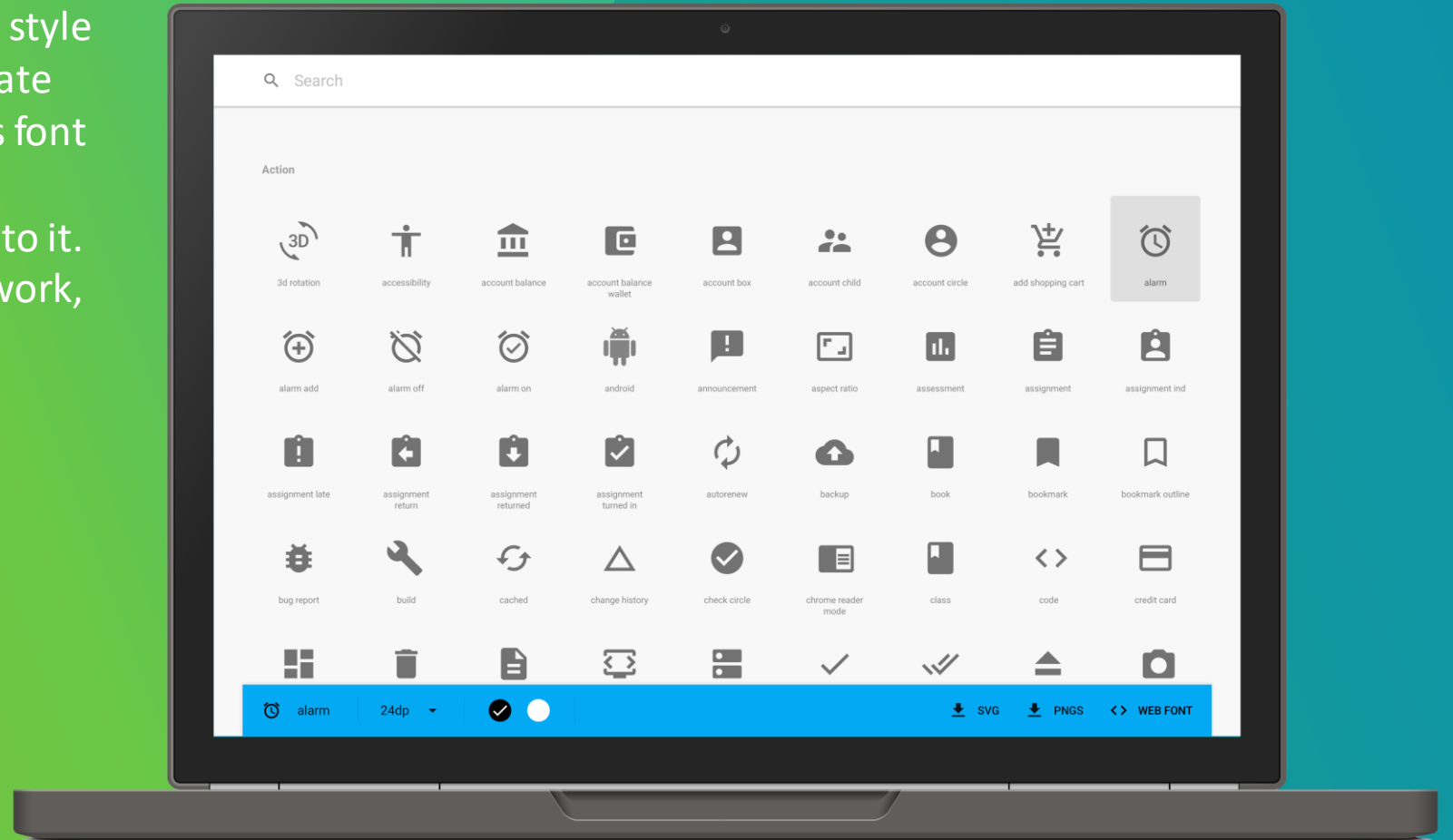




**FUEL3D**  
SHAPING FUTURES

# 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.



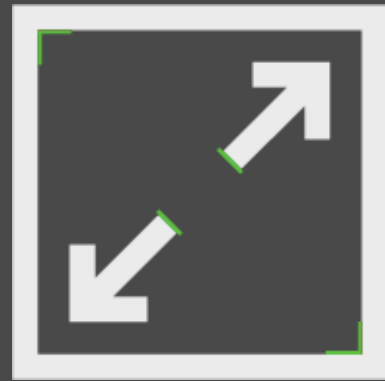
# ICONOGRAPHY

*Continued...*

## Design Principles



Sharp corners



90° and 45° stroke terminals



Geometric Shape



Gutter separations equal to the stroke size

# ICONOGRAPHY

Continued...

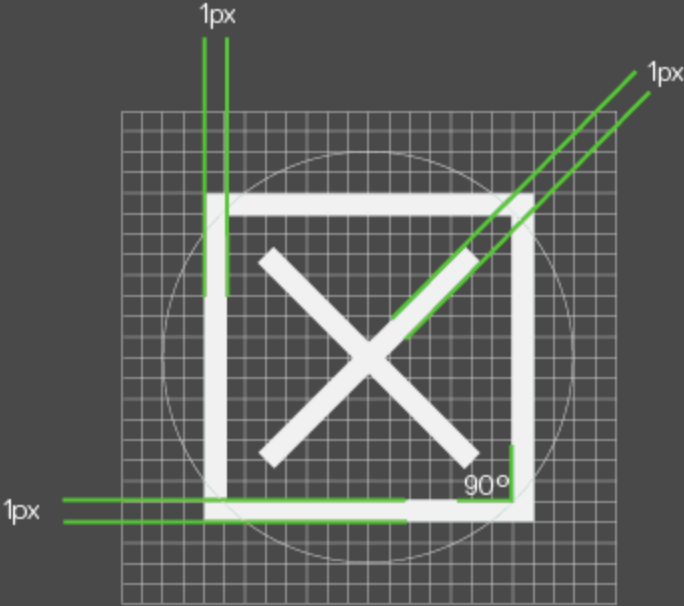
## Construction



When combining two metaphors add space where they meet

Basic

Solid lines with the colour of the brand



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



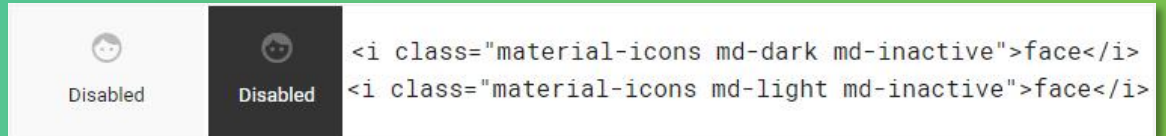
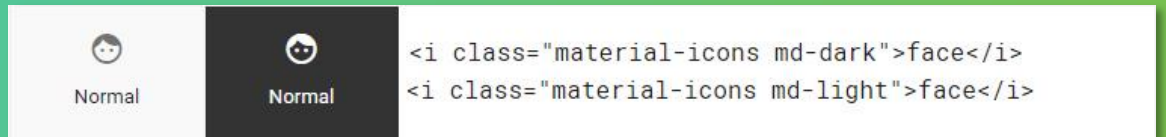
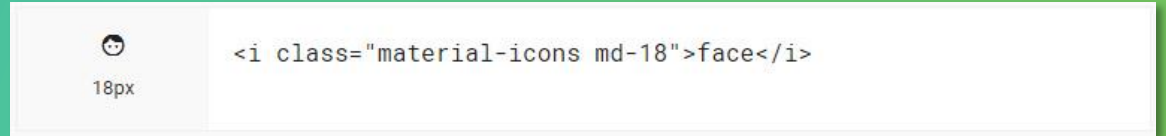
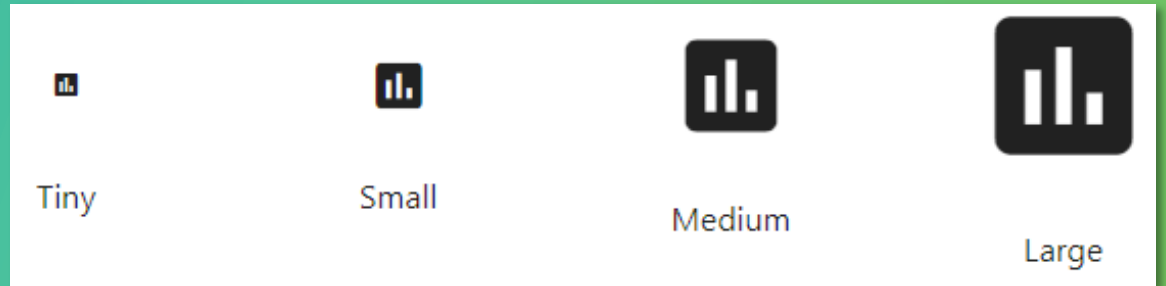
# ICONOGRAPHY

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](#)



# 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

