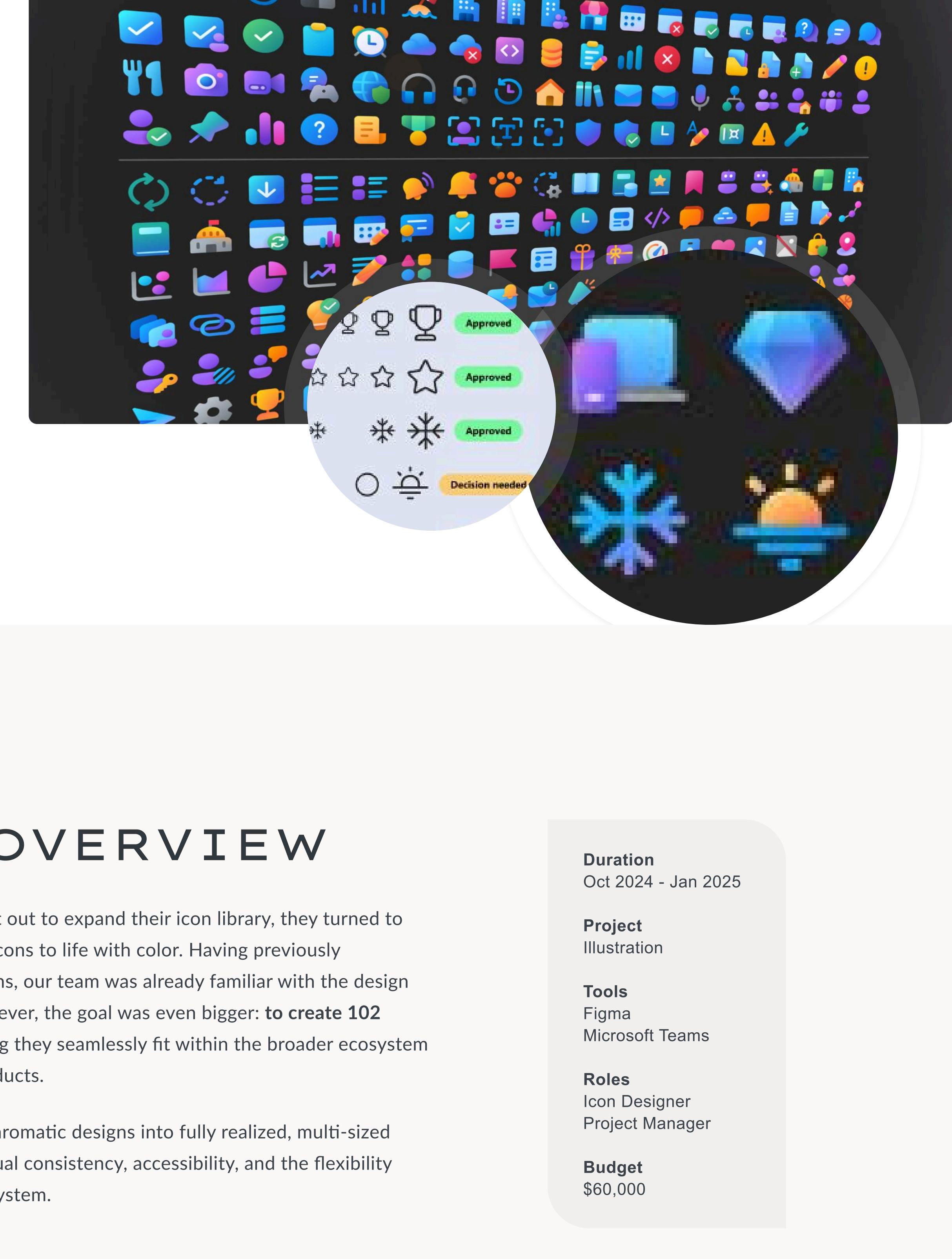


ICON
SOLUTIONS

COLOR ICON SYSTEM

A colorful evolution of an icon system



PROJECT OVERVIEW

When a global technology company set out to expand their icon library, they turned to Allovus to bring their monochromatic icons to life with color. Having previously collaborated on a set of 70 colored icons, our team was already familiar with the design system and its nuances. This time, however, the goal was even bigger: **to create 102 brand-new colored icons** while ensuring they seamlessly fit within the broader ecosystem used across a wide range of digital products.

The mission? Translating clean, monochromatic designs into fully realized, multi-sized colorful icons, all while maintaining visual consistency, accessibility, and the flexibility required for an extensive product ecosystem.

Duration

Oct 2024 - Jan 2025

Project

Illustration

Tools

Figma

Microsoft Teams

Roles

Icon Designer

Project Manager

Budget

\$60,000

OUR PROCESS

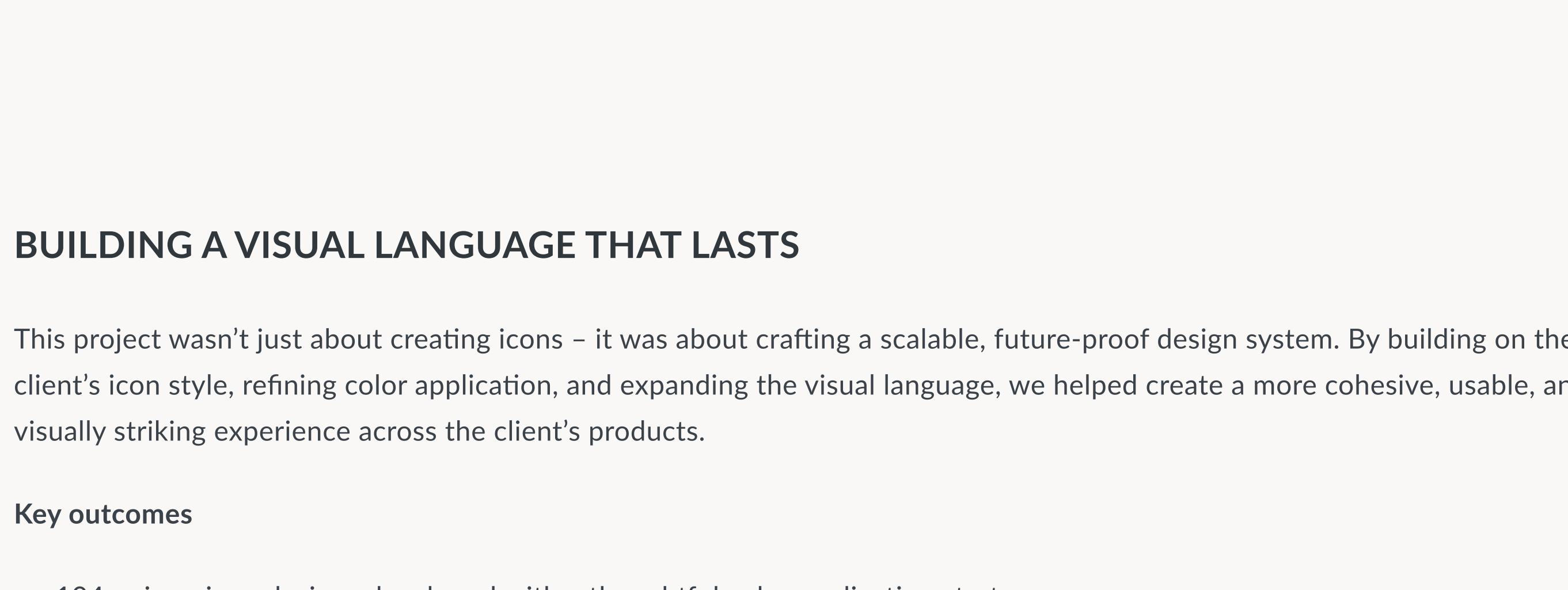
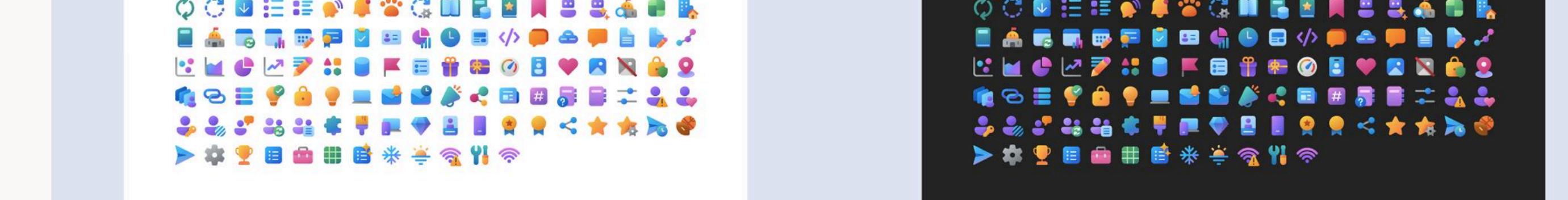
THE CHALLENGE: BUILDING ON AN ESTABLISHED SYSTEM

The project kicked off with a deep dive into the client's existing icon set. Our lead icon designer conducted a thorough audit, mapping out missing pieces and identifying opportunities for refinement. Initially scoped for 88 new icon designs in 20x, 24x, and 32x sizes, the project quickly evolved based on what we discovered:

1. **Expanding icon sizes:** Not all requested icons had existing monochromatic counterparts in every size, leading to an expansion request to create full-color versions across six sizes: 16x, 20x, 24x, 28x, 32x, and 48x.

2. **Filling gaps in the icon system:** As we worked through the designs, it became clear that some essential elements were missing. The client requested 14 additional icons to complete the system, such as designing a core Book icon to complement the existing Book Database icon.

With these updates, our team shifted gears, tackling a broader and more complex icon set than originally anticipated.



THE SOLUTION: A REFINED, SCALABLE ICON SYSTEM

After several rounds of iteration, the client approved the 104 unique icon designs, which translated into a total of 410 individual full-color icons across multiple sizes. But we weren't done yet. With a final week left in our schedule, we went the extra mile, using the time to:

- Fill in missing size gaps by creating 26 additional colorful icons (including all 4 missing 24x icons and 22 missing 32x icons)
- Provide monochromatic proposals for all new designs to ensure consistency across the icon system
- Deliver a final count of 436 colorful icons, fully integrated into the client's Figma design system for easy deployment



BUILDING A VISUAL LANGUAGE THAT LASTS

This project wasn't just about creating icons – it was about crafting a scalable, future-proof design system. By building on the client's icon style, refining color application, and expanding the visual language, we helped create a more cohesive, usable, and visually striking experience across the client's products.

Key outcomes

- 104 unique icon designs developed with a thoughtful color application strategy
- 410 unique icon designs developed, seamlessly integrating into the existing set
- 26 additional icons created beyond scope, filling essential gaps
- Final assets delivered in Figma, prepped for the client's save-out process

• A more scalable and cohesive icon system, built for the future of the client's save-out process

• A more cohesive and visually striking experience across the client's products

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