

## 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

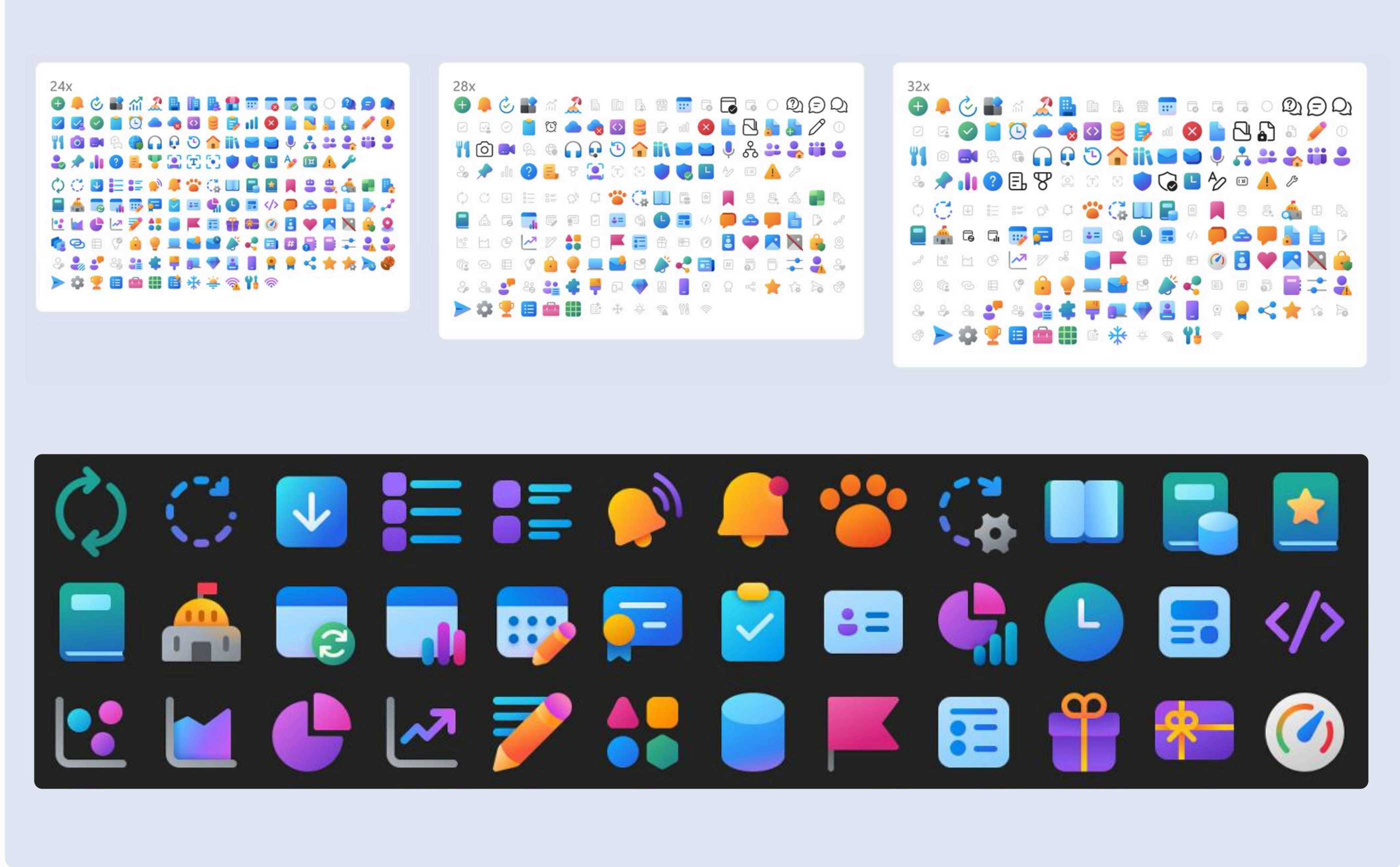
### THE CHALLENGE: BUILDING ON AN ESTABLISHED SYSTEM

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.

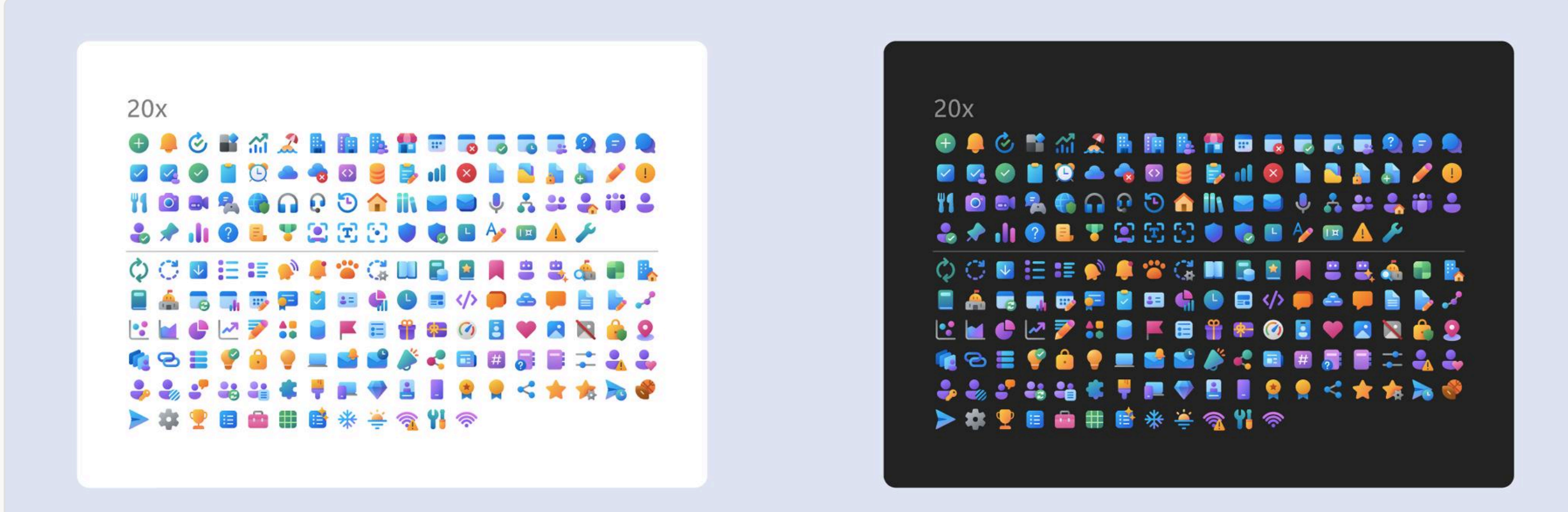
With these updates, our team shifted gears, tackling a broader and more complex icon set than originally anticipated.



### 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+ individual colorful icons, seamlessly integrating into the existing set
- 26 additional icons created beyond scope, filling essential gaps
- Final assets delivered in Figma, prepped for immediate use in the client's save-out process
- A more scalable and cohesive icon system, built for the future

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LET US BRING  
YOUR DESIGN IDEAS  
TO LIFE