

android icon guideline

1st edition



ANDROID

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introduction

Creating a unified look and feel throughout a User Interface adds value to a product. Streamlining the graphic style will also make the UI seem more professional to the user.

In this icon guideline we show you how to create icons for various parts of the UI, to fit the style that has been set. Follow this, and the end user will be holding a slick and unified experience in his hand.

1. icon overview



1. icon overview

1.1 launcher icons



Music player



Browser



Maps



Calendar



Contacts



Email



Camera



Settings



Dialer



Marketplace



Home



Voicemail



Youtube



Gallery



Voice dialer



Calculator



Clock



IM



Dev tools



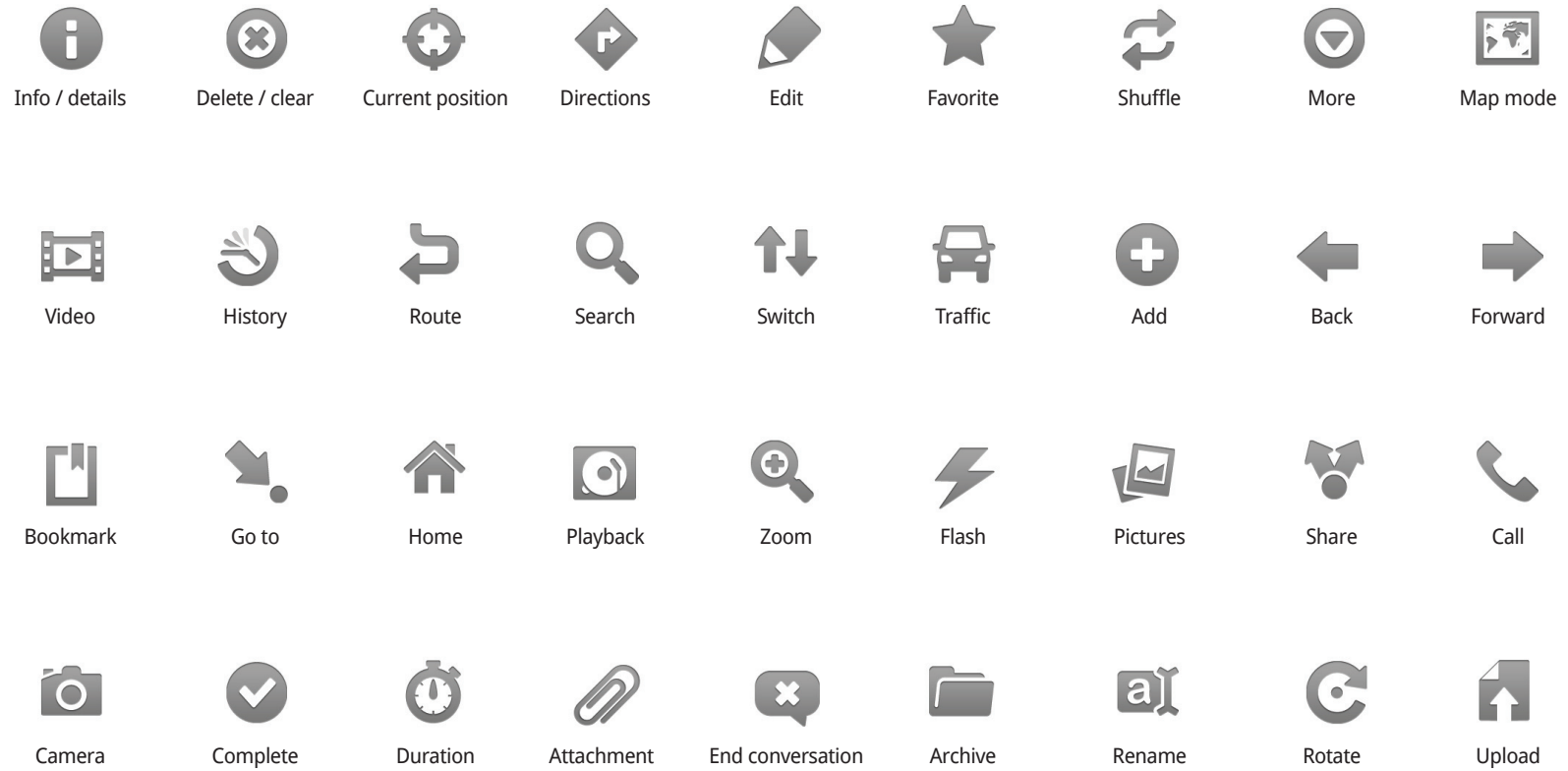
Myfaves



Sms / Mms

1. icon overview

1.2 menu icons



1. icon overview

1.3 statusbar icons



Voicemail



Musicplayer



Mms



Sms



Calendar



Picasa



IM



Email



Alarm



Sync



Disk full



Myfaves



Alert



Download



Upload



More



Locked



Speaker phone



Vibrate



Bluetooth



WiFi



Network



Call



Call forward



Call on hold



Missed call



Battery

2. bits & pieces



2. bits & pieces

2.1 primary color palette

The icons are made up of the following primary color palette.

The primary palette is used to form the core design of an icon and is made up of white, black and greyscales. Different sets of swatches are used for launcher-, menu-, and statusbar icons.

The launcher icons and certain statusbar icons then have accents of bright color. Accent colors should be vibrant and clear, and match the already existing icons.

Launcher icons



White
r 0 | g 0 | b 0

Used for highlights on edged.



Black
r 255 | g 255 | b 255

Used as base color in shadows.



Light gradient
1 r 0 | g 0 | b 0
2 r 217 | g 217 | b 217

Used on the front (lit) part of the icon.



Medium gradient
1 r 190 | g 190 | b 190
2 r 115 | g 115 | b 115

Used on the side (shaded) part of the icon.



Dark gradient
1 r 100 | g 100 | b 100
2 r 25 | g 25 | b 25

Used on details and parts in the shade of the icon.

Menu icons



White
r 0 | g 0 | b 0

Used for outer glow and bevel highlight.



Black
r 255 | g 255 | b 255

Used for inner shadow and bevel shadow.



Fill gradient
1 r 163 | g 163 | b 163
2 r 120 | g 120 | b 120

Used as color fill on the icons.

Statusbar icons



White
r 0 | g 0 | b 0

Used for details within the icons and bevel highlight.



Black
r 255 | g 255 | b 255

Used for bevel shadows.



Grey gradient
1 r 169 | g 169 | b 169
2 r 126 | g 126 | b 126

Used for disabled details within the icon.



Fill gradient
1 r 105 | g 105 | b 105
2 r 10 | g 10 | b 10

Used as color fill on the icons.

2. bits & pieces

2.2 light, effects & shadows

Launcher icons

Launcher icons are simplified 3d icons using light and shadows for definition. In the image below the lighting and shadows are defined.



- 1. Edge highlight:** white
- 2. Icon shadow:** black | 20px blur | 50% opacity
angle 67°
- 3. Front part:** Light gradient
- 4. Detail shadow:** black | 10px blur | 75% opacity
- 5. Side part:** Medium gradient

A lighsource is placed slightly to the left in front of the icon, and therefore the shadow expands to the right and back.

Note: All dimensions specified are based on a 250x250 px artboard size in Illustrator, where the icon fits within the artboard boundaries.

Menu icons

The menu icons are flat and pictured face on. A slight deboss and some other effects, which are shown below, are used to create depth.

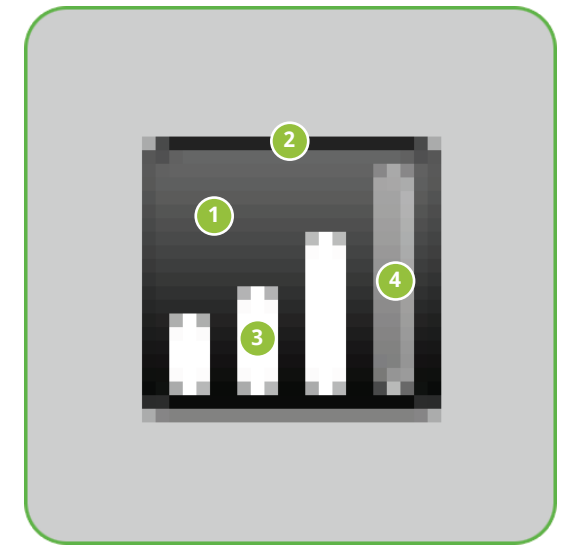


- 1. Front part:** fill gradient
- 2. Inner shadow:** black | 20 % opacity | angle 90°
distance 2px | size 2px
- 3. Outer glow:** white | 55% opacity | spread 10%
size 3px
- 4. Inner bevel:** depth 1% | direction down | size
0px | angle 90° | altitude 10°
highlight white 70% opacity
shadow black 25% opacity

Note: All dimensions specified are based on a 48x48 px artboard size in Photoshop with a 6 px safe frame, where the icon fits within the safe frame boundaries. See chapter [2.4 menu icon structure](#).

Statusbar icons

The statusbar icons are slightly debossed, and pictured face on for clarity. They are high in contrast, which is needed in small sizes.



- 1. Front part:** fill gradient
- 2. Inner bevel:** depth 100% | direction down | size
0px | angle 90° | altitude 30°
highlight white 75% opacity
shadow black 75% opacity
- 3. Detail:** white (colored if really important)
- 4. Disabled detail:** grey gradient (see page 8)
+ inner bevel: smooth | depth 1%
direction down | size 0px | angle 117°
altitude 42° | highlight white 70%
no shadow

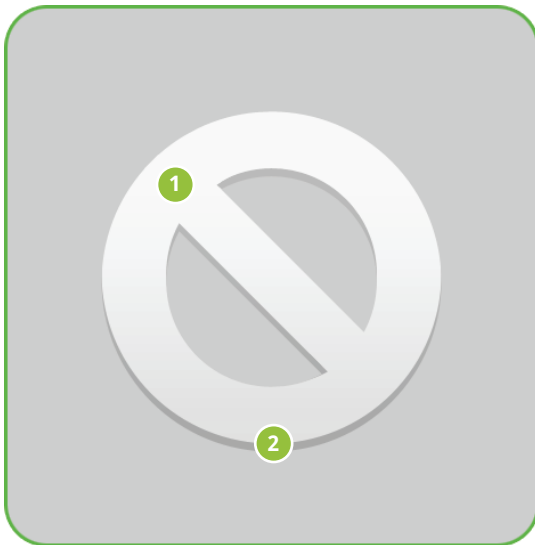
Note: All dimensions specified are based on a 25x25 px artboard size in Photoshop with a 2 px top and bottom safe frame, where the icon fits within the safe frame boundaries. See chapter [2.5 statusbar icon structure](#).

2. bits & pieces

2.2 light, effects & shadows

Dialog icons

The dialog icons are flat and pictured face on. Built up by a light gradient and inner shadow they stand out well on a dark background.



1. Front part: gradient overlay | angle 90°
bottom color: r 223 | g 223 | b 223
top color: r 249 | g 249 | b 249
bottom color location: 0%
top color location: 75%

2. Inner shadow: black | 25 % opacity | angle -90°
distance 1px | size 0px

Note: The dialog icon sits on 32x32 px artboard in Photoshop, without a safe frame.

Tab icons - Unselected

The unselected tab icons have the same fill gradient and effects as the menu icon, but with no outer glow.



1. Front part: fill gradient - see Menu icons, page 8.

2. Inner shadow: black | 20 % opacity | angle 90°
distance 2px | size 2px

3. Inner bevel: depth 1% | direction down | size 0px | angle 90° | altitude 10°
highlight white 70% opacity
shadow black 25% opacity

Note: The tab icon artboard is 32x32 px. It normally has a 1 px safe frame, but it is ok to use the safe frame area for eg the antialias of a round shape.

Tab icons - Selected

These look just like the unselected tab icons, but with a fainter inner shadow, and the same front part gradient as the dialog icons.



1. Front part: see Dialog icons Front part, to the left in this page.

2. Inner shadow: black | 10 % opacity | angle 90°
distance 2px | size 2px

3. Inner bevel: see Tab icons - Unselected

Note: See Tab icons - Unselected for information.

2. bits & pieces

2.3 launcher icon structure

The launcher icon is a simplified 3d icon with a fixed perspective, see [figure 1](#).

The base of the icon could either be facing the top view or the front view.

The majority of the icon surface uses variations of grey to keep the icon a part of the icon set. To add emphasis use one or more bright accent colors that highlight specific characteristics.

All icons are created with rounded corners which makes them look friendly and simple, see [figure 2](#).

Note: All dimensions specified are based on a 250x250 px artboard size in Illustrator, where the icon fits within the artboard boundaries.

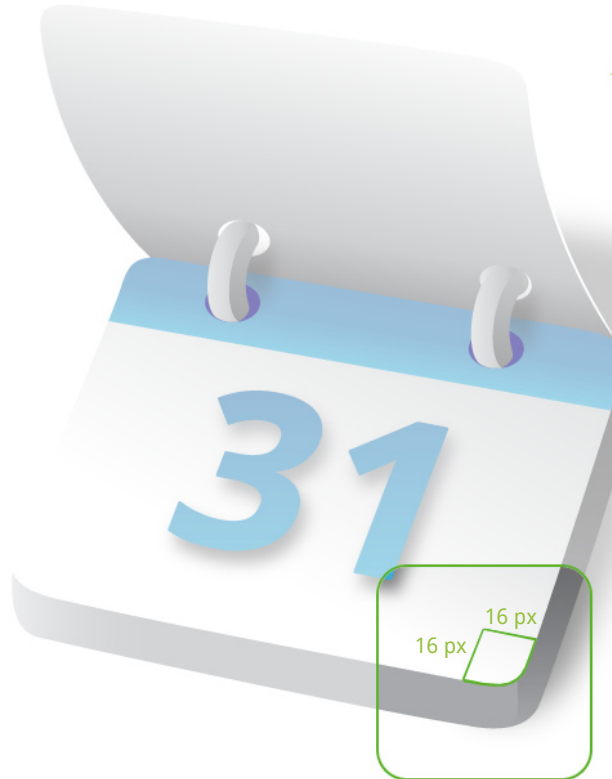


Figure 2.

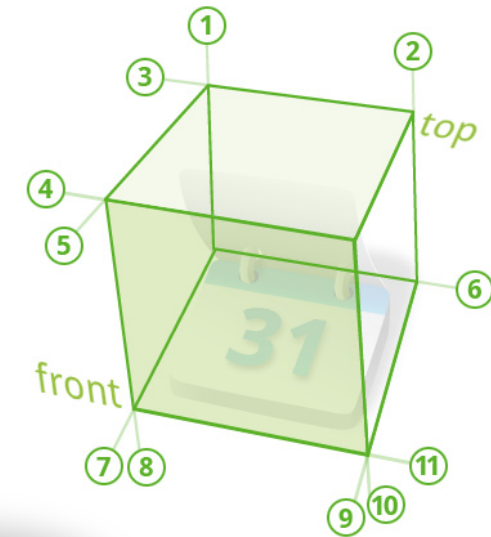


Figure 1, perspective angles

- | | |
|---------|----------|
| 1. 92° | 7. 64° |
| 2. 92° | 8. 97° |
| 3. 173° | 9. 75° |
| 4. 171° | 10. 93° |
| 5. 49° | 11. 169° |
| 6. 171° | |

Note: 90° would be a perfectly vertical line.

2. bits & pieces

2.4 menu icon structure

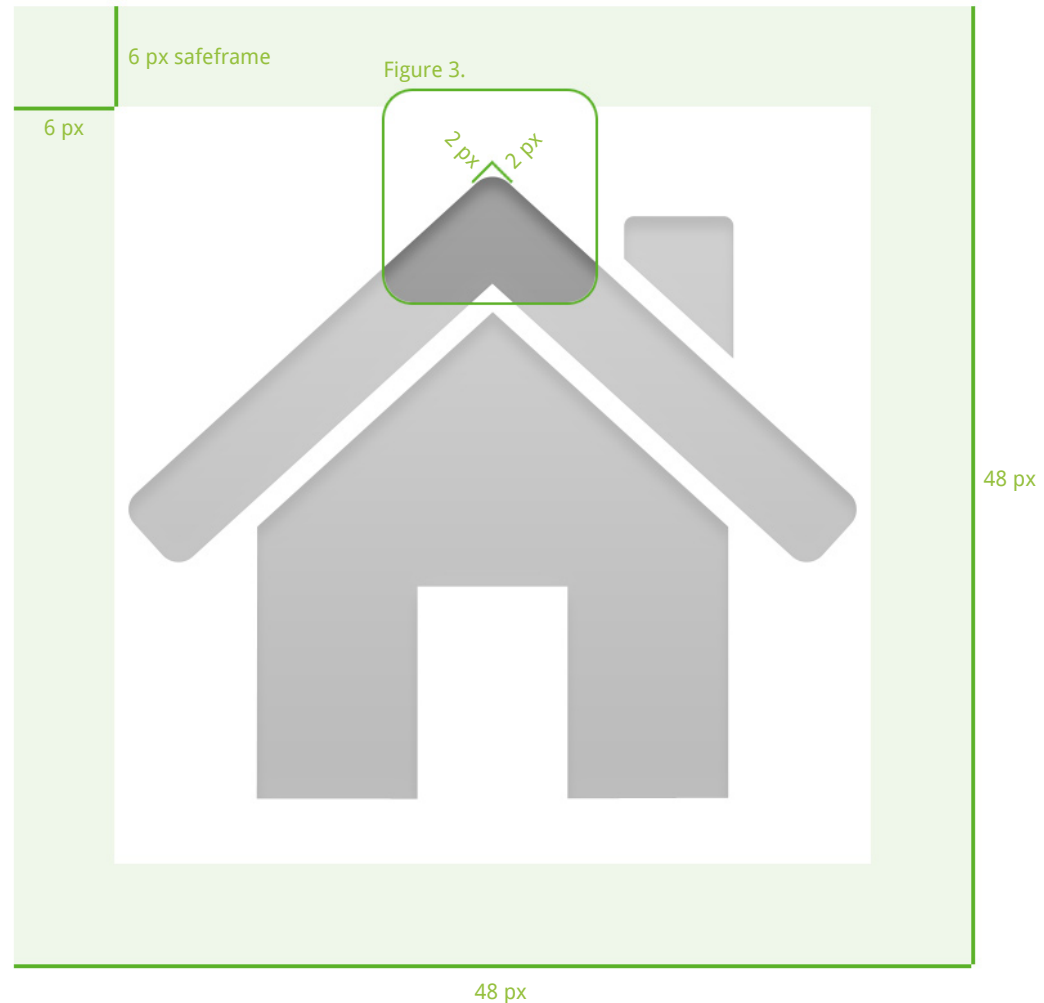
The menu icon is pictured face on to the spectator. No elements in the icon should be visualized in 3d or perspective.

All the menu icons use the primary palette (see 2.1) and the same effects, to keep consistency between them.

The menu icons also have some rounded corners, on logical positions. In this example, the logical placement of rounded corners are on the roof and not on the bottom, as a building normally stands on ground. Note that there should always be rounded corners somewhere on the the icon, see [figure 3](#).

Note: All dimensions specified are based on a 48x48 px artboard size in Photoshop with a 6 px safe-frame, where the icon fits within the safe-frame boundaries.

The icon effect, i.e. the outer glow, can overlap the safe-frame, but only when necessary. The base shape however must always stay inside the safe-frame.



3. a helping hand



3. a helping hand

3.1 step by step

Launcher icons

- Create the basic shapes using a tool like Adobe Illustrator, using the angles from [2.4 menu icon structure](#). The shapes and effects must fit within a 250x250 px artboard.
- Add depth to shapes by extruding them, and create the rounded corners according to [2.3 launcher icon structure](#).
- Add details and colors. Gradients should be treated as if there is a light-source placed slightly to the left in front of the icon.
- Create the shadows with the correct angle and blur effect.
- Import the icon to a tool like Adobe Photoshop and scale to fit a image size of 48x48 px.

Menu icons

- Create the basic shapes using a tool like Adobe Illustrator.
- Import the shape to a tool like Adobe Photoshop and scale to fit an image of 48x48 px. Mind the safeframe.
- Add the effects seen in [2.2 light, effects & shadows](#).

Statusbar icons

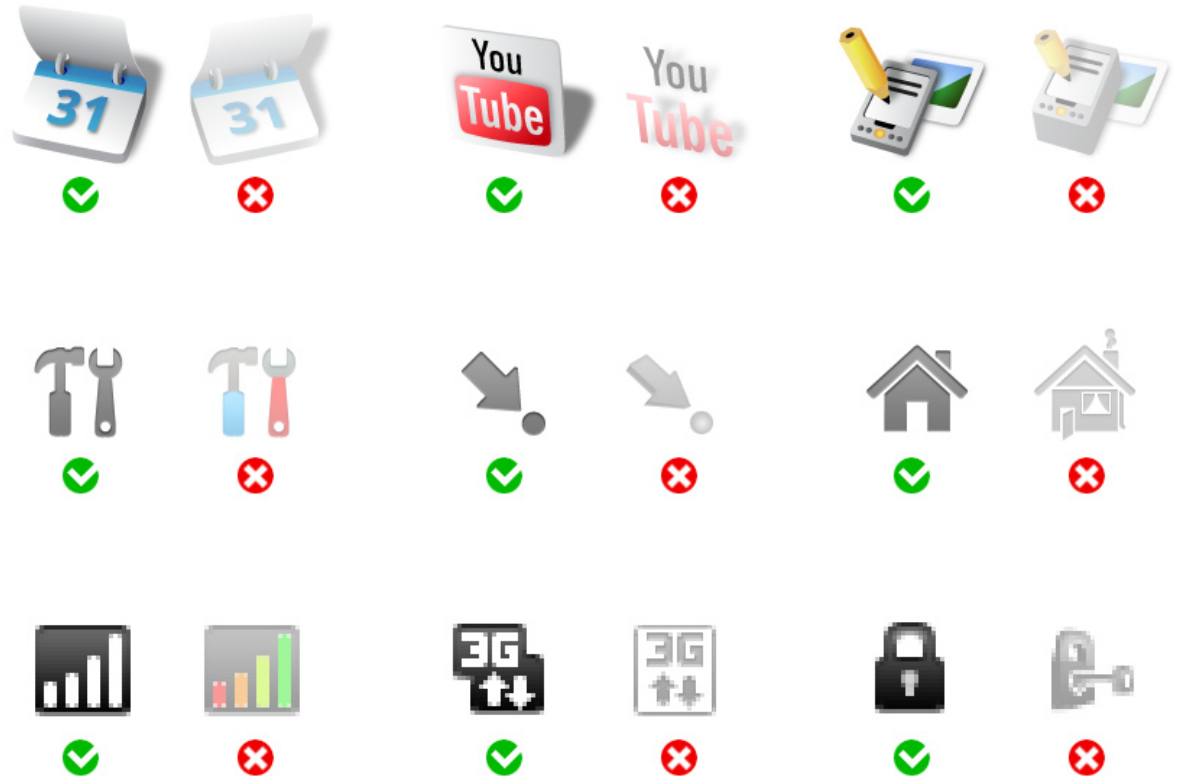
- In a tool like Adobe Photoshop, create the base shape within a 25x25 px image. Mind the safeframe, and keep the upper and lower 2 pixels free.
- Add rounded corners as specified in [2.5 statusbar icon structure](#).
- Add details and effects according to [2.2 light, effects & shadows](#).

3. a helping hand

3.2 do & don't

When creating new icons there are some factors to consider. To make the new icons fit with the rest, follow these simple rules.

- Make sure no abnormal perspective is used. The depth of an object should be realistic.
- Keep it simple! By overdoing an icon, it loses its purpose and readability.
- Only use colors when necessary. Mind that the base of a launcher icon should be grey and feel solid.
- Use the correct angles for the specific icon types.
- Don't use open elements like text alone as icons. Instead, place those elements on a base shape.



thank you!



ANDROID