



STA ICONS
BRAND GUIDELINES

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OVERVIEW

THE NEED

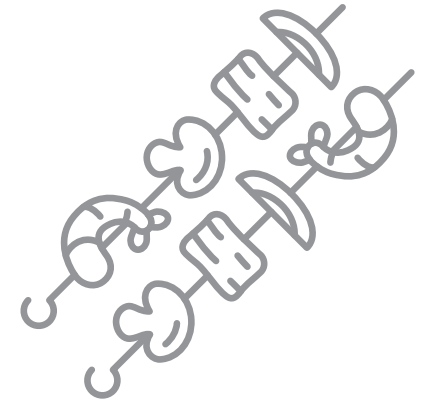
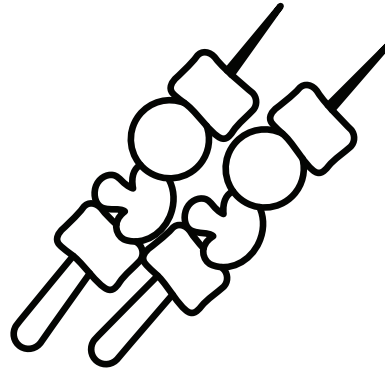
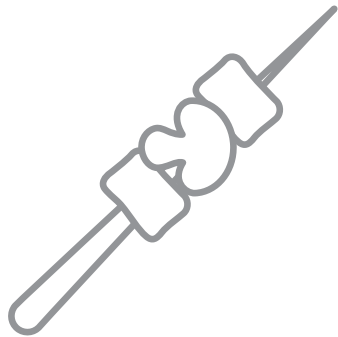
As a global brand we aim for consistency and individuality across all the touch points of our customers' journey.

Our (massive) core suite of icons has been created to provide designers with a ready to use option for any type of icon asset they may have the need for. (No more stock icons here!).

These guidelines can be referred to as visual roadmap when updating or adding new icons.

The icon libraries will be an ever growing design asset. As such, new icons will need to be signed off as they are created.

ICONIFIED



ICONIFY

verb

Definition // to reduce to a small symbol or graphic representation of itself

Creating an icon is not just an illustration task.

Our aim is to include enough detail that an icon is immediately recognisable, but not so much that it takes on an illustrative look or the scalability is impacted.

ICON LIBRARIES

Icons are available in multiple suites and are shared with the creative teams using Creative Cloud libraries.

Libraries are shared on a view only basis and are non-editable.

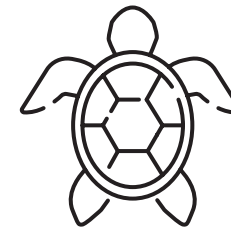
The available icons suites are:

- Black stroke
- White stroke
- Bondi Blue stroke
- Reversed (white only)
- Single colour fill (Bondi Blue only)

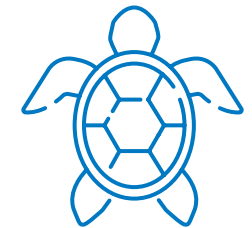
**BONDI BLUE FILLS ARE SET AT 90%
TO AID LEGIBILITY OF THE ICONS**



Single colour
Bondi Blue



Black stroke



Bondi Blue stroke



Reversed / white fill



White stroke

ICON LIBRARIES

SPECIAL USE ONLY

There is a select number of icons that can be used for special use only and their use needs to be signed off with the creative studio.

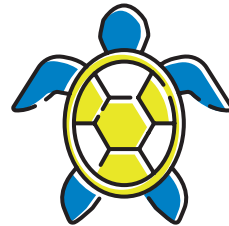
These libraries are not shared and if approved by creative required icons will be provided.

Two colour icons are currently being tested for digital/animated use.

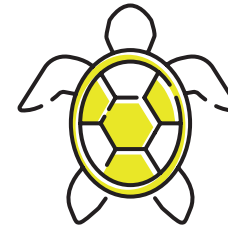
Under special circumstances Pure Vida or Underwater Love stroked icons may be requested from creative for one-off campaigns eg. Halloween or Black Friday. However this are not permitted for regular use.

The available icons suites are:

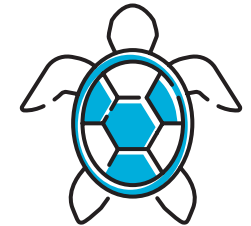
- Two colour fill (Bondi Blue/Pure Vida yellow)
- Single colour fill (Pure Vida yellow/ Underwater Love blue)



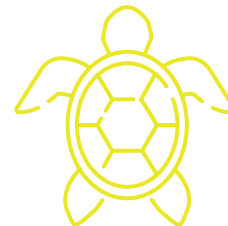
Two colour
Bondi Blue / Pure Vida



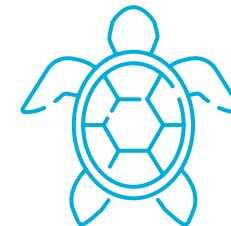
Single colour
Pure Vida yellow



Single colour
Underwater Love blue



Pure Vida stroke



Underwater Love
stroke

STAY AWAY FROM...

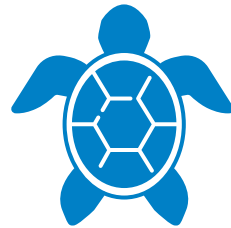
Some colour options are **OFF LIMITS** as they do not fit the visual personality of the brand.

Reversed/solid filled icons can only be used in white so please steer clear from using these in any colour.

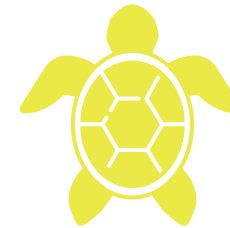
Any other colour combination that has not been shown here is also not suitable.

Colour fills cannot be applied to an icon that does not have a black stroke.

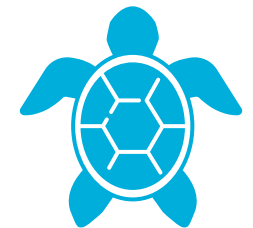
Icon colour fills cannot be any other colour from our secondary colour palette.



Reversed /
Bondi Blue fill



Reversed /
Pure Vida fill



Reversed /
Underwater Love fill

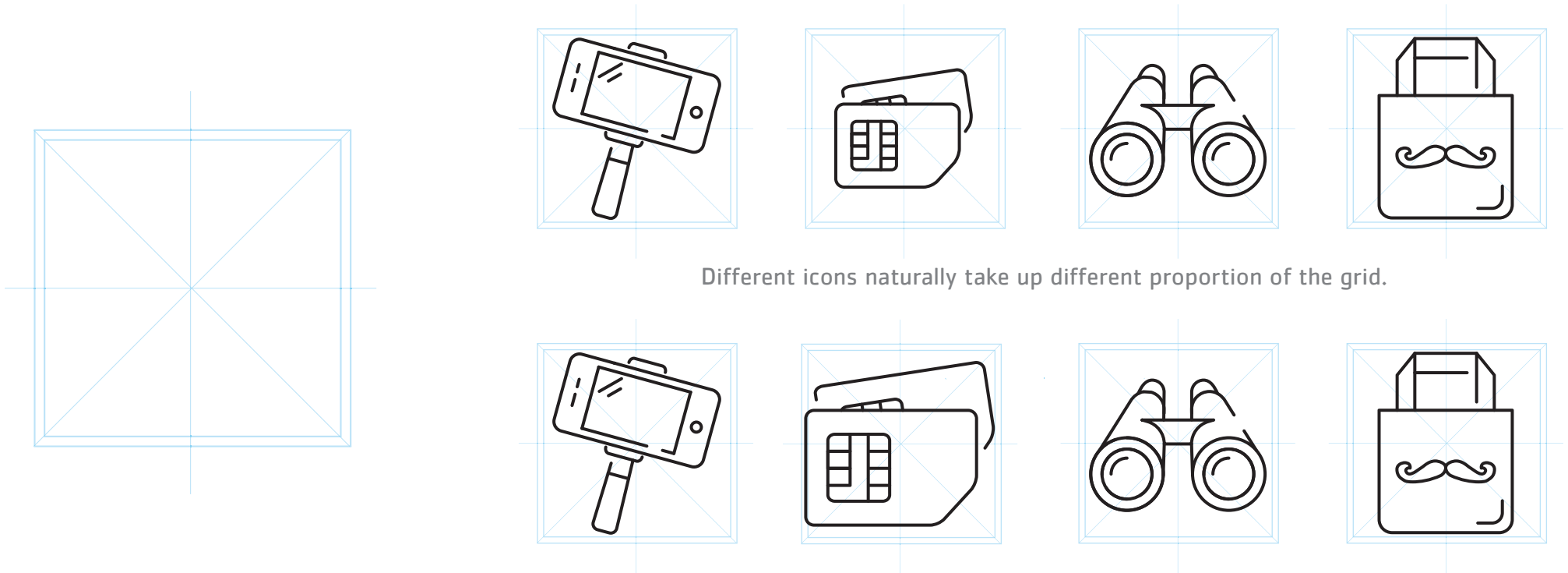
**THE NEED
TO KNOWS**

THE BASICS



These are the basic guidelines for how the icons should look. For full details on the icon specifications and how to create your own see page 17.

THE GRID



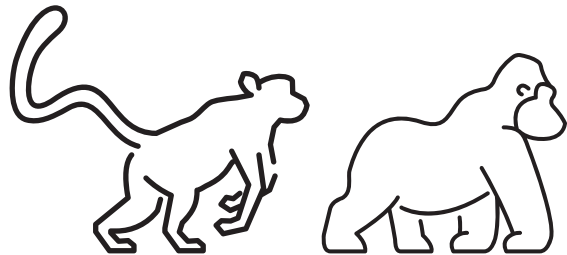
Different icons naturally take up different proportion of the grid.

If the sim card were to take up the full size of the grid, it would appear out of proportion with icons of a similar nature

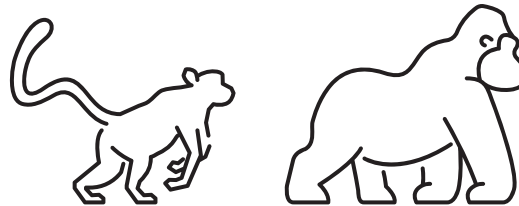
A loose grid system is used when creating our icons.
This is guide to try fill the square space proportionately.

However this can be somewhat organic. If it makes sense for the form of the icon to not touch the outer boxes this is ok as well provided it is still in proportion with the rest of the suite.

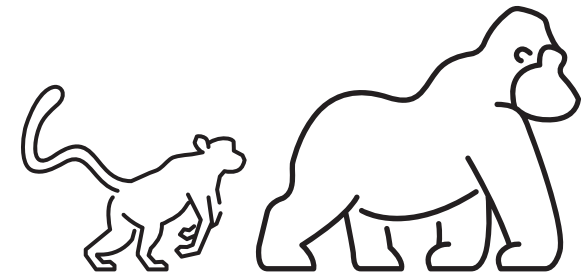
SIZE & PROPORTIONS



NO
uneven scaling



YES
consistent scaling



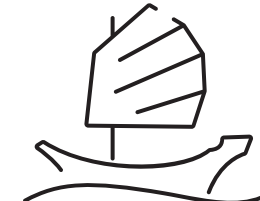
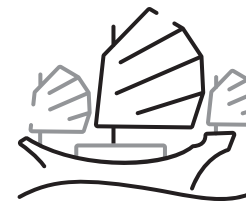
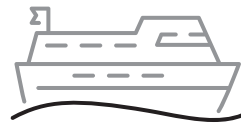
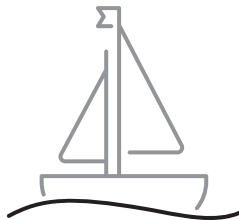
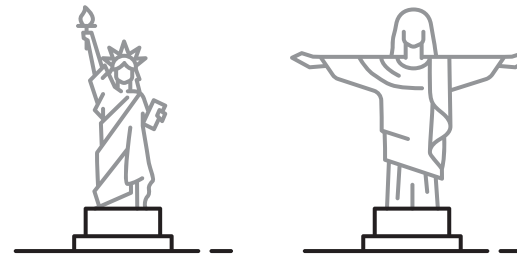
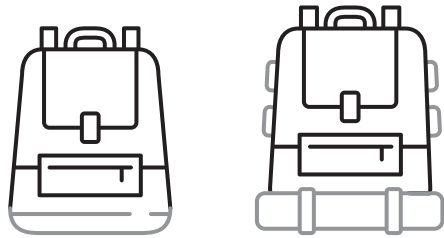
NO
Uneven scaling

When using icons together, aim to have them use in a consistent scale, filling a similar amount of a square space as shown in the icon grid.

Icons strokes are expanded at the size they're developed at, so uneven scaling will result in the appearance of inconsistent stroke weights.

Intentionally disproportionate designs like the background graphic seen earlier in this document is an example of one such exception to this rule.

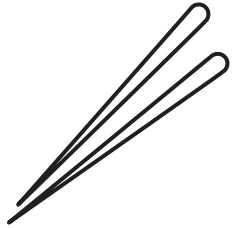
COMMON ELEMENTS



While the design of our icons is somewhat organic, where possible and appropriate we aim to reuse existing elements and proportions to build and maintain a level of consistency between similar icons.

**OUR LOOK
IN DETAIL**

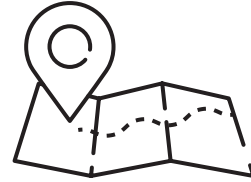
GAPS



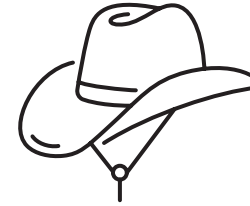
No gaps



One gap



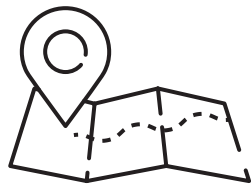
Two gaps



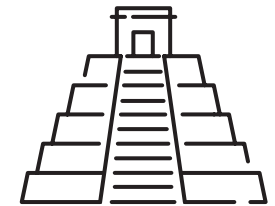
Three gaps



Four+ gaps



Similar icon
=
Similar gap placement

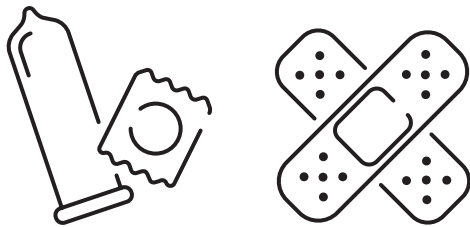


A complex structure like a building might have far more than 4 gaps, if for example it has many pillars or stairs that are defining features like these.

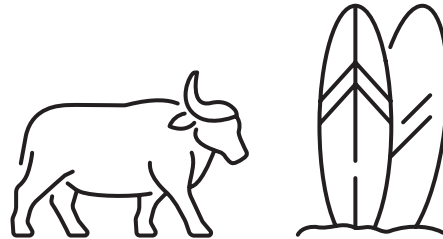
Not all icons will need to have gaps. Their use is subjective and will vary based on the level of complexity and detail in an icon. Where possible similar icons should have similar gaps with similar placement.

While between 2-4 gaps is a good guide, the number of gaps is organic within reason, if an icon looks too gappy, this will be reviewed on a case by case basis.

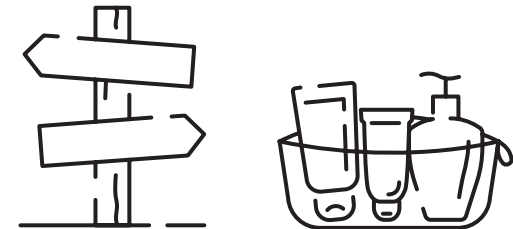
ELEMENTS



Gaps on all overlaps



Some overlapping gaps



No overlapping gaps

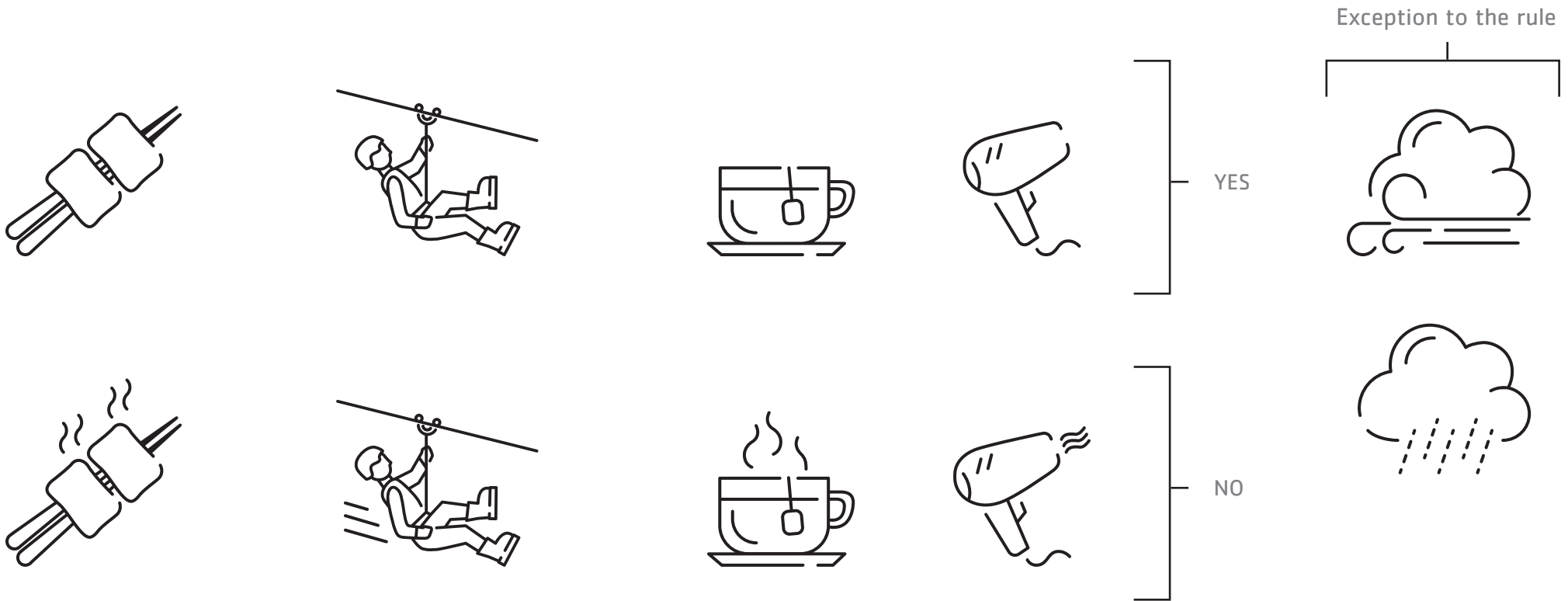
This will vary if the additional gaps make the icon too busy, complex or do not add to the overall aesthetic. It is best to review this as a case by case basis.

In some simpler icons there are less places that make sense to add gaps, so where they overlap is a good place for these.

Our buffalo and surfboard are a little more complex. If they had gaps where each element overlapped another, this would be too much.

As the sign post has details showing it's wooden texture, gaps at each pointer would make this icon look disjointed. Likewise as the toiletries bag is more complex gaps where items overlap here would make this look messy.

MOVEMENT & ACTION LINES



Movement and actions lines are not added to our icons. This helps `moving` icons be more in-line with static icons. For example, in the teacup, the stream lines are removed as it is not essential for showing this is a tea cup.

Weather icons are really the only exception to this rule, things like rain and wind are not things that can be shown without them.

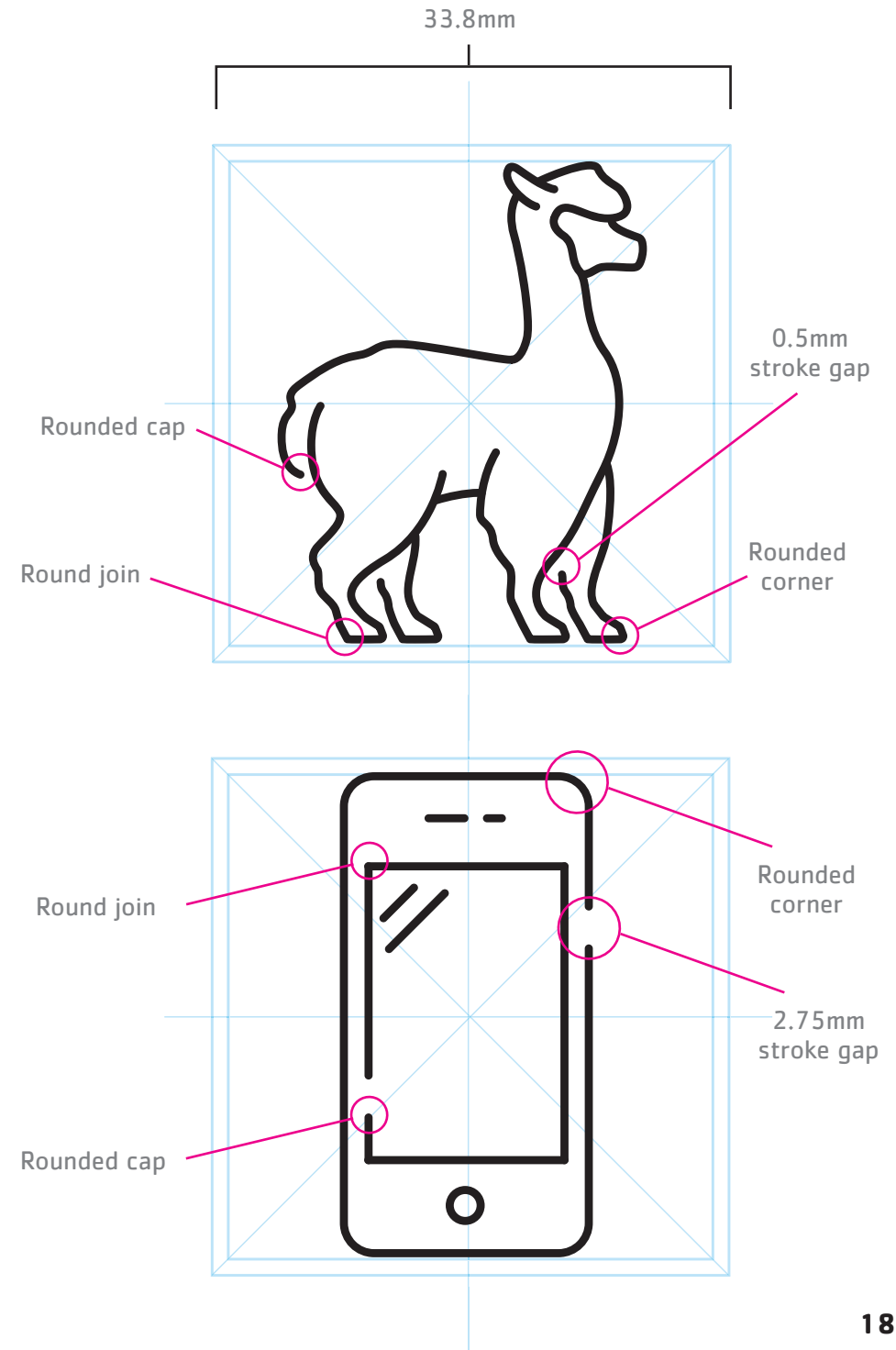
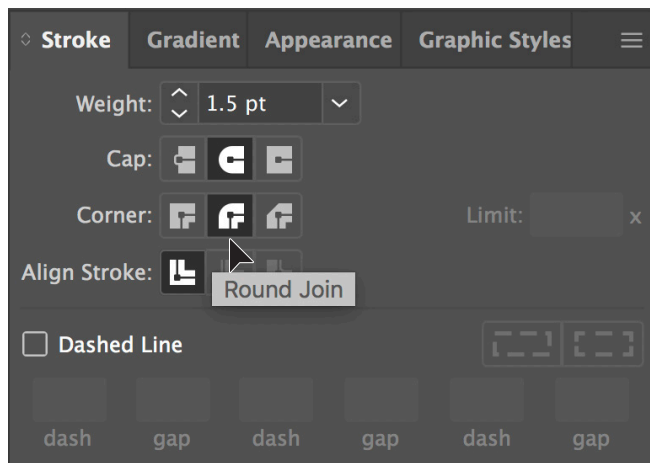
CREATING OUR ICONS

THE FUNDAMENTALS

Core icon suite specifications

- Stroke weight: 1.5pt
- Stroke gaps: 0.4-3mm
- Max size 33.8 x 33.8mm
- Cap: Rounded cap
- Corners: Always draw icons using a round join on the stroke. The round join in the stroke panel will not be curved enough for all icons. This is organic and will need to be judged individually

See the next page for more on this.

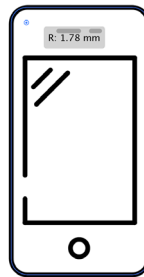


ALL ABOUT CORNERS

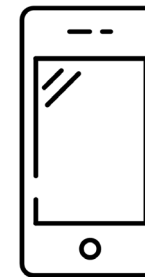
A round join gives a subtle softness to the edges but is not a true rounded corner. Where more curvature is needed consider the following as a guide:

- You may judge by eye **BUT** within a given range:
 - 0.2-1mm for small corners.
 - 1-2.5mm for larger corners
- Always compare against similar icons for consistency for consistency

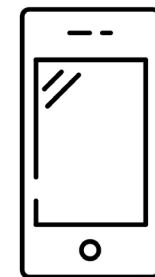
Lets look at how changing the corner measurements effect the llama and phone icons:



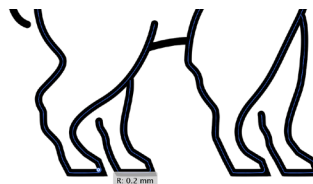
The phone has a large outer corner with 1.78mm of corner rounding applied using the corner widget



If this is changed to 1.39mm, it is still within the acceptable range, but has been made larger to match similar icons (specifically the tablet and the laptop)

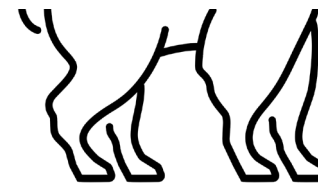


If this is reduce to 0.8mm (which is below the acceptable range), this icon begins to look too blocky for our style.



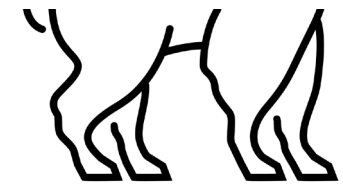
LLAMA

The llama has a soft small corners on the feet with 0.2mm of corner rounding applied using the corner widget



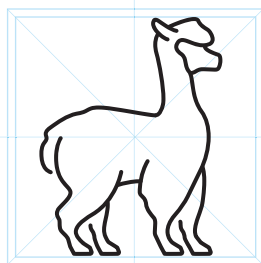
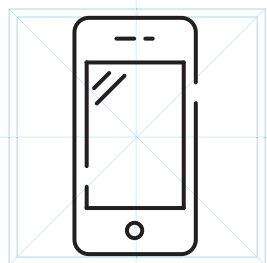
LLAMA

Softer corners like this should be used on all small areas, icons like animals will by their nature have more variation in the corner measurement than inanimate object will

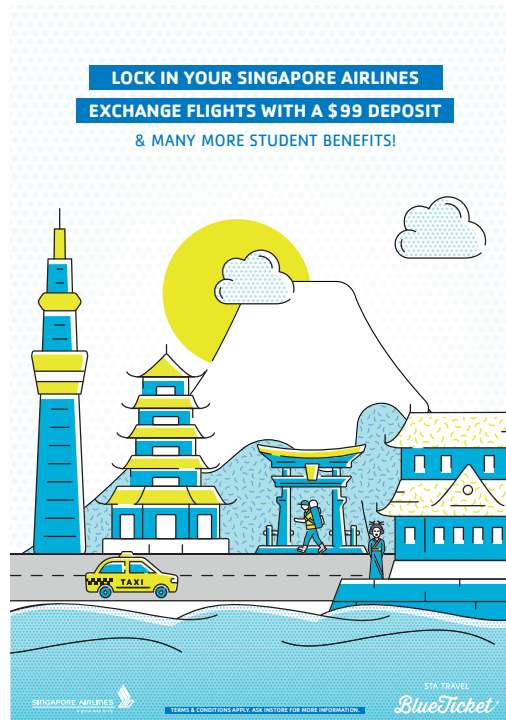


LLAMA

If we remove the corner rounding completely the feet look (one again) too blocky and unnatural.



EXPANSION



Unexpanded icons used to make a special use illustrated landscape (custom stroke applied, must be signed off by Creative Studio)



Expanded icons can be used at different sizes for background graphics

Are icons are always expanded at the 33.8mm size they're developed at. This allows for the stroke to scale in proportion to the icon.

The exception to this rule is if you are creating a landscape style illustration using our icons and need to be able to use them at different sizes.

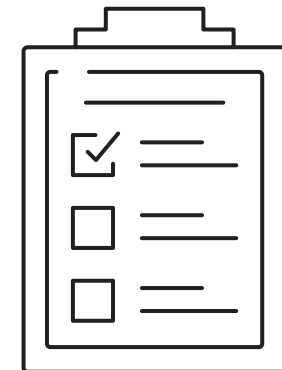
For this live files will need to be requested from the Creative Studio.

YES



If the stroke isn't expanded then when an icon is scaled up the outline will be too thin

NO



ADDING COLOURED FILLS

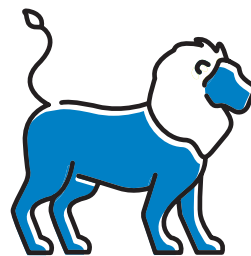
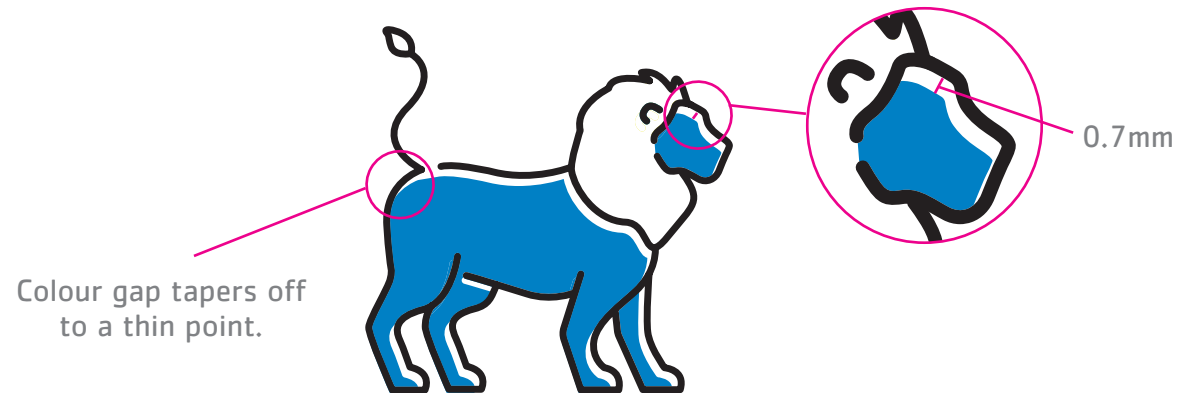
Colour filled icons have the same stroke gap, cap and maximum size as the plain line icons.

Colour is applied to have a slight offset, but this offset does not bleed out the other side of the icon. The colour offset is always down and to the left.

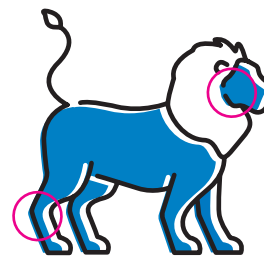
The size range in the gap of the colour offset at the **WIDEST** point of the gap is 0.7-0.9mm

BONDI BLUE FILLS ARE SET AT 90% TO AID LEGIBILITY OF THE ICONS

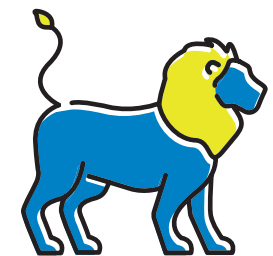
When adding colour we want to create a sense of openness using white space in the icon. Smaller areas do not need to have their colour offset. This can look nice at a larger size, but can be hard to make out at a smaller size. These small areas can either be left blank or filled and not offset.



Just because the widest point of the colour offset/gap is 0.7mm doesn't mean it will be all the way around. It will get thinner at different points of the icon. This is what we want.



Colour offsets should NOT bleed out the other side of the icon as it is here.



When creating two coloured-filled icons, use Bondi Blue as the base and Pure Vida as a highlight colour. Often the highlight colour will be added into a white section of the single colour icon.

SPECIAL USE ONLY

CREATING REVERSED ICONS

For reversed icons, maximum size and stroke width follow on from the core design, but the stroke is used to subtract the design from a solid fill.

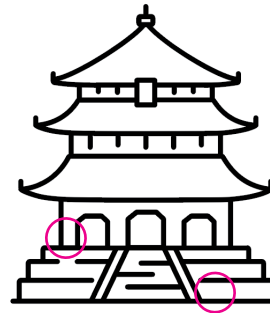
- Stroke gaps: 1.5-3mm (if applicable)
- Colour: to be used in white ONLY

Icon forms should be kept as true to their line icon counterpart as possible, but some small degree of adaptation is allowed to fit the cut-out style of the reversed icons.

Looking at the temple icon to the right we can see an example of how line icons can be adapted for a reversed style.



1) Starting with the plain line icon, expand the strokes and combine into a single shape using the pathfinder.



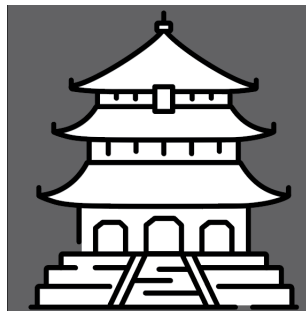
2) Add a white box behind the icon. Make sure that any outer edges are closed



3) Subtract the shape of the icon from the white box



4) What we are left with is pretty close to what we want, but we need to add a few details back in.



5) Copy over the line icon to recover identifying features.



6) Delete the paths you don't need and expand the ones you want to keep.



7) Change these shapes to white and combine with the existing reversed icon using the pathfinder



8) A few rough edges/anchor points will need tidying/smoothing/deleting. And it's done!

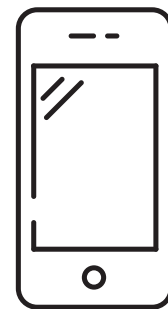
**OUR ICONS
IN ACTION**

SIZE LIMITATIONS

While icons are scalable, there is a limit to how small a size we can use them at.

Icon minimum size: 9mm

If smaller icons are required for contact information, please refer to the communications icons on page 25.



YES
40mm
(height)



YES
30mm
(height)



YES
20mm
(height)



YES
10mm
(height)



NO
5mm
(height)
I'm too tiny and
get lost easily!

RECOMMENDATIONS OF USE

USE FREELY



USE ONLY WITH APPROVAL



DO NOT USE



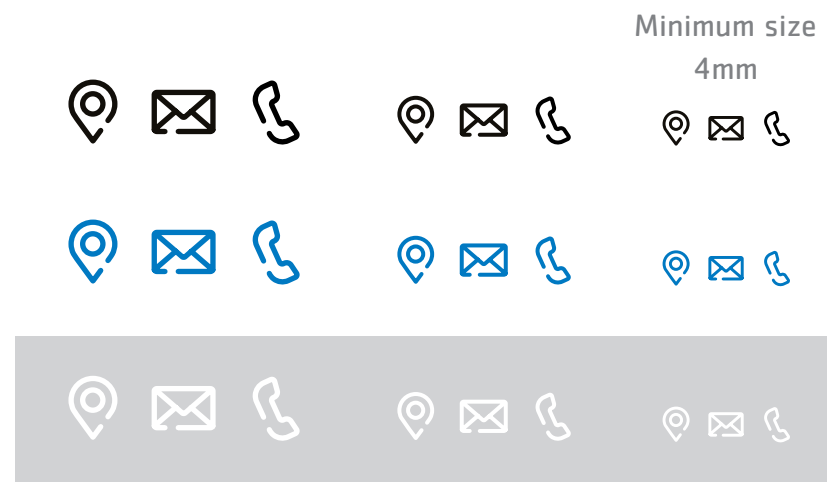
Different versions of the icons may be more appropriate to use in some situations than others. This can come down to the channel they're used in, the complexity of the design or how copy heavy the piece is.

Icons for use only with approval could be used for one-off campaigns or editorial work, discuss this with Creative Studio

COMMUNICATIONS/FOOTER ICONS

As footer/contact/communications icons often need to be used at a very small size, there is a select group of icon outside the rest of the suite for this purpose. They are more simplified and have a slightly thicker stroke to be more visible at a smaller size.

These are available in a CC Library in black, white and Bondi Blue

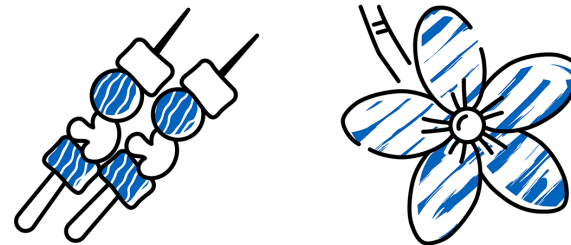


NEXT STEPS

Moving forward the next steps for the icon suite would be to create animated libraries. Animation is currently in very high demand and can be used over a number of different channel to engage with and appeal to our audience.

For animation, colour filled icons would be best. Depending on the nature of the icon, different animation styles could be explored. This can include the animation of patterns or textures, small movements that correlate with the icon's real-world counterpart (eg a turtle swimming) or other small wiggling motions.

Where icons are depicting a static object (eg. a flower), then a pattern could be animated to morph into it's solid filled equivalent.



Movement can be added to patterns such as these to create animations with personality.

For more examples of the type of animation that can be explored that fit our style of icons, please refer to the below links:

<https://www.shutterstock.com/video/clip-1023336787-hand-drawn-animation-many-different-arrows-pointing>

<https://www.shutterstock.com/video/clip-13921388-heart-symbol-being-drawn-by-red-crayon>