

Tab 1

Illustrator-Iconographer Brief: Custom Icons

1. Introduction

We are developing a dating application designed for a global audience, with a special focus on inclusivity and personality expression. Icons will be used during onboarding questions and later displayed on user profiles to visually represent the user's vibe, lifestyle, and values.

2. Goals & Objectives

- Help users express their character and lifestyle in a visual, fun way.
- Create a consistent set of custom icons that align with the app's identity.
- Make the icons friendly and attractive, similar to Airbnb's illustration approach, but unique to our brand.
- Ensure icons can be animated later if needed.

3. Style Guidelines

- **Minimalistic but Expressive:** The icons should be minimalistic in design yet highly expressive in their ability to convey meaning and emotion. Friendly, modern, and inclusive visual style.
- **Clean Outlines:** Focus on clean, precise outlines without unnecessary details, ensuring clarity and readability.
- **Color palette:** soft tones with highlights from the brand's primary colors.
- **Animatable:** Keep proportions simple enough to be animatable.

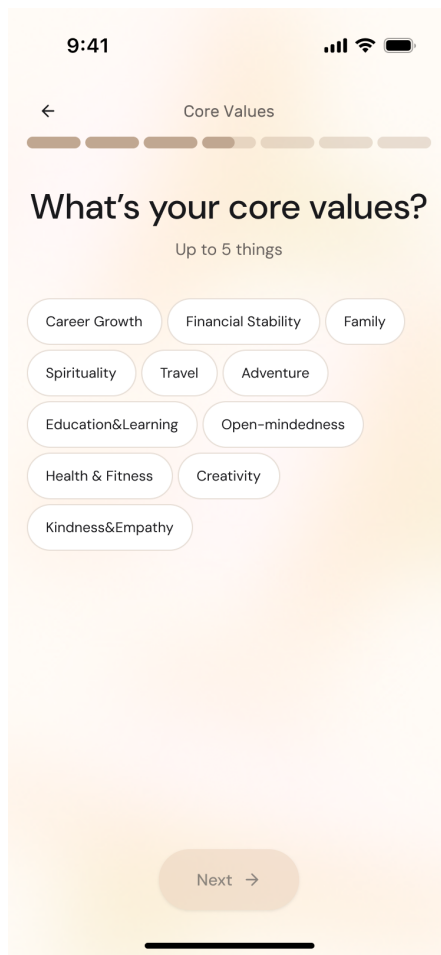
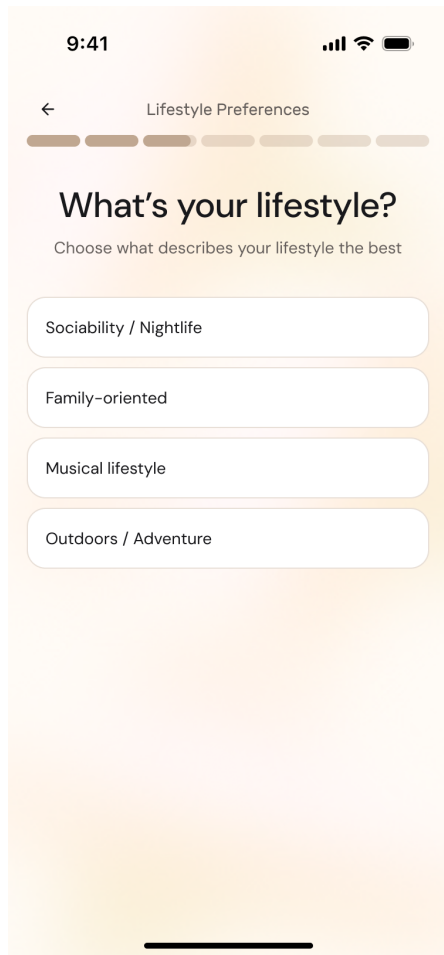
4. Technical Requirements

- **File Formats:** All icons must be delivered in SVG and PNG formats.
- **Sizes:** Provide icons in 24x24, 48x48 pixels and 96x96 pixels, or as responsive sizes that scale appropriately.
- **Scalability:** All icons must be scalable without any loss of quality.

- **Transparent background.**

5. Use Cases in the App

Onboarding – the user answers questions about themselves and selects the options that best describe their personality.



A mobile application interface for a personality assessment. The screen has a light orange background. At the top, the status bar shows the time 9:41, signal strength, Wi-Fi, and battery. Below the status bar is a navigation bar with a back arrow and the text 'Personality & Compatibility'. Underneath the navigation bar is a progress indicator consisting of seven horizontal bars, with the fourth bar from the left filled with a darker orange color. The main heading is 'What's your personality?' in a bold, black font. Below the heading is a subtitle 'Choose what describes your personality the best'. There are six rounded rectangular buttons stacked vertically, each containing a personality trait pair: 'Energetic / Spontaneous', 'Easy-going / Adaptable', 'Thoughtful / Intellectual', 'Patient / Calm-paced', 'Sociable / Cheerful', and 'Positive / Optimistic'. The bottom of the screen shows a black horizontal line, likely representing the home indicator on an iPhone.

9:41

← Personality & Compatibility

What's your personality?

Choose what describes your personality the best

Energetic / Spontaneous

Easy-going / Adaptable

Thoughtful / Intellectual

Patient / Calm-paced

Sociable / Cheerful

Positive / Optimistic

User profile - For a quick visual representation of a person's vibe, to highlight the matching details.

9:41



John Dou

95%



Verified • Long-Term Relationship



Easy-going /
Adaptable



Education &
Learning



Musical
lifestyle

Matching

Conservative

Open to kids

Health & Fitness



Find out why you match



Clickd



Likes



Chats



Profile

6. List of icons

Label	Description	Vibe to Communicate	Category
Sociability / Nightlife	Visualize party or nightlife elements (e.g., cocktail glass, disco ball, neon light).	Social, outgoing, fun-loving, lively.	Lifestyle Preferences
Family-oriented	Depict family-related concepts (e.g., home with heart, silhouettes of family).	Caring, nurturing, warm, close-knit.	Lifestyle Preferences
Musical lifestyle	Represent music-related elements (e.g., musical note, headphones, guitar).	Creative, expressive, passionate, harmonious.	Lifestyle Preferences
Outdoors / Adventure	Show adventure/outdoor elements (e.g., tent, mountain, backpack).	Adventurous, bold, active, free-spirited.	Lifestyle Preferences
Career Growth	Illustrate growth symbols (e.g., ladder, arrow upward, briefcase).	Ambitious, motivated, goal-driven.	Core Values
Financial Stability	Depict finance-related elements (e.g., coins, piggy bank, secure lock).	Stable, reliable, secure, responsible.	Core Values
Family	Use family symbols (e.g., group of people, heart).	Loving, supportive, connected.	Core Values
Spirituality	Illustrate spiritual or mindful elements (e.g., lotus, spark, glowing aura).	Reflective, peaceful, balanced, inspired.	Core Values
Travel	Show travel elements (e.g., airplane, globe, suitcase).	Curious, open-minded, adventurous.	Core Values
Adventure	Depict exploration elements (e.g., compass, hiking trail, mountain).	Bold, daring, risk-taking, lively.	Core Values
Education&Learning	Represent knowledge (e.g., open book, light bulb, scroll).	Thoughtful, intellectual, curious, growth-oriented.	Core Values

Label	Description	Vibe to Communicate	Category
Open-mindedness	Illustrate openness (e.g., abstract head with stars, waves, expanding shape).	Accepting, inclusive, progressive, curious.	Core Values
Health & Fitness	Show fitness/wellness items (e.g., dumbbell, running shoe, apple).	Energetic, healthy, disciplined, active.	Core Values
Creativity	Illustrate artistic elements (e.g., paintbrush, palette, spark of inspiration).	Imaginative, expressive, innovative.	Core Values
Kindness&Empathy	Depict heart and hands, or warm gesture.	Compassionate, supportive, gentle, caring.	Core Values
Energetic / Spontaneous	Represent energy symbols (e.g., lightning bolt, burst).	Active, spontaneous, dynamic, fun.	Personality
Easy-going / Adaptable	Illustrate flow or flexibility (e.g., wave, feather, chameleon).	Flexible, calm, relaxed, balanced.	Personality
Thoughtful / Intellectual	Show knowledge elements (e.g., book, glasses, brain with light bulb).	Smart, reflective, curious, analytical.	Personality
Patient / Calm-paced	Illustrate calmness (e.g., hourglass, meditating figure).	Relaxed, steady, composed, balanced.	Personality
Sociable / Cheerful	Depict cheerful elements (e.g., smiling sun, group of friends).	Friendly, positive, joyful, approachable.	Personality
Positive / Optimistic	Illustrate optimism (e.g., shining sun, light rays).	Hopeful, bright, uplifting, encouraging.	Personality

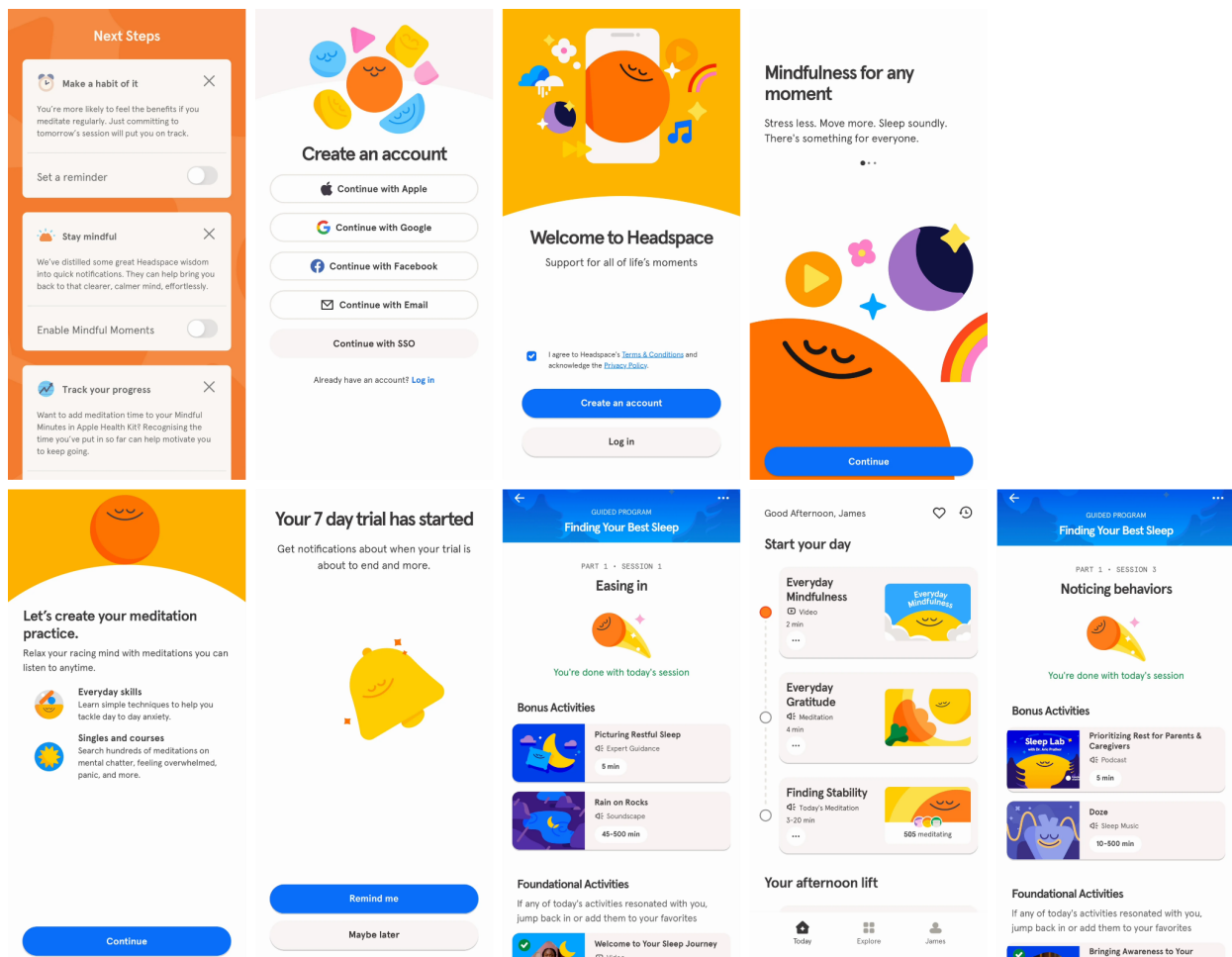
7. References

For visual inspiration, please refer to the following examples:

- **Airbnb** - Please take inspiration from their line style and simplicity. Avoid direct copying; we seek a unique interpretation that aligns with our brand.



- **Headspace** - **Playful flat illustrations** rather than strict functional icons. Rounded, soft shapes with a **hand-drawn, human feel**. **Bold colors** (orange, yellow, purple, blue) – cheerful and warm palette.



- **Abode** - **Rounded square containers** with soft corners that hold the icon inside. **Flat & colorful**: bright colors with subtle gradients (yellow, green, pink, blue). Each icon features its own unique **pictorial illustration** (todo list, trivia, album, health). More **app-like** and **systematic** than Headspace (fewer characters, more symbolic).

