



Using icons in web design

DESIGN FUNDAMENTALS

Where to find decent icons?

Free icons have one key issue:

Small icon sets = not very versatile

Awesome Features



Fast

Data Centers have gained with hyper connectivity. To handle connectivity and capacity



Flexible

Data Centers have gained with hyper connectivity. To handle connectivity and capacity



Cheap

Data Centers have gained with hyper connectivity. To handle connectivity and capacity across

Awesome Features



Fast

Data Centers have gained with hyper connectivity. To handle connectivity and capacity



Flexible

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Cheap

Data Centers have gained with hyper connectivity. To handle connectivity and capacity across



Innovative

Data Centers have gained with hyper connectivity. To handle connectivity and capacity

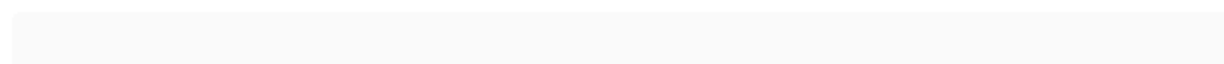
Fat icons:



FontAwesome:



Streamline:



If you can invest in only one thing,
make it a decent icon set.

Free

material.io/icons

Not the most beautiful but well made.

pixelbuddha.net/freebies

Limited amounts but high quality.

linea.io

One of the largest free icon sets

thenounproject.com

Good for obscure icons, hard to stay consistent

Paid

fontawesome.com/pro

Very large set, easy to use in the browser

streamlineicons.com

Fantastic quality and very large icon set

webalys.com/nova

Inspired by Material Design icons, but better

Applying icons to your design

Icons should provide **additional**
information rather than be used as
information on their own





Notifications



Profile



Freebies



Images



Privacy

Should you label your icon?

1. **Is the icon universal?**

Do most people when asked know what this icon means.

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Do most people when asked know what this icon means.

2. **How crucial is the action of the icon?**

How much would the experience be hindered if the icon were missed or mis-understood?

Should you label your icon?

1. **Is the icon universal?**

Do most people when asked know what this icon means.

2. **How crucial is the action of the icon?**

How much would the experience be hindered if the icon were missed or mis-understood?

3. **Is there enough space for a label?**

Without it interfering with other text around it?



A better answer to Build vs. Buy

Companies of all sizes face the question of whether to build or buy a billing solution. Stripe Billing gives you a better option.



Understand every user's journey

Follow the digital footprint of every user across mobile and web devices. Know precisely what happens inside your product.



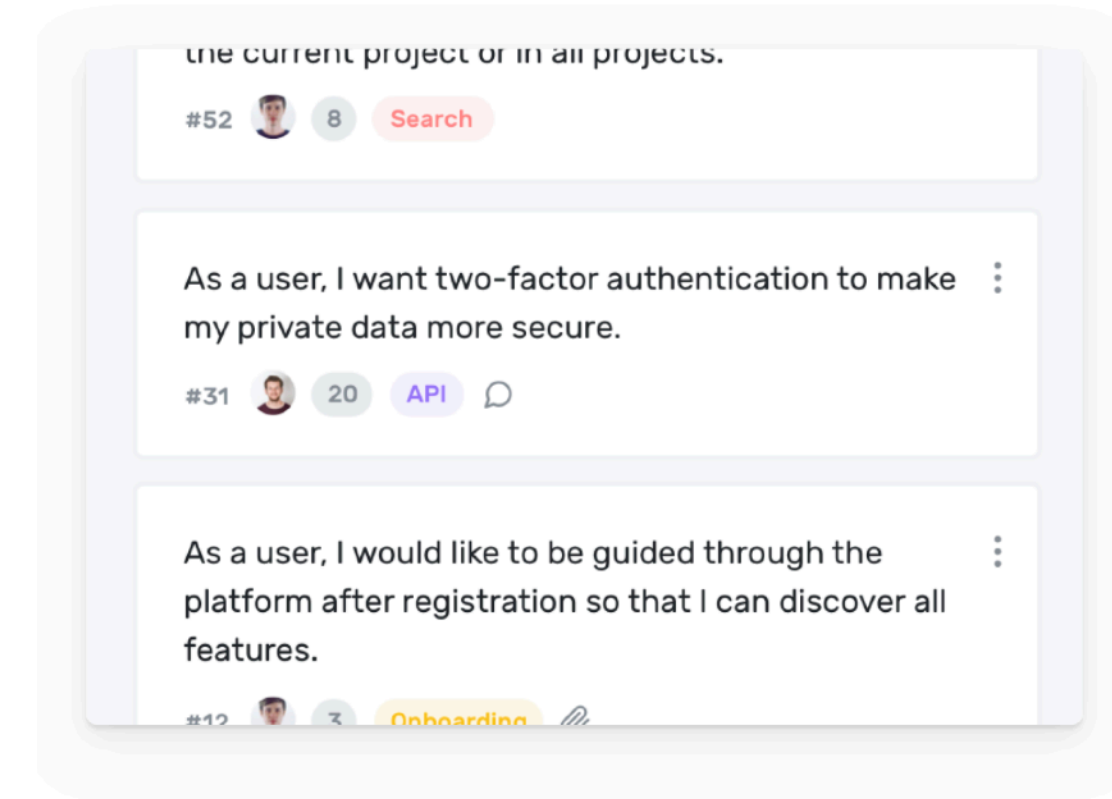
Build faster with instant answers

Pull up the numbers you need at a moment's notice. Experiment immediately with A/B testing and notifications.



Unlock insights for everyone

Whether you're an executive, product manager, or data scientist, you have a set of tools tailored to your unique product questions.



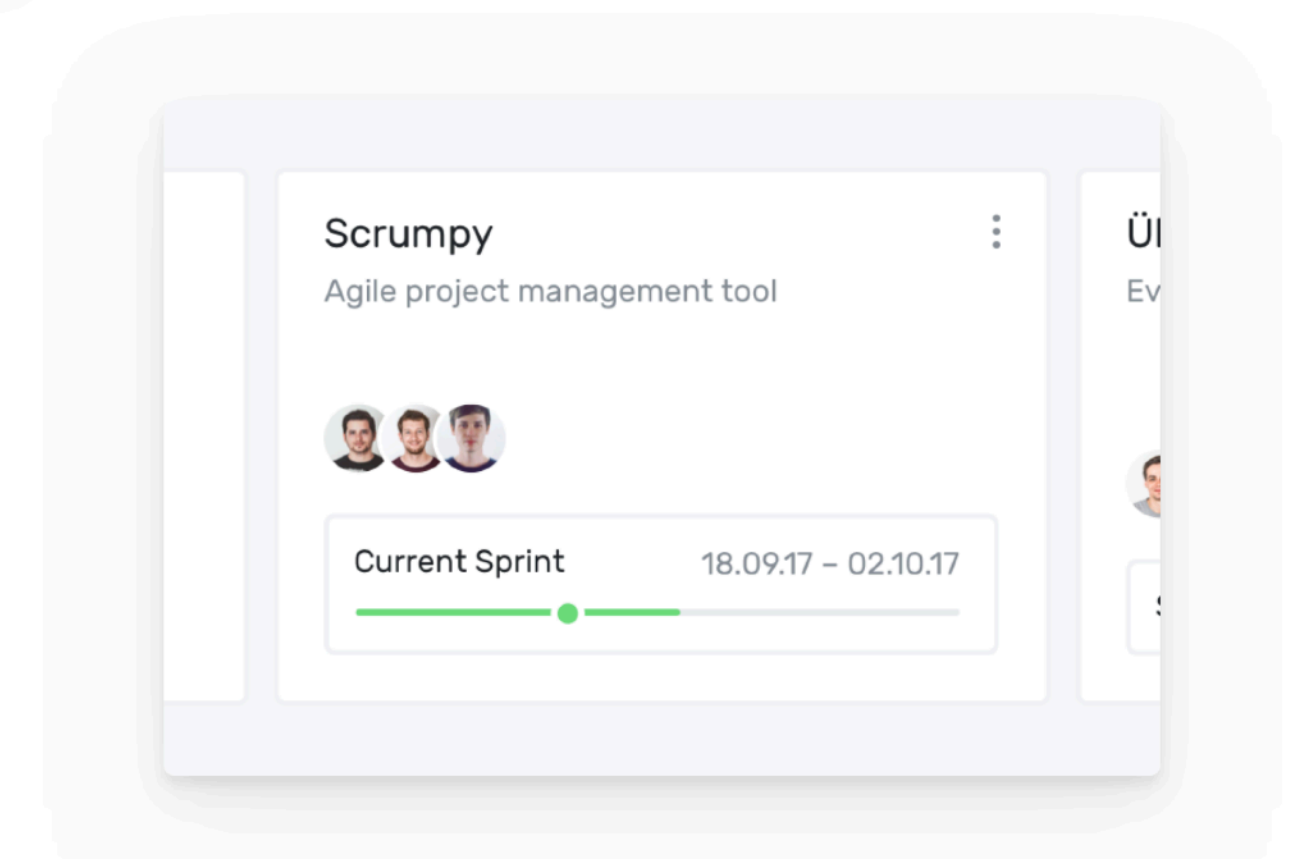
Agile Planning

Add stories to your backlog, tag them with epics and estimate complexity with story points.



Sprint Progress

Watch the live progress, see how good your team performs and if you are on track.



Adding a small, decorative heading can make content more interesting

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

TYPOGRAPHY

Adding a small, decorative heading can make content more interesting

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See All Features →

🎥 See it in action

🍏 Coming Soon



SEE OUR
Pricing

LEARN


How it works




A Hustle-what?

HustleCase is a lightweight whiteboard laptop case that makes it easy to:


- ✓ Sketch on the go
- ✓ Snap on and off easily
- ✓ Protect from scrapes and scratches
- ✓ Write smoothly and erase quickly
- ✓ Gift the special hustler in your life

**Better understand your customers**


“Who are my best customers and what features do they love?”
Find out with Engagement, People, and JQL.

**Improve acquisition and activation flows**


“How do I get more customers and engage more deeply with the ones I have?”
Find out with A/B Testing and Notifications.

**Drive up customer retention and revenue**


“How can I keep customers around longer and earn more from them?”
Find out with Funnels and Retention.

**Unlimited Guests**


We love collaboration and want you to invite unlimited clients and freelancers to your projects.

**Live Updating**


Real time is a thing, so we implemented instant updates, i.e. with design iterations from Figma.

**Fast & Beautiful Interface**


Our interface is built with performance in mind, everything is snappy and looks just purrrrr.

**Smart Notifications**

Never lose a thread: Notifications are designed to update you on the most important stuff only.

**Discuss Specific Features**

Every story comes with a comments section. You can can also use markdown for highlighting.

**Quick Search**

Nothing gets lost. Just hit Command + P to open quick search and find the things you need.



Articles

Design & development



Books

Physical & digital books



Events

Conferences & workshops



Jobs

Find work & employees



Membership

Webinars & early-birds



[Topics](#)



FEATURES

PRICING

BLOG

LIVE DEMO



Control Center

One view to rule them all.



People Insights

History and rich profiles.



Smart Dashboards

Deep Deep dive into your metrics.



Recover

Get help with failing charges.



Forecasting

Plan for the future, easily.



Email Reports

Scheduled or instant updates.



Trial Insights

Improve your conversion rate.



Segmentation

Comparative customer insights.



Benchmarks

How does your company compare?



Slack Tools

The best tool just got better.

START FREE

Are you a Developer? Learn about our [Analytics API](#).



Products

Developers

Com



BILLING



PAYMENTS

A complete commerce toolkit, built for developers.



BILLING NEW

Build and scale your recurring business model.



CONNECT

Everything platforms need to get sellers paid.



SIGMA Your business data at your fingertips.



ATLAS The best way to start an internet business.

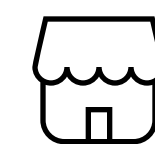
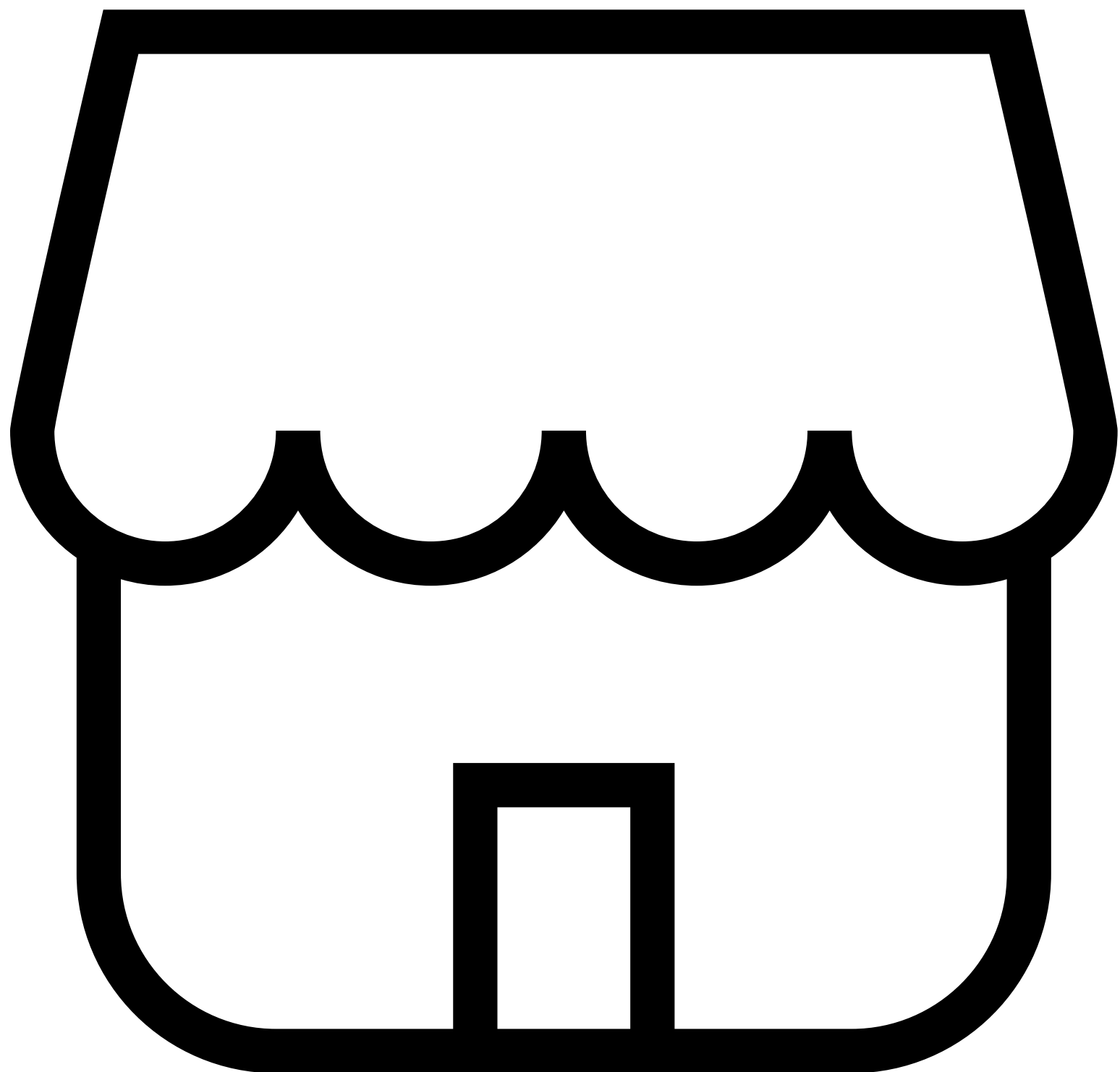


RADAR Modern tools to help beat fraud.

GET STARTED

 WORKS WITH STRIPE

#1 Icons should be small and consistent in size





Everdo Features

Everdo offers many features you'll find indispensable.



Tags and Contexts

Organize your tasks and easily pick what's relevant.



Projects

Keep track of the big picture and goals in your work and life.



Time and Energy

Filter tasks based on available time and energy.



Scheduling

Never miss what needs to be done with flexible scheduling and due dates.



Focus

Mark highest priority and active tasks to keep track of them.



Checklists

Every action and project can have one or more checklists.



Areas

Separate life and work, or other major parts of your life.



Reference Items

Capture and store information that does not require action, but is relevant to your projects.



Data Import/Export

Easily migrate data from other todo lists and productivity apps. Export your data in a variety of formats.



Your data is yours

Everdo works without a cloud. All your data is kept private on your PC in an open format.



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Tags and Contexts

Organize your tasks and easily pick what's relevant.



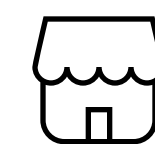
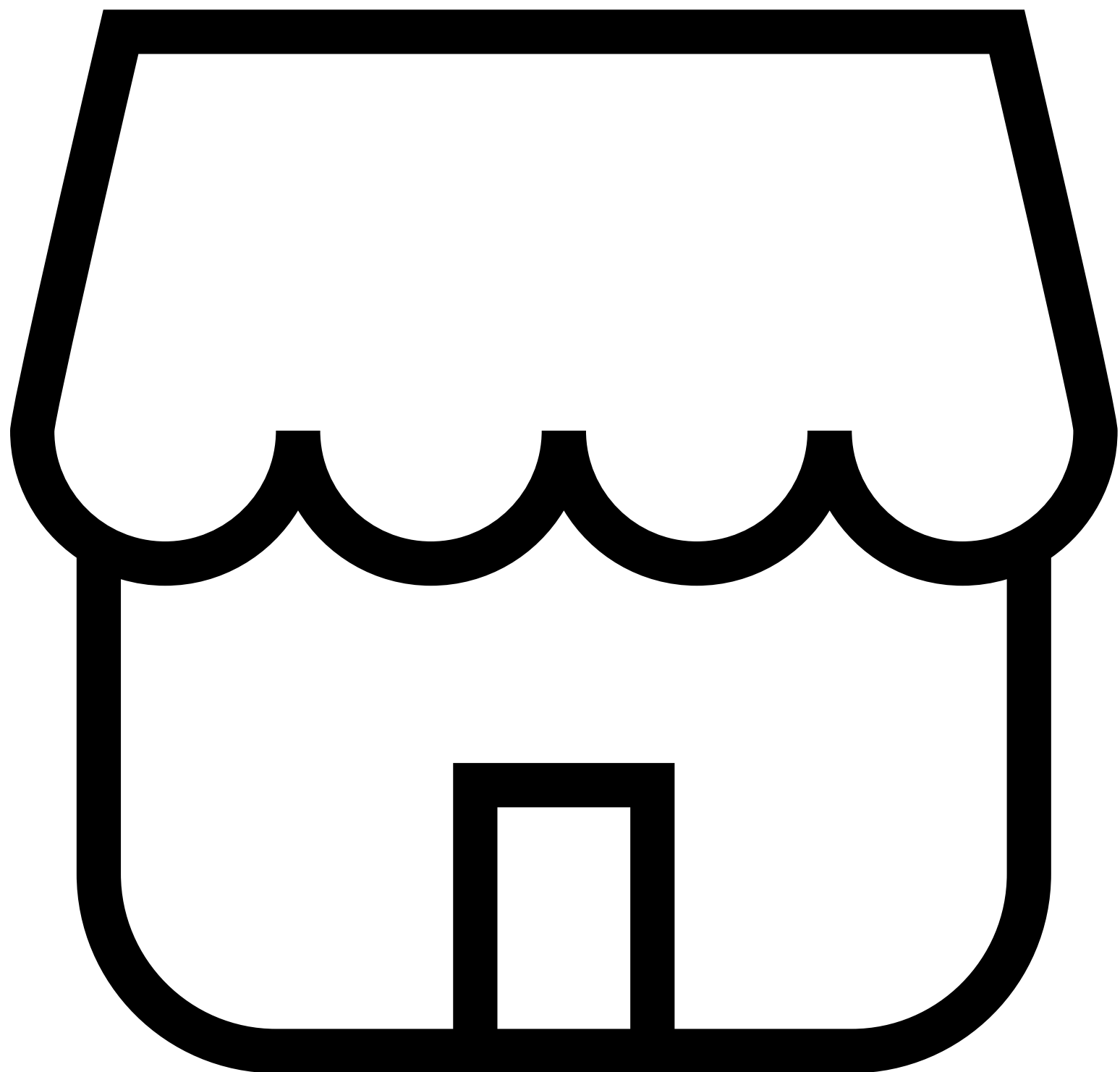
Projects

Keep track of the big picture and goals in your work and life.



Time and Energy

Filter tasks based on available time and energy.



**#2 Always try to match the colour
with your brand**



 #3C5063



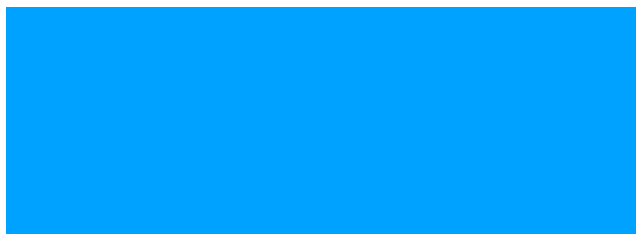
 #000000



 #3C5063



 #3C5063



 **#00A2FF**



 **#1CB74B**



 **#00A2FF**



 **#00A2FF**


#3 Try making your icons a lighter colour than the label

 New  Priority  Assigned  Archived

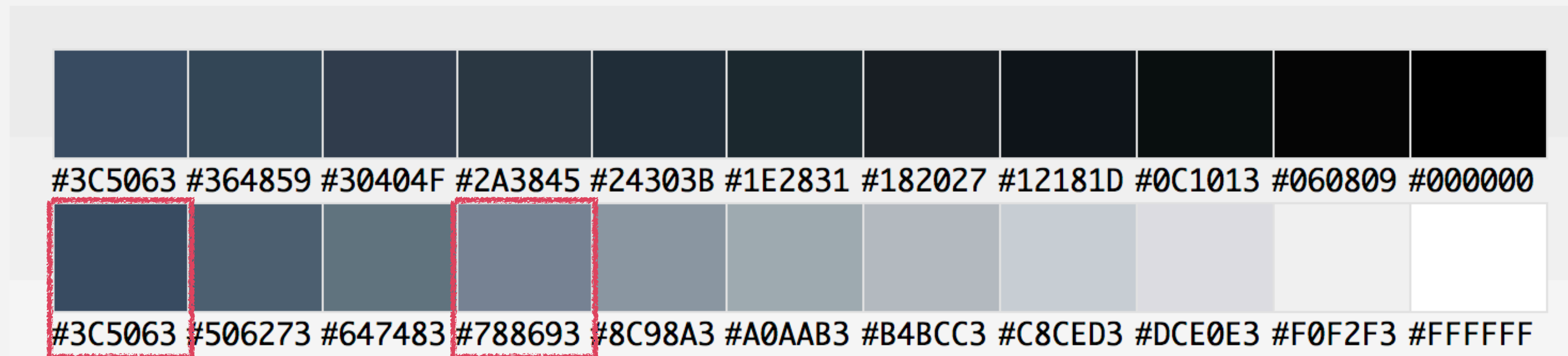
 #3C5063  #3C5063



 New  Priority  Assigned  Archived


 #788693  #3C5063





Go a few shades lighter for your icons

 New  Priority  Assigned  Archived

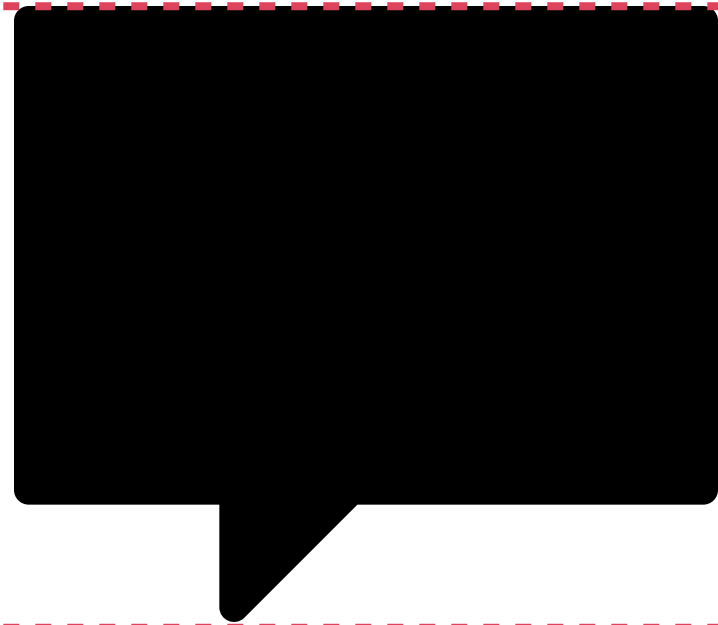
 #3C5063  #3C5063

 New  Priority  Assigned  Archived

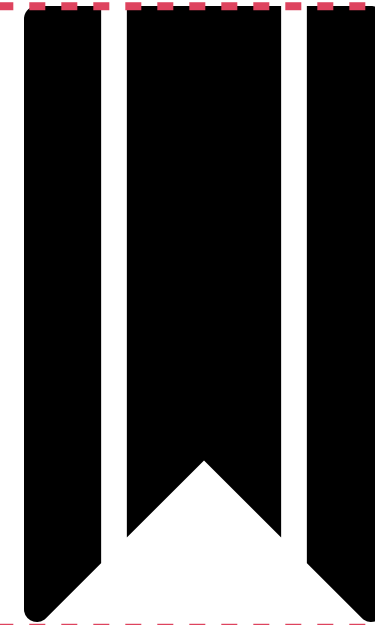
 #788693  #3C5063

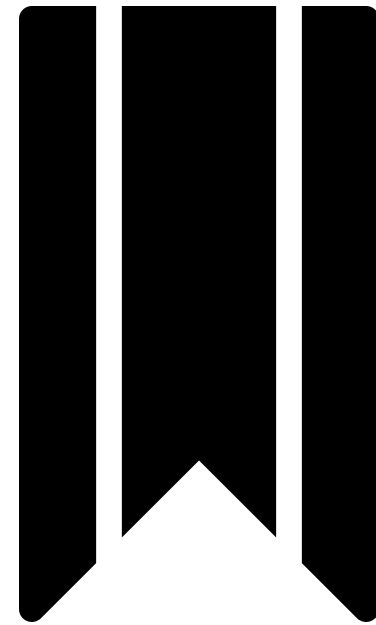
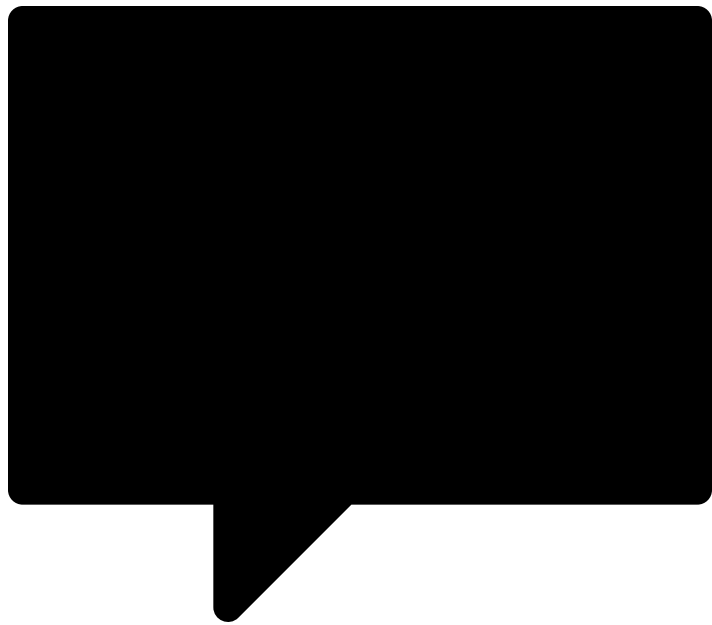
#4 Be careful of false alignment

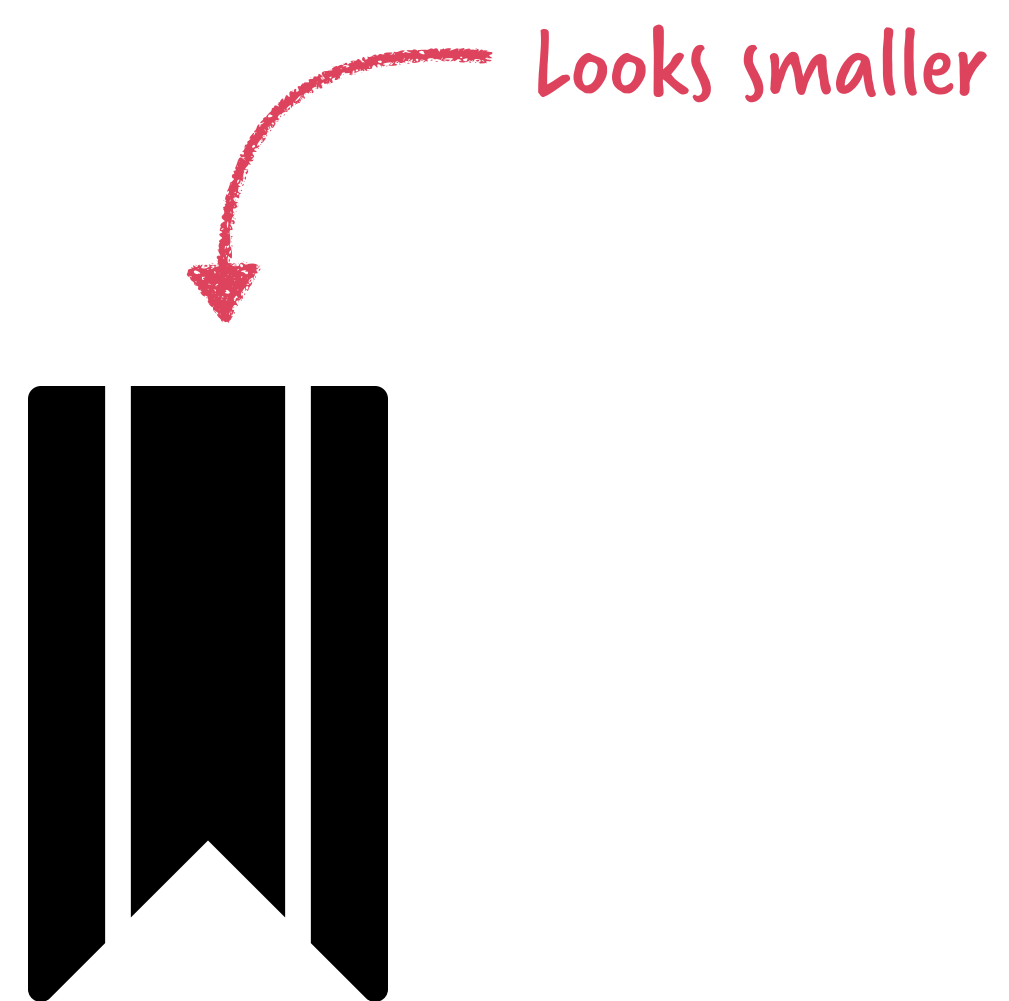
50px

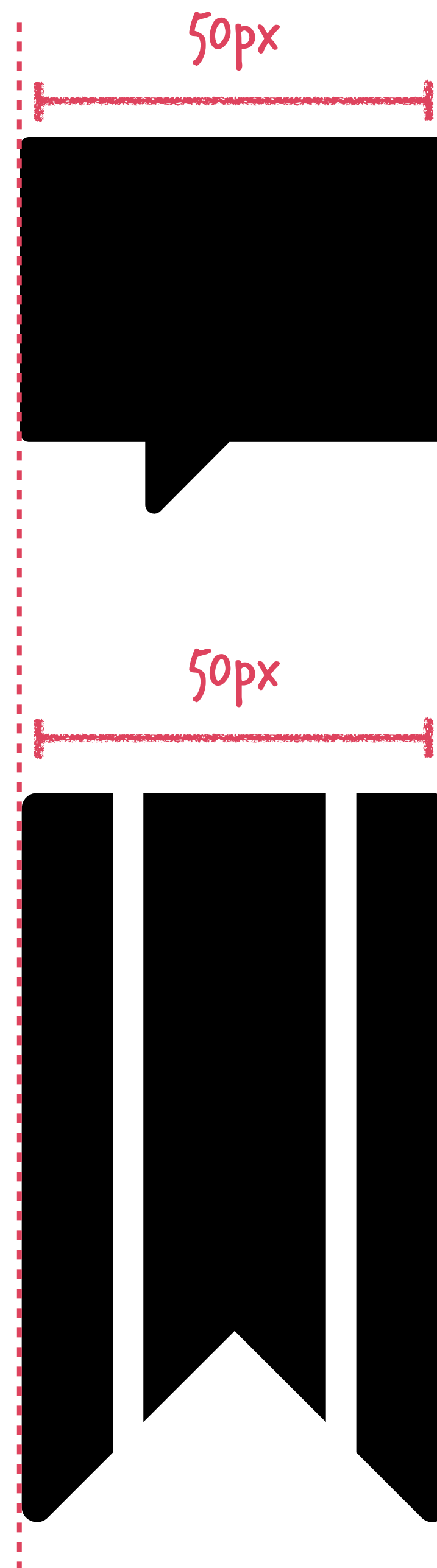


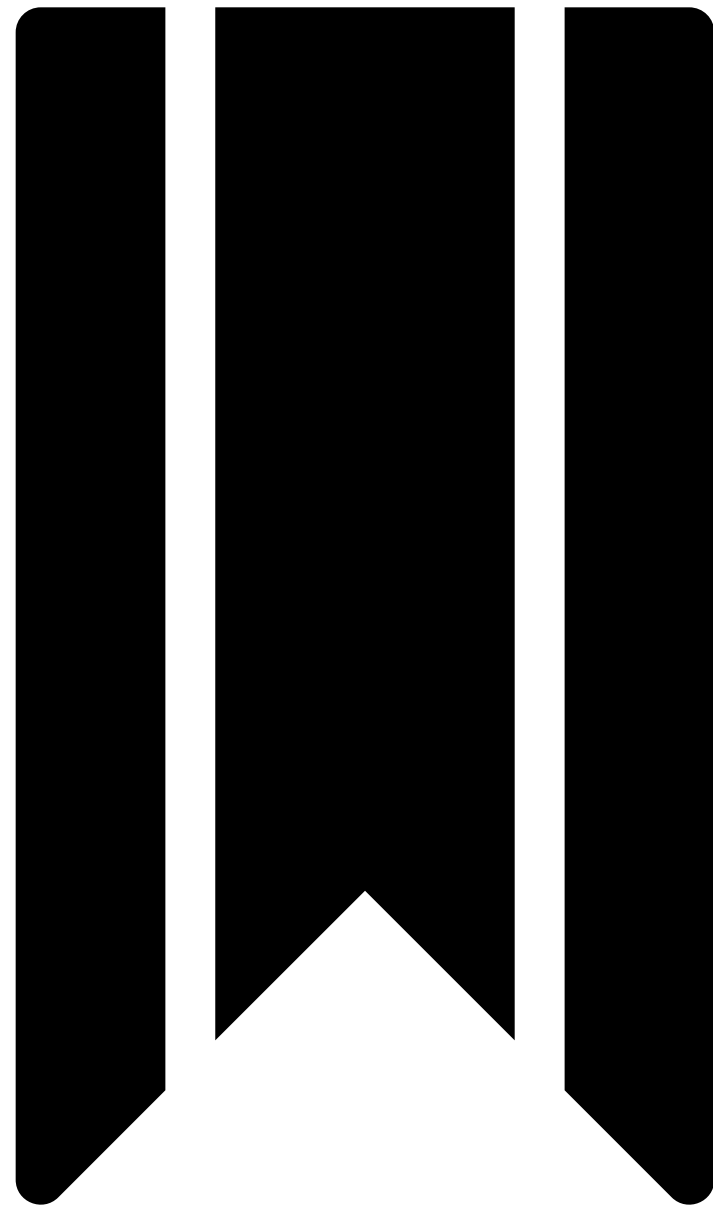
50px

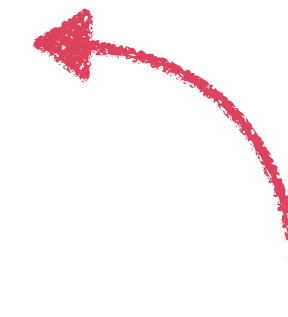




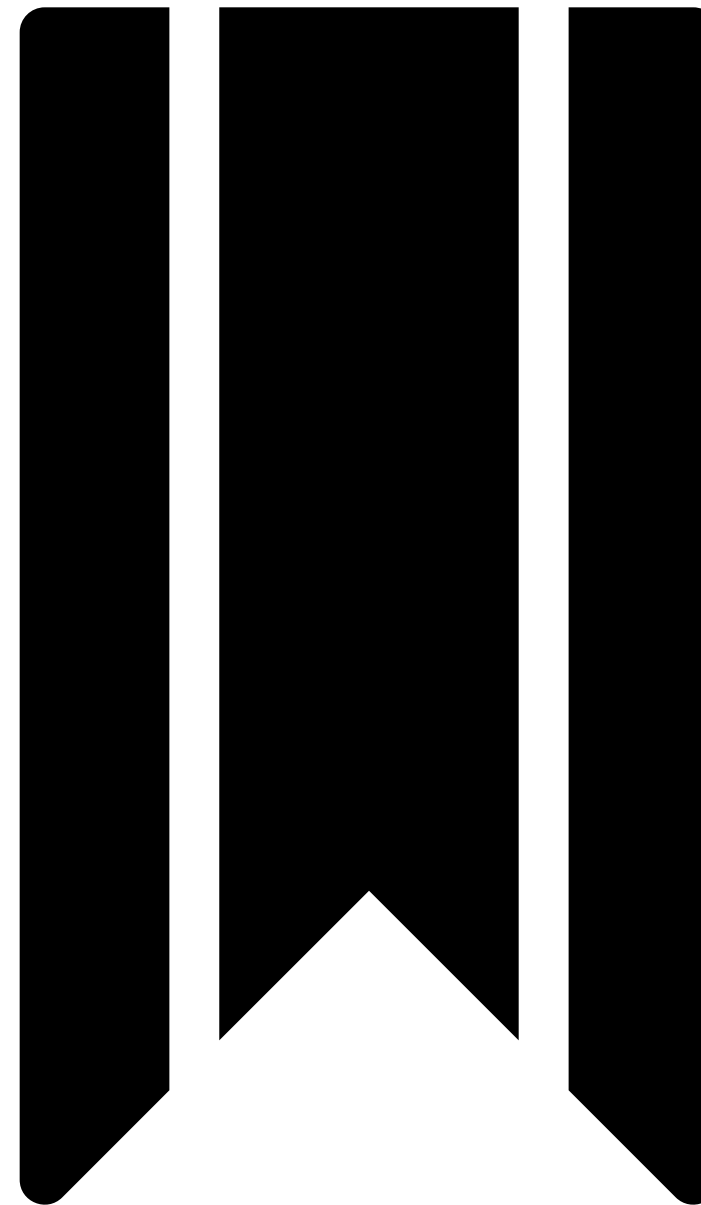








Looks smaller



011 Area Alignment

Alignment based on the area of elements versus the edges of elements.

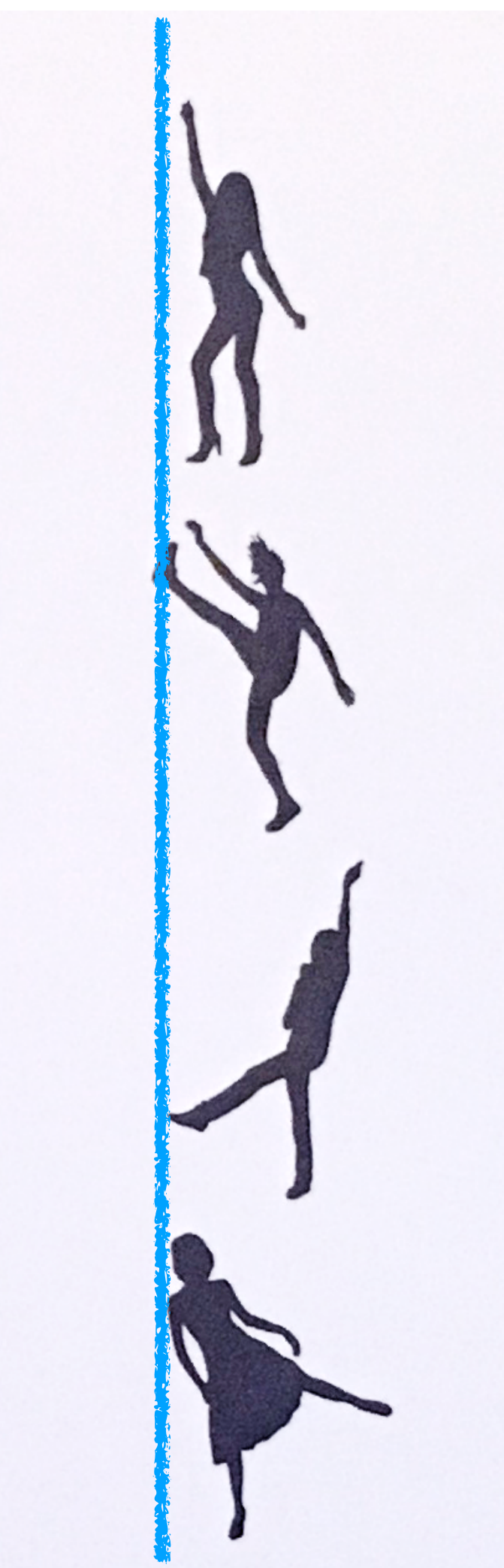
- Asymmetrical elements often do not align properly using conventional edge- or center-based methods.
- In such cases, align elements based on their areas or visual weights, not based on their edges or rectangular centers.
- This technique must be applied using the designer's eye and judgment, balancing elements on the axis of alignment as if they had mass.
- The principle applies to ragged-edge text blocks as well as graphical elements.
- Align based on area when elements are nonuniform and asymmetrical.

See Also Alignment • Closure • Good Continuation
Orientation Sensitivity • Uniform Connectedness

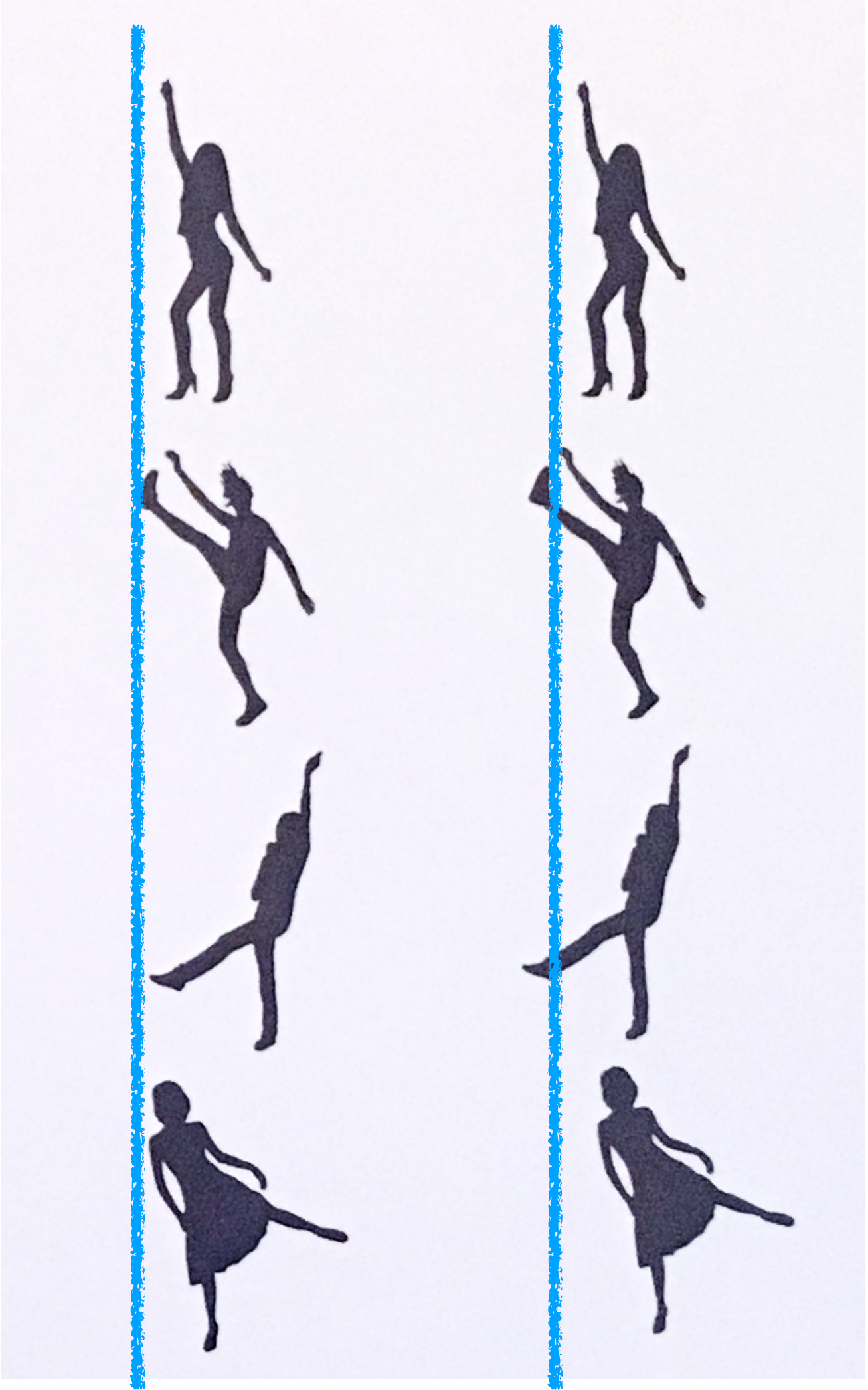


The left column is center-aligned using the rectangular centers of figures. The right column is center-aligned using the areas of figures. Note the improvement achieved by area alignment.

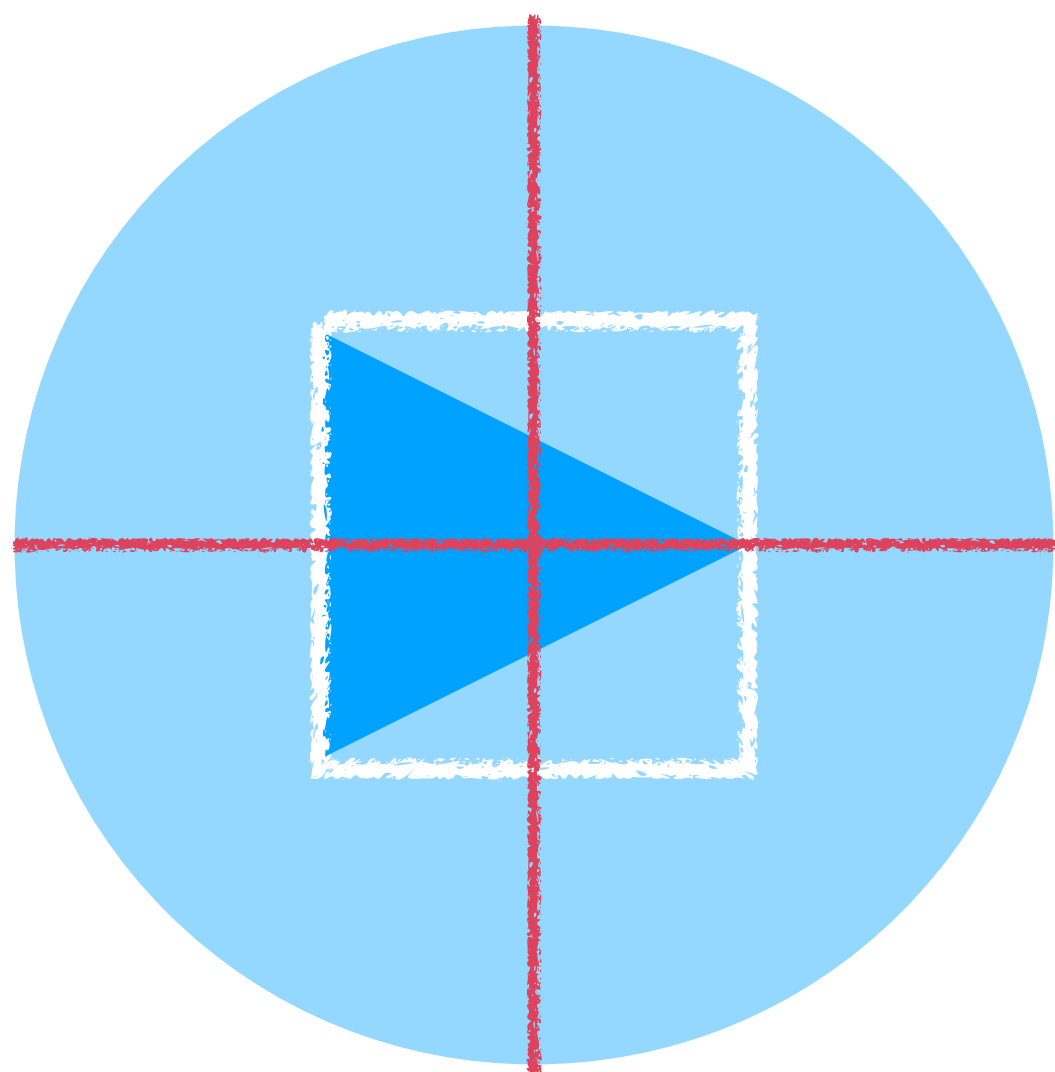




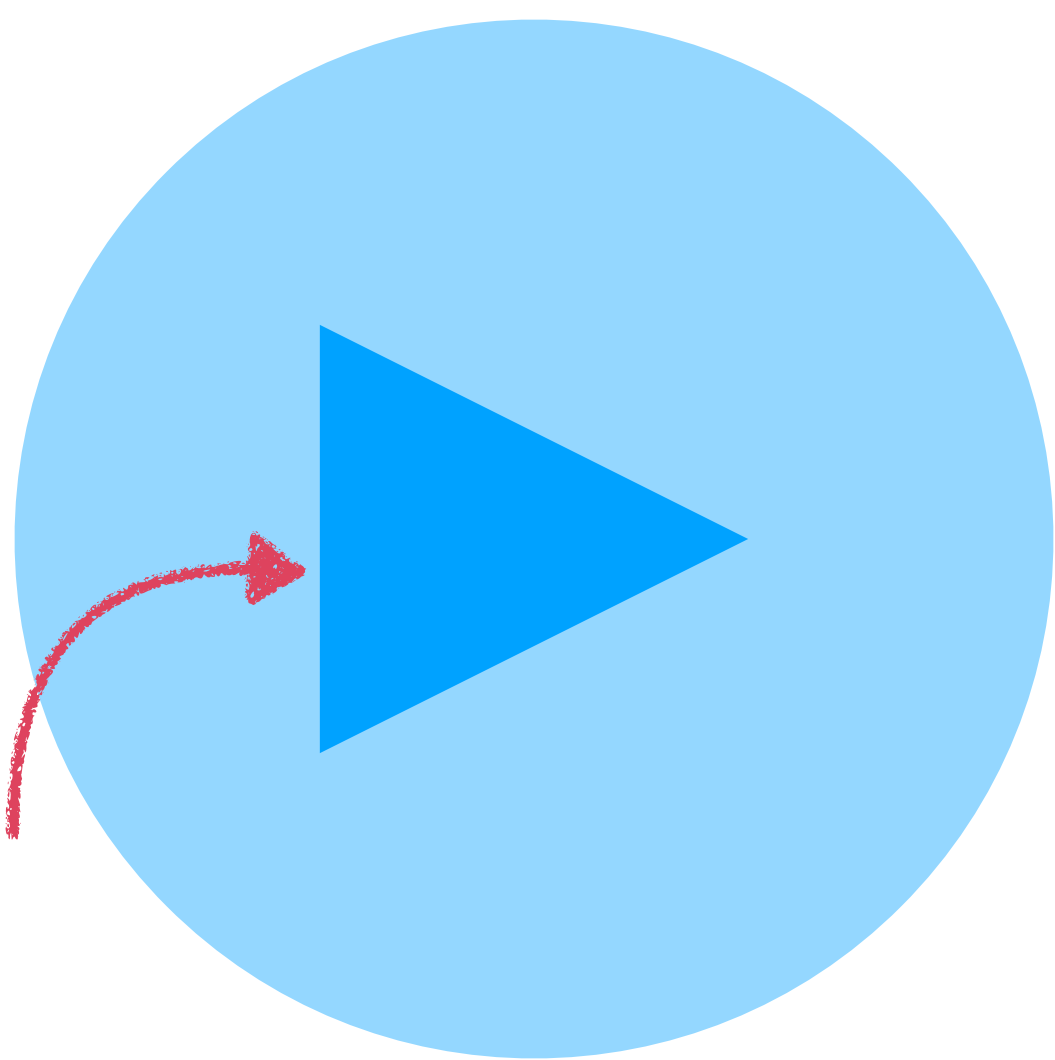






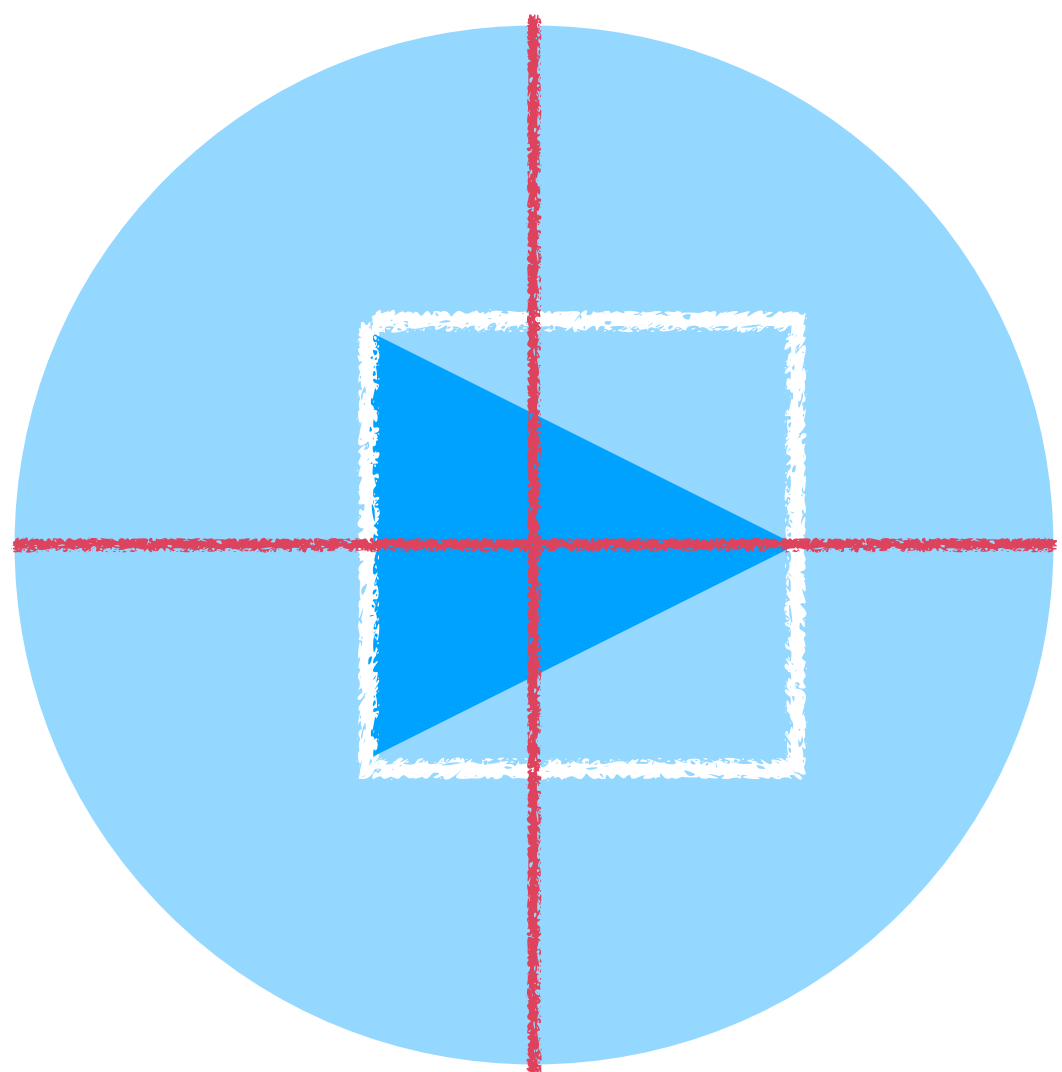






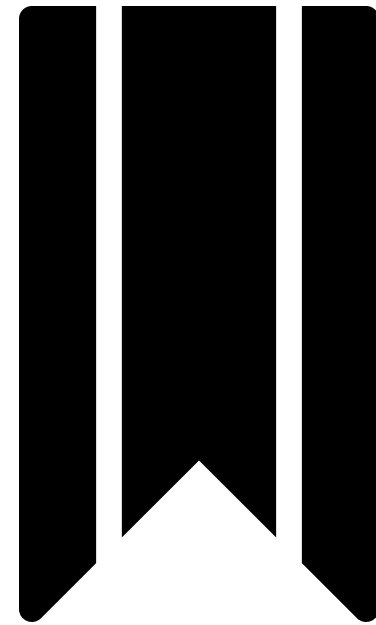






Trust your eye in design

Design is crazy — you are not!





If your icons don't look aligned,
put them in a container



Meet Our New Dashboard

When exposed to a magnetic field, the boundaries move so that the domains [aligned with the field](#)



COOL DESIGN

Sublattice of electrons that point in one direction, than from the sublattice that points



LOUDSPEAKER

In an unlike a there is a tendency for the intrinsic magnetic moments of



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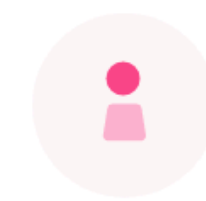


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Control Center
One view to rule them all.



People Insights
History and rich profiles.



Smart Dashboards
Deep Deep dive into your metrics.



Recover
Get help with failing charges.



Forecasting
Plan for the future, easily.



Email Reports
Scheduled or instant updates.



Trial Insights
Improve your conversion rate.



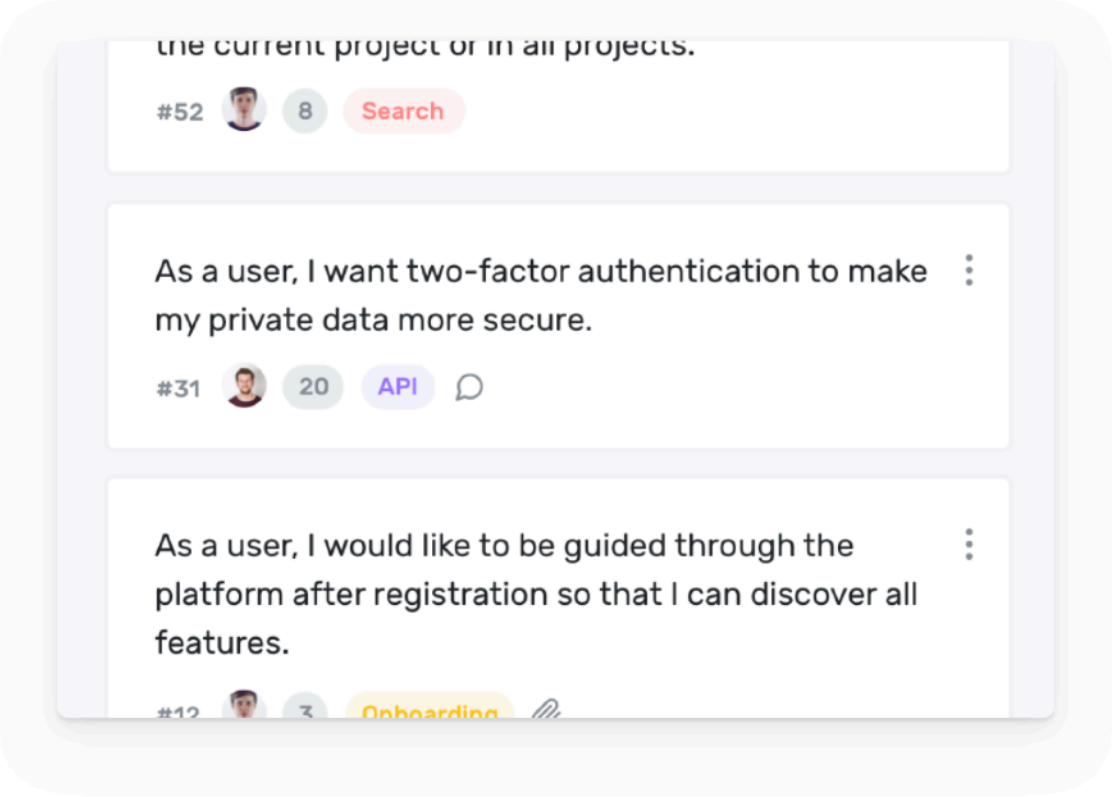
Segmentation
Comparative customer insights.



Benchmarks
How does your company compare?



Slack Tools
The best tool just got better.



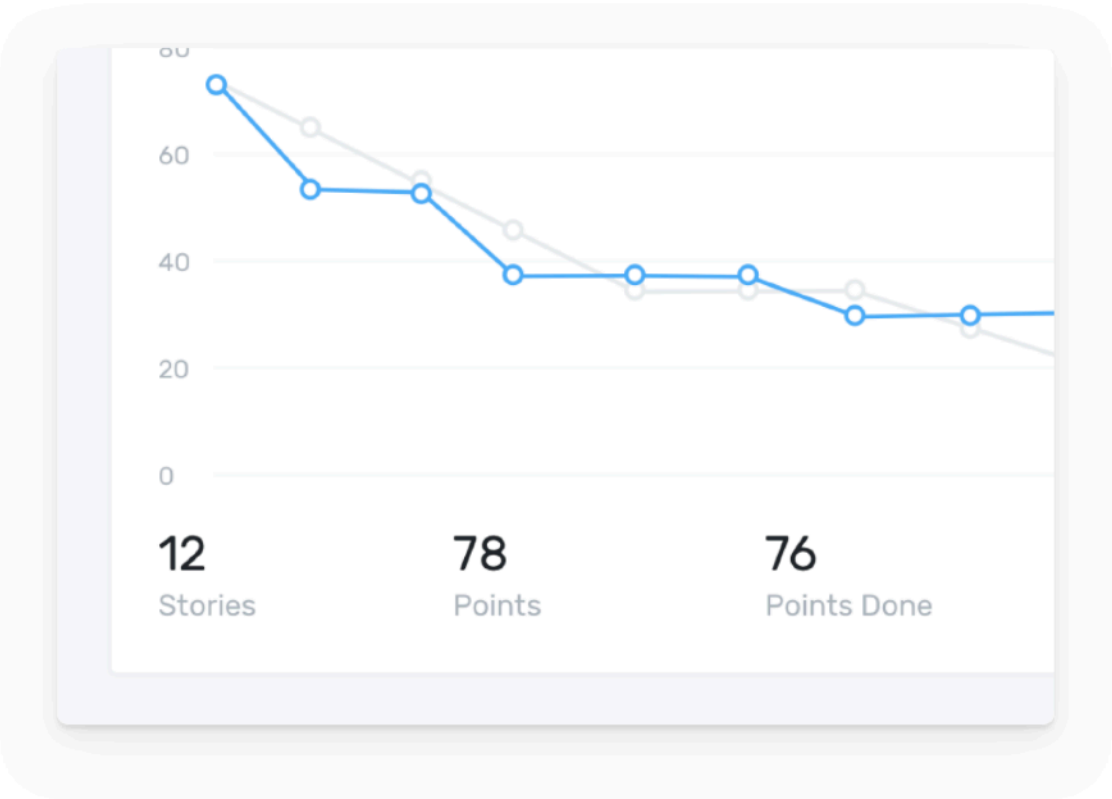
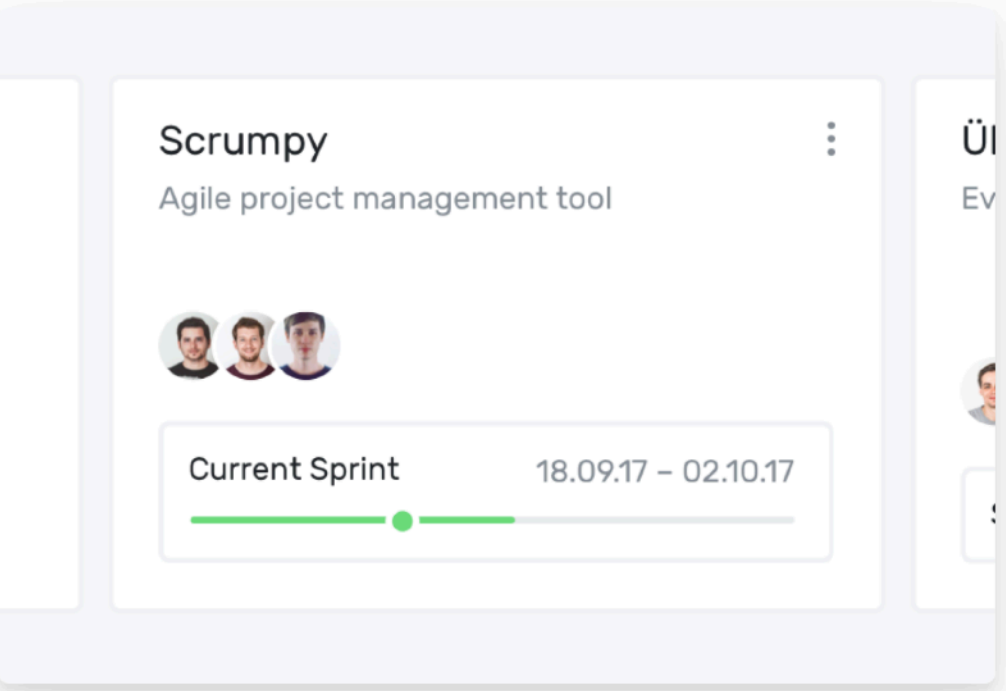
Agile Planning

Add stories to your backlog, tag them with epics and estimate complexity with story points.



Sprint Progress

Watch the live progress, see how good your team performs and if you are on track.



Detailed Reviews

We help you analyze your previous sprints and predict when you will achieve Backlog Zero.



EXERCISE

Find a versatile icon set and start applying it to your design.