

Illustration

Colors

Colors (For Illustration Only)

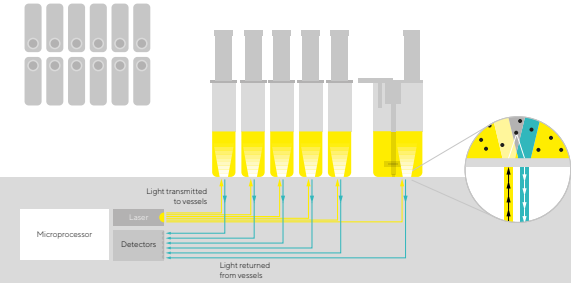
Overall, our illustrations are subtle and not flashy.

For illustrations, our main colors are black and shades of gray. Yellow is our color for highlights. If any further highlights are necessary, please use one of our tertiary colors.

Step by step:
Start with black and gray shades to outline the overall scene.

Use yellow for highlights and lighter shades of yellow to brighten up the scene.

In case yellow shades are not enough to distinguish highlights, first select teal and thereafter the other tertiary colors for further differentiation.



Main illustration colors

CMYK	RGB
0 . 0 . 0 . 100	0 . 0 . 0
0 . 0 . 0 . 90	60 . 60 . 60
0 . 0 . 0 . 80	87 . 87 . 87
0 . 0 . 0 . 70	111 . 111 . 111
0 . 0 . 0 . 60	135 . 135 . 135
0 . 0 . 0 . 50	157 . 157 . 157
0 . 0 . 0 . 40	178 . 178 . 178
0 . 0 . 0 . 30	198 . 198 . 198
0 . 0 . 0 . 20	218 . 218 . 218
0 . 0 . 0 . 15	227 . 227 . 227
0 . 0 . 0 . 0	255 . 255 . 255

Highlight colors

0 . 0 . 100 . 0	255 . 237 . 0
0 . 0 . 90 . 0	255 . 238 . 0
0 . 0 . 80 . 0	255 . 240 . 66
0 . 0 . 70 . 0	255 . 242 . 101
0 . 0 . 60 . 0	255 . 244 . 130
0 . 0 . 50 . 0	255 . 245 . 155
0 . 0 . 40 . 0	255 . 247 . 178
0 . 0 . 30 . 0	255 . 249 . 199
0 . 0 . 20 . 0	255 . 251 . 220
0 . 0 . 10 . 0	255 . 253 . 238

Tertiary colors



Color Hierarchy

Shades of gray are the main and the most dominant colors in illustrations and graphics.

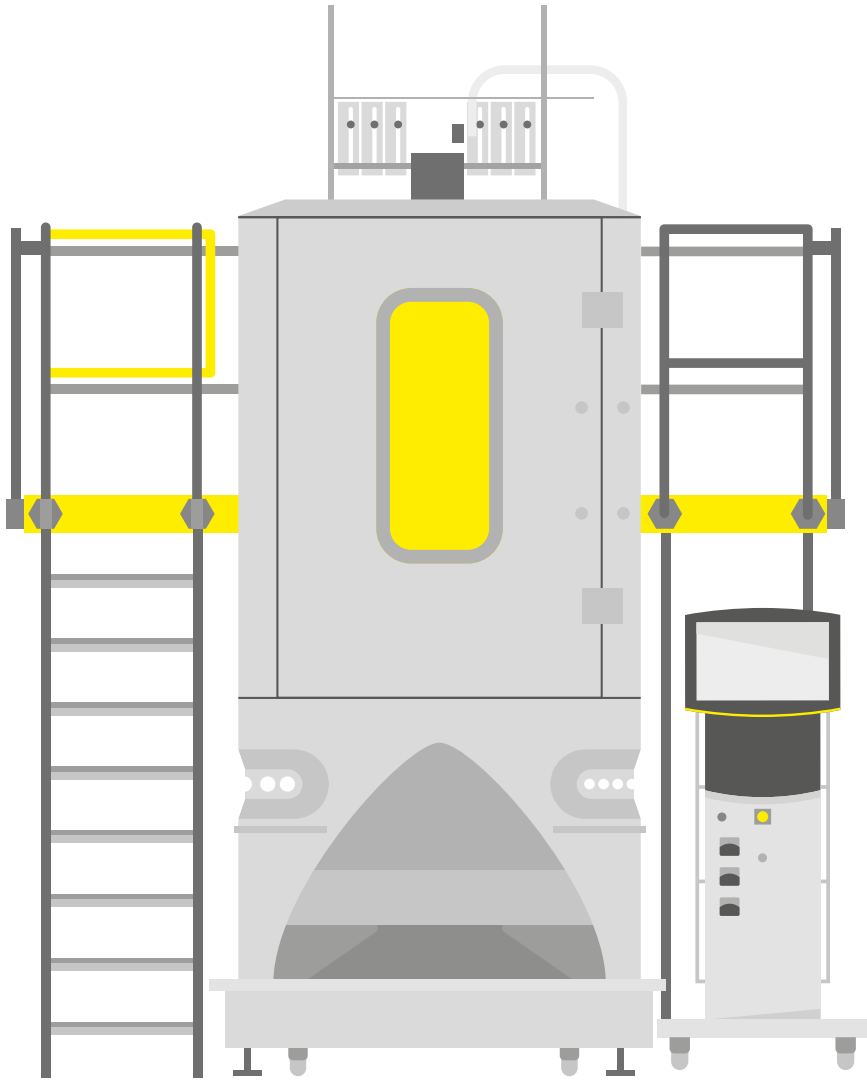


Illustration Rebrush

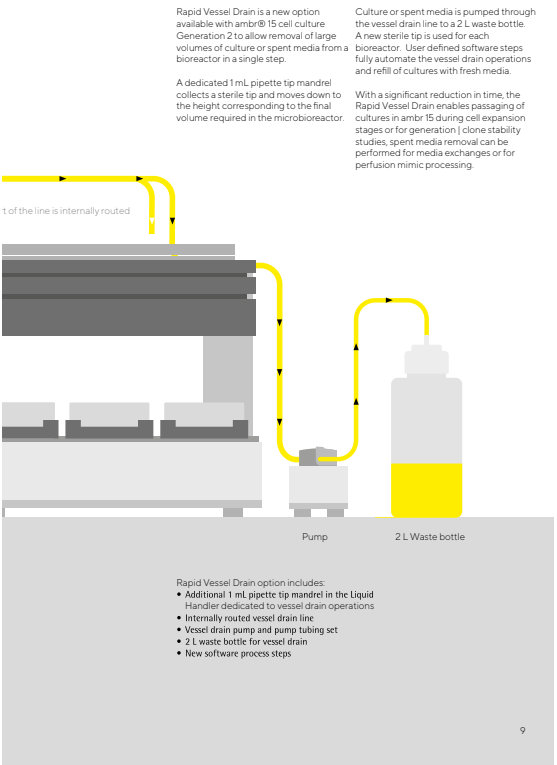
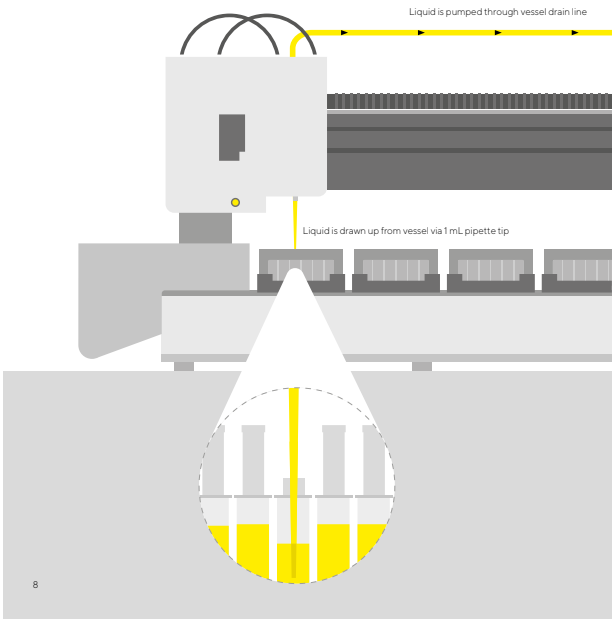
Illustration

Rebrush Examples

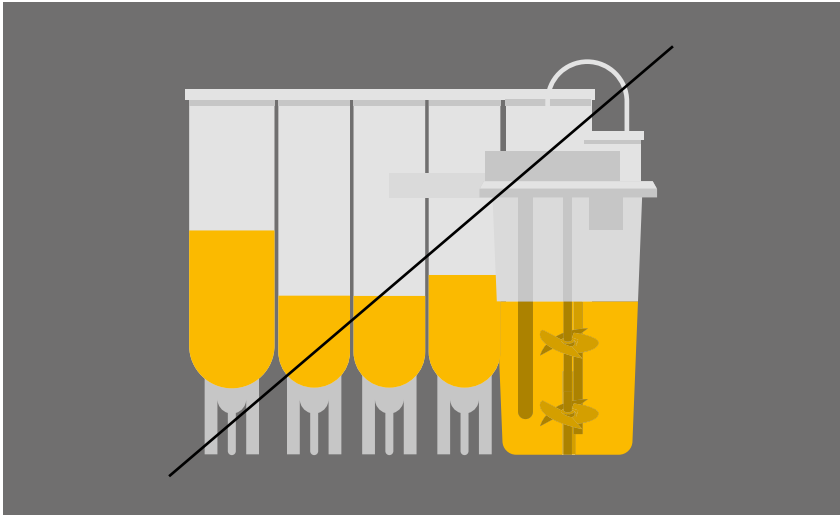
In order to continue using existing illustrations, they need to be adjusted to our style and color palette.



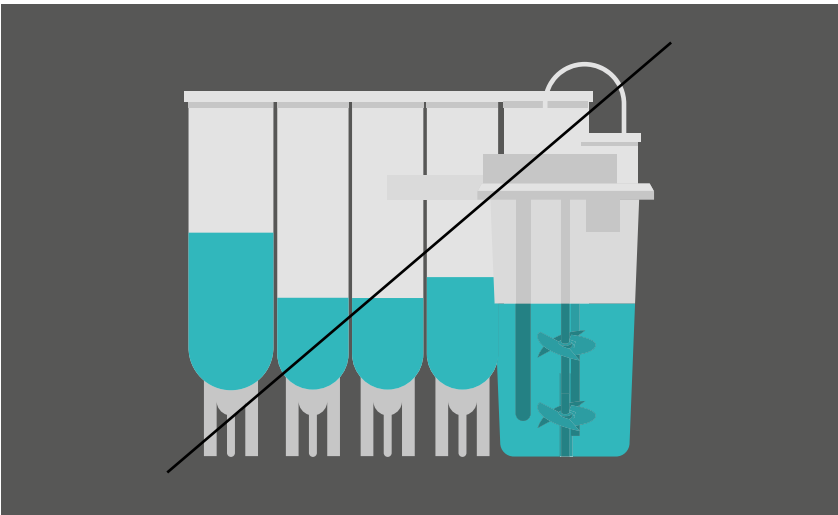
New Rapid Vessel Drain



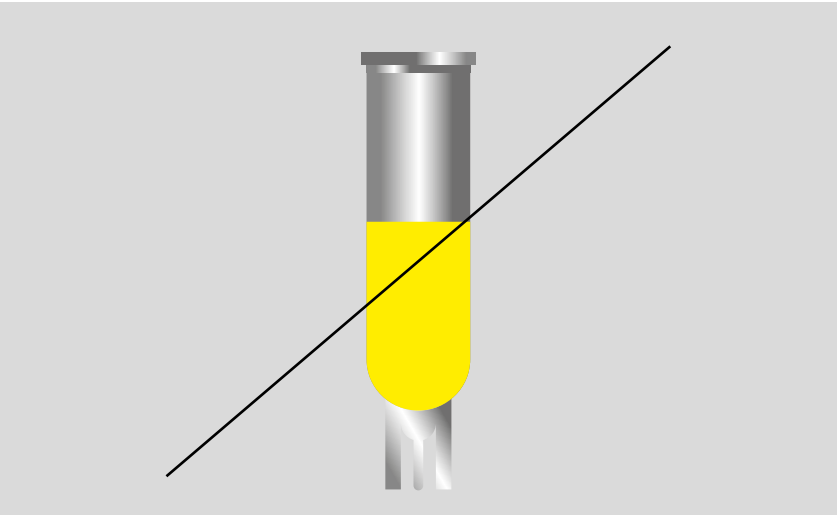
Don'ts



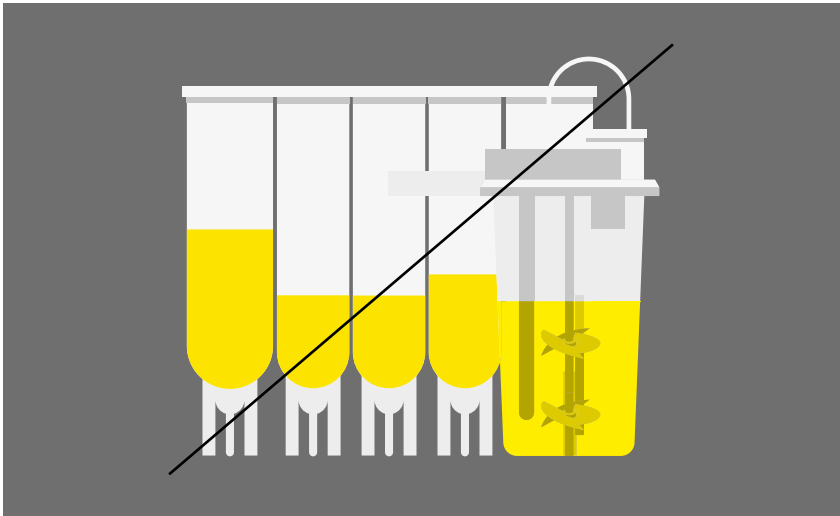
Use of old brand color



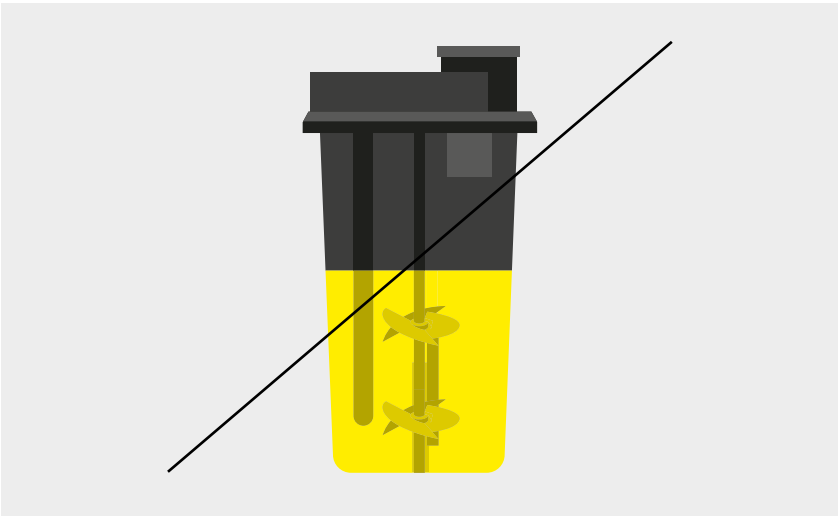
Use of tertiary color before using the yellow highlight color



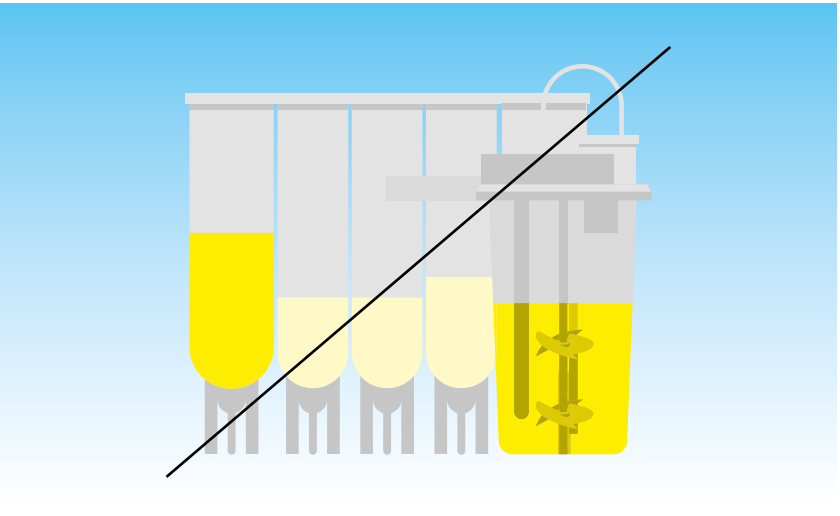
Gradients



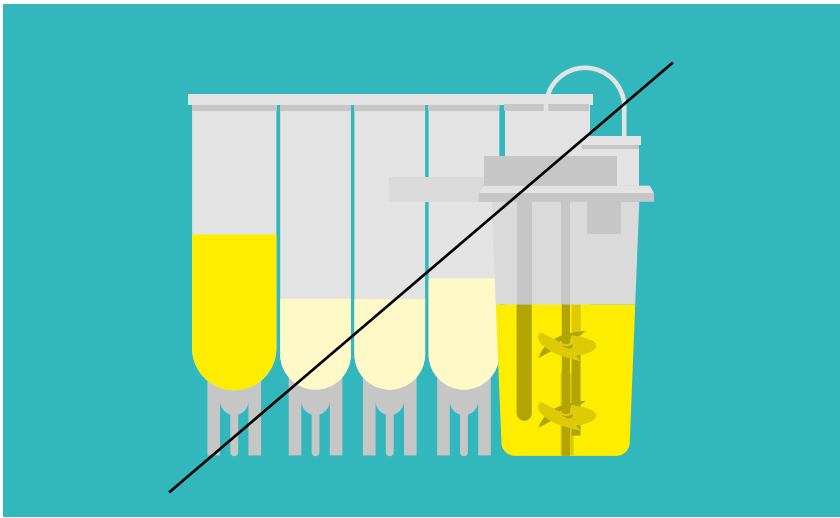
Use of 5% and 10% gray



Incorrect color hierarchy (too much black)



Background gradients

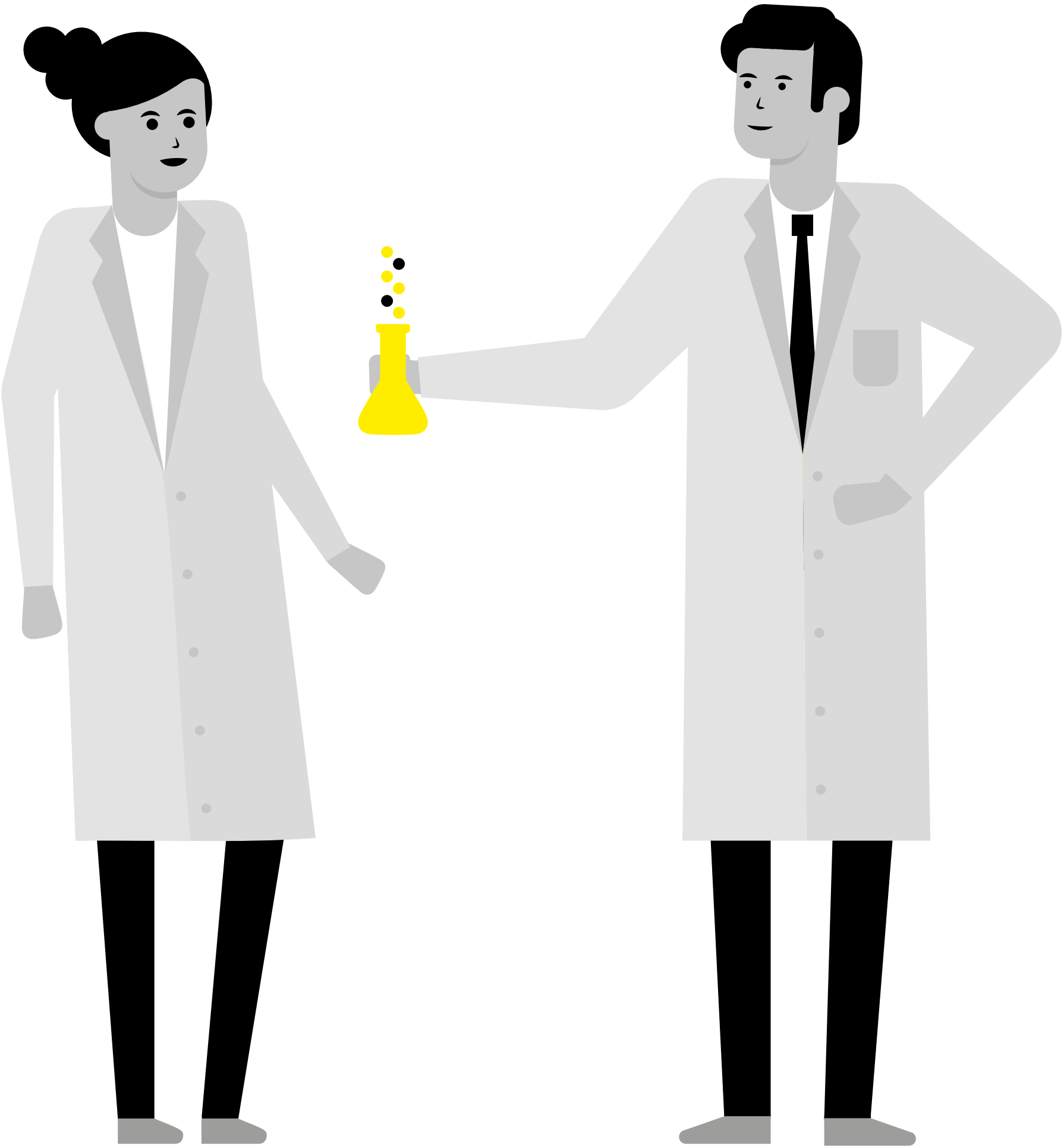


Tertiary color as a background color

Characters

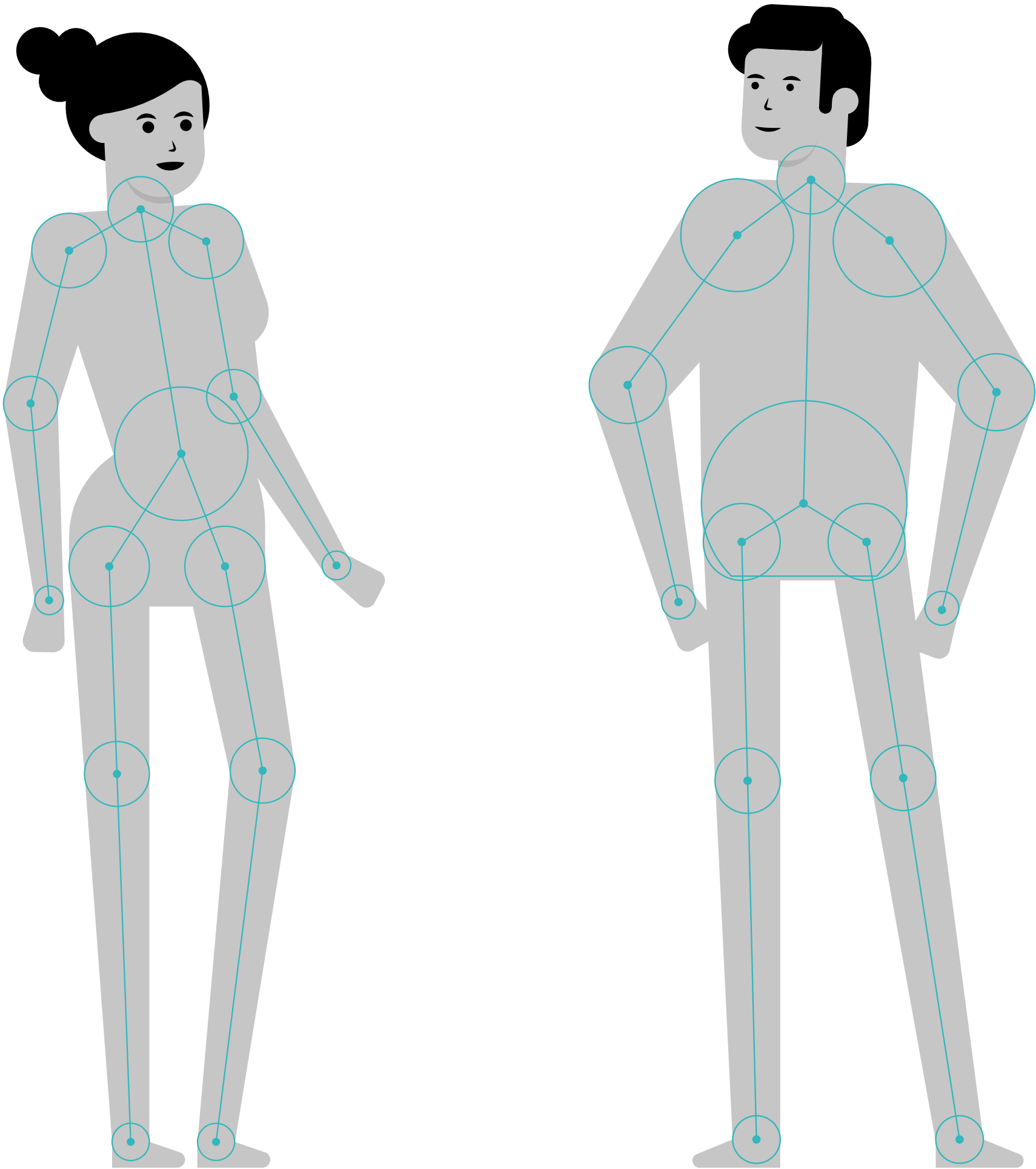
Characters

Characters can help illustrating personal interactions, or workflows. They should always be drawn with natural proportions, both with regard to each other and to the objects they interact with.



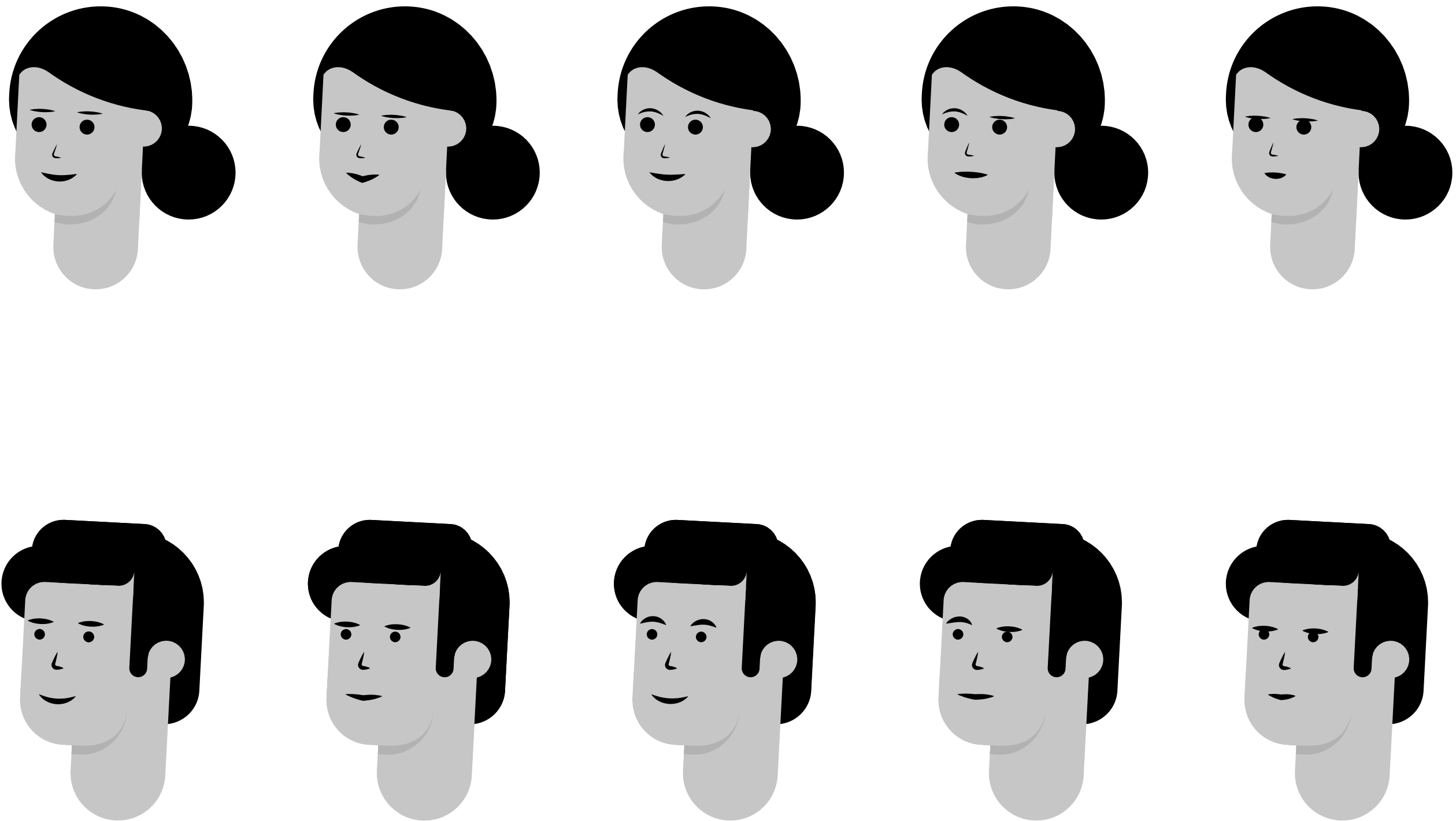
Mechanics

Geometric shapes that are modeled on the natural anchor points of the body are the basis for the characters. They can perform any natural movement and even be animated.



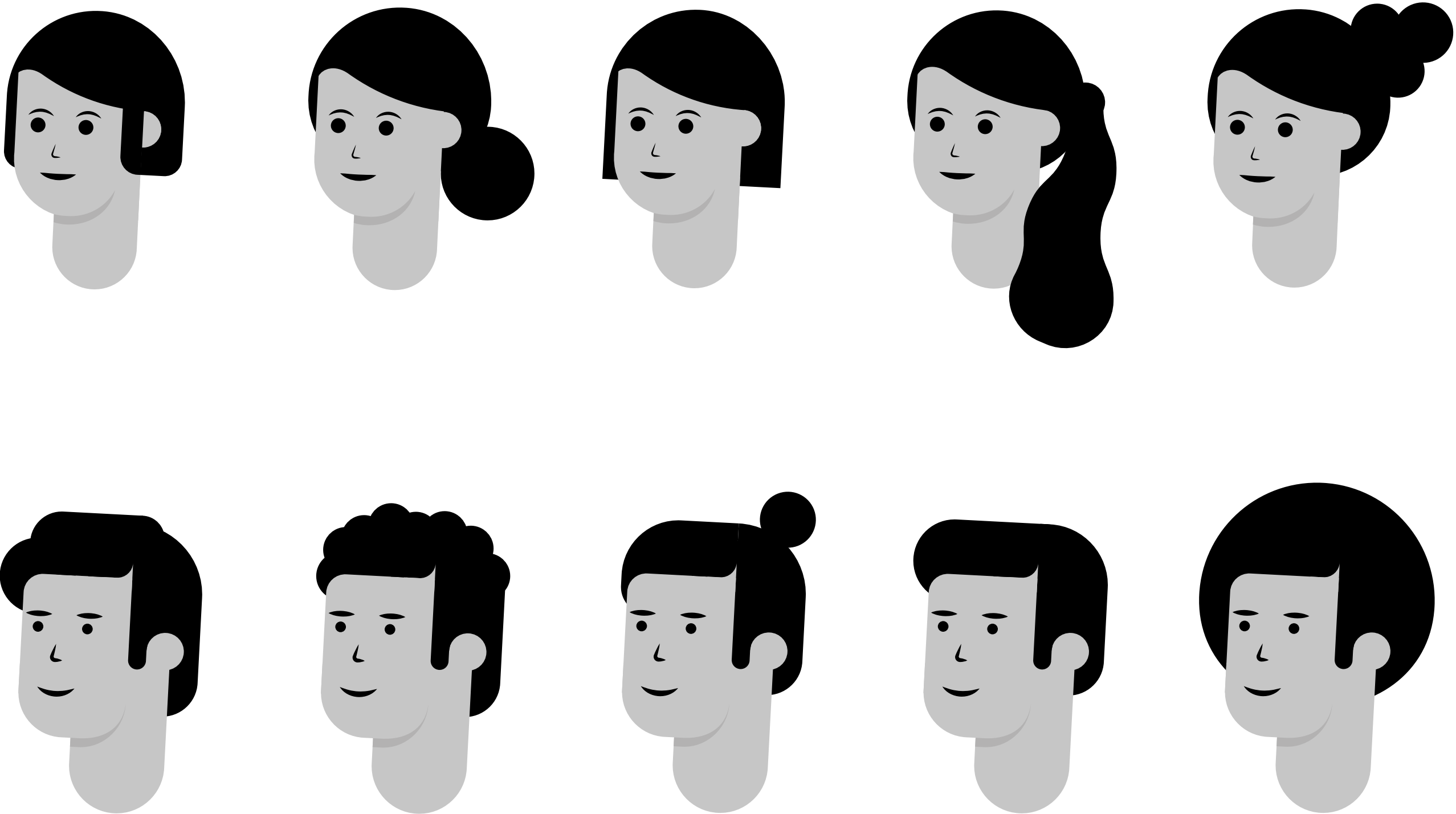
Facial Expressions

By making it possible to manipulate all the major features of a human face, we allow our characters to clearly communicate their intentions and emotions.



Styling

To visually differentiate our characters, we can make use of up to five individual hairstyles per gender.



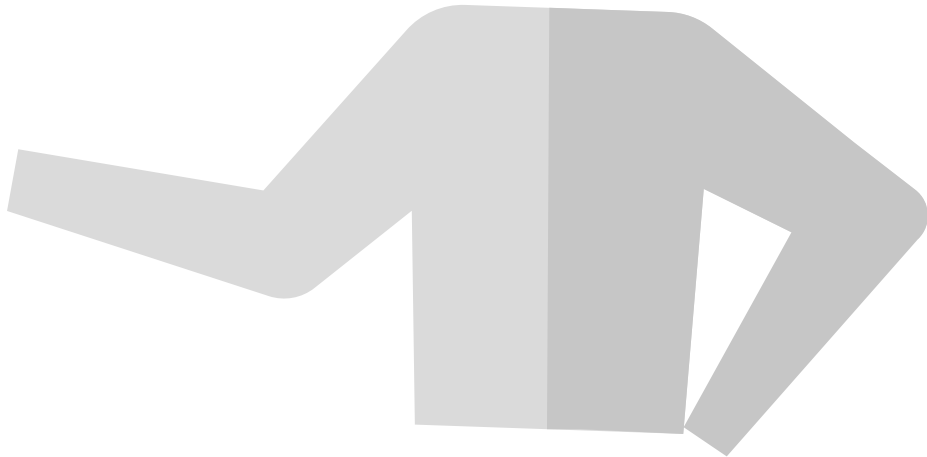
Ethnicity

To adequately reflect our diverse workforce, our characters can be illustrated with different skin tones.



Clothing Examples

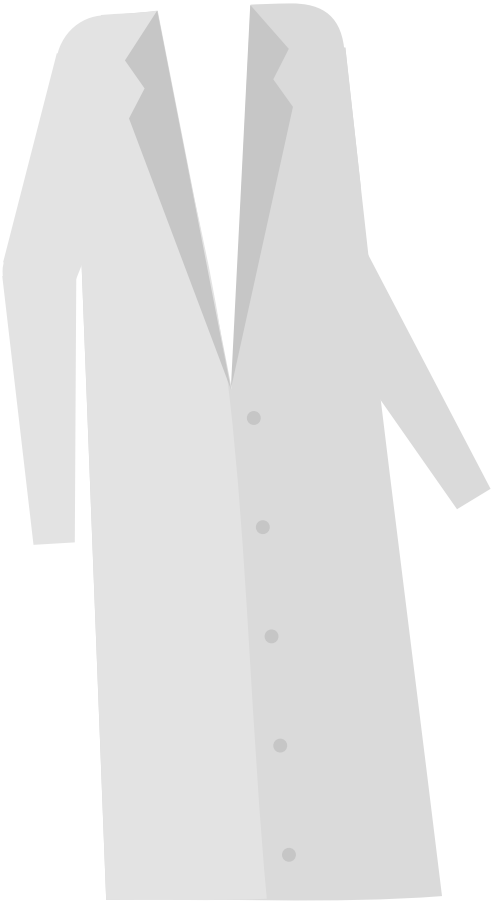
Various basic styling elements are available for both characters. Any new items should stick to this style by keeping it simple but elegant.



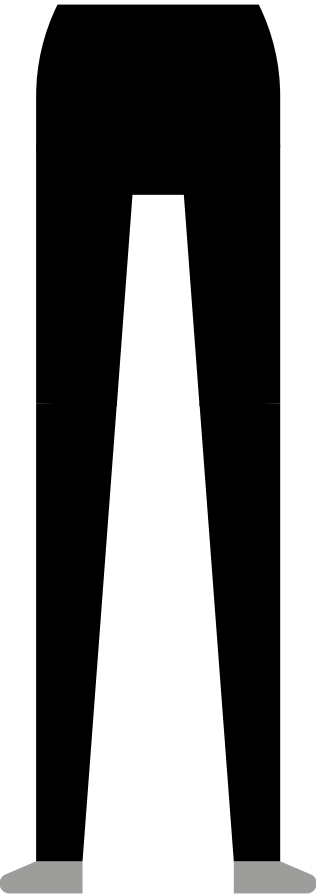
Sweatshirt



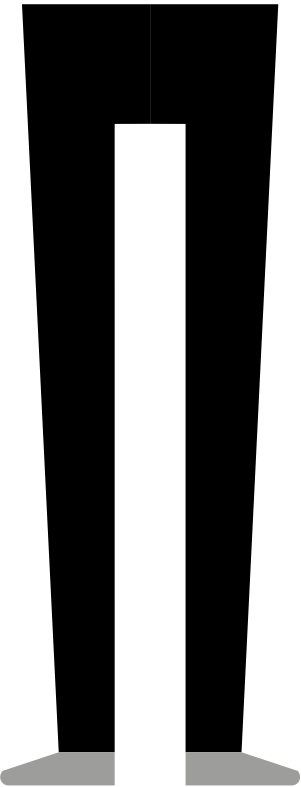
Shirt



Lab coats



Trousers



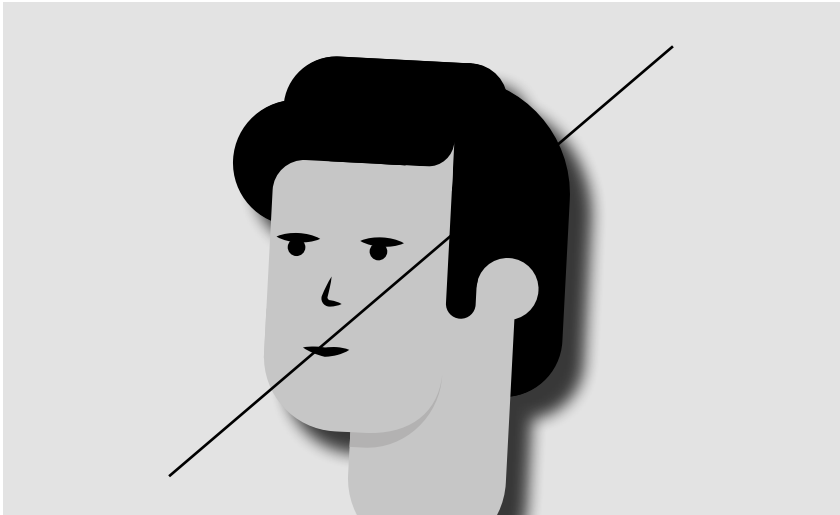
Secondary Characters

Secondary characters can be used to illustrate a larger number of people. They are used if the focus lies on other content within the illustration.

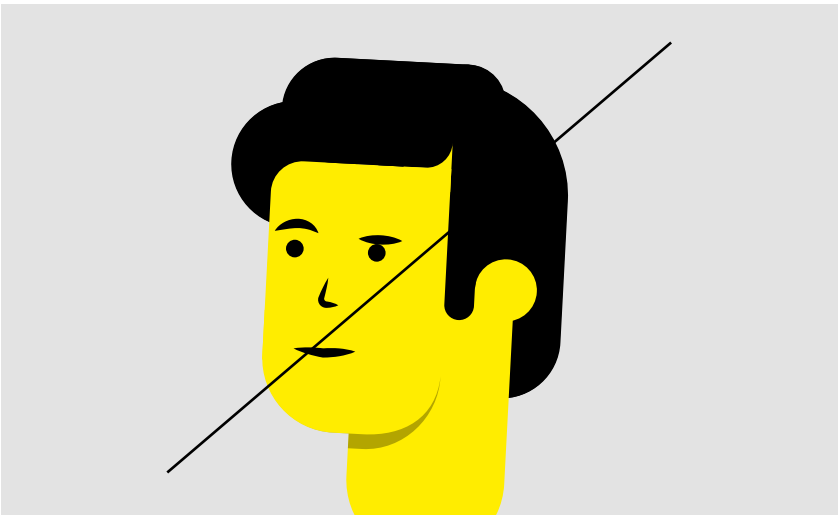
To make it easier to focus on the most relevant content, please avoid using faces for secondary characters.



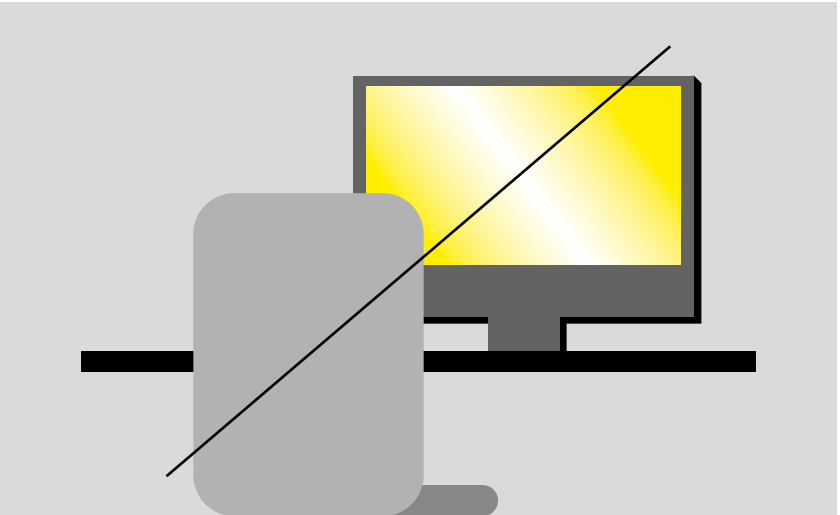
Don'ts



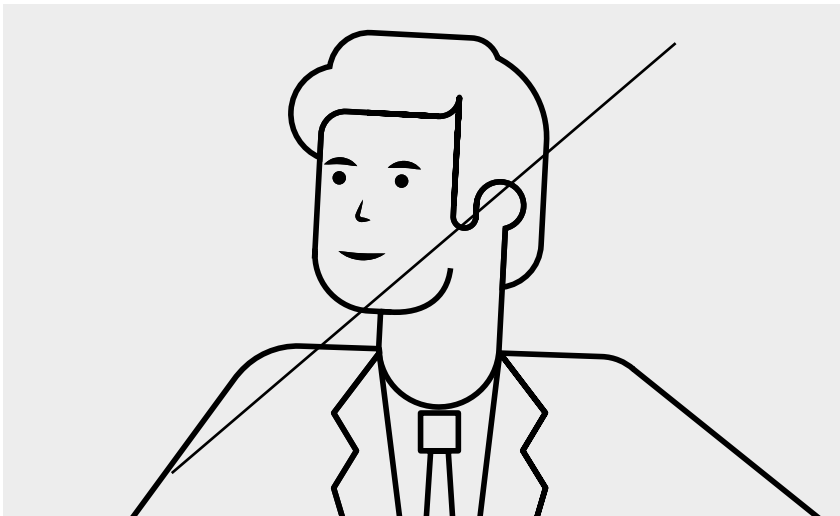
Drop shadow effects



Highlight color as a skin color



Gradients



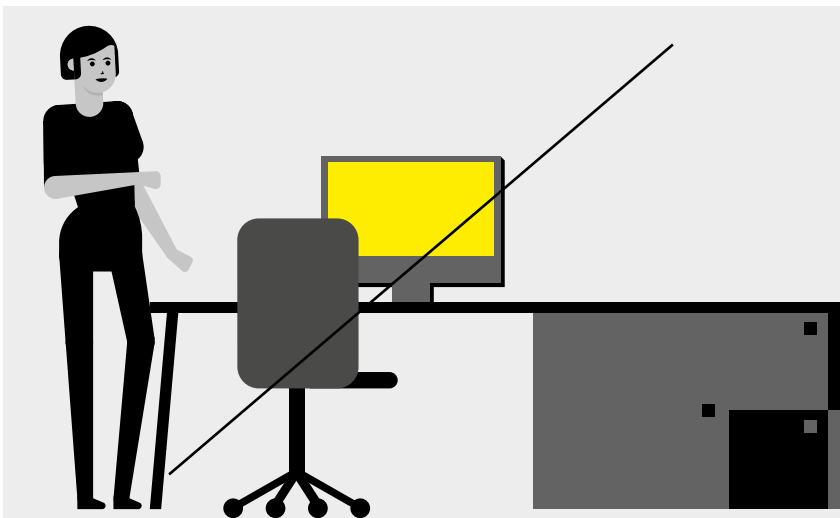
Outlines



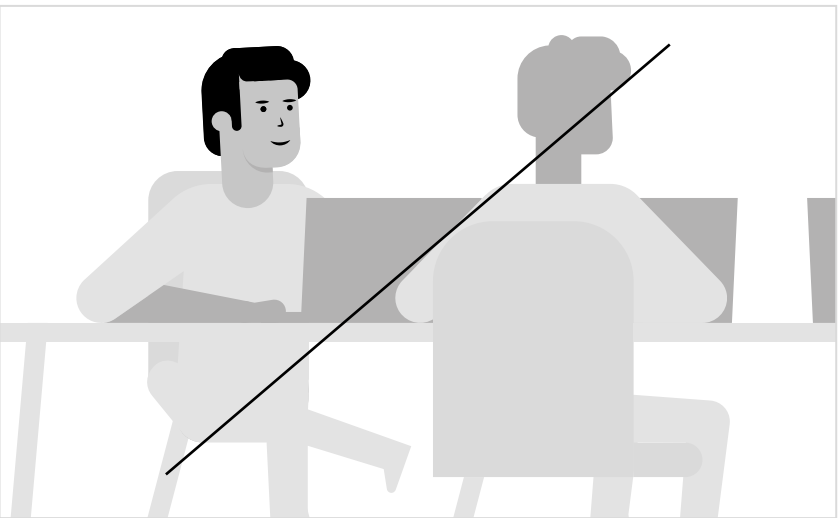
Blend mode or transparency



Tertiary color instead of using yellow highlight color



Overuse of black

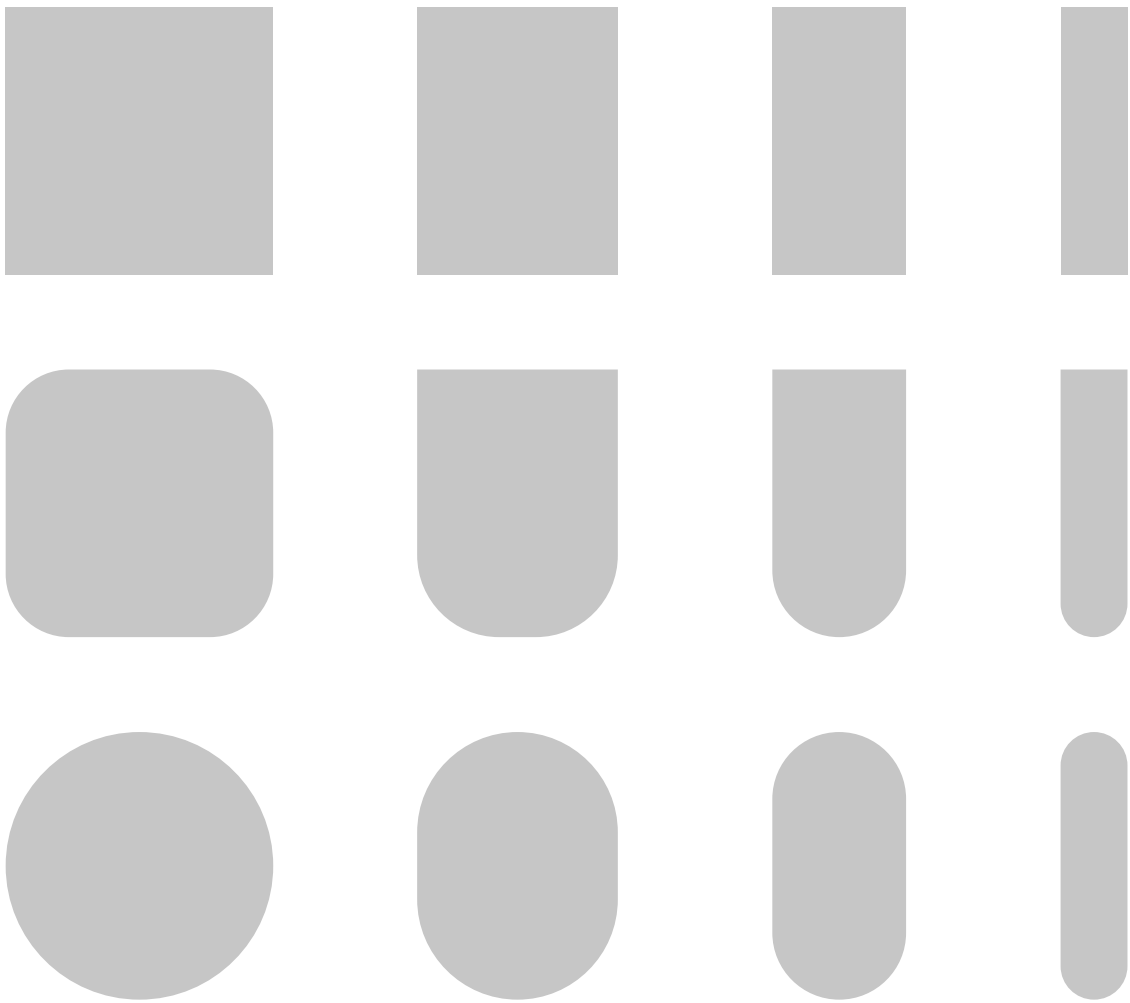


Faces on secondary characters

Environments

Shapes and Basic Objects

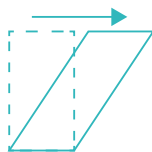
All shapes and objects used in our illustrations are geometric. They can be sheared, rotated and extended - as long as their proportions do not change. Environmental objects are colored in light gray so that they do not distract from the primary characters.



Basic shapes



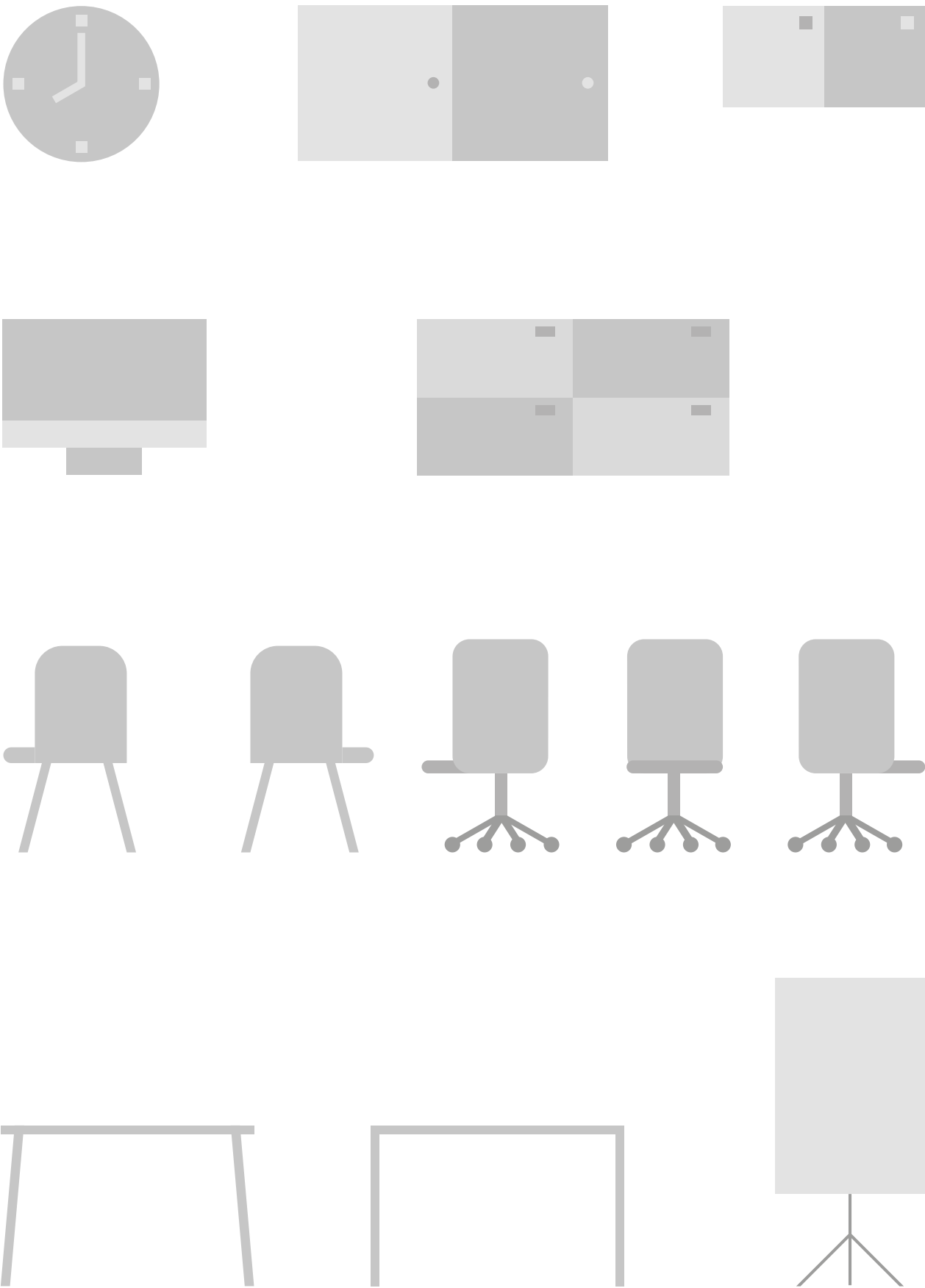
Elements can be rotated



Elements can be sheared in steps of 10 grades



Objects may be scaled up or down as long the ratio of the radius remains constant.



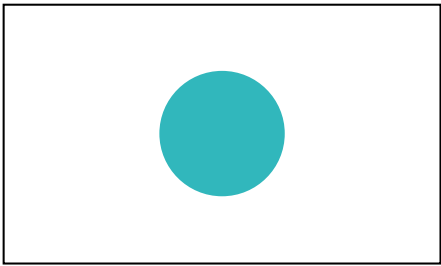
Examples of basic objects

Scenarios

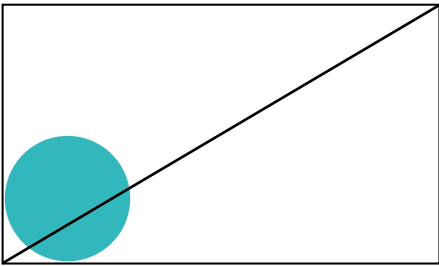
All different aspects of our illustrations can be combined to show complex scenarios in detail. When doing so, a number of rules have to be observed:

- Shapes are flat and filled with color
- Shapes are geometric rather than organic
- Illustrations are bold and confident
- Illustrations are simple and without distractions

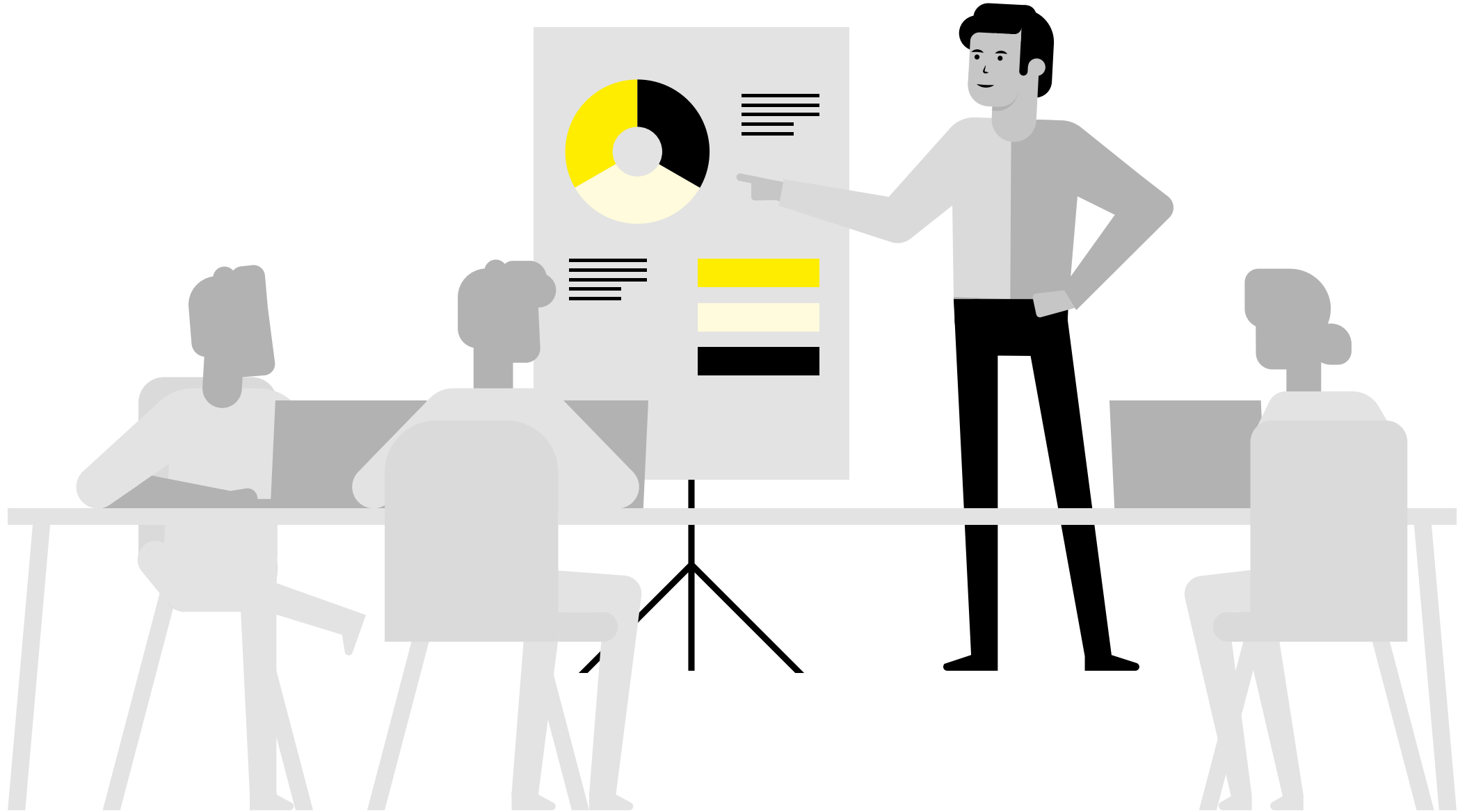
Please use the highlight color yellow to get the attention and direct it to the most relevant elements in the illustration.



A centered composition is preferred



Uneven compositions should be avoided

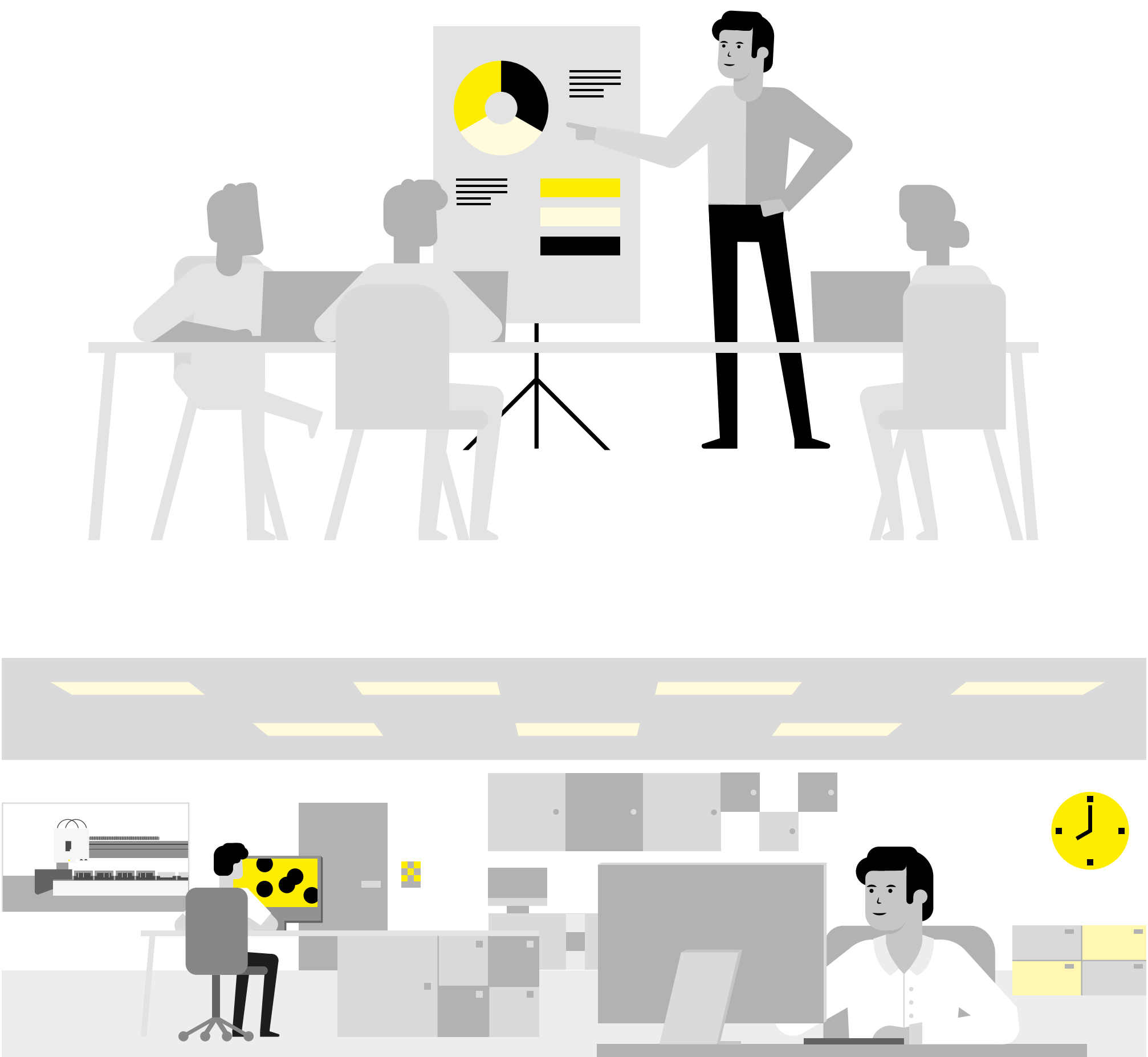


Indoor Scenarios

If it is necessary to show that a scenario takes place indoors, this can be done with simple clues. In this example, the ceiling is the only element drawn with a one-point perspective, providing the scene with more depth of field.



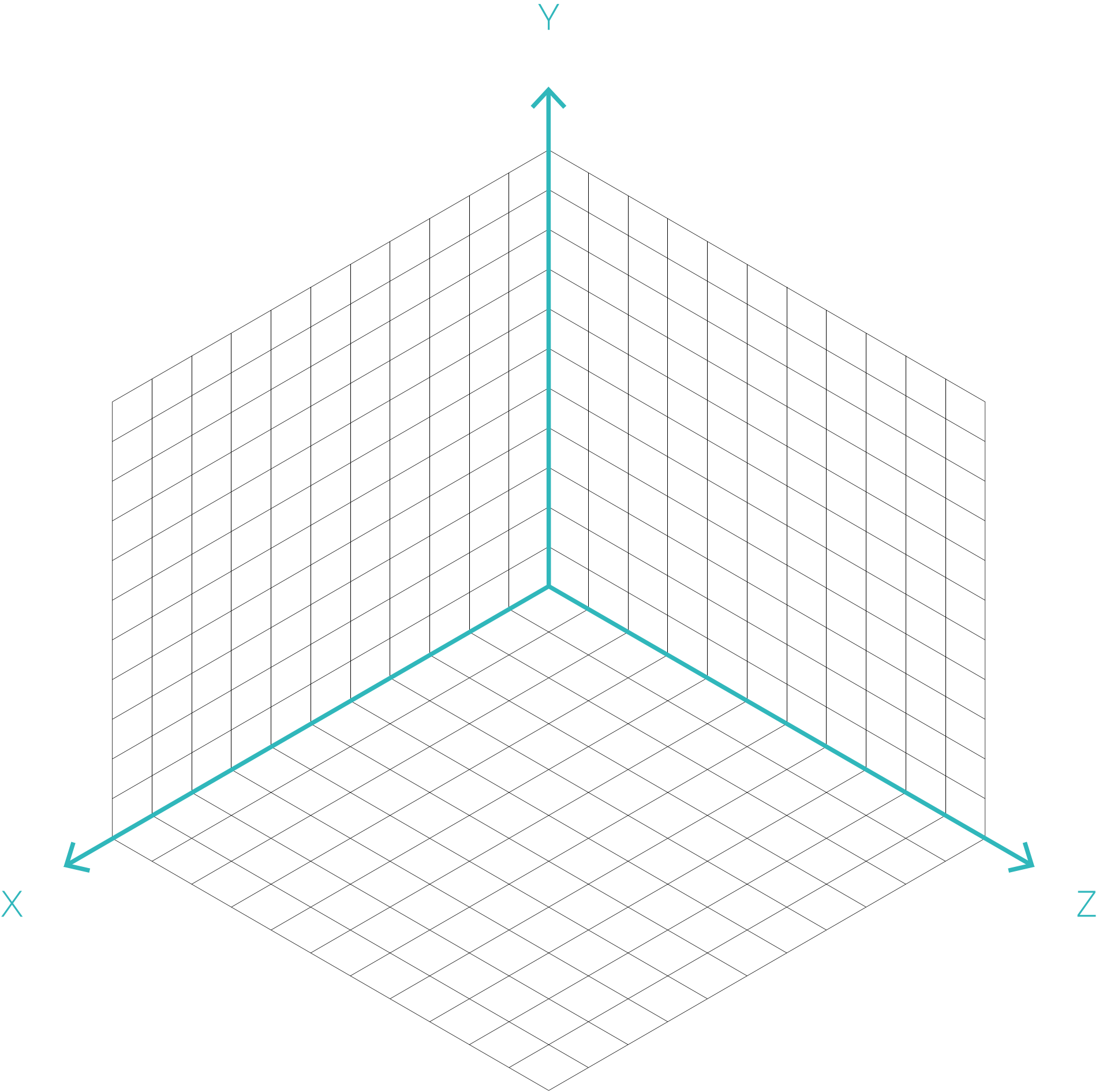
Examples



Technical Illustrations

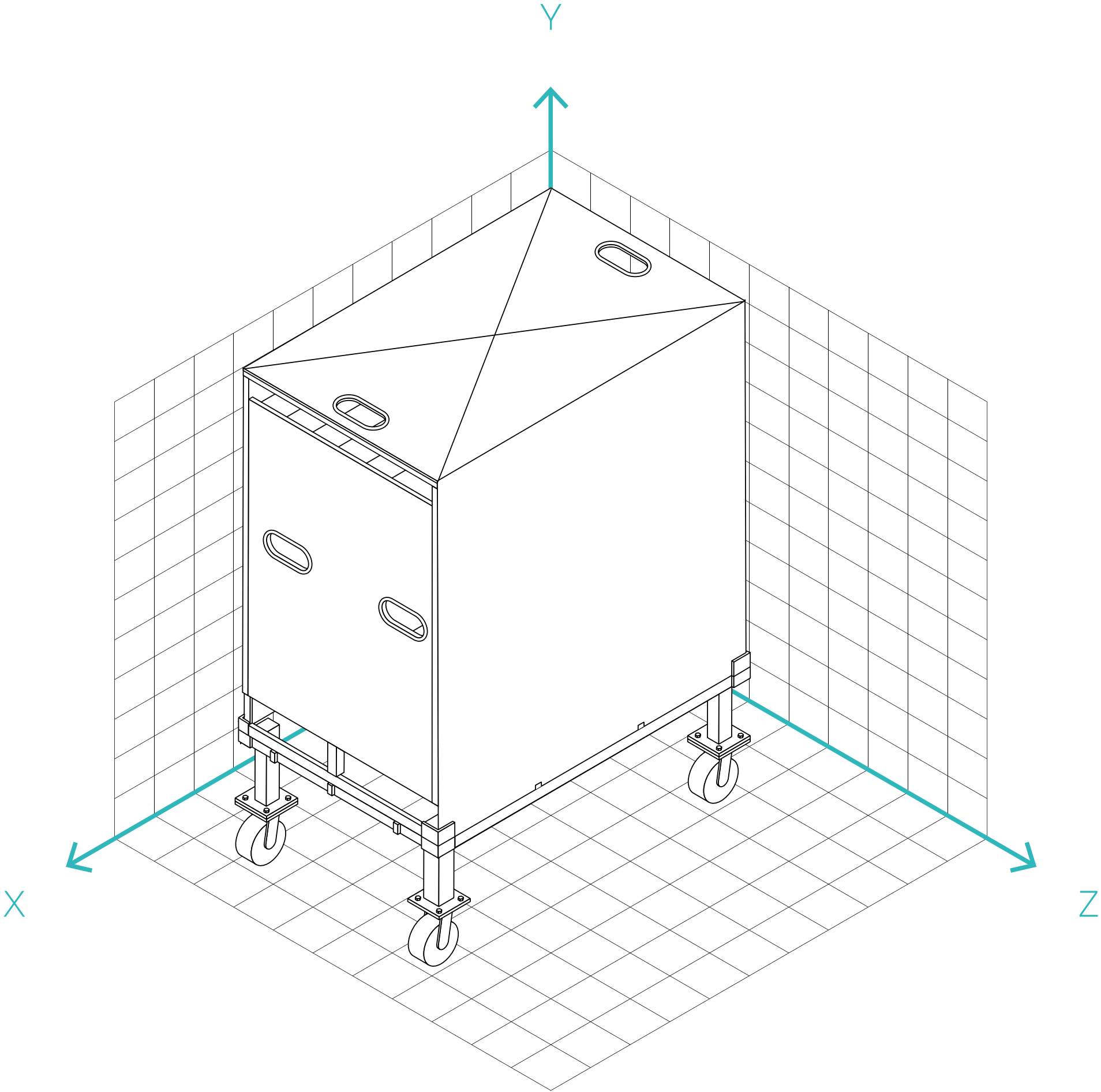
Isometric Grid

To illustrate technical objects, an isometric grid is used.
As a result, accurate 3D representations can be created
of any object on a 2D surface.



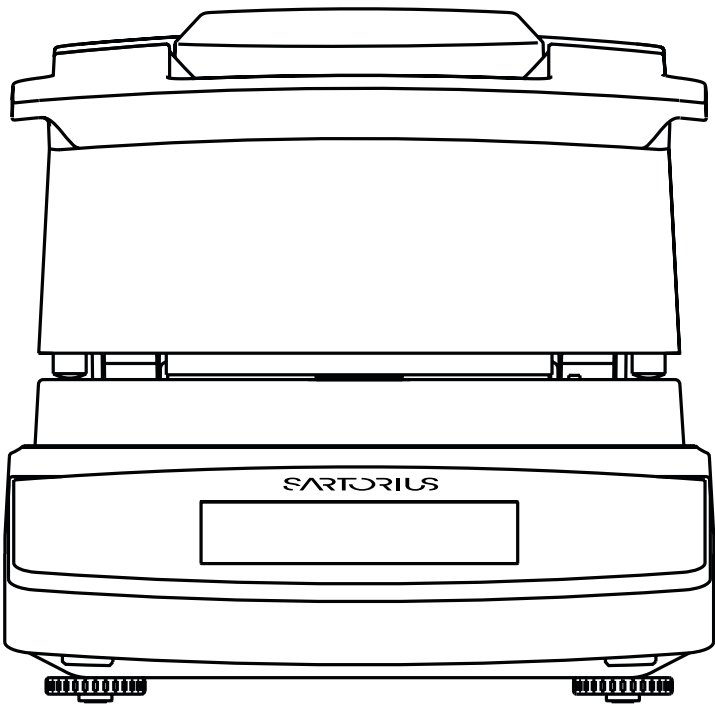
Isometric Drawings

One of the advantages of an isometric drawing compared to other types of 3D representation is that the final image is not distorted.

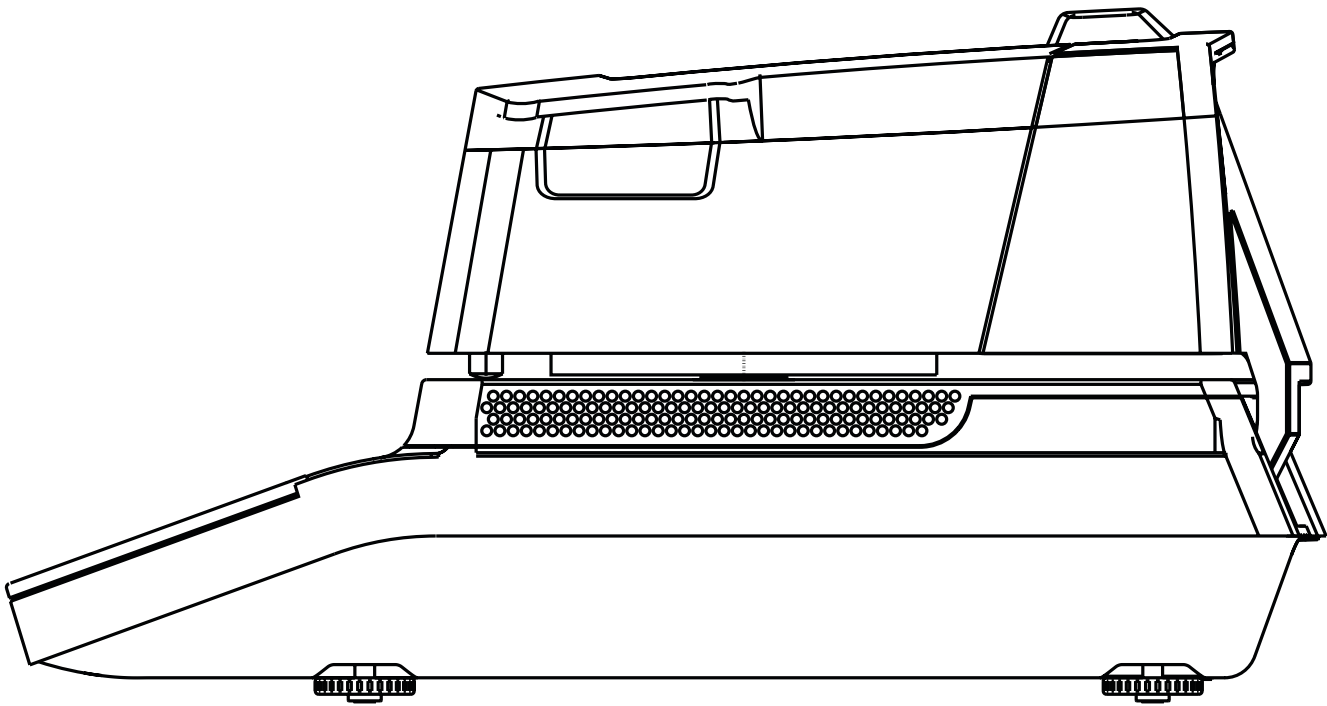


Standard Technical Drawing

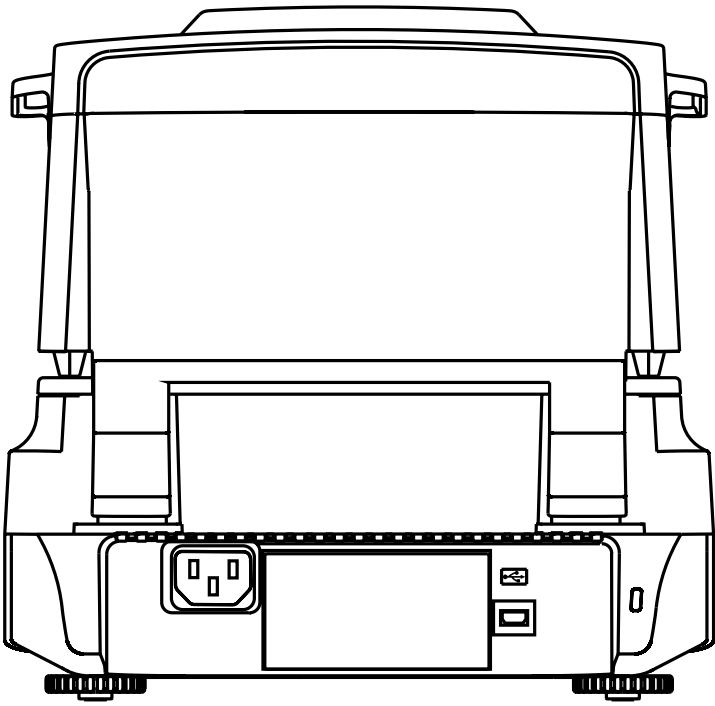
To make technical drawings as consistent as possible, please unify the stroke to one width and avoid flat color fields in the technical drawings.



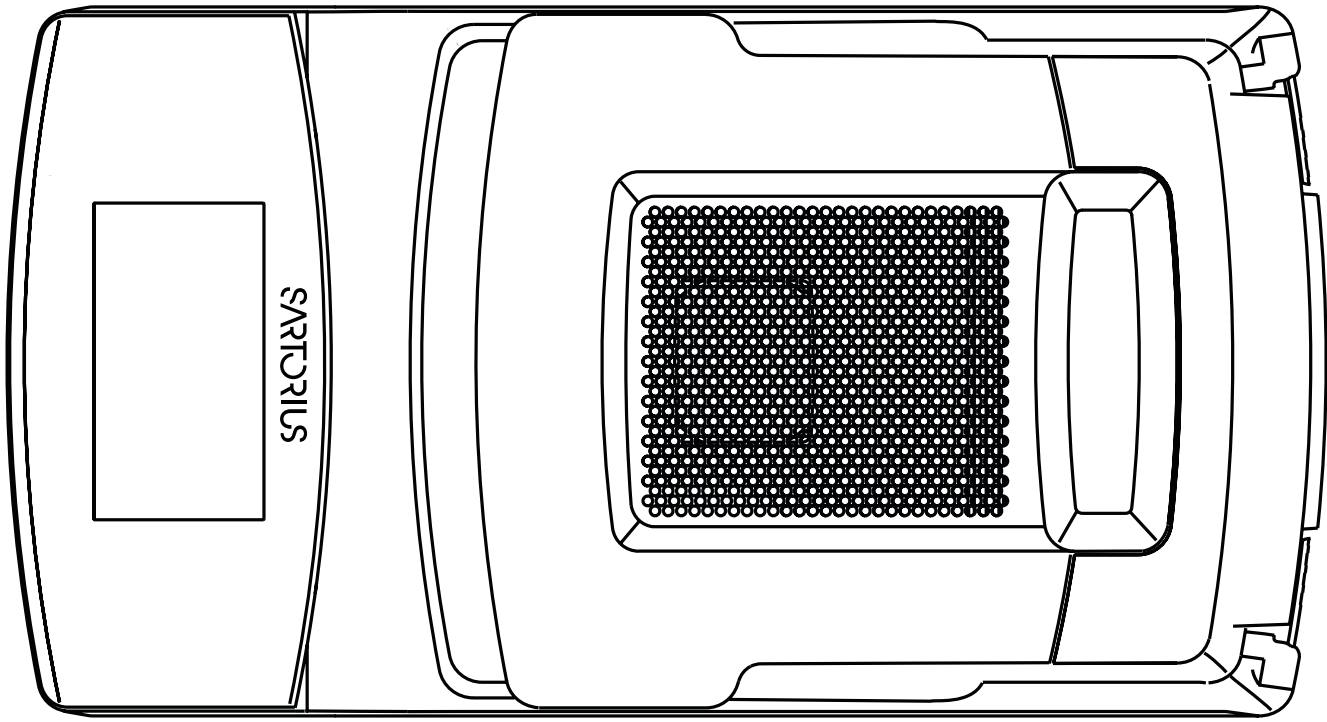
Front view



Side view

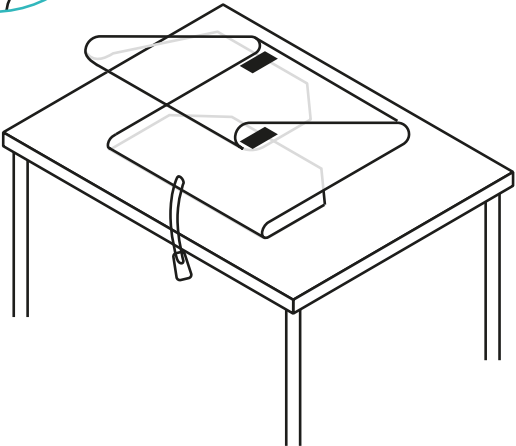
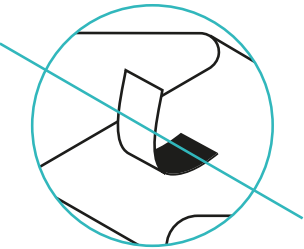
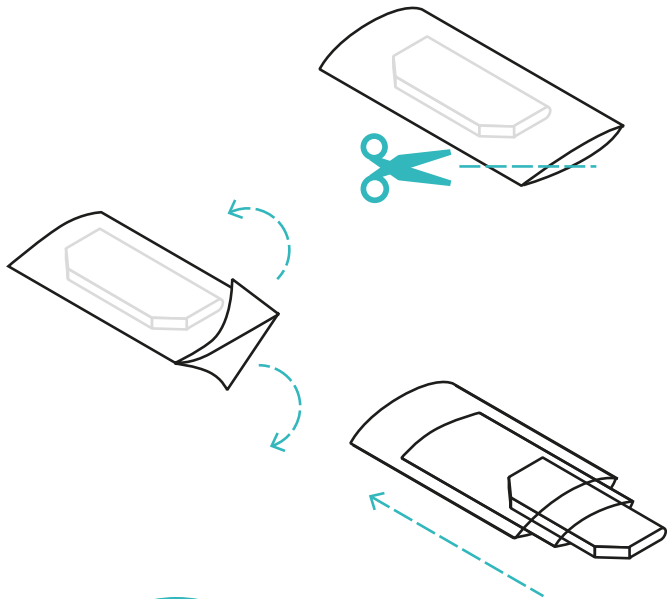
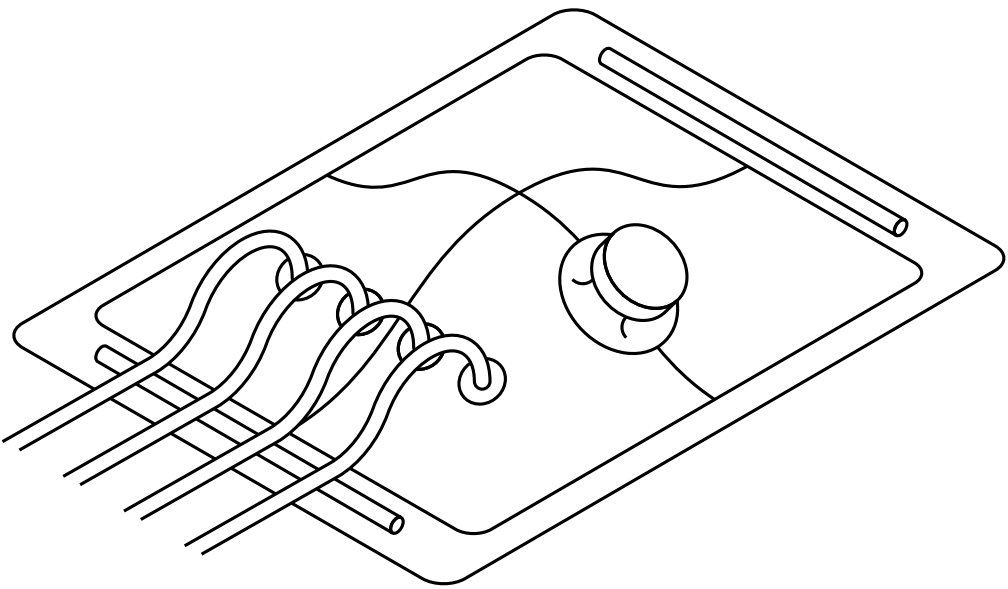
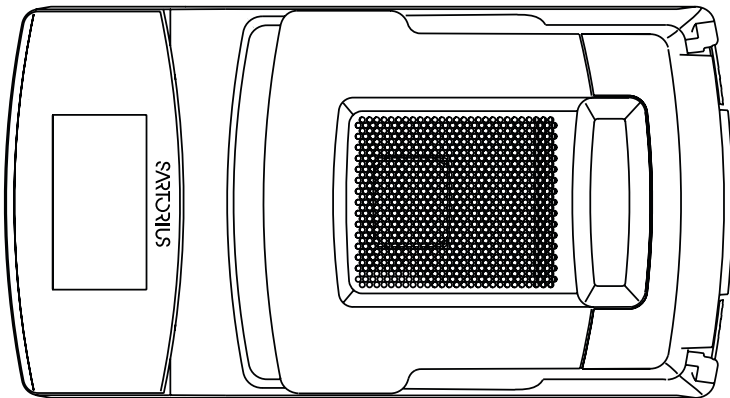
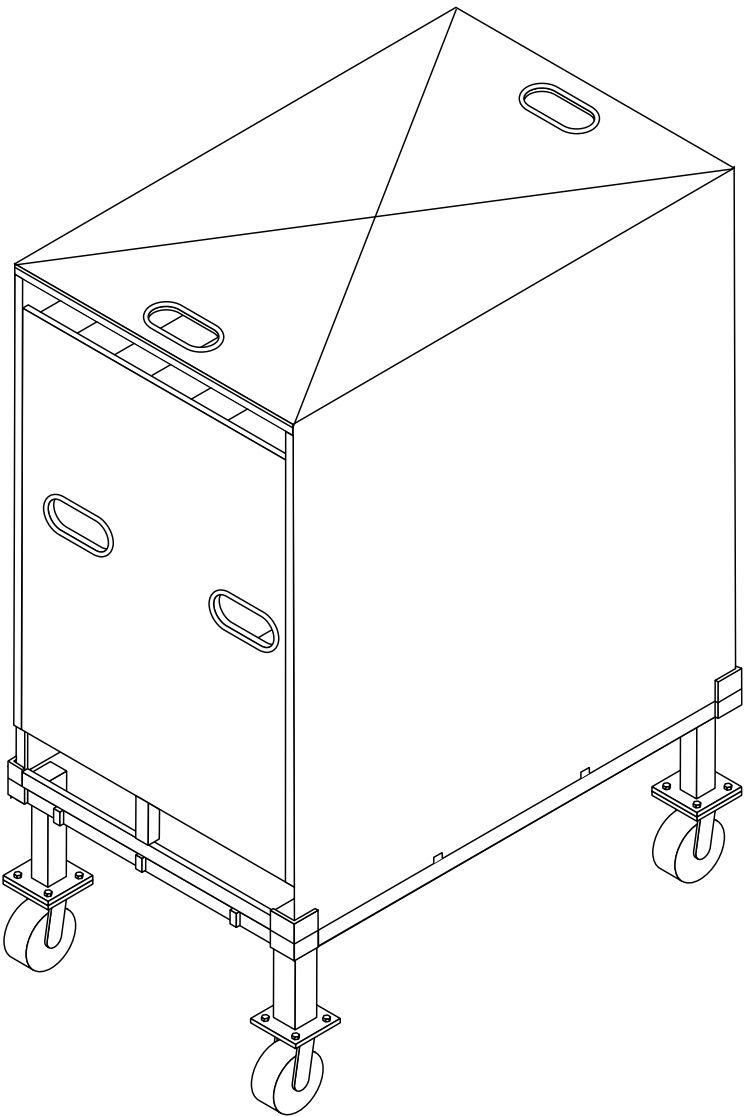
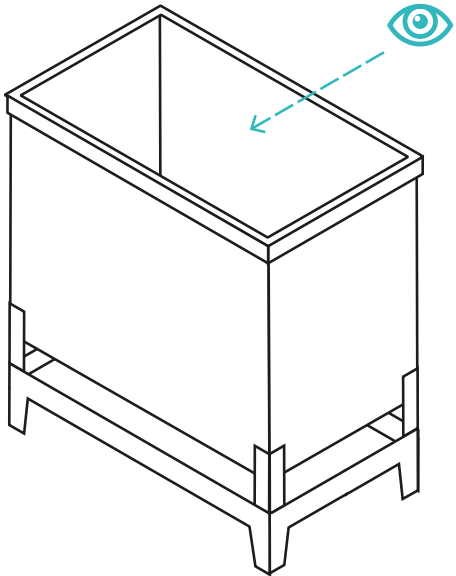
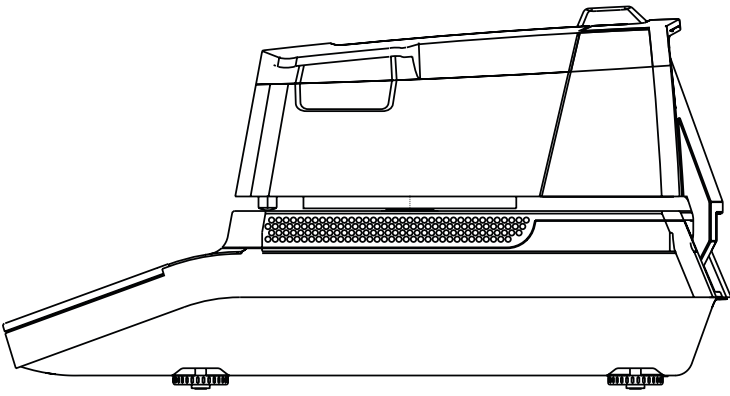
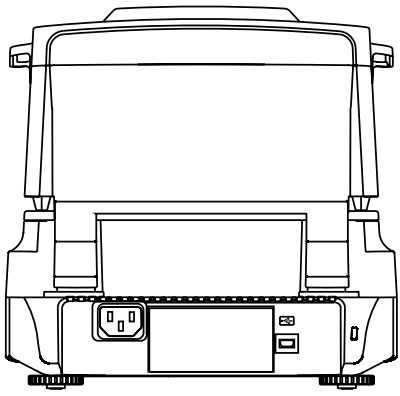
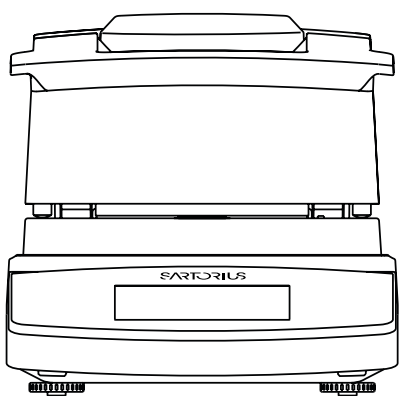


Back view



Top view

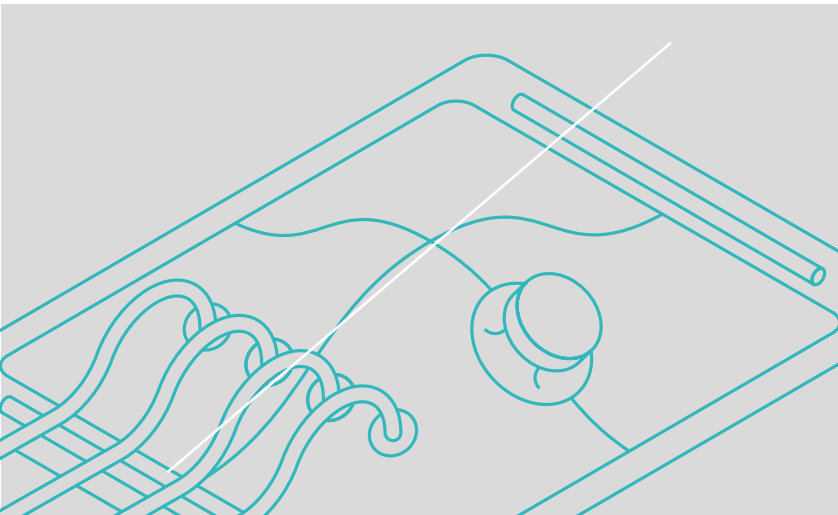
Examples



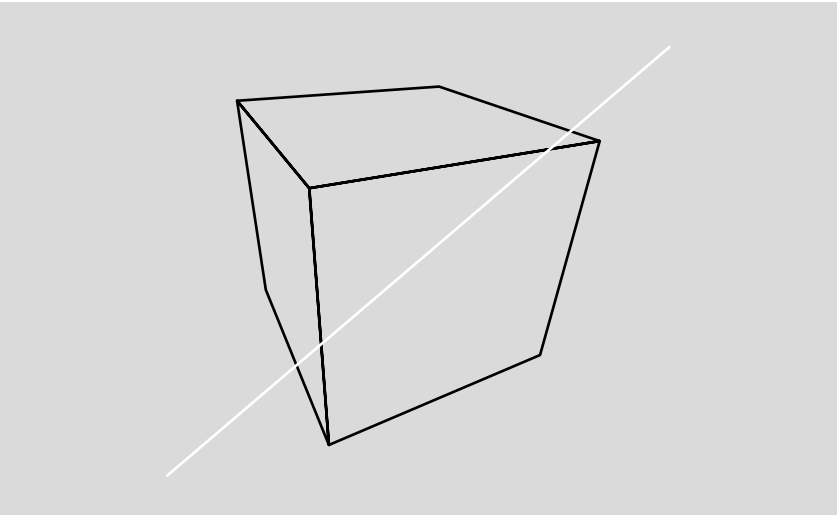
Don'ts



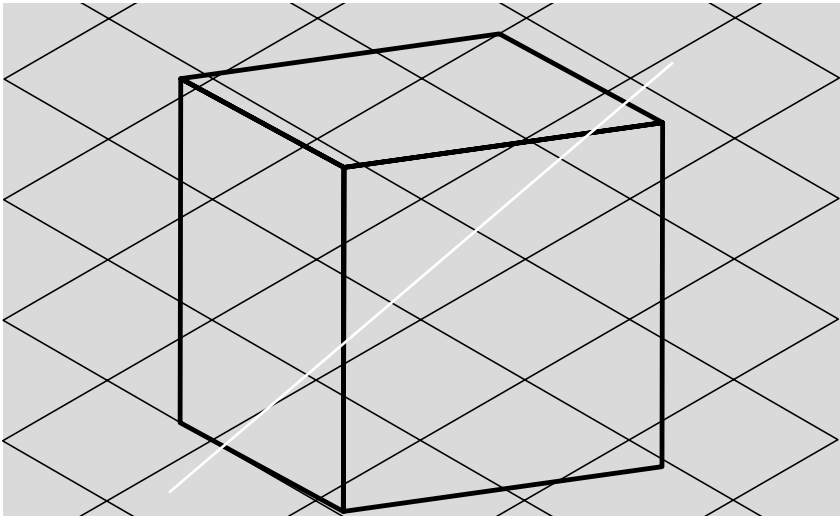
Different stroke widths



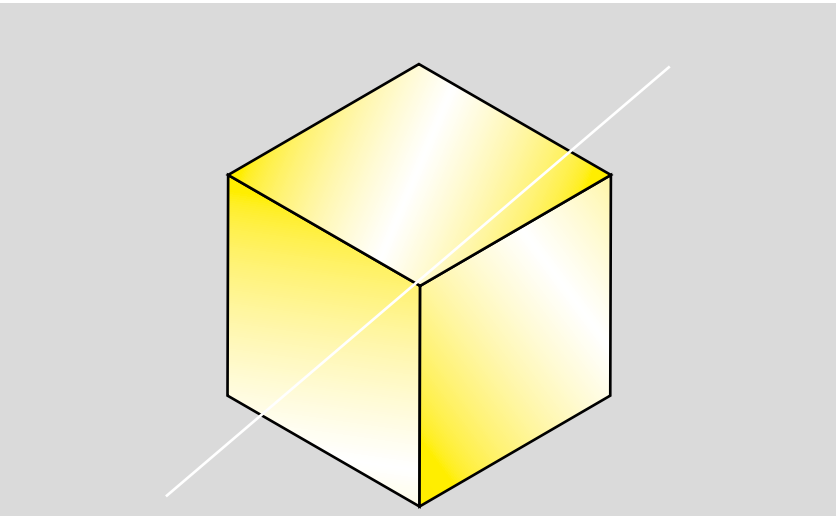
Object color other than black



One-point perspective



Lack of grid compatibility



Gradients