

# Allovus knows icons.

Since 2008, Allovus has been in partnership to craft the most used icon library in Microsoft's history. From Windows Vista to Office 365, our studio team has provided thousands of icons in a variety of styles for a multitude of platforms.

Our Studio icon team has years of experience and know-how in icon design and production. Through our established production process and our ability to scale teams from large to small, we'll deliver high quality icons that meet and exceed all your requirements. Allovus can create a scalable team based on the scope of your project and can contract and expand as needed.

Allovus has built a set of offerings that provide you with many ways to utilize our services. From concept and design to production support, we can work together to create a solution that meets your needs.

## Let's get started.

Per project, per icon, or per hour. Contact us to see what pricing model works best for your needs.

### Icon designer for hire

Our recruiting experts have experience in identifying dedicated contract designers to work directly with your team.

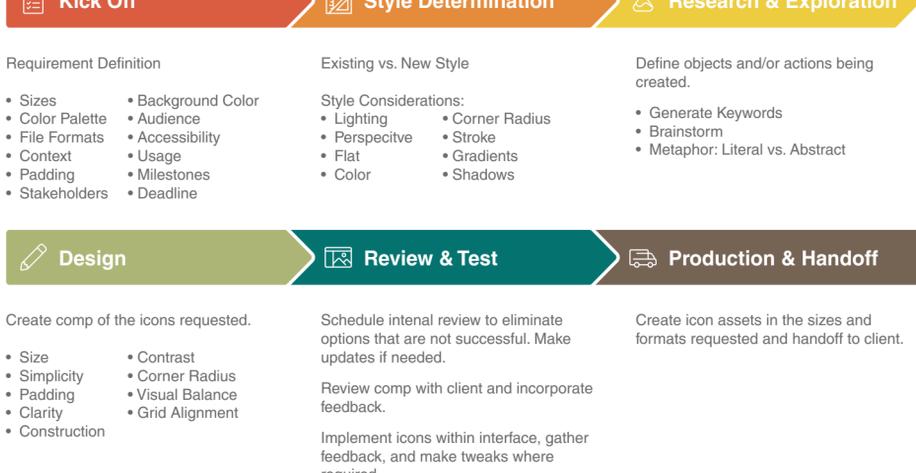
### Design studio solution

From managing the schedule, through the delivery of final files, our inhouse design studio will work with you, collaborating every step of the way.

### Production

If you've crafted your own designs and need help with the production of files, we've built a best-in-class process which covers all your needs.

## Workflow



## Understanding icons

For something so small and simple, the icon is a complex element, and we take it very seriously. For those of you curious about our approach, read on to learn more.

An icon is a graphic symbol that represents an app, file, web page, function, or command. Icons help you execute commands and open programs and documents. Icons are also useful to quickly recognize an object in a browser list. For example, all documents using the same extension have the same icon.

### Globalization

Depending on the product/application, icons require metaphors that are globally recognized and not regionally specific.



### Style

Icons come in all shapes and sizes. We are fluent in Microsoft's current and past icon styles, or we can help you establish a unique style for your project.



### Accessibility

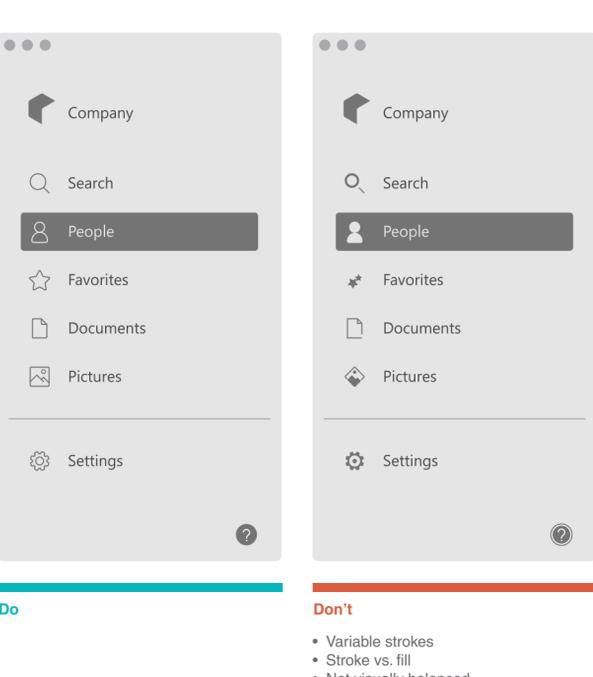
Icons must be accessible to all users.

- Colors should have a minimum contrast ratio of 3.0:1.
- Icons should always have a text label and/or provide ALT-text.
- Icons must be recognizable at targeted sizes.



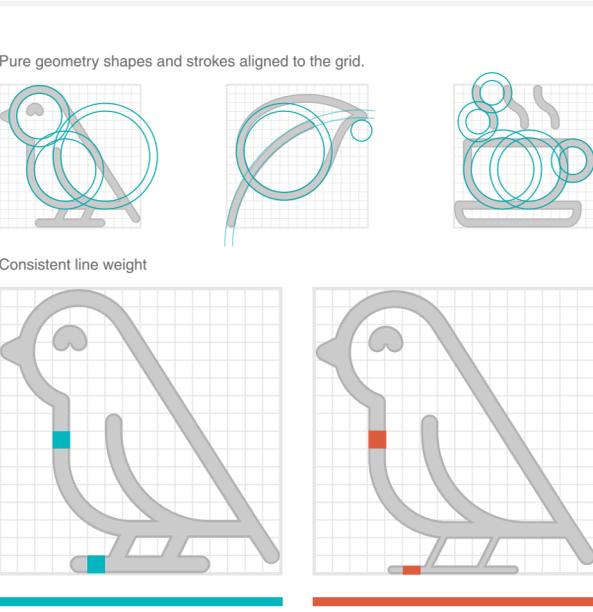
### Context

Icon style is driven by how the icon is being used. From high profile application icons to navigation or command-based icons, each icon system should have specific stylistic parameters.



### Consistency

If an icon exists, we work with your team to ensure we adhere to the style guidelines. If a style requires development, we can create guidelines for handoff that consider multiple factors such as, color vs monochromatic, flat vs perspective, light source, alignment, and more.

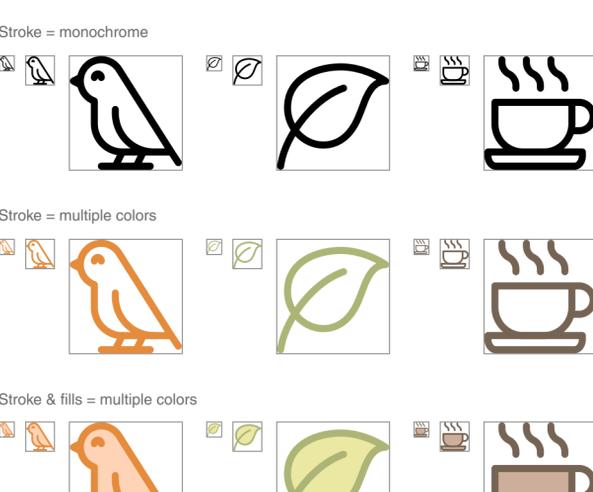


### Quality assurance

Icons can have multiple styles, colors, sizes/dimensions, formats. To ensure all necessary requirements are met, we build quality assurance into our workflow.

Quality assurance ensures:

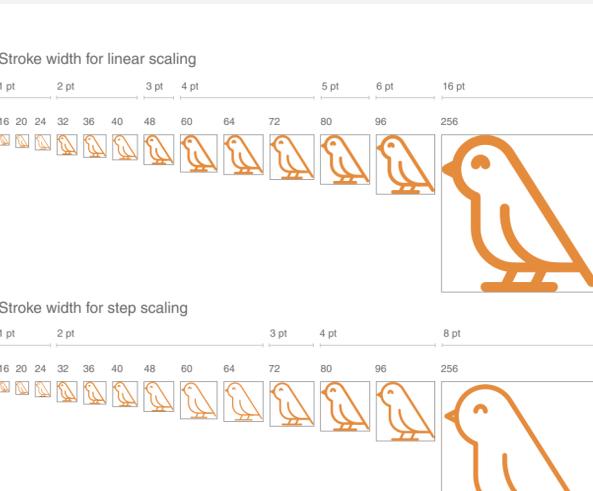
- Style is consistent throughout the icon family.
- All color variations are created using an approved color palette.
- Icon shapes snap to grid, so that icons appear sharp at all sizes.
- Colors meet the minimum accessibility ratio of 3.0:1.
- All file formats, sizes and/or dimensions meet specific.



### Efficiency

We understand that icon projects have very unique requirements and we know how to get the job done.

- We create customized systems that expedite icon production.
- Our custom templates are designed to maximize efficiency when producing icon assets in multiple sizes and formats.
- For large projects, with hundreds of icons, we assemble common element libraries so elements which represent core concepts can be easily identified and reused to maintain consistency.



Good design takes talent. We've got it.

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More info  
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