



Our Brand Elements: Icons

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The goal of this document is to provide guidance on illustration and icon creation and usage, to help ensure consistency in both application and execution. All of the assets created for Arity to date are included for reference.

Icons

Brand Icons

- 01 Capability Icon
- 02 Key Benefits Icon

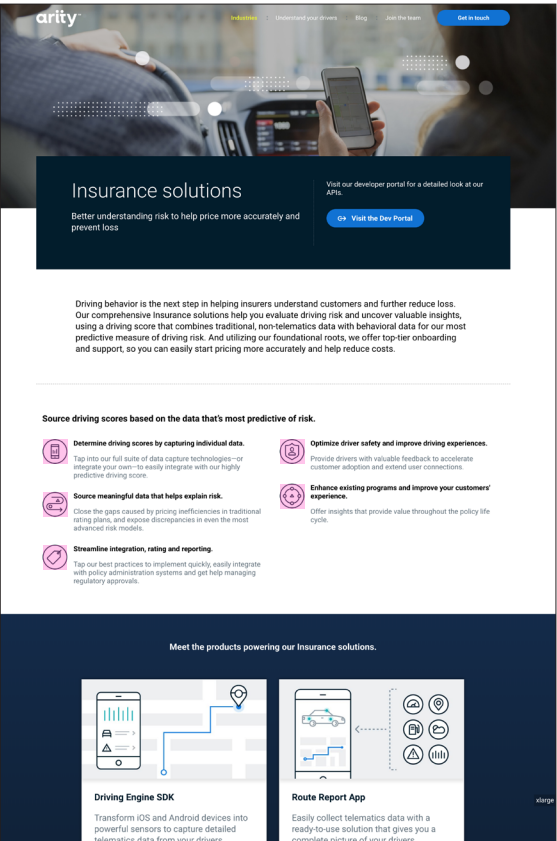
Product Icons

- 00 Overview: Icon Tiers
- 01 Tier One
- 02 Tier Two

Capabilities

The capability icons highlight a specific capability of a product. They are used as visual supports alongside a description of the capability, and are formally the simplest form of icons.

- Used in:
- Arity.com
 - Printed sales enablement support



Arity.com solutions page



Events ad

Basic Guidelines

- : A single line weight with rounded end nodes and rounded joins (see page 6) should be used.
- : Only line work should be used for this type of illustration; no filled shapes or shading.
- : Illustrations should be drawn from a flat perspective.
- : Build the story around one main object, as they are generally used at a smaller scale.



Color

- : Only one color should be used.
- : For use on dark backgrounds, use white.
- : For use on light backgrounds, use navy or gray.

Color for dark backgrounds

White 100%

Colors for light backgrounds

Arity Navy 100%

Arity Gray 100%

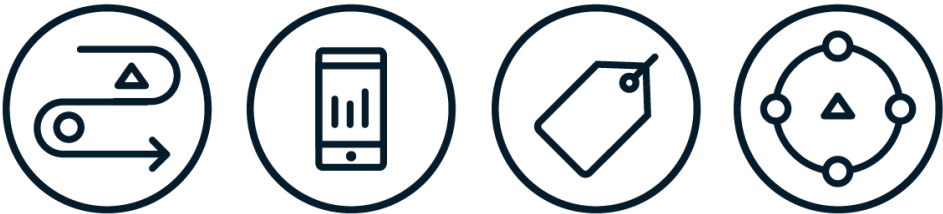
INDUSTRY

Automotive



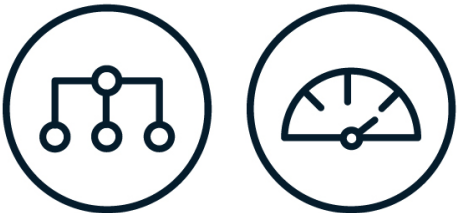
INDUSTRY

Insurance



INDUSTRY

Shared Mobility




Key Benefits

The key benefits icons serve as visual supports to help describe a product or solution's featured insights and benefits. They are more complex compared to the capability icons, and therefore communicate more details.

Used in:
–Sales enablement deck





Rating and Reporting Services

Take advantage of regulator approved driving score models with the flexibility for use in your telematics program and customized reporting.



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FEATURED INSIGHTS

-  Manage driving score model reviews and approvals with departments of insurance.
-  Assist with program criteria and regulatory objections.
-  Leverage our driving score to best suit your needs.
-  Provide customized micro and macro reports on your user base.

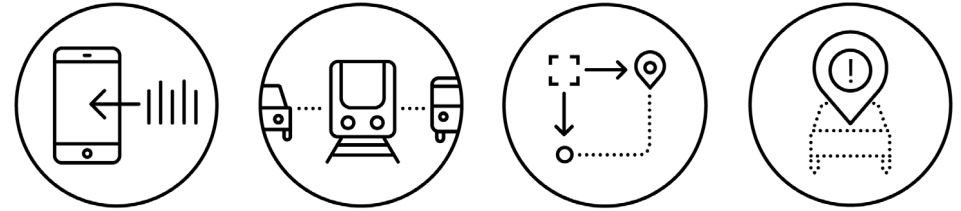
Proprietary and Confidential. Plans subject to change.

30

Sales enablement deck slides

Basic Guidelines

- : A single line weight with rounded end nodes and rounded joins (see page 6) should be used.
- : Rounded corners can be used selectively on key objects, as too many rounded corners could appear cartoonish.
- : Only line work should be used for this type of illustration; no filled shapes or shading.
- : Illustrations should be drawn from a flat perspective.
- : Elements of each icon can be utilized as different pieces to create new icons as needed.



Color

- : Only one color should be used.
- : For use on dark backgrounds, use white.
- : For use on light backgrounds, use navy or gray.

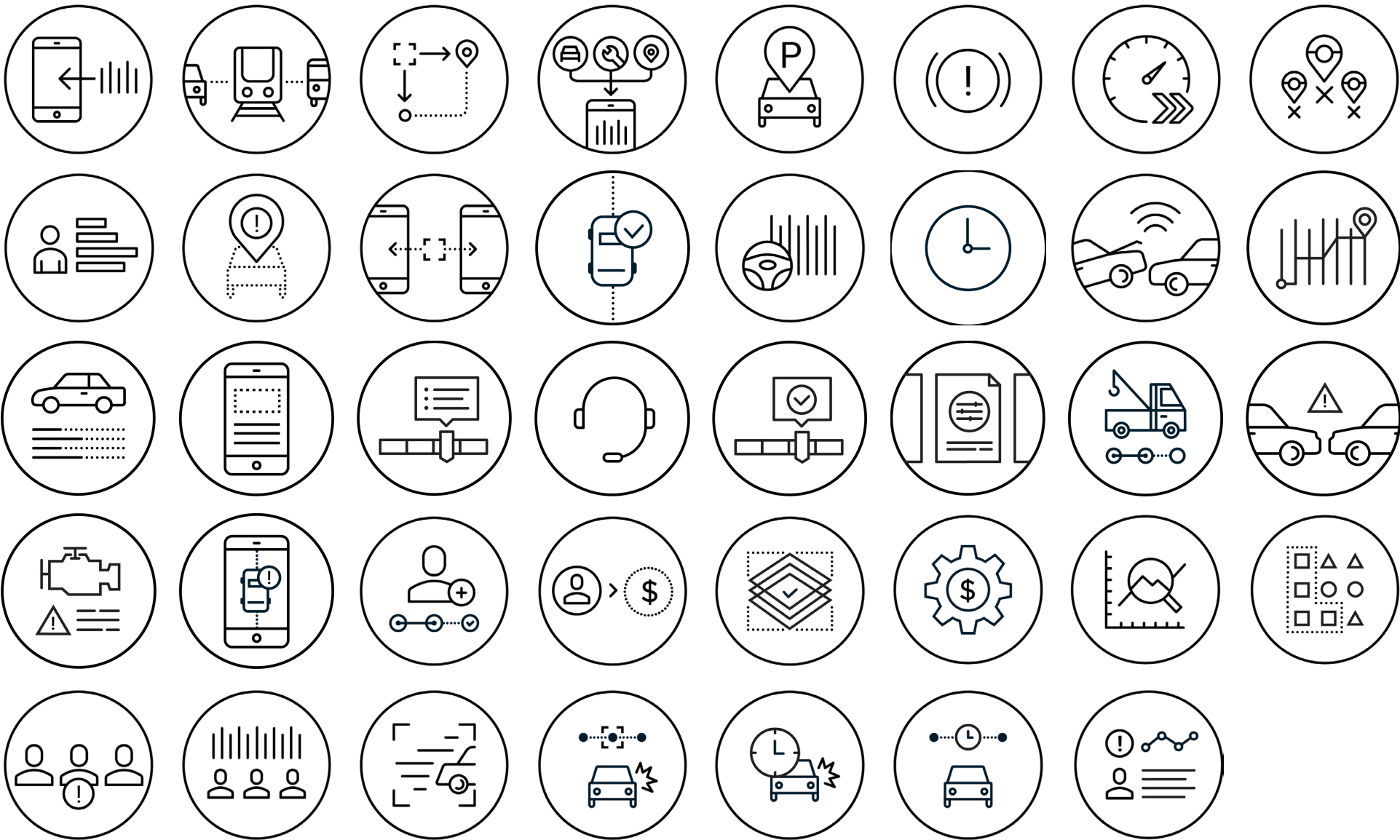
Color for dark backgrounds

White 100%

Colors for light backgrounds

Arity Navy 100%

Arity Gray 100%



Product Icons Overview

Arity Product Icons serves the purpose of utility and functionality, communicating brand characteristics when applicable and appropriate. Generally speaking there are three tiers of icons:

Tier One

Represent key product features that are proprietary to Arity, and therefore carry the most Arity brand characteristics.

Tier Two

Global recognition and common usage are the main purpose for this tier of icons. Brand characteristics may be reflected when applicable.

Tier Three

All other icons whose functionality are related less so to product features but more so to the general usability falls under this tier. Besides using consistent stroke weights and following consistent grid lines, brand characteristics are not required.

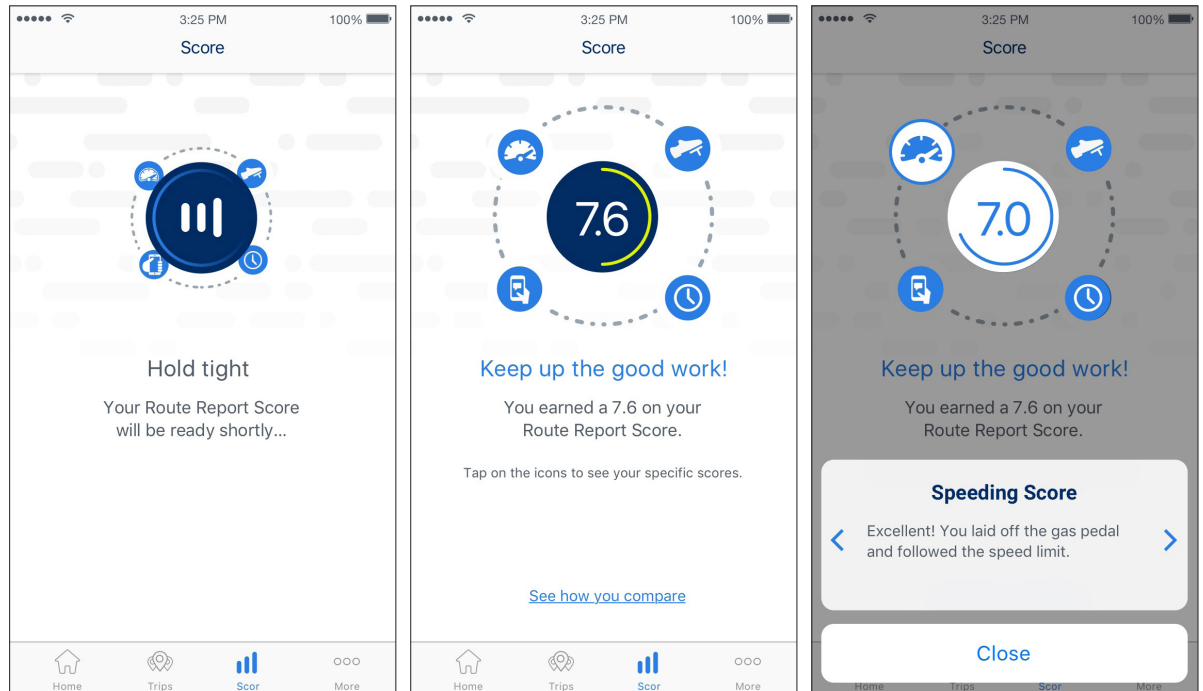
Product Icon: Tier One

Tier one product icons are used to represent product features that are proprietary to Arity. They are important branded moments that can be owned, and therefore should be stylistically distinguished from other icons. Currently Tier One icons have been created for Driving Behaviors.

Currently there are five icons:

1. Speeding
2. Time of day
3. Phone handling
4. Hard braking
5. Hard cornering (Future)

Used in:
–Scoring screen



Basic Guidelines

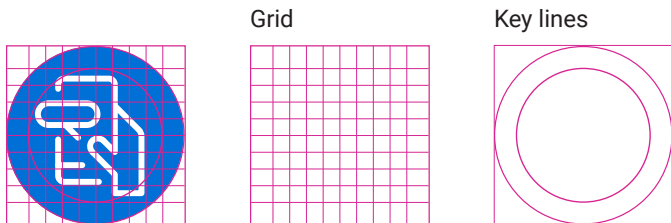
: Tier One Product Icons appear in three different scales: 64×64 px, 44×44 px, 29×29 px. They can be housed in a filled circle, an outlined circle, or can be used as a stand-alone icon without a circle.

: Mono line icon with rounded end nodes and rounded joins are used.

: Use the grid and the key lines as guidance as much as possible when creating the icons. The icon should fall within the key line areas in order to keep the scale consistent. Use your best judgments to decide when the elements need to break the grid in order to achieve stylistic consistency or formal balance.

: Line breaks can be utilized in more complicated forms, as shown in *Phone Handling*.

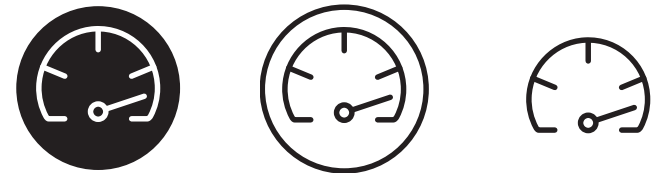
: The circle element across all five icons are consistent in scale. I.e. The "dial" in *Speeding* and *Time of Day*.



Phone Handling



Speeding



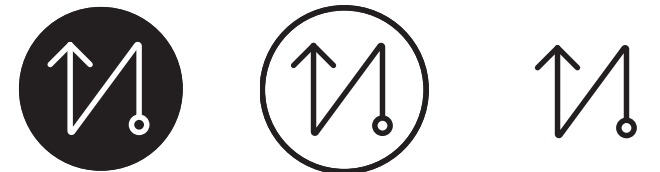
Time of Day



Hard Braking



Hard Cornering

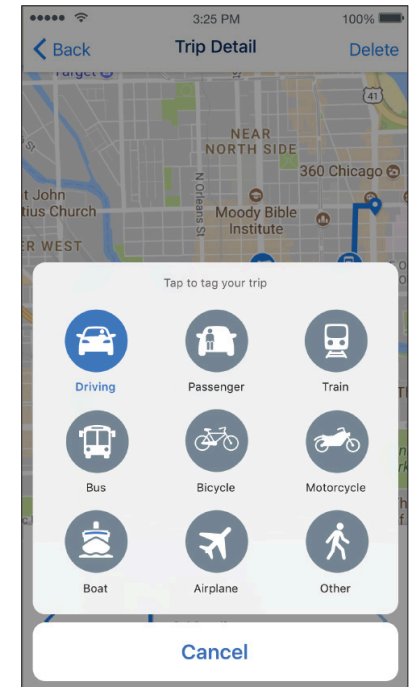


Product Icons: Tier Two

Tier two product icons are used to represent functionality within Arity products that may not be proprietary but still require branded distinction. These icons place more emphasis on utility and global recognition. In the Car Health App, this applies to icons representing various transportation modes for the user to select. Commonly used icons within industries, along with user testing results, should be considered when creating these icons.

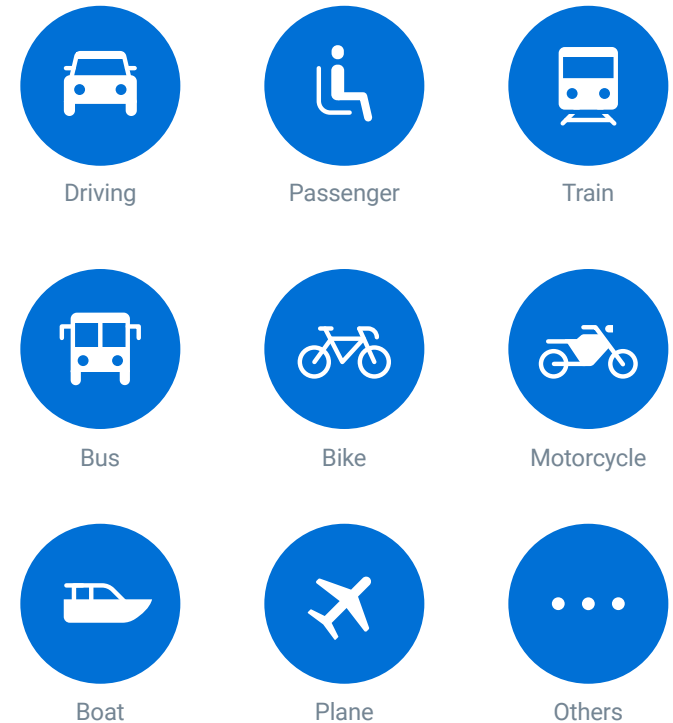
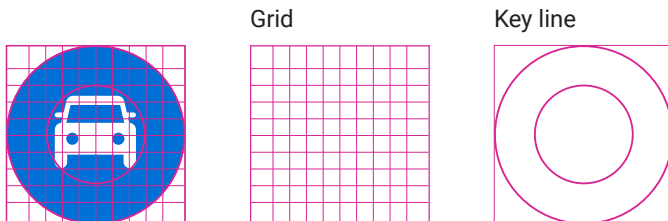
Used in:

–Care Health App,
Transportation Mode selection module



Basic Guidelines

- : Tier Two Product Icons generally live inside a circle as they are treated as buttons. They generally live alongside a label to help users understand what they represent.
- : Rounded end nodes and rounded joins should be used when creating these icons.
- : Allow the natural form of the object guide your decision on using outline and/or filled shapes. For example, the *Plane* consists of a single filled shape, while the *Bike* consists of an outlined form. The front view of any vehicle consists of more realistic details, therefore *Driving*, *Train*, and *Bus* consist of a combination of both outline and filled shapes.
- : At 60x60 px circle size, the line weights used are 1.65px.
- : Use the grid and the key line shape as guidance as much as possible when creating the icons. The icon should fall within the key line areas in order to keep the scale consistent. Use your best judgments to decide when the elements need to break the grid in order to achieve stylistic consistency or formal balance.





Please contact the Arity marketing team if you have any questions:

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