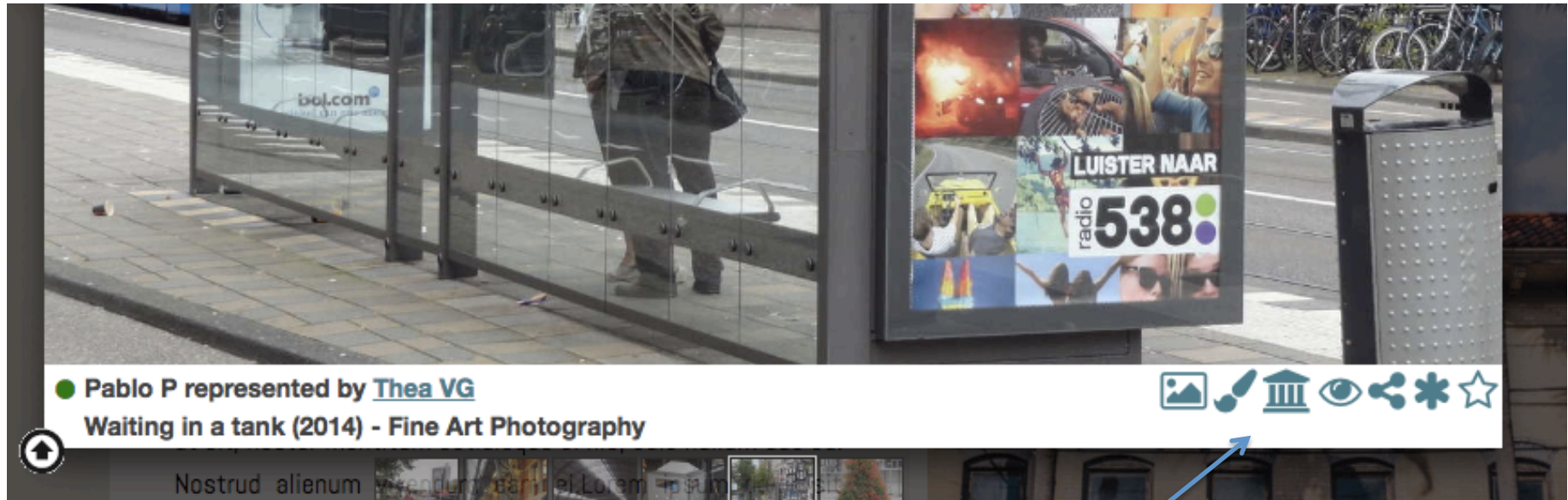


Example of how we use icons



Why we need the icons

Human Figure Styling

Keith Haring Styled Figures



Line Icon Based Styling



8 SPECIALIZED ICONS TO DESIGN
(THIS IS THE HARD BIT)

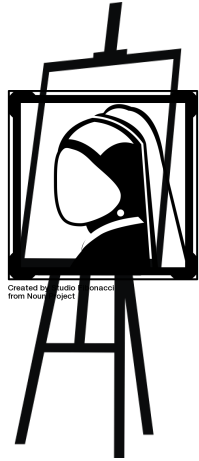
ART, ARTIST, CURATOR, COLLECTIVE, COLLECTOR, GALLERY

ART V1 –
Famous
painting



Created by Studio Fibonacci
from Noun Project

ART-V2- Painting on
easel – need to adjust
perspective of painting
so its not flat



Created by Studio Fibonacci
from Noun Project

ARTIST – one
person painting
(added to the ART
V2 Icon)



Created by Juan Pablo Bravo
from Noun Project

Created by Okan Berni
from Noun Project

CURATOR –
person presenting
a painting



Created by irene hoffman
from Noun Project

COLLECTIVE– two or more artists
next to each other – perhaps with
arms around each other



COLLECTOR – Person
holding a half
packaged painting



Find a way to make
it clear the package
under their arm is
the painting

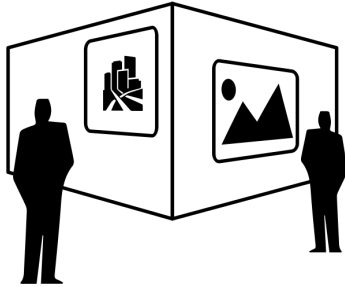


GALLERY - Building
with an artwork
inside it



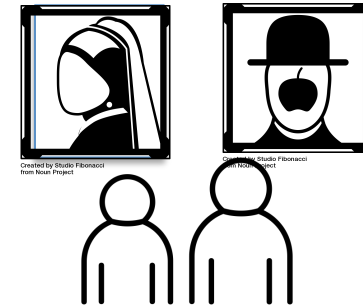
EXHIBITION, 4 ideas for discussion (we only need one icon)

EXHIBITION V1 – Two painting hanging on a corner with people looking at them



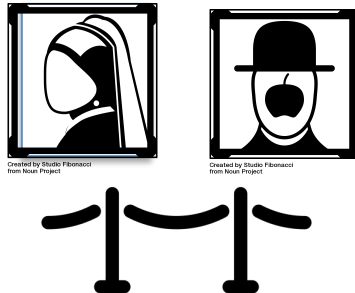
Created by Vijay Ragavan
from Noun Project

EXHIBITION V2 – Two painting hanging on a flat wall with people looking



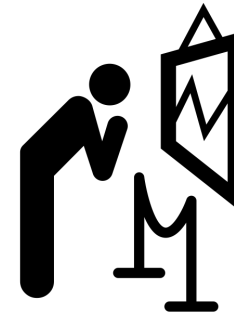
Created by Artem Kovyazin
from Noun Project

EXHIBITION V3 – Two painting hanging on a flat wall behind a barrier



Created by Sergey Demushkin
from Noun Project

EXHIBITION V4 – Two painting hanging on an angled wall behind a barrier with people looking



Created by Luis Prado
from Noun Project

COLLECTION

COLLECTION– One of many
paintings in a collection (NOTE THE
VERSION WE HAVE IS TOO HEAVY)



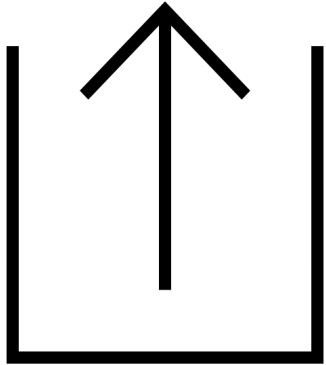
Created by MONTANA RUCOBO
from Noun Project

5 GENERIC ICONS TO ADAPT
(LESS ABOUT DESIGN, CREATIVITY
MORE ABOUT CONSISTENCY WITH THE
OTHER ICONS YOU DELIVER)

SHARE x 2 needs to be thin, need
iOS and android versions

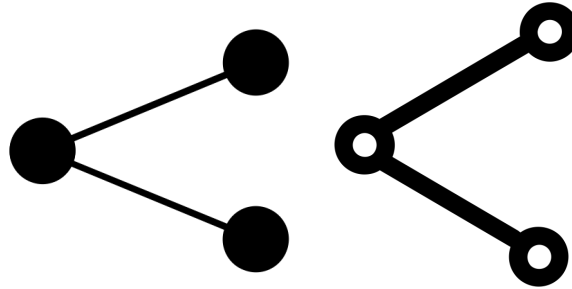
1X INFORMATION
icon

SHARE – IOS option



Created by Rohith M S
from the Noun Project

SHARE – Android Option



Created by Guilhem
from Noun Project

Created by Sergey Novosyolov
from Noun Project



Follow icon x 2 – needs to be thin,
delicate, need heart and star options

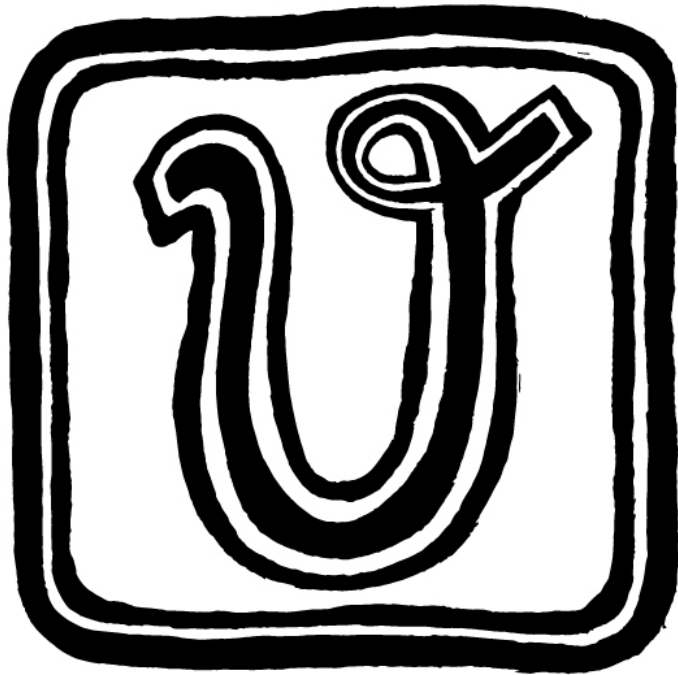


1 LOGO TO SIMPLIFY/ IMPROVE

(Our logo will evolve, at this stage all you need to do is turn it into a vector and simplify and improve it – not reinvent it)

Simplify the logo— fewer lines –
smoother – more, flat conventional
border

Our Logo



the logo is based on
the V in Vincent Van
Gogh's signature



Copy and convert these 3 icons into a vector graphic (we have designed it in pixels)

