

Design

Illustrations

Minimalistic, semi-flat art style, which focuses on the main subject without too many visual details.

Gradients

Use only close color neighbors for gradients. The presented combinations are the most common ones.

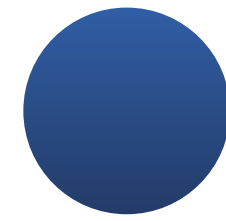
Dont:

Don't combine hard gradients from different hue values.

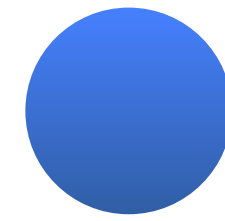
Don't combine colors of very different brightness.

Create gradients only from our color palette. Only very special cases can have custom colors (e.g.: third-party logos)

Good gradients



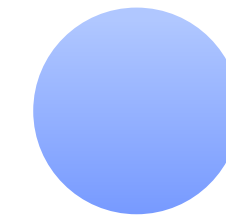
#305eb2
#233b67



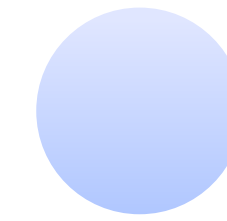
#4687ff
#305eb2



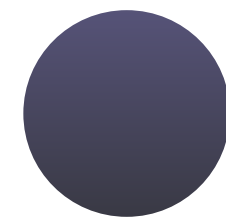
#77a7ff
#4687ff



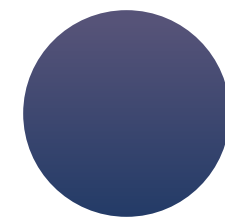
#bdd4ff
#77a7ff



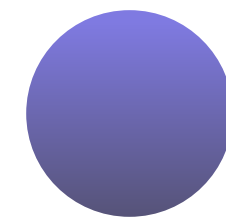
#edf3ff
#bdd4ff



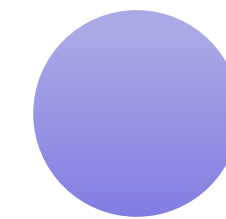
#565378
#393944



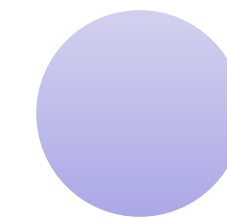
#565378
#233b67



#7f7aee
#565378



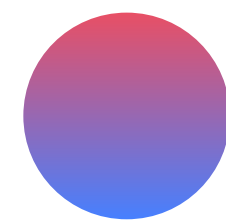
#b8b5f3
#7f7aee



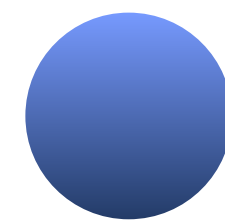
#dddcfb
#b8b5f3



Bad gradients



#4687ff
#f64f64



#77a7ff
#233b67



#28d2ff
#3860ff

Illustrations

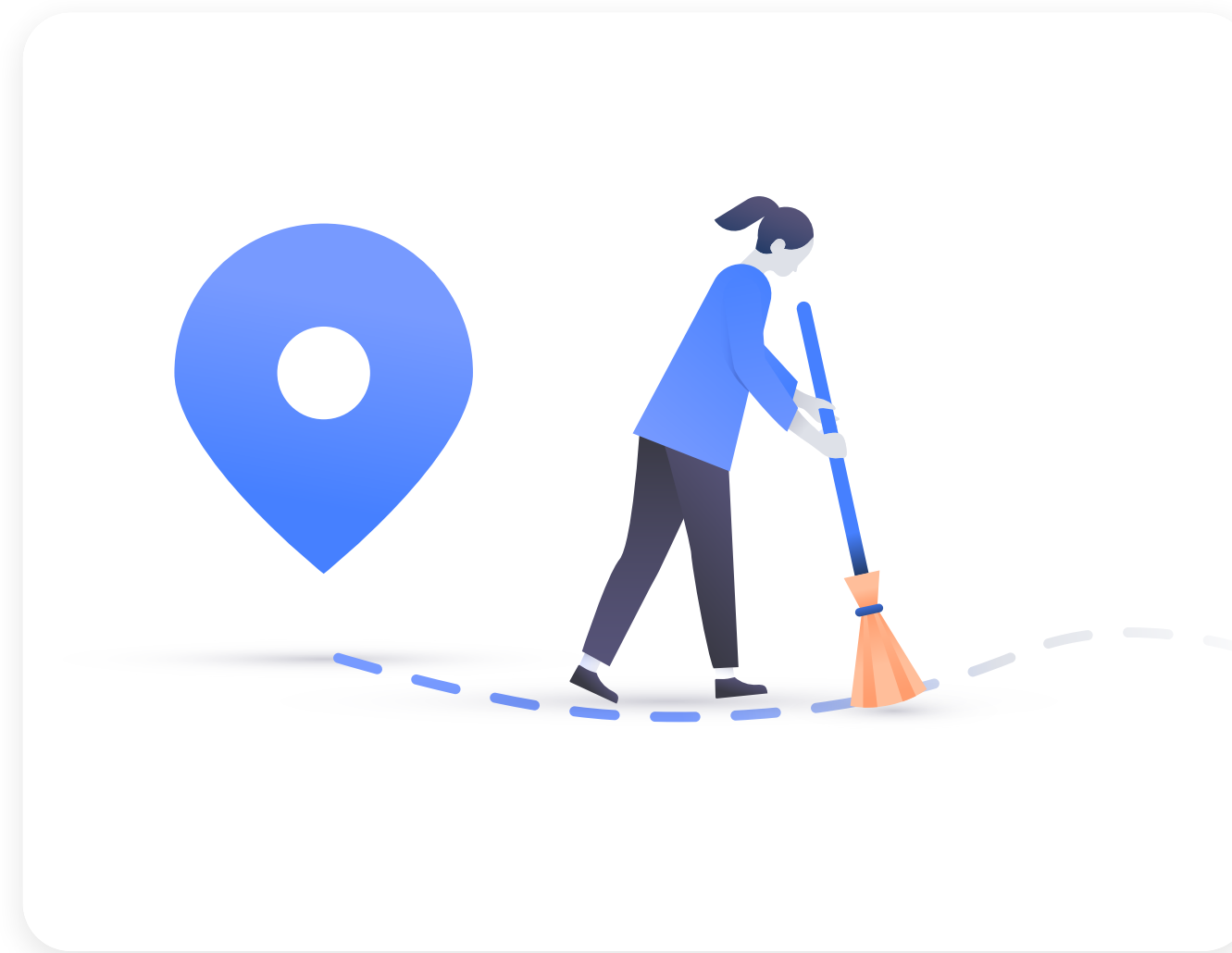
Do:

Highlight special items that need attention.

Use shadows to determine the position of an item and create an illusion of depth.

Try to convey the idea as simply as possible.

Use contrast so the elements of the illustration don't blend together.



Illustrations

Don't:

Use excessive or non-brand colors.

Overuse shadows or strokes.

Make the illustration hard to read. Too many objects and information makes it confusing and hard to understand the main point.

Blend elements together. If you're using gradients of the same color for the top and bottom elements, shift it so they stand out from each other.

