

# iconography & signage

Iconography is used in our communications where a visual cue in the form of an icon can help a consumer more clearly identify what is being communicated.

It can also be beneficial for customers who's understanding of English would be aided through iconography.

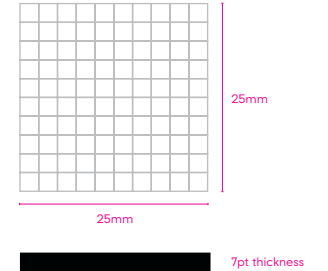
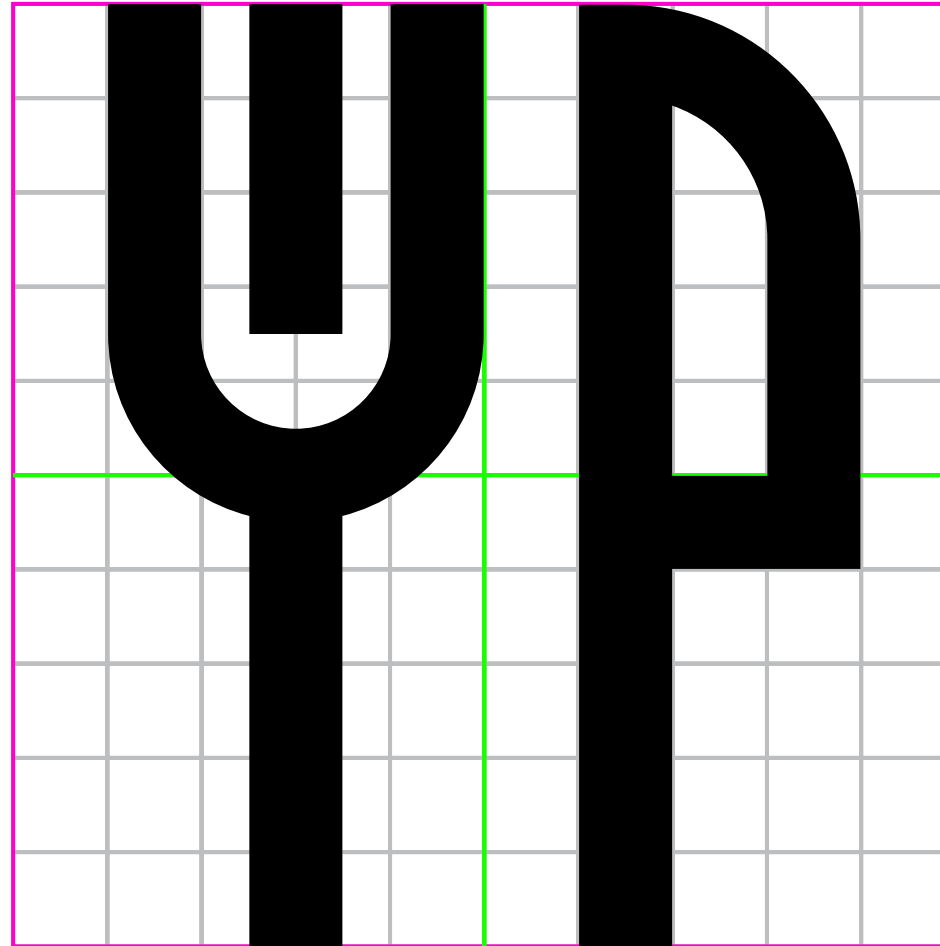
Our iconography is to be used predominately across digital applications such as our website and app and signage.

Our iconography style is derived from the bold angles used within our custom Arada Standard and Arada Headline typefaces.



For icons we have created the current set on a 10x10 grid measuring 25mm. The line thickness of the icons on this grid are 7pt thickness.

Should a new icon need to be created to communicate a new offering, they should be crafted using these parameters.



Signage within our corporate spaces and development spaces is a key area to brand and extend our brand reach.

Signage can comprise of iconography (utilising our iconography style) and type, or just type. In each case it would be dual language and use the Arada typeface for maximum legibility.

On the right are examples of how signage can be utilised in our spaces either as free-standing elements or mounted to walls and other surfaces.

