


Guidelines



Icon, pictogram & illustration



On the following pages, you can see JYSK's icon, pictogram, and illustration universe. All rules must be respected when creating icons, pictograms, and illustrations. It is very important to ensure we achieve the same expression in all our materials, both for external and internal use.

The JYSK icon/illustration guideline is defined by the graphic team. Any requests for new elements or adjustments need to be handled and aligned with them.

Icons / for JYSK.xx and when you need simple icons

Icon examples:



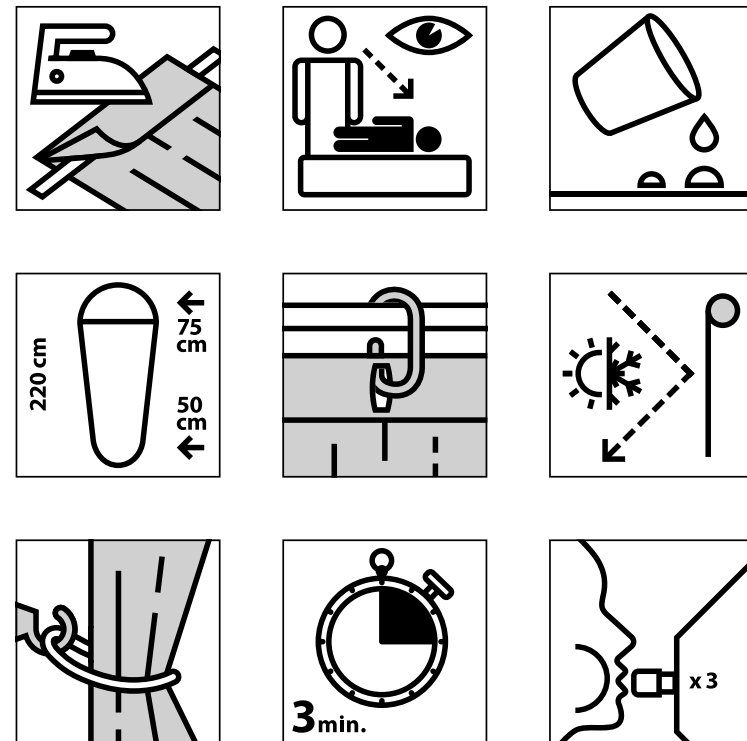
Download

JYSK uses the **IBM UI Icons**, which is an open-source icon library with over 2,000 icons. The library can be accessed here:

www.ibm.com/design/language/iconography/ui-icons/library/

Pictograms / for packaging, instore, etc.

Pictogram examples:



JYSK's pictograms do not come from an open-source library but are created by the graphic team.

Icons / for JYSK.xx and when you need simple icons

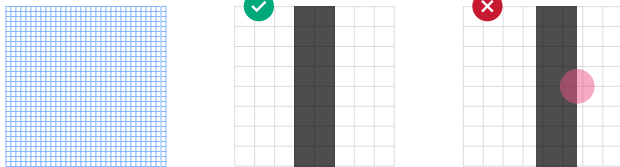
Icon design guideline

It is allowed to draw your own icons if the desired motif is not available in the [IBM UI Icons open-source library](#). In doing so, it is important to maintain the style.

Below are the most important guidelines for drawing a new icon. If you need to draw a new icon, please see the full design guidelines [by clicking here](#).

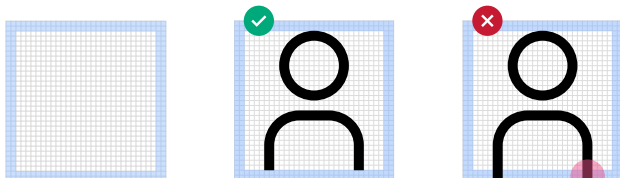
Base grid

IBM icons are drawn on a pixel-based grid of 32px x 32px. Use the grid as your basic guideline to snap the artwork in place. Align design elements to the pixel grid.



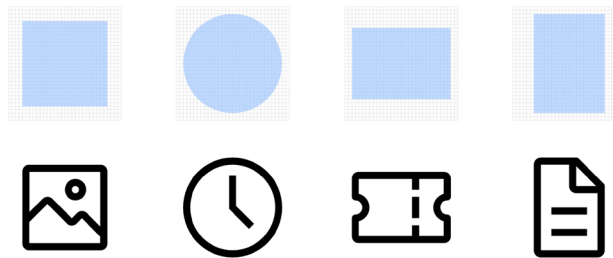
Padding

The grid contains 2px padding. Only extend artwork into the padding for additional visual weight or for specific details required to define the shape's content, meaning or character.

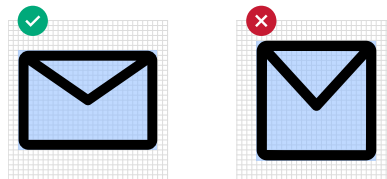


Keyshapes

Key lines give you consistent sizes for basic shapes or proportions across the icon set. This makes it easier to create a visually stable foundation and helps to establish relationships between the similarly proportioned icons and the objects or ideas they represent.

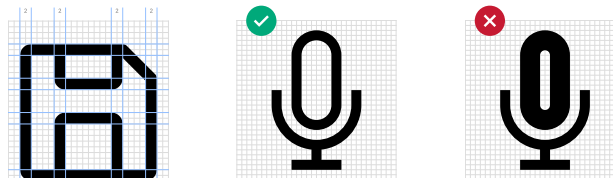


Do use the keyshape that best demonstrates the proportion of the metaphor. Don't use keyshapes that don't reflect the real form of the metaphor.



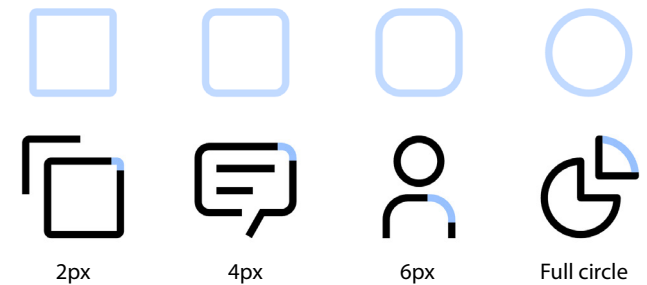
Strokes

One icon should not look heavier or lighter than other icons of the same size. Nor should there be different weights within one icon. Maintain the same visual weight by using a 2px stroke for all icons.



Corners

Use a consistent corner radius of 2px for rounded shapes. The 2px radius can be increased by a multiple of two when necessary to make the icon's metaphor understandable or object shape clearly defined. Use an additional radius to make the metaphor reflect the real form of the object.



Primary colour

Black CMYK: 0,0,0,100 RGB: 0,0,0 HEX: #000000	White CMYK: 0,0,0,0 RGB: 255,255,255 HEX: #FFFFFF
---------------------------------------------------------------	-------------------------------------------------------------------



Secondary colours

Please consult with the graphic design team if you want to use different colors.

Pictograms / for packaging, instore, etc.

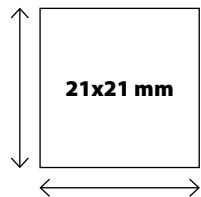
Pictogram design guideline

The *pictograms* is primarily used on packaging and on instore signs but it is also allowed to use on for example online elements or other printed matters.

You can use the *pictogram* if you need a higher level of detail, you have to show a function or a more complicated message.

Document size

The pictograms are drawn on a 21x21 mm document size. If needed the icon can be scaled – here it must retain the proportions in relation to the stroke thickness.



Strokes

The strokes should primarily be made in 1.6 pt. If you have an element in the pictogram that require thinner strokes due to the level of detail, it is allowed to use some strokes in 0.8 pt. A pictogram should never be made entirely in 0.8 pt – only to a limited extent for small parts of the pictogram.

If possible, **please avoid outlining strokes** in the pictograms so that other graphic designers can easily take over, modify, or use your pictograms.

1.6 pt

0.8 pt

Primary colour

Black

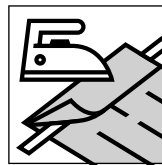
CMYK: 0,0,0,100
 RGB: 0,0,0
 HEX: #000000

Light grey

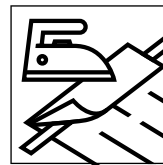
CMYK: 0,0,0,20
 RGB: 217,218,218
 HEX: #D9DADA

White

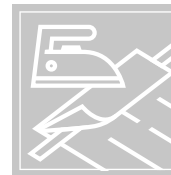
CMYK: 0,0,0,0
 RGB: 255,255,255
 HEX: #FFFFFF



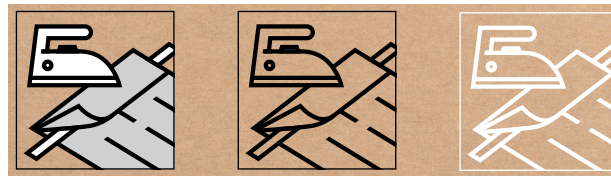
Black stroke, grey and white fill



Black stroke and white fill



White stroke (on coloured background)



Example on cardboard (cardboard can be used in packaging, instore navigation, etc.)

Secondary colours

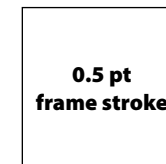
Please consult with the graphic design team if you want to use different colors.

Print colours

The pictogram files are made for printed matter. If you need a version for online use please ask the graphic team for a version in RGB/HEX colour values.

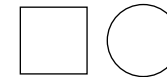
Stroke frame

On packaging, when you have to show a function (excluding bed linen packaging), pictograms should be framed with a stroke of 0.5 pt. For other media such as in-store signs, navigation banners, etc., it is not required to have stroke frame.



Shapes

To maintain the style, please use geometric shapes as much as possible when drawing a pictogram.

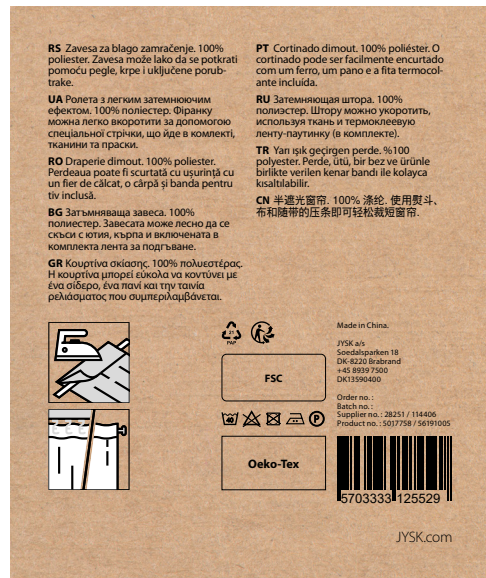


Pictogram overview

On the following pages, you can find an overview of all drawn pictograms. It is the graphic team's responsibility to update the overview as more are added. The graphic team will use the overview to maintain a consistent style in the development of pictograms and to reuse elements from previously drawn pictograms.

Pictograms examples of usage

Packaging



Packaging

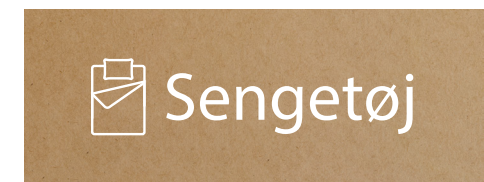


Bed linen packaging

Instore signs



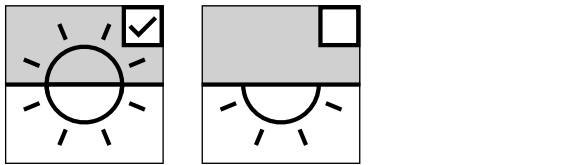
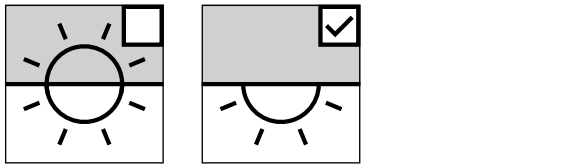
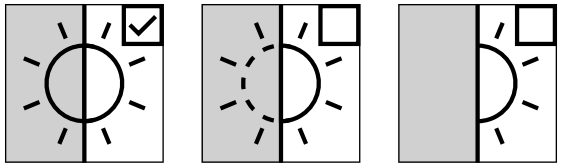
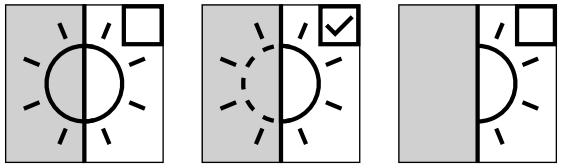
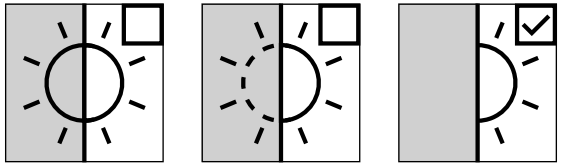
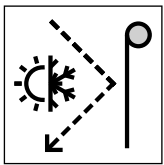
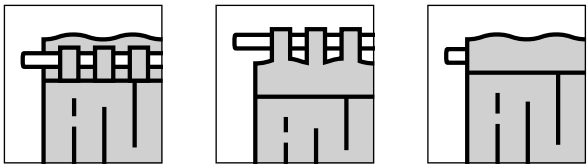
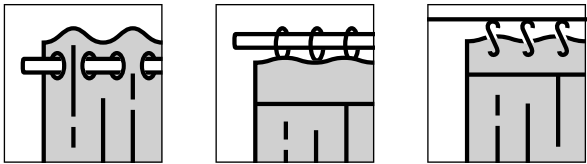
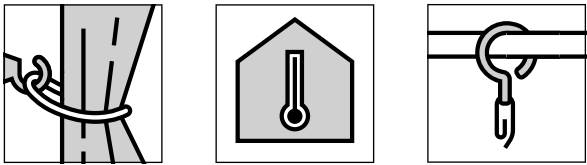
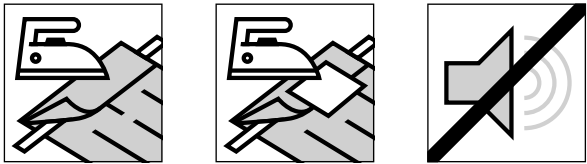
Instore navigation



Pictograms overview

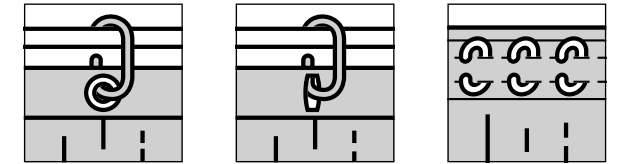
Window

Designed for packaging



Shower curtain

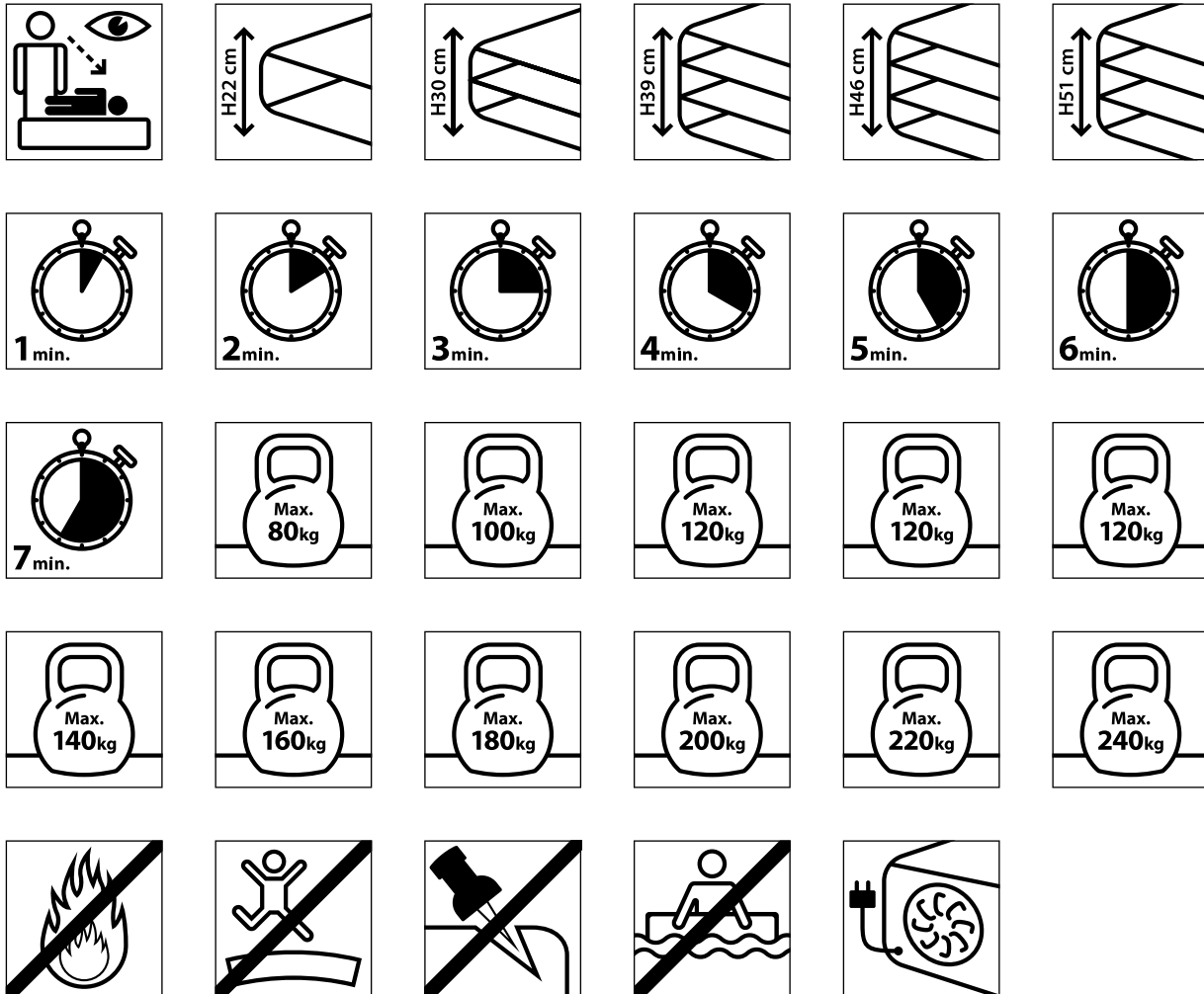
Designed for packaging



Pictograms overview

Air mattress

Designed for packaging



Home textile

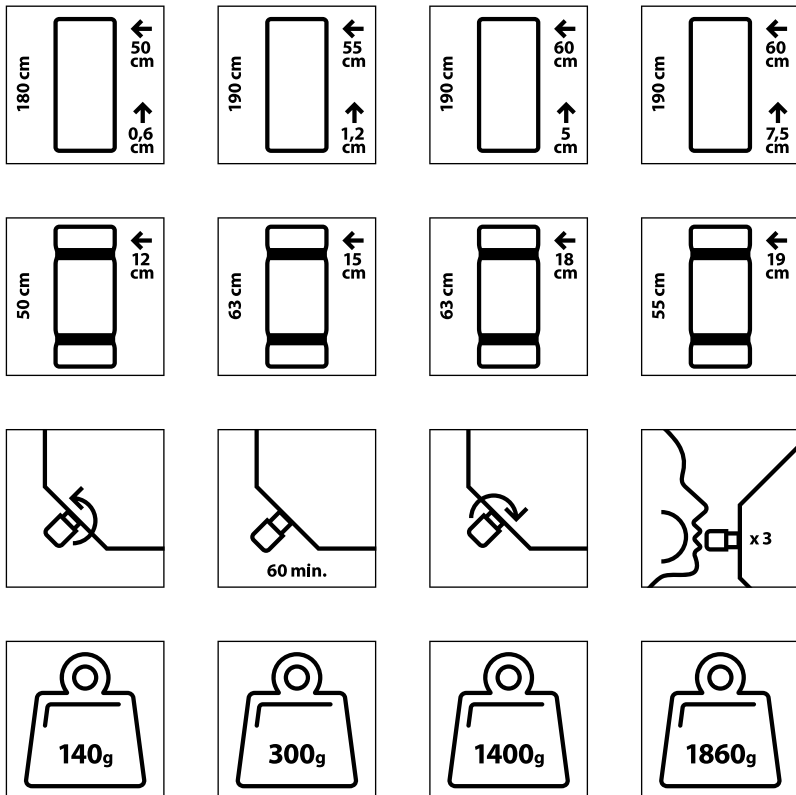
Designed for packaging



Pictograms overview

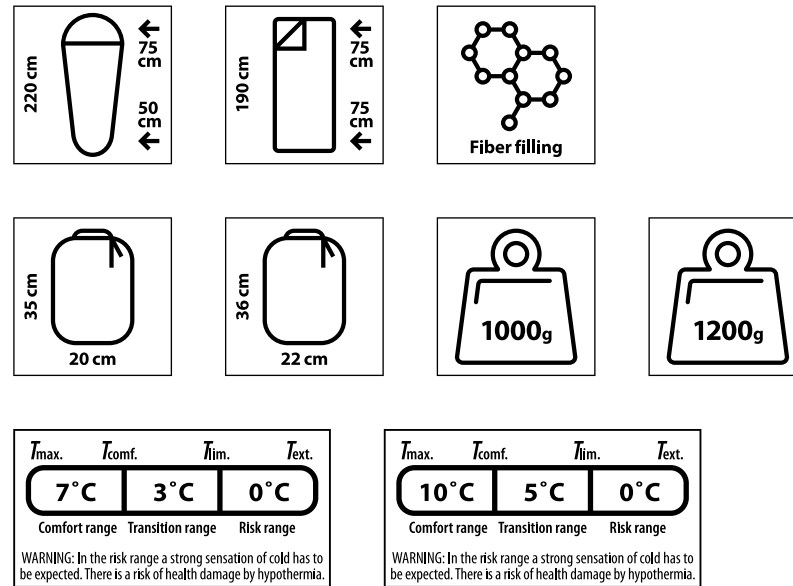
Roll mats

Designed for packaging



Sleeping bag

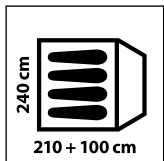
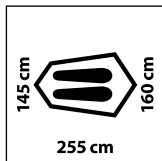
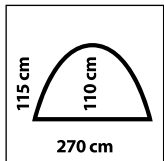
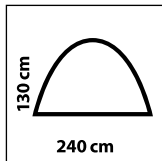
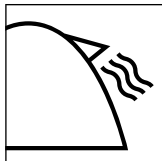
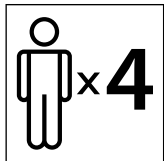
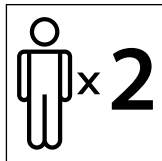
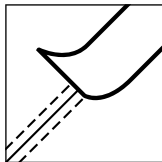
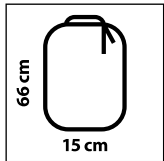
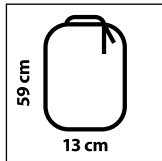
Designed for packaging



Pictograms overview

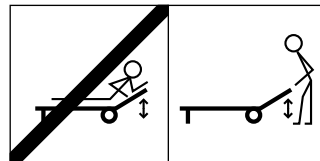
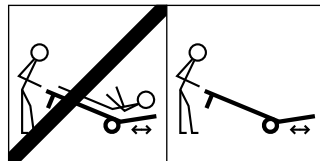
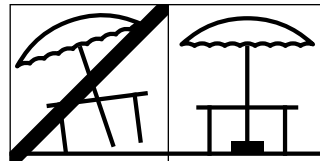
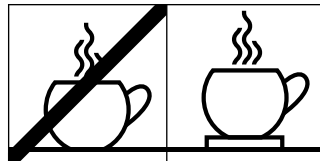
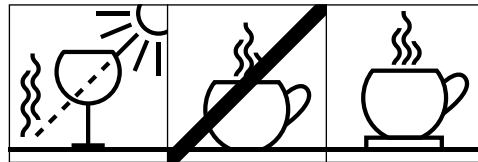
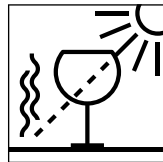
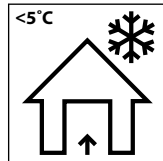
Tent

Designed for packaging



Outdoor

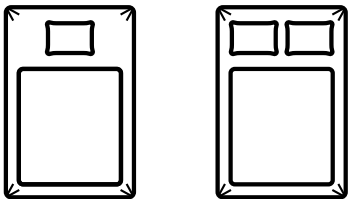
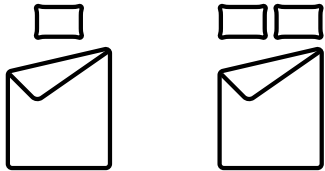
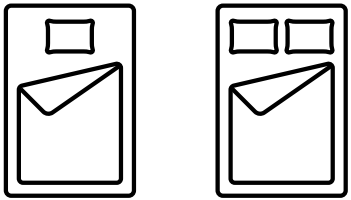
Designed for packaging



Pictograms overview

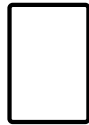
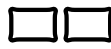
Bed linen

Designed for bed linen packaging (front page)



Bed linen

Designed for bed linen packaging (back page)



Pictograms overview

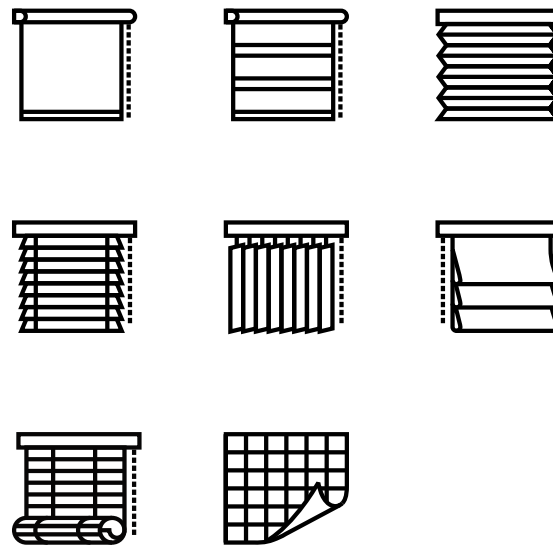
Navigation

Designed for portal navigation signs in stores



Navigation

Designed for window navigation signs in stores



Pictograms overview

“Choose your own brick”

Note: The line thickness in this project does not fully comply with the guidelines.



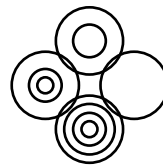
Ambassador



Be part of meeting



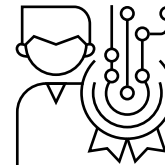
Co-host for Meetings



Simplification operation group



Social activities



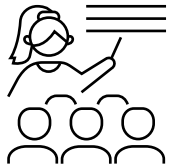
Super user in systems



Employee buddy



HO branding events



Intern responsible



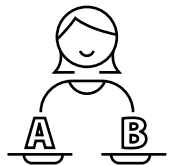
Task beyond current position



Work environment representative



Intern responsible_02



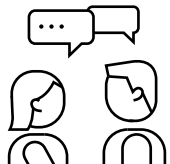
Internal tester



Intro responsible



Knowledge seeker



Leadership sparring partners



Project participant

Examples of use:

EMPLOYEE BUDDY

What:
Act as an informal and social sparring partner for a new employee in marketing. Help the new employee navigate through the JYSK culture and connect the new employee with colleagues in marketing.

Preconditions:
Not much -) the wish to help a new colleague.

In practice:
Align possibilities with manager. Has to be timed with the onboarding of a new employee.

Pictograms overview

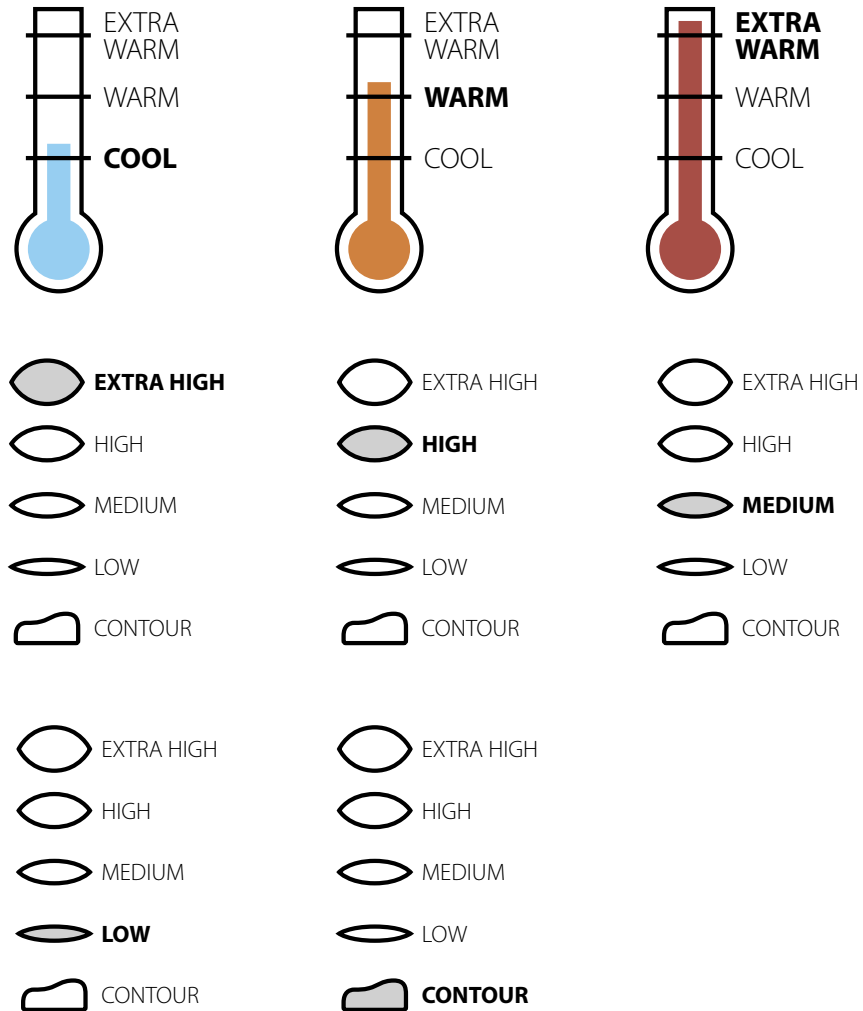
Fabric, weight, filling, duvet sizes

Designed for instore shelffronts



Temperature and pillow size

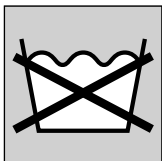
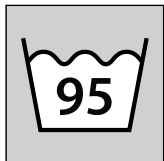
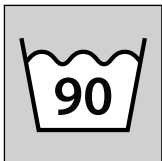
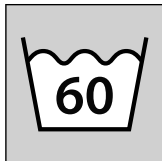
Designed for instore shelffronts



Pictograms overview

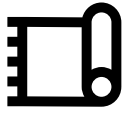
Shelffront washing symbols

Designed for instore shelffronts



Icons

Add on icons to IBM selection



Illustrations

Illustration design guideline

Illustrations can be used when you have to show functionalities or detailed visuals.

For example it can be used for online blogs.

Illustrations can be made in different sizes depending on the purpose.

Primary colour

Black
 CMYK: 0,0,0,100
 RGB: 0,0,0
 HEX: #000000

Greyscale

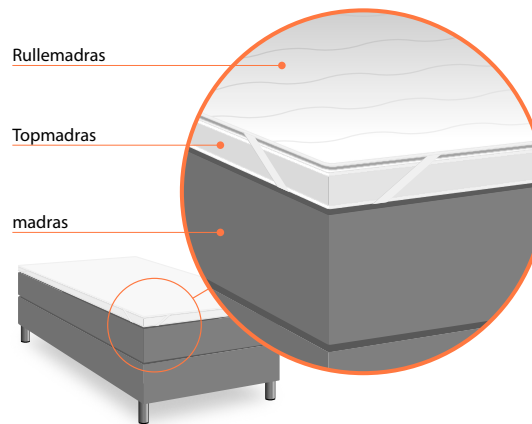
All types of grey tones based on a percentage of pure black are allowed to be used as well as grayscale gradients.

Orange
 CMYK: 0,66,76,0
 RGB: 255,119,69
 HEX: #ff7745

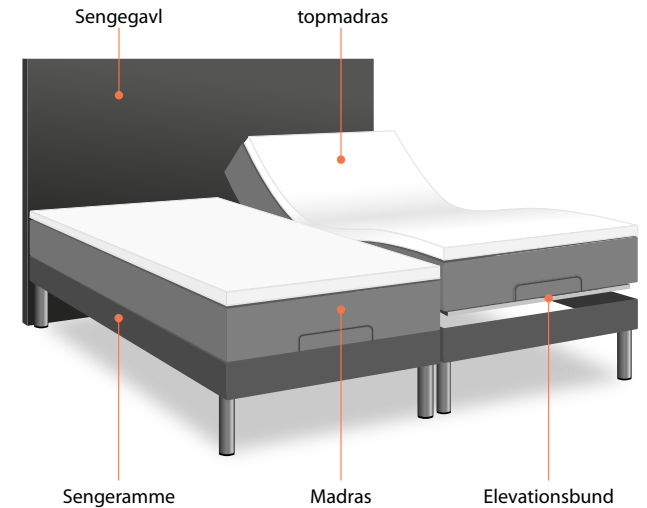
Orange is basically used to highlight elements.

Rullemadras eller Topmadras

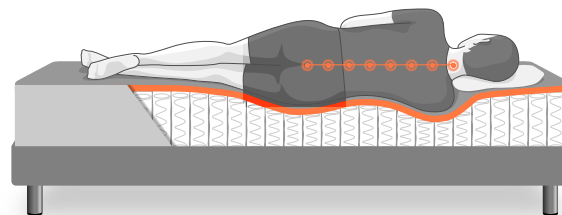
Hvad er forskellen?



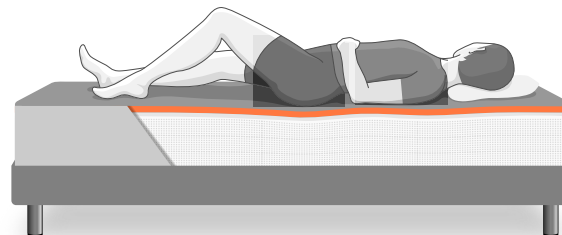
Elevations seng



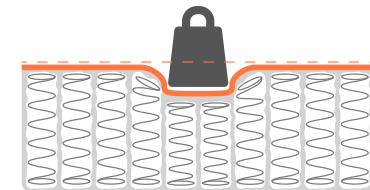
Springmadras



Latexmadras



Pocket-fjedre



Bonell-fjedre

