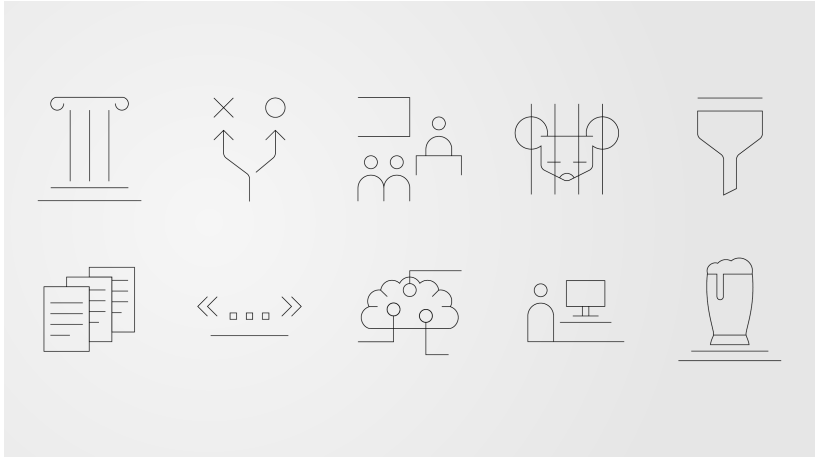
Project

Development of icon sets

Icons are an effective, visual means of conveying information quickly, efficiently and nonverbally. They help us to gain our bearings and structure content both online and offline. Indeed, thanks to their symbolic character, they make all manner of content more readily graspable.

Working on behalf of numerous clients whose work relates to various types of content, we develop customized icon sets with a uniform appearance. This enables our clients to enhance the clarity, user friendliness and accessibility of their online and print products while at the same time promoting brand recognition.



Rationality and intuition, icons relating to the issues addressed by the internal work group

Client

Swiss State Secretariat for Economic Affairs (SECO), Swiss Federal Office for the Environment (FOEN), et al.

Facts

Period	2015 - 2018
Project Country	Switzerland

Contact persons

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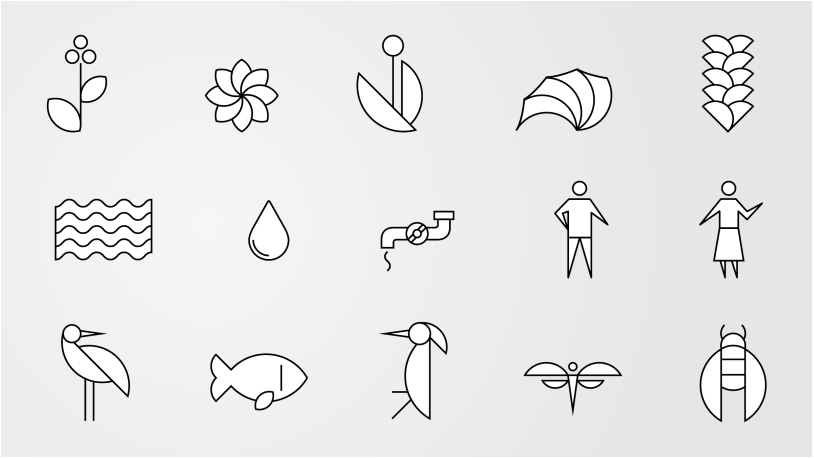
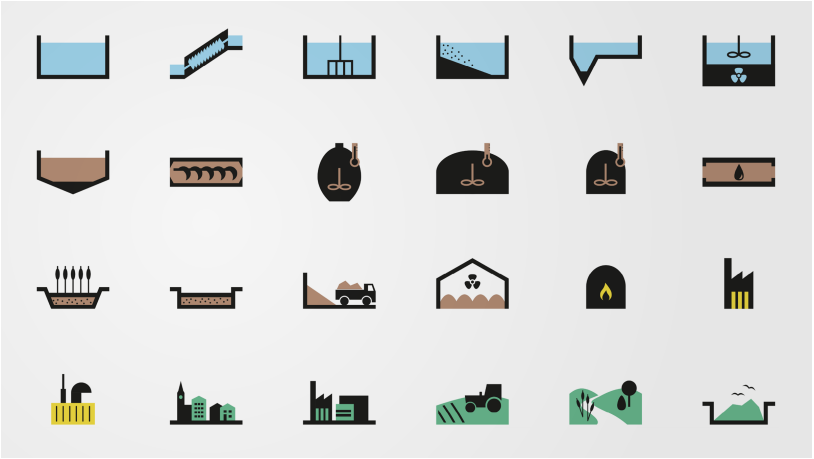
Urban flooding, icons for posters displayed at the Interpraevent Congress at the Lucerne Culture and Congress Centre (KKL)

Climate report, Canton of Graubünden



Bregalnica River Basin Management, SECO

Internal development, BaslerFonds



Wastewater treatment process, Kocani Waste Water Treatment

Sufficiency toolbox, Swiss PUSCH Foundation

Minergie product icons

Minergie topic icons