Illustrations

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Overview

Lexmark is a diverse, technologically advanced company that supports its customers through high-quality products, solutions and services. With modern shapes and high-level abstract ideas, Lexmark illustrations easily represent the evolving capabilities of our company, products and culture.

These Illustrations should be effective in helping viewers clearly understand complex ideas and processes that aren't easily portrayed in photography. They may be a visual portrayal of a customer environment, a service offering or an industry; or it may be a hero image to create interest about an idea.

Principles

Have a purpose in mind

In any case, illustrations should be a visual aide to the content that is shared. Whether it represents a concept, emotion or process, it should tell a story to help communicate effectively to the viewer.

ASK YOURSELF:

Q: Does the illustration complement the topic in a way that provides visual explanation or enhancement?

Choose a lens

Illustrations are designed to guide a viewer to understand an idea or process, but some ideas can be communicated differently by using more abstract or literal concepts.
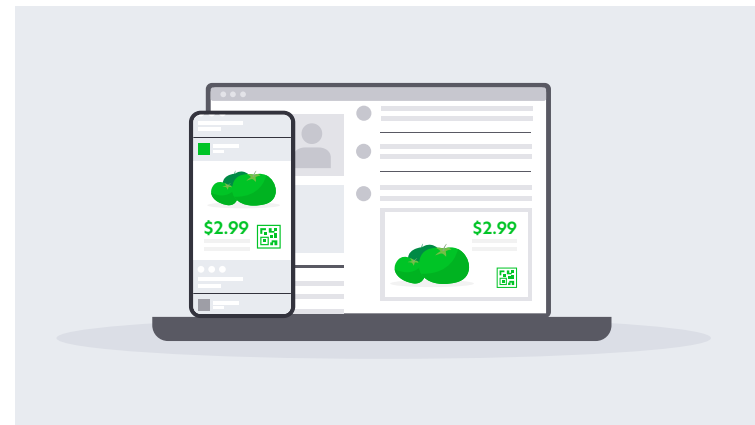
By knowing the content and the intended use, there will be a better understanding of the purpose and technique of the illustration.

ASK YOURSELF:

Q: Does the concept of the illustration best represent the topic?
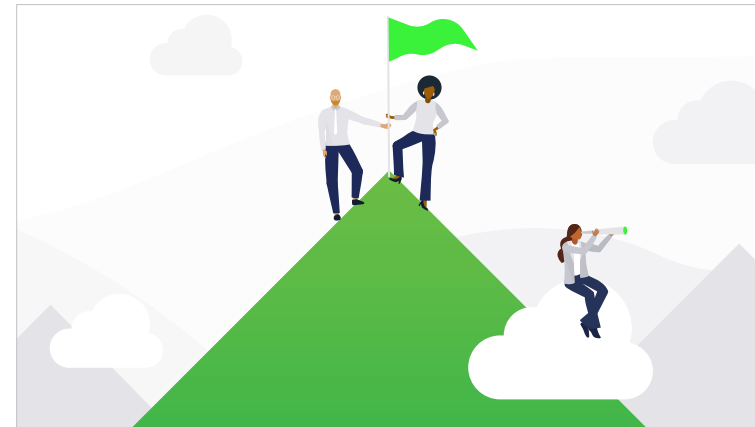
Abstract

Literal

Usage

Content topics

Illustrations should focus on high-profile customer-facing business topics, such as cloud, IoT, security or MPS. Topics like these aren't easily depicted with photography, whereas illustrations will help communicate these ideas.

Topics that are better portrayed by product and environmental photography should avoid using illustrations. Such topics include hardware-related marketing or field marketing events, unless approved for use by the Global Design team.

Global vs. local

Illustrations are meant for marketing topics that are launched from Lexmark Global Marketing efforts. These designs are intentionally made for worldwide audiences. Avoid net-new creation of illustrations for geo-specific purposes.

Global Symbols

When creating global illustrations, it is important to consider the audience of the design, to ensure illustration concepts are translatable across multiple geographies. For example, certain currency symbols may not be understood in countries with varying currencies i.e. the U.S. dollar sign versus the Euro.

Quick notes

Do's and don'ts

- ✔ Use uncomplicated and uncluttered designs
- ✔ Keep illustration elements clean and modern
- ✔ Use flat colors and 2D shapes
- ✔ Use abstract elements like floating clouds and printer bubbles
- ✔ Use high-level depictions of processes
- ✔ Use metaphorical concepts to portray ideas

- ✖ Avoid unnatural colors or sizes of shapes
- ✖ Avoid overwhelming compositions or elements
- ✖ Avoid outlining objects or illustrations
- ✖ Avoid heavy use of gradients
- ✖ Avoid heavy effects or patterns
- ✖ Avoid cliché or exaggerated representations

Design foundation

Building shapes

Elements within illustrations aim to reflect basic shapes of the existing Lexicons libraries. For any net-new designs that don't already exist, refer to these libraries to match any existing elements for consistency. Any new illustrations must be reviewed by the design team.

Lexicons

Line weight and spacing

Aim to keep a consistent weight in lines and spacing of shapes throughout a design. Complementary lines and spacing help keep the composition clear and consistent.

Corner radius

Aim to use a **1:6 ratio** when creating a corner radius. For example, use a 6px corner on a 36px square. Use corners sparingly, for reasons such as adding softness to mimic organic shapes or to add interest in a composition.

Corner radius

Line weight

Design foundation

Layering

Illustrations are flat with layered shapes to portray an illusion of depth within a space, without using harsh back shadows. Aim to layer shapes without covering or competing with content in the background. By keeping background content quiet, more detail can be used in the foreground. Avoid complex interactions and layering of shapes.
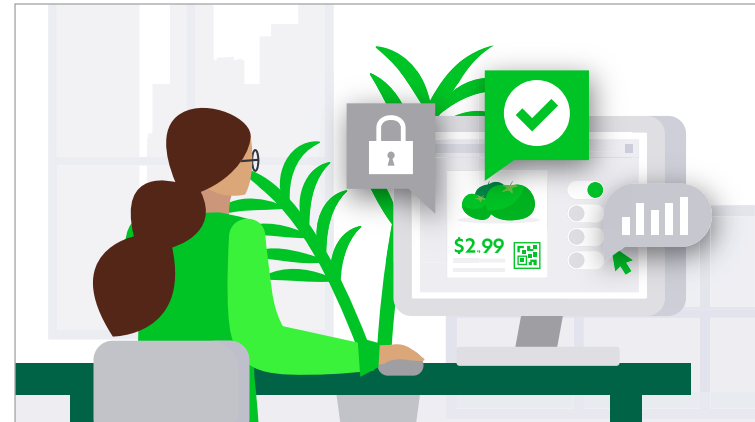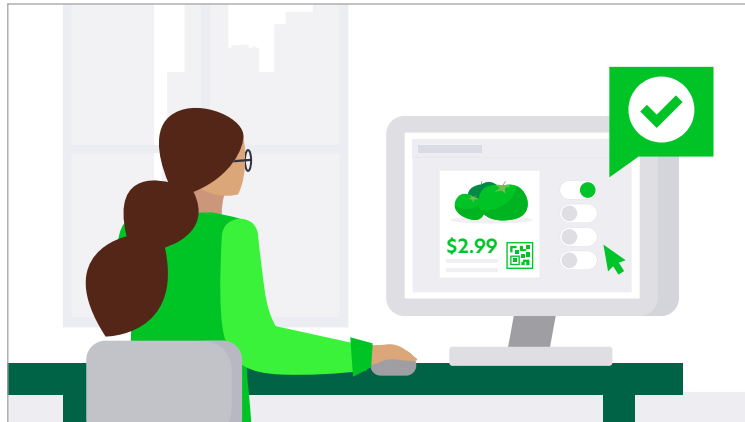
Background

To stay on brand with Lexmark color proportions, most illustrations should be on a solid white background (see background colors for more secondary background colors).

Design foundation

Background elements

For environmental illustrations, aim to have a grounding element such as a floor, so that objects don't appear to float in space. These are called background elements.

All background elements such as casted shadows, floors, etc. should use **#EEF0F6** to not compete with foreground pieces.

Layering background elements is optional but encouraged if it enhances the composition or adds visual context.
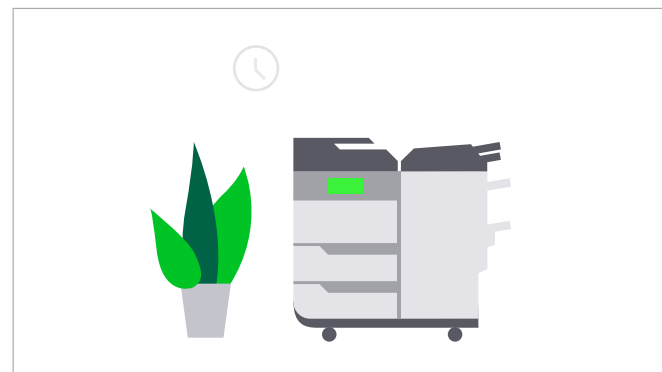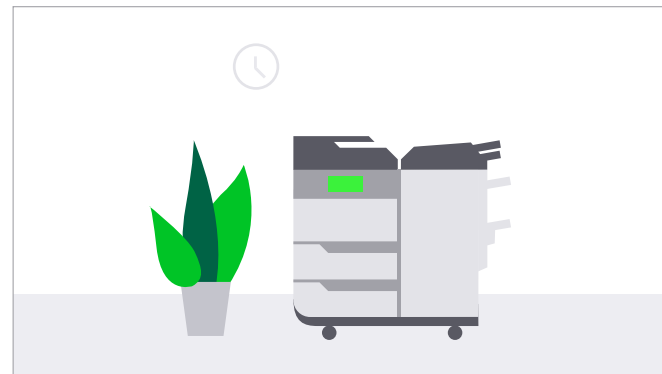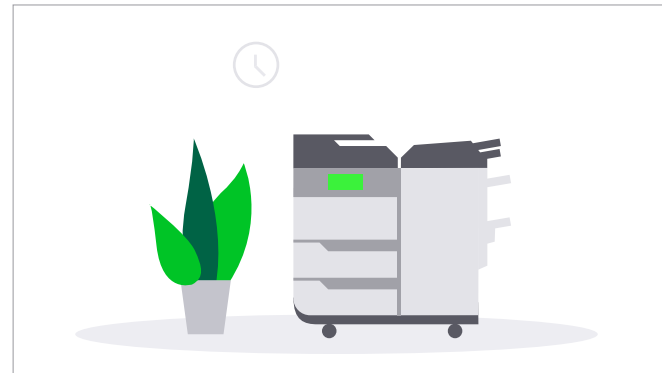
Shadows

The use of shadows in an illustration creates a natural understanding of the shape's size and separation between solid colors, adding more detail and interest to the design. Using a consistent shadow color and size helps to create a realistic scenario within an environment.

Shadow elements are created as an extra shape layered on top of the original shape, producing more depth and interest in the 2D space. Illustration shadows should be literal and not create confusion when depicting an environmental space.
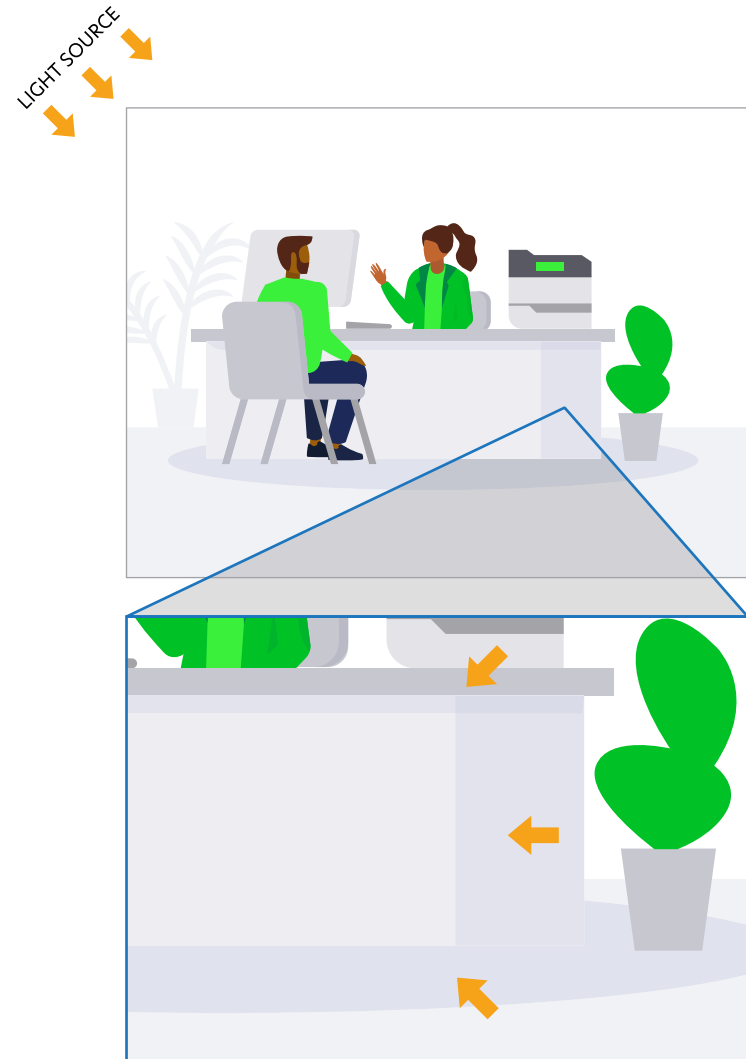
Shadow placement

Illustration shadows are mainly placed on environmental objects, such as buildings or furniture, and people's clothing. Do not use shadows on background objects or human skin.

With macro environments of large scenes with multiple objects, it is important to be discretionary about the use of shadows and to not create unnecessary complexities for the viewer. Conversely, in a microenvironment with a larger, central element, using of additional shadows can create interest and depth of field.

Light direction

All shadows follow an imaginary light source in the upper left corner of the design. This forces shadows to be on the right side of shapes.

LIGHT SOURCE

Shadow placement

Shadows

Shadow color

The color of shadows should be the primary gray (#EFF0F6) set to "multiply" blending mode and 50% - 100% opacity depending on the base shape color.

Highlights

When darker colors are placed on the secondary dark background, consider a highlight shape opposite the shadow to separate the shape from the background.

A highlight color is made using the base shape color, set to "screen" blending mode at 30% opacity.

Highlight
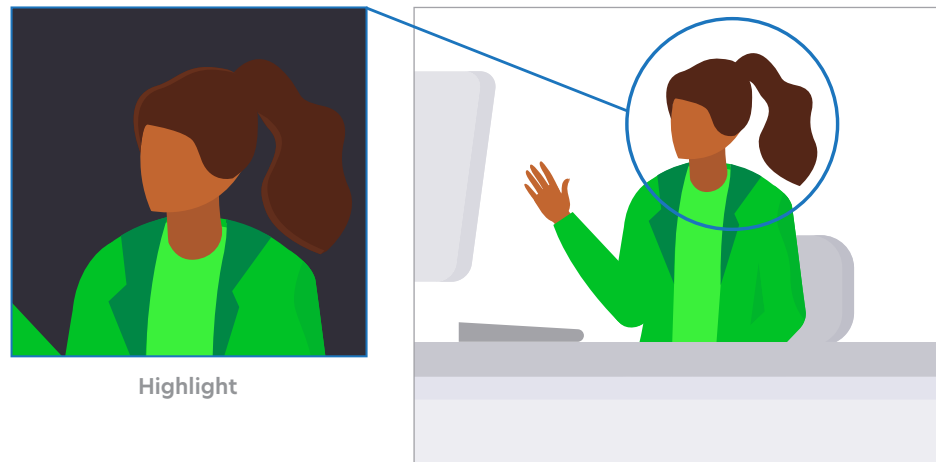
Colors

Color Usage

The illustration color palette referenced are designated for environmental illustration use cases only. All general Lexmark design should follow the standard Lexmark brand color palette in the Lexmark Brand Center.

White

Use on: backgrounds, objects, clothing

In line with the Lexmark brand, the presence of white should be the most prominent among the colors. This is achieved by keeping designs uncluttered, so the white background space is visible.

Grays

Use on: backgrounds, objects, clothing

Gray is the main palette for most objects and elements. The lead and secondary gray are used as the base, with the rest as supporting details.

Greens

Use on: emphasized objects, realistic objects, clothing

The green palette follows the Lexmark brand palette and is used as a tool to highlight objects or place emphasis on an idea. To create depth and reduce complexity within an environment, greens are also used to color human figure clothing. **However, avoid coloring large objects with green, unless it's a realistic element such as a plant.**

Do not use green as a background color.

Additional detail

Use on: emphasized alerts, realistic objects

Additional details are accents used as supplementary colors on designs such as warning symbols and alerts, or to depict realistic elements such as water. 50% opacity can be used when necessary. Do not use accent colors as background colors.
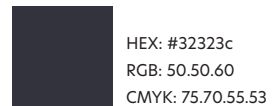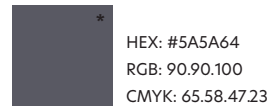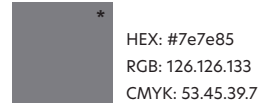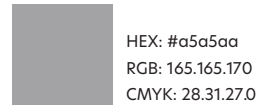
Colors

Grays

Lead

HEX: #e6e6f0
RGB: 230.230.240
CMYK: 8.7.1.0

Lead #2

HEX: #c9c9d1
RGB: 201.201.209
CMYK: 21.17.11.0

Detail

HEX: #a5a5aa
RGB: 165.165.170
CMYK: 28.31.27.0

HEX: #7e7e85
RGB: 126.126.133
CMYK: 53.45.39.7

HEX: #5A5A64
RGB: 90.90.100
CMYK: 65.58.47.23

HEX: #32323c
RGB: 50.50.60
CMYK: 75.70.55.53

Greens

Lead

HEX: #00c425
RGB: 0.196.37
CMYK: 59.0.100.0

Detail

HEX: #3af23a
RGB: 58.242.58
(screen only)

HEX: #00ad21
RGB: 0.173.33
CMYK: 81.1.100.0

HEX: #008945
RGB: 0.137.69
CMYK: 88.24.100.11

HEX: #006446
RGB: 0.100.70
CMYK: 89.41.78.38

Additional Detail

(emphasized objects only)

HEX: #3394ff
RGB: 51.148.255
CMYK: 68.28.0.0

HEX: #b5cff5
RGB: 181.207.245
CMYK: 27.12.0.0

HEX: #ffa519
RGB: 250.165.25
CMYK: 0.40.100.0

HEX: #381b3f
RGB: 234.27.61
CMYK: 2.100.76.0
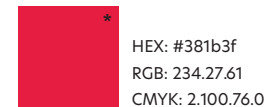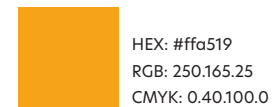
Gradients

(screen applications only)

#3af23a/#00c425

#00c425/#008945

*Not a Lexmark brand color

Color proportion
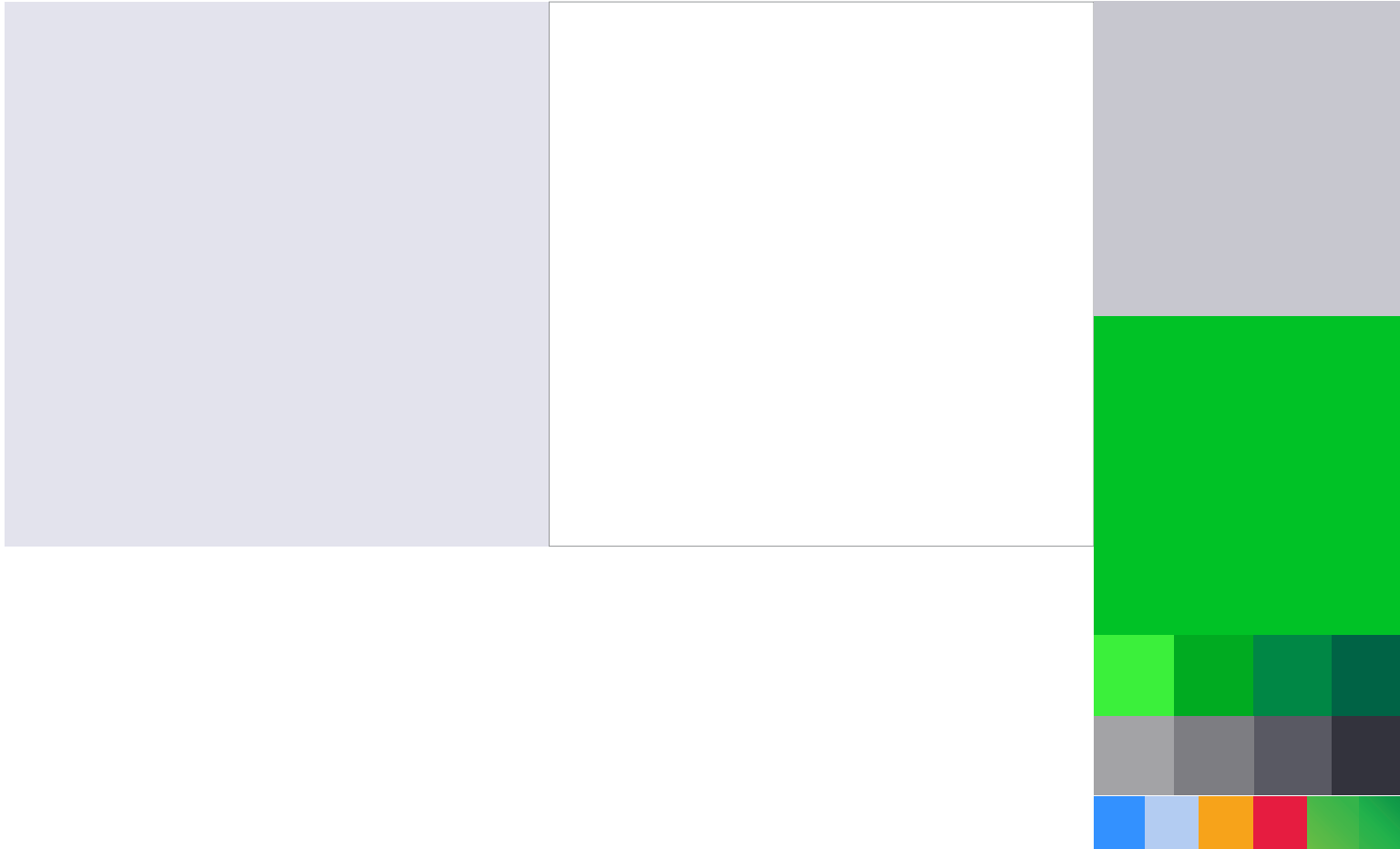
Background colors

Light theme

Like the color palette, backgrounds also aim for the presence of white and light gray as the primary colors. Using white as the base not only stays true to the Lexmark brand but allows the most opportunity for layering different grays and opacities.

Do not use green or accent colors in any background.

Dark theme

A dark background should be used only if the application doesn't make sense for a light theme. Certain cases such as web or digital presentations are appropriate to use a dark theme.

*.SVG files do not support Adobe Illustrator blending modes, therefore a solid color that matches the color of the blend mode shadow must be used instead.
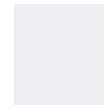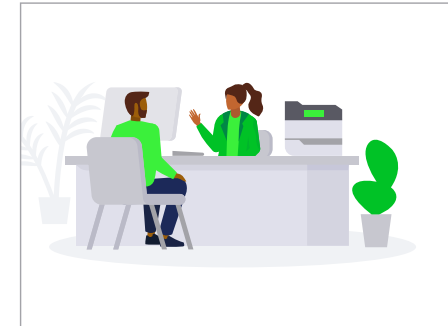
Primary light theme

Background

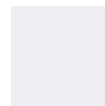HEX: #ffffff
RGB: 255.255.255
CMYK: 0.0.0.0

Shadow Layer

HEX: #eff0f6
RGB: 239.240.246
CMYK: 4.3.0.0
Blending mode: Multiply
Opacity: 80%

 * **SVG solid**
   HEX: #f2f3f8
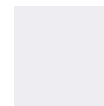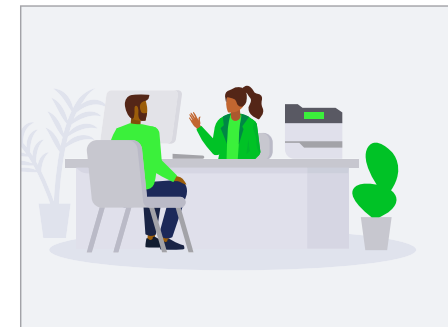   **RGB: 242.243.248**

Secondary light theme

Background

HEX: #eff0f6
RGB: 239.240.246
CMYK: 4.3.0.0

Shadow Layer

HEX: #eff0f6
RGB: 239.240.246
CMYK: 4.3.0.0
Blending mode: Multiply
Opacity: 50-80%

 * **SVG solid**
   HEX: #e6e7f0
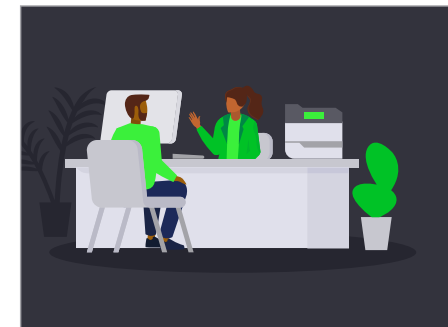   **RGB: 230.231.240**

Primary dark theme

Background

HEX: #32323c
RGB: 50.50.60
CMYK: 75.70.55.53

Shadow Layer

HEX: #c9c9d1
RGB: 201.201.209
CMYK: 21.17.11.0
Blending Mode: Multiply
Opacity: 100%

 * **SVG solid**
   HEX: #272731
   RGB: 39.39.40

People

Diversity

Lexmark is a global company, so it's important to be diverse and inclusive in design by using a mix of age, gender, race, culture, and accessibility. Illustrations aim to have a consistent scale and proportions but include additional objects or different skin colors to represent a society with inclusion in mind. This also includes sensitivity to religious cultures. Honestly representing different global communities helps us create the positivity and diversity Lexmark strives to embody as a company.

People (continued)

Clothing

Clothing can express personality and style and is a tool to reflect diversity. To be considerate to global audiences and cultures, create modest clothing without revealing too much skin. Avoid distracting colors and patterns that create unneeded complexity.

Spatial arrangement

The placement and size of figures in a composition should be natural in comparison to the surrounding space and objects. Foreground objects should appear bigger than background objects.

Character features

Express the personality of the character by adding accessories, clothing style, hairstyle, or props. Never add facial features to characters except for a silhouette of ears interacting with hair, or a nose on a profile view.

Character anatomy

Character anatomy aims to be respectful and accurately reflect the world around us. This can be achieved by thoughtfully choosing elements in our designs without exaggerating or complicating. People illustrations are not caricatures and do not have cartoonish expressions or body movements.

Joints

Similar to an anatomical skeleton, characters are made with joints, so that any body movement is natural and intersections between shapes are clean.

Proportions

Character illustrations follow an eight-head proportional measurement. This creates a structure so that proportions remain consistent but allow for flexibility of customizations of characters.

Lexmark™
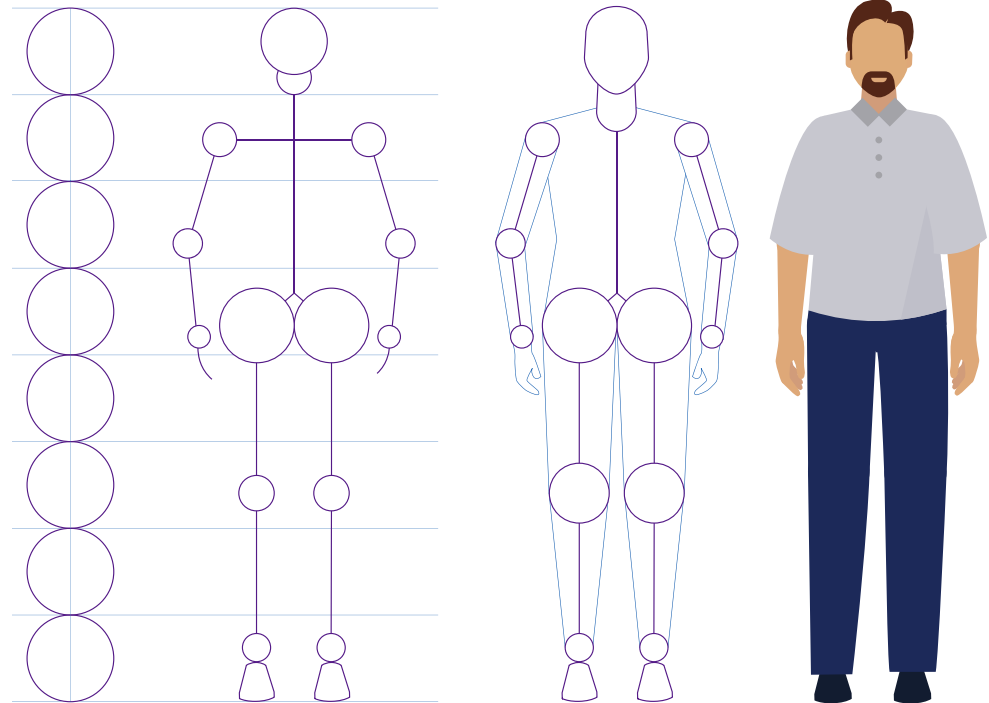
People color

It is important to use colors that are compatible with the background and surrounding objects. Be sure to choose colors with the best contrast for the design.

The choice of colors should still reflect the proportions previously covered.
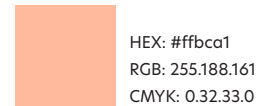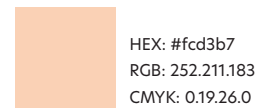
Skin tones
Incorporate a balanced and diverse ratio of colors. Foreground colors are for all limbs and shapes that are layered in front, such as the head; and background colors are for what is layered behind, such as the neck.
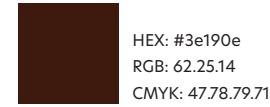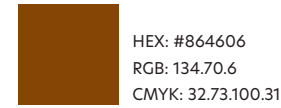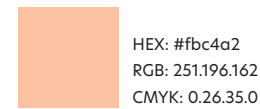
Clothing
Reference the gray and green color palettes for most shirts and layers. Additional colors below are used predominantly for pants and shoes.
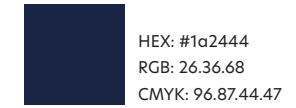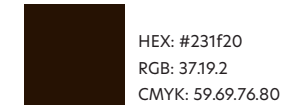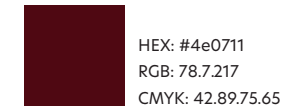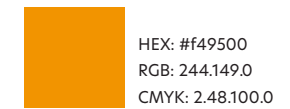
Skin tones

Foreground

HEX: #fcd3b7
RGB: 252.211.183
CMYK: 0.19.26.0

HEX: #ffbca1
RGB: 255.188.161
CMYK: 0.32.33.0

HEX:#e1ac77
RGB: 225.172.119
CMYK: 11.34.58.0

HEX:#dd7c2c
RGB: 221.124.44
CMYK: 10.61.96.0

HEX:#c56731
RGB: 197.103.49
CMYK: 18.69.94.5

HEX:#9e5e0a
RGB: 58.94.10
CMYK: 30.64.100.18

HEX:#542616
RGB: 84.38.22
CMYK: 41.79.64.74

Background

HEX: #fbc4a2
RGB: 251.196.162
CMYK: 0.26.35.0

HEX: #ffa889
RGB: 255.168.137
CMYK: 0.42.42.0

HEX: #d6965e
RGB: 214.150.94
CMYK: 15.44.71.0

HEX: #d1631e
RGB: 209.99.30
CMYK: 14.73.100.3

HEX: #b34e21
RGB: 179.78.33
CMYK: 22.80.64.74

HEX: #864606
RGB: 134.70.6
CMYK: 32.73.100.31

HEX: #3e190e
RGB: 62.25.14
CMYK: 47.78.79.71

Hair colors

HEX: #f49500
RGB: 244.149.0
CMYK: 2.48.100.0

HEX: #c98c1f
RGB: 201.140.31
CMYK: 20.46.100.3

HEX: #542616
RGB: 88.38.22
CMYK: 41.79.85.59

HEX: #4e0711
RGB: 78.7.217
CMYK: 42.89.75.65

HEX: #231f20
RGB: 37.19.2
CMYK: 59.69.76.80

HEX: #1a2444
RGB: 26.36.68
CMYK: 96.87.44.47

HEX: #c9c9d1
RGB: 201.201.209
CMYK: 21.17.11.0

Clothing   (See colors for grays and greens used in clothing tops)

Pants/shoes

HEX: #1d2a59
RGB: 29.42.89
CMYK: 100.92.36.30

HEX: #1c64b4
RGB: 28.100.180
CMYK: 89.63.0.0
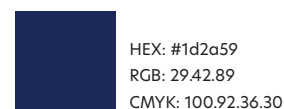
Creative review

To ensure creative consistency and quality, all illustrations created by third parties must have creative reviews across the different phases of design conception.

Contact the Lexmark Global Design team for more information.