

Contest Terms

- Design an icon for each icon listed in the table grid (see later pages).
- There is a style guideline, please stick to it unless you have very good reasons not to.
- Counting all the icons to be designed, we get a total of 73 icons. In the end, these 73 icons have to be delivered.
- In order to have fast feedback cycles, the contest will be awarded to the designer who provides the best icons for icons 25-40. Only the winner will have to thus work on all icons.

Important Information

- We are a company creating applications for Financial Advisors (Finance Industry, Banking ...)
- The icons are used for our website
- As a reference, this is our company logo:



Style Guideline

- Vector format (i.e. SVG)
- Illustrations color:
 - Primary color: White
 - If required secondary color for Highlight: Orange (or your choice)
- Transparent background, that background with gradients can be added easily
- Target Icon form is planned to be in square shape
- For Background make examples with blue (try RGB #444488) and/or green (try RGB #448844) color
- Highlight, Light (reflection or shadow) effects can be used within illustration (see example)
- The illustration form itself should to be as flat as possible
- Examples illustrated below
- We have provided samples of what we could imagine as illustration. The goals is to have a consistent set of icons with **same look & feel** for all key words we need to use. Feel free to suggest better ones.

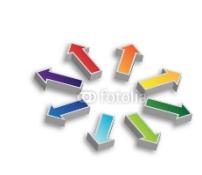
With light effect and reflection

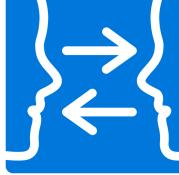


Flat no reflection or lights



1. Reduce administration 	2. Workbench 	3. Dashboard 	4. Navigation 	5. Best execution 
6. Investment custody 	7. Comprehensive 	8. Compliant 	9. Fun & Engaging 	10. Understanding clients 
11. Ease of Use / Intuitive 	12. Business Intelligence 	13. Investment research 	14. All-in-One 	15. On all devices 
16. Protection 	17. Be alert 	18. Opportunities 	19. Tailored 	20. Nice Reports 
21. Simulations 	22. Efficiency 	23. Synchronize 	24. Risk management 	25. Preparation 

26. Follow-up 	27. Documentation Notes 	28. Designs 	29. Growth / Trust 	30. Multi-Language (without text, please) 
31. Consolidated 	32. Ordering 	33. Data quality (use text: data quality - approved) 	34. Share/Distribute 	35. Secure 
36. Sort 	37. History 	38. Collaborate 	39. Plug & Play 	40. Customizable 
41. User Experience 	42. Pay as you go 	43. Confidentiality 	44. Updates & Enhancements 	45. Client Support 
46. The challenge 	47. Our mission 	48. Our promise 	49. Phone 	50. E-mail 

51. Client service 	52. More time for clients 	53. Be close to clients 	54. Be reachable 	55. Communicate better 
56. Account opening 	57. Client onboarding 	58. Increase investment performance 	59. Increase Profit 	60. Present better 
61. Investment profile 	62. Investment Objective 	63. Investment Proposal 	64. Order entry 	65. Client engagement 
66. Reduce risks 	67. Anytime (24/7) 	68. Global 	69. Globally compliant 	70. Professional 
71. Special/unique (select better picture)  	72. Unique approach 	73. Cloud hosting 		