

# 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 goal 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



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

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

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