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# Branded location objects

Icon guidelines

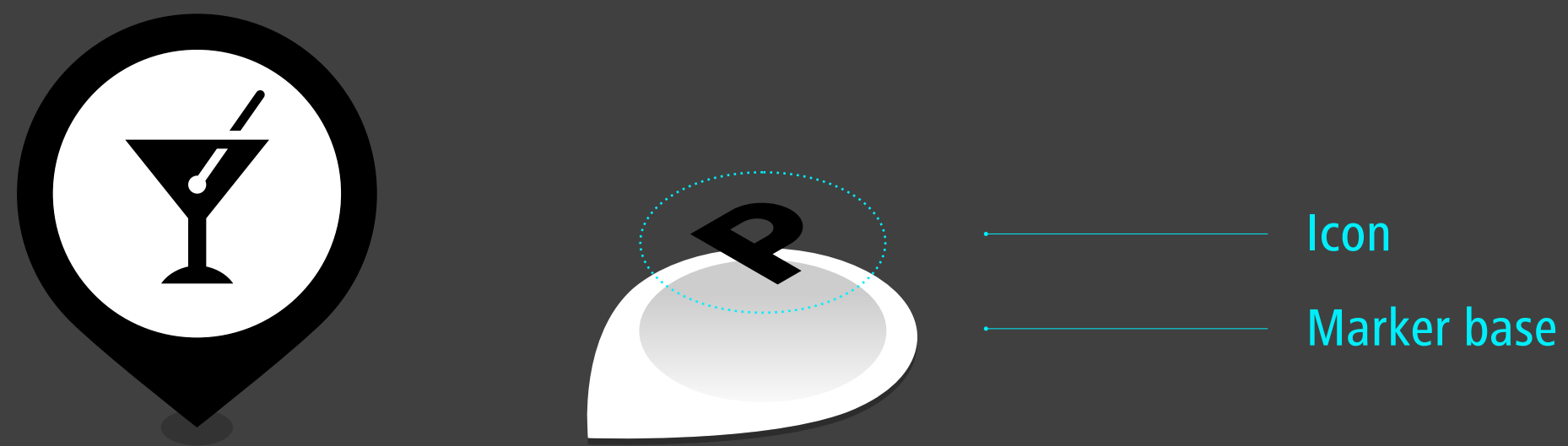
version 1.2 | updated 5 Dec 2013

# Icon guidelines specifications

## Basic principles

Branded location objects or branded Places of Interests (POI's) are used on the TomTom maps and within search results.

The branded POI marker consists of 2 levels: icon and marker base. The supplied icon PNG will be placed on top.



To get the cleanest results, we suggest using a 24 x 24 grid of 4 DP in a 96 x 96 DP dimension to create the POI icons. You can give the icon a colored background. Otherwise the icon will be placed on a standard white (map) or transparent (menu) background.



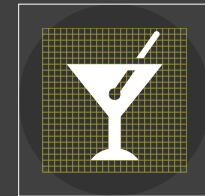
# Icon guidelines specifications

Scaling of icons depending on Density Independent Pixels (Android Scaling System)

In our design guidelines we distinguish four different levels.

For better scaling through different resolutions/screens, we adapted the 'Android Scaling System' based on Density Independent Pixels (DP).

## Minimum and maximum size



**LD**

24 x 24

75%



**MD**

32 x 32

100%  
BASELINE



**HD**

48 x 48

150%



**XHD**

64 x 64

200%

# Icon guidelines specifications

Deliverables - sets

The icons need to be supplied in 2 different sets as transparent PNGs, in four DP level sizes.

The icon can be of any RGB value.

## DP levels

**XHD**  
200%

**HD**  
150%

**MD**  
100%

**LD**  
75%

## For use in markers (black)

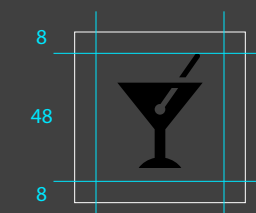


image size 64 x 64  
without margin the icon needs to fit in 48x48

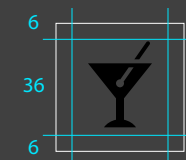


image size 48 x 48  
without margin the icon needs to fit in 36x36



image size 32 x 32  
without margin the icon needs to fit in 24x24



image size 24 x 24  
without margin the icon needs to fit in 18x18

## For use elsewhere (white)



image size 64 x 64  
without margin the icon needs to fit in 48x48



image size 48 x 48  
without margin the icon needs to fit in 36x36



image size 32 x 32  
without margin the icon needs to fit in 24x24



image size 24 x 24  
without margin the icon needs to fit in 18x18

## Example with a colored background.

(the P = illustration must fit within the margins)



64 x 64



48 x 48



32 x 32



24 x 24

# Icon guidelines specifications

## Examples



Not allowed  
Icons and logo's must stay within boundaries



Preferred solution  
simple typography allows for the best readable solution



Allowed solution  
adding a whole logo is allowed but doesn't end up as being the clearest solution as type will be relatively small



Preferred method



Allowed method