Build & expand your own visual vocabulary

MY ICON LIBRARY

Willemien BRAND

MY ICON LIBRARY

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WHY WE MADE THIS BOOK

Ever since we started our Visual Thinking/Business Drawing training sessions we have dreamt of compiling a collection of all the icons (more or less) frequently suggested by participants who wanted to know how they could visualize certain words or concepts. You could say that all the curious and creative people we've had the privilege of working with over the past twenty years have helped us create this book!

So, without further ado, here are the most common, interesting, weird and wonderful concepts in icon form. You will find sections on themes including 'finance', 'technology' and 'way of working'. They are further broken down into concepts such as 'cost-cutting, 'co-creation' and 'social innovation', all visualized in different ways.

These are not meant to be finished visual products. I want them to spark your creativity and inspire you to make your own icons, instead of plucking generic icons from the internet that often don't accurately express your story. And remember that every story has its own quirks and context, and therefore its own blend of icons and visuals. Keep practicing, keep expanding your icon library, so you will have the courage to tell your own visual story.

Enjoy!

Willemien Brand,
founder of Buro BRAND.

HOW TO USE THIS BOOK

We made this book to inspire you and to provide a resource that is easy to browse whenever you need it. That's why we made it more or less pocket-sized. You can now have icons at your fingertips wherever you go!

The main part of the book contains pages that each explain a certain word or concept.

These pages start with basic icons we designed ourselves or found online. We track down icons online by Googling a combination of words and then adding the word 'icon', 'illustration' or 'vector'.

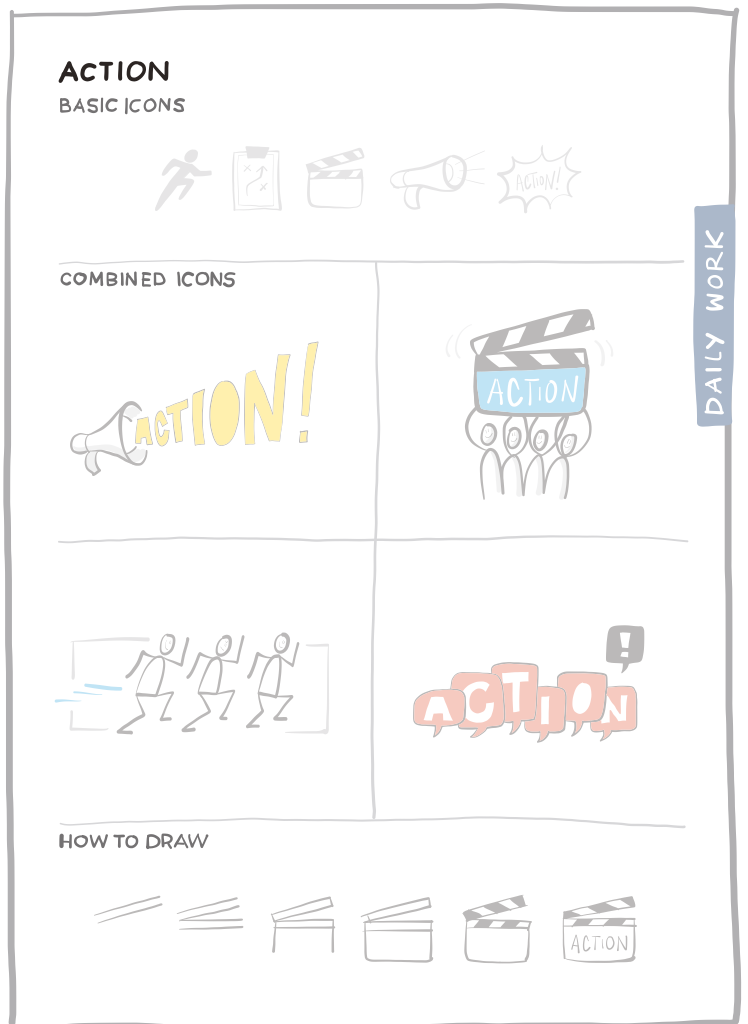
The middle of the page shows four variations capturing different contexts of the word.

The bottom part contains a 'how to draw' area highlighting a rather difficult or interesting combined icon. Sometimes we chose to only draw a detail or a part of an icon, so you can fully understand it and use it as a base for your own icons.

At the beginning of the book there is an index, based on specific categories. If you are looking for a specific word or icon, use the alphabetic index at the back of the book!

We hope this book inspires you to come up with new ideas for your own visual jargon and icons and how to apply these.

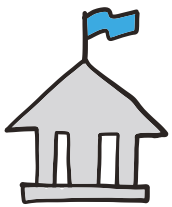
PAGE STRUCTURE

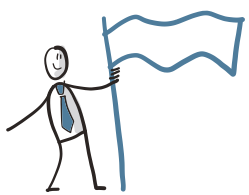


GOVERNMENT

BASIC ICONS

COMBINED ICONS



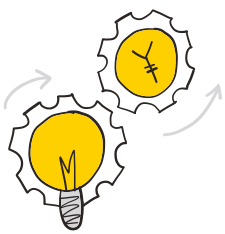


HOW TO DRAW

KEY RESOURCES

BASIC ICONS

COMBINED ICONS



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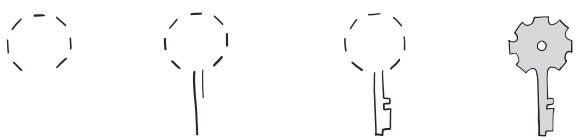
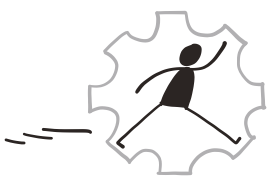
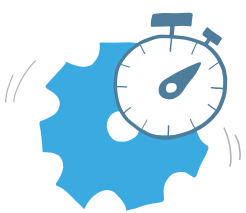


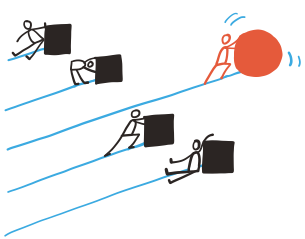
EFFICIENCY

BASIC ICONS

COMBINED ICONS







HOW TO DRAW

FEEDBACK

BASIC ICONS

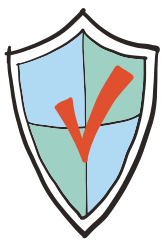
COMBINED ICONS

HOW TO DRAW

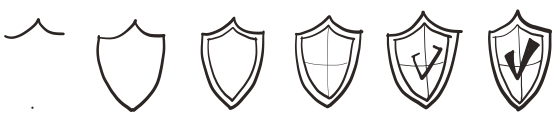
RELIABILITY

BASIC ICONS

COMBINED ICONS



HOW TO DRAW

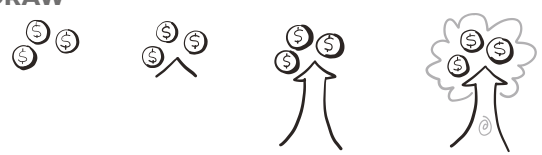


REVENUE

BASIC ICONS

COMBINED ICONS

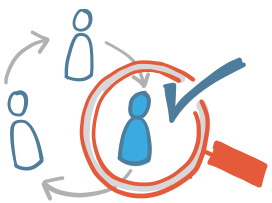
HOW TO DRAW

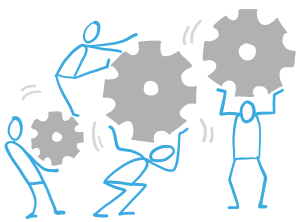


HUMAN RESOURCES (HR)

BASIC ICONS

COMBINED ICONS





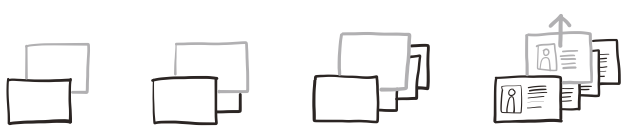
HOW TO DRAW

JOB SEARCH

BASIC ICONS

COMBINED ICONS

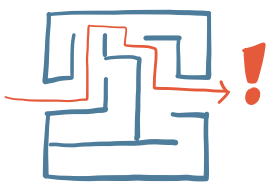
HOW TO DRAW

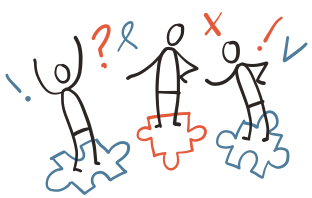


PROBLEM FINDING

BASIC ICONS

COMBINED ICONS



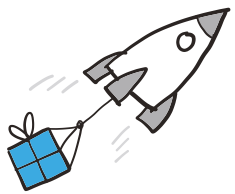


HOW TO DRAW

PRODUCT LAUNCH

BASIC ICONS

COMBINED ICONS

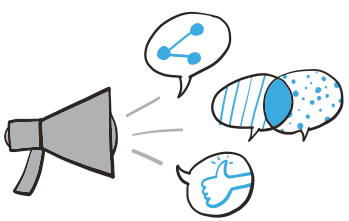


HOW TO DRAW

OMNI CHANNEL

BASIC ICONS

COMBINED ICONS



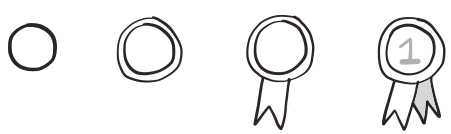
HOW TO DRAW

QUALITY

BASIC ICONS

COMBINED ICONS

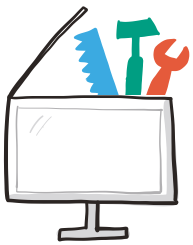
HOW TO DRAW

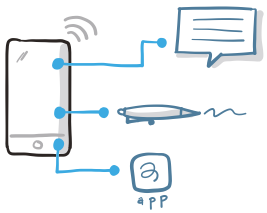


DIGITAL TOOLS

BASIC ICONS

COMBINED ICONS



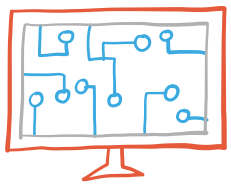


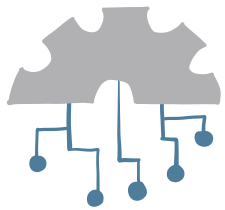
HOW TO DRAW

DIGITALLY

BASIC ICONS

COMBINED ICONS



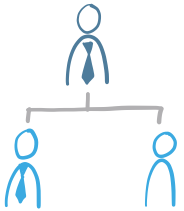


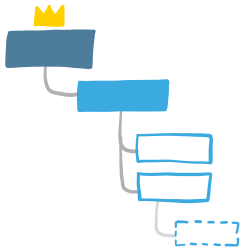
HOW TO DRAW

HIERARCHY

BASIC ICONS

COMBINED ICONS



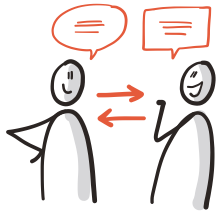


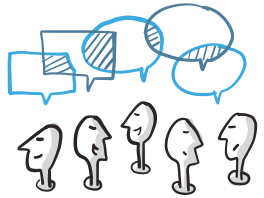
HOW TO DRAW

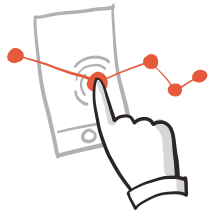
INTERACTION

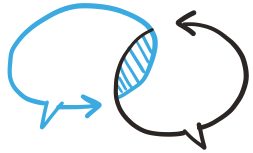
BASIC ICONS

COMBINED ICONS









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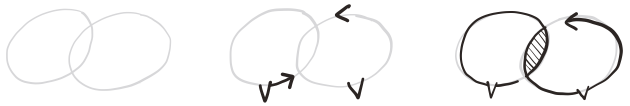

MY ICON LIBRARY

My Icon Library is an essential collection of impactful images that will empower you to embark on your own journey of Visual Thinking and storytelling. The collection consists of the most common, interesting, weird and wonderful concepts created during our visual thinking trainings.

The concepts are grouped into themes that regularly crop up at the trainings such as ‘finance’, ‘technology’ and ‘innovation’. Consisting of several sections such as ‘cost-cutting’, ‘co-creation’ and ‘idea generation’, this is not a definitive list: every story is different and has its own blend of icons and visuals.

My Icon Library is a source of inspiration and a go-to reference for whenever you need a visual that’s a tad too complicated for your imagination or a Google Images search. It also works as a great companion to the other bestselling books: Visual Thinking and Visual Doing.

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