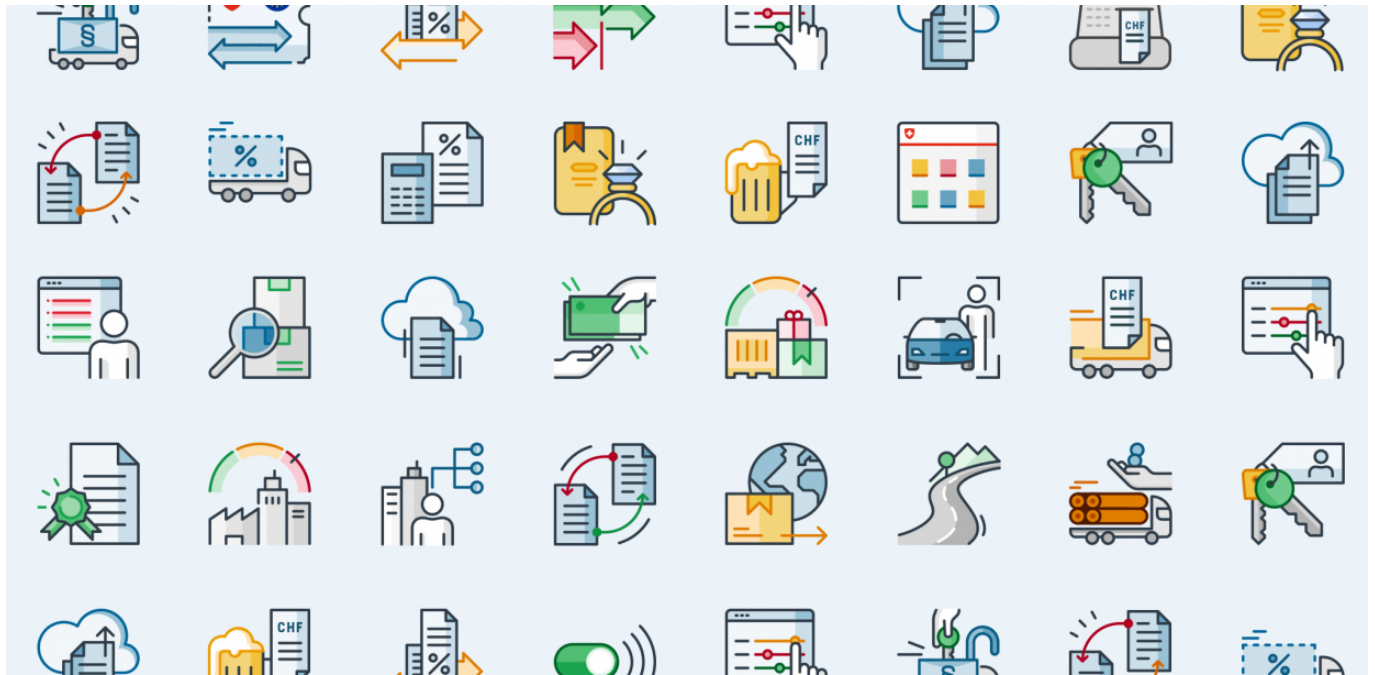
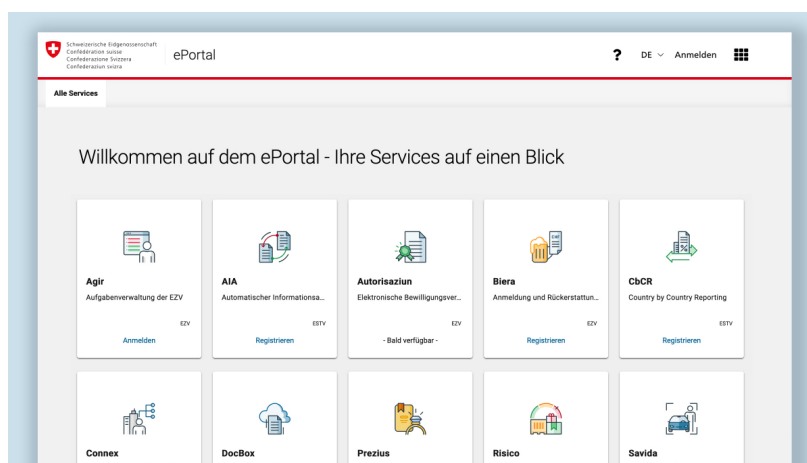


Product icons for the Swiss Federal ePortal



The Swiss Federal Department of Finance (FDF) has developed a special website to make its business applications available to private enterprises and the general public. Working on behalf of an FDF subunit, the Swiss Federal Tax Administration, EBP has drafted a design concept for the product icons used to access the applications. The product icons play a central role in enabling users to navigate quickly and conveniently to their goal. They therefore need to convey the message that the individual services they designate are of high quality, trustworthy, and technologically up to date, while also coming across as well-ordered and individually distinctive.



ePortal landing page with a range of business applications that are each designated by product icons

Client

Swiss Federal Tax Administration

Facts

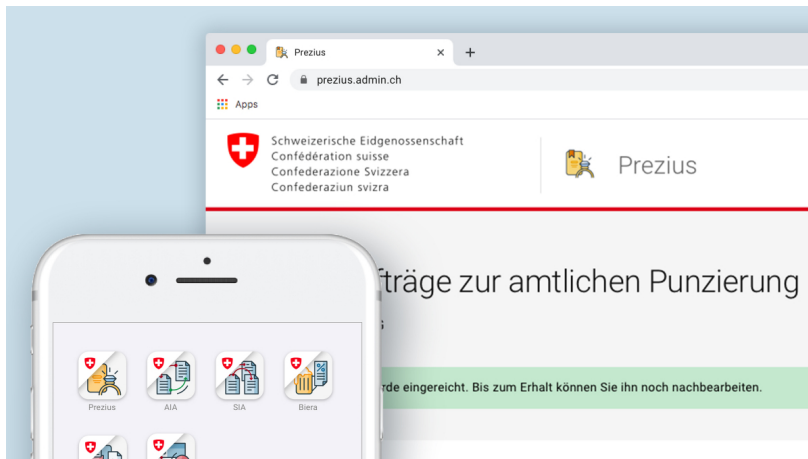
| | |
|-----------------|-----------------------|
| Period | 2020 |
| Project Country | Switzerland |
| Procedure | Co-creation workshops |

Contact persons

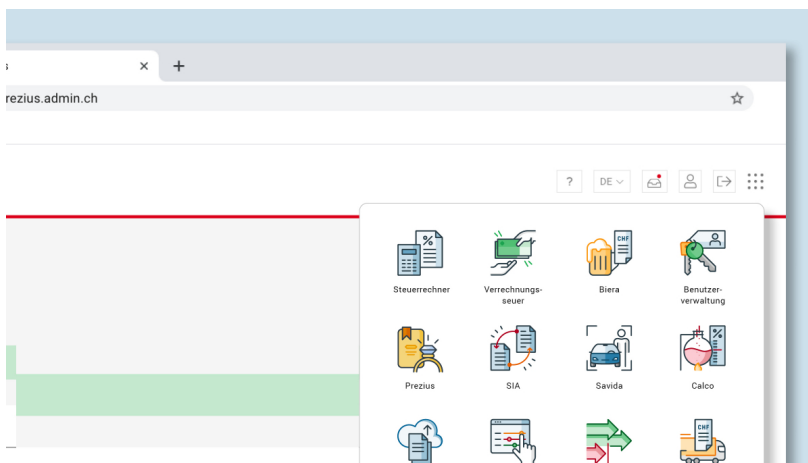
Miriam Werder
miriam.werder@ebp.ch

Melanie Wicker
melanie.wicker@ebp.ch

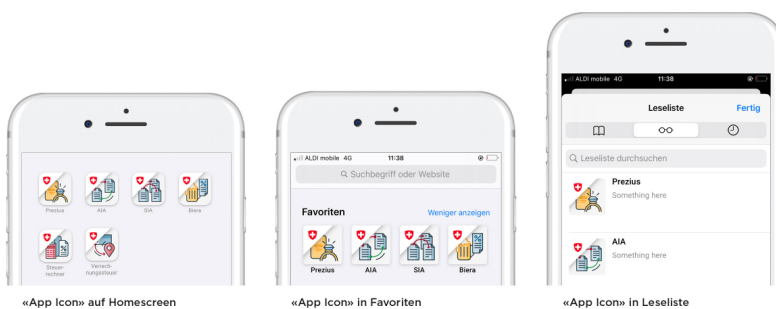
Monika Rohner
monika.rohner@ebp.ch



Application of the “Prezios” product icon: favicon in the browser tab, product icon in the header and as an app icon



Application of product icons: access to the various federal business applications via a widget in the header

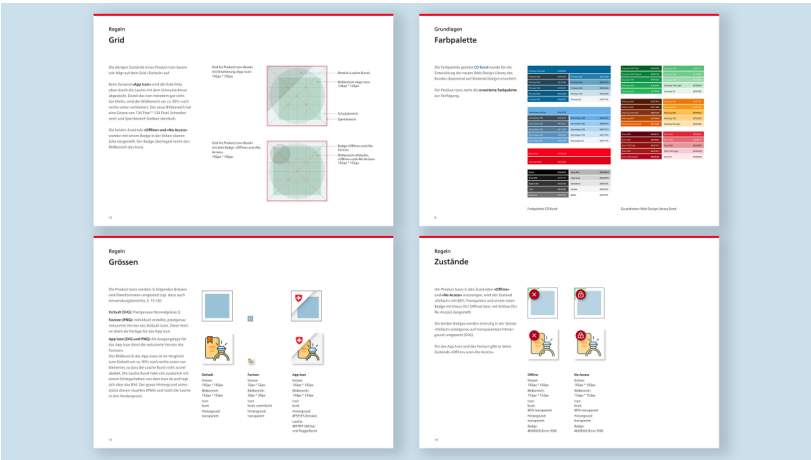


Application of the product icon on mobile devices

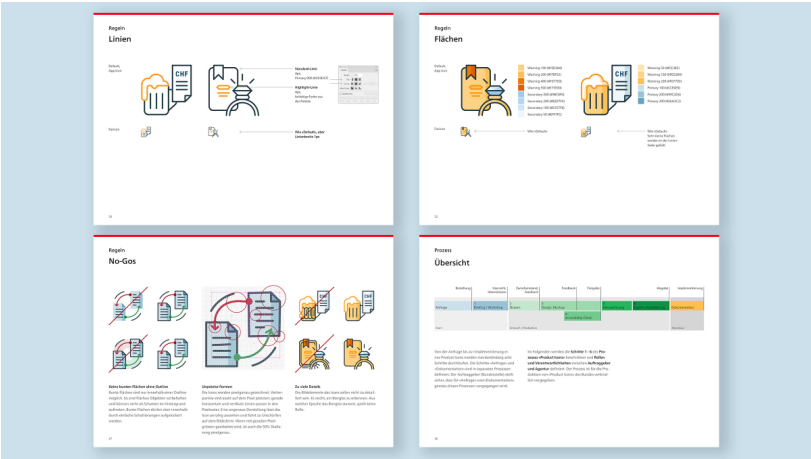
Our services

- Development of the icon concept according to the federal guidelines for web design and with an eye to securing accessibility, user-friendliness, uniformity, expressiveness, and flexibility
- Definition and documentation of rules and processes for the creation of federal product icons that can be used as a guideline by subsequent icon designers

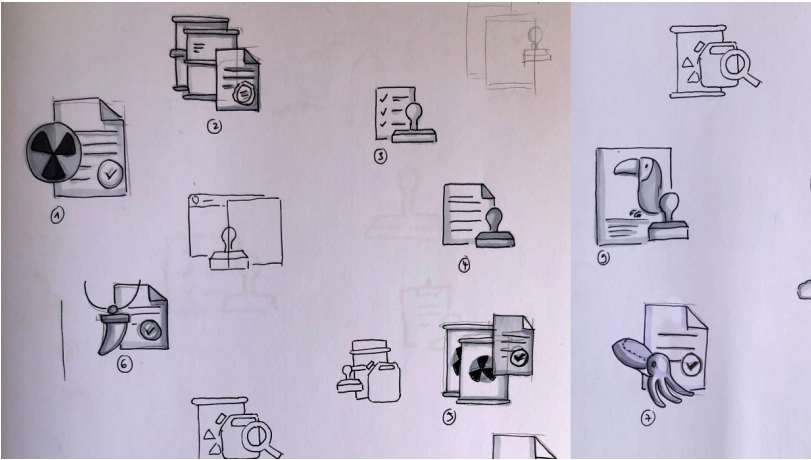
- Development of numerous product icons in the framework of collaborative workshops with the respective product managers



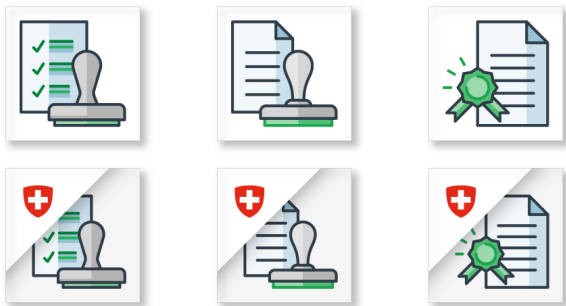
The icon design concept defines grid, color palette, and icon sizes and states



The icon design concept defines line thickness and surface colors, and also describes misapplications and a process extending from the query to the final creative work



Sketches for the “Autorisaziun” icon

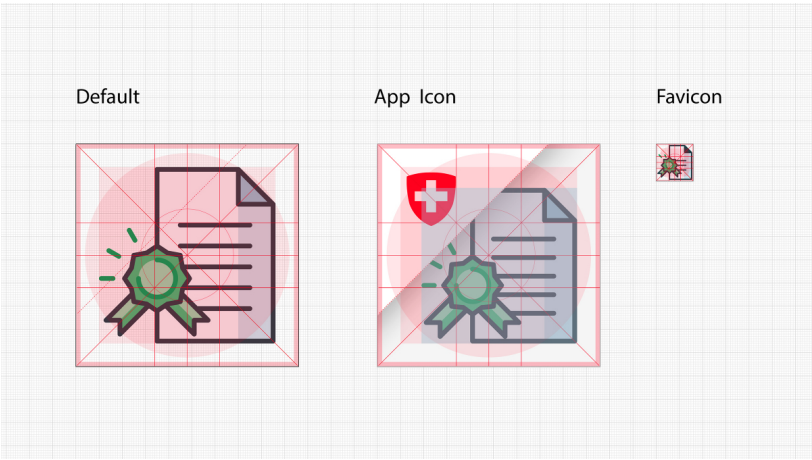


V1
Stempel und Checkliste

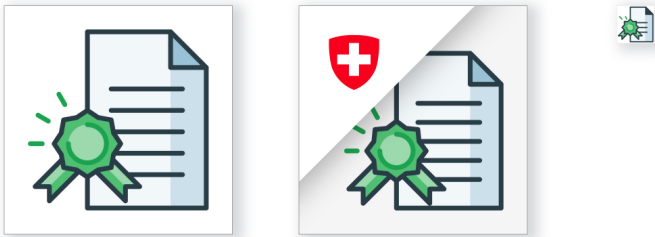
V2
Stempel und neutrales Dokument

V3
Dokument und Badge

Drafts for the “Autorisaziun” icon



Final work



Final icon