

ICONS

Icons can provide visual representation of meaning on your page. Use them to provide meaning as a link indication (for example a calendar icon with a calendar link), or to represent trends in a table. They shouldn't be used instead of bullets or images.

Below is a list of the appropriate usage for each icon. Be sure to use icons consistently across your site. If you are interested in using icons for some other purpose, please reach out to the web team.

RATING & ARROWS

Use these icons with keys to indicate trends and ratings, for example in a table.

- Open Circle - Used in tables, shows rating, support or inclusivity
- Filled Circle - Used in tables, shows rating, support or inclusivity
- ◐ Half Filled Circle - Used in tables, shows rating, support or inclusivity
- ✓ Check - Used in tables to show feature
- ☑ Check Alt
- ✔ Check 2
- ✗ Ex - Does not have feature, often used in tables
- ⊗ Ex Alt
- Minus - Used in table to show does not have feature, does not include, to show rating
- ▣ Minus Alt 2
- ⊖ Minus Alt
- + Plus - Used in tables to show feature, does include, or something is in addition to
- ⊕ Plus Alt 2
- ⊕ Plus Alt
- ^{NA} Not Applicable - Often used in tables where a feature doesn't not apply
- ☆ Open Star - Show rating
- ★ Filled Star - Show rating
- ☆ Half Star Outline - Show rating
- ↕ Half Star - Show rating
- ↓ Down Arrow - Show trend of movement, not to be used to draw attention or as page navigation
- ← Left Arrow - Show trend of movement, not to be used to draw attention or as page navigation
- Right Arrow - Show trend of movement, not to be used to draw attention or as page navigation
- ↑ Up Arrow - Show trend of movement, not to be used to draw attention or as page navigation

EMPHASIS

Use these icons to highlight urgent or noteworthy content.

- ⓘ Information - Denotes a informative notice; not urgent
- ⚠ Attention - Denotes caution or an urgent notice
- ❓ Question - Highlight a question or decision
- 🚩 Flag - Indicated flagged item, use sparingly
- ✎ Pencil - Take note of
- 🕒 Clock - Indicate time sensitivity

LABEL

Convey the type of information using these types of icons.

- ☎ Telephone - Indicate telephone number
- ✉ Email - Indicate email address
- 📅 Calendar - Used as a link to full calendar, or indicates a date
- 🧮 Calculator - Shows calculations, or indicated calculations need to be done



- 🔍 Search - Indicates search or keywords users should look up
- 📎 Attachment - Indicate supporting documents and pages, not to be used on a single document

OTHER ICONS

- 🔒 Locked - Protected area, requires log-in
- 🔓 Unlocked - Does not require log-in or special access
- 📌 Pinned Note - Often used when something is out of sequential order, pinned to the top of list
- 🔗 External Link - Indicates to user that they are leaving wisconsin.edu
- 💬 Conversation - Join the conversation, social media
- 💬 Comment - Have a comment or feedback
- 👥 Users - Indicates a group of people, user group, family, department, council
- 👤 User - Indicates an individual

