



What Is an Illustration Library?

An illustration library is for the illustrator(s) to house all illustrations and for designers to utilize when creating design mockups. A library is important for consistency, recognizability, and bringing value to the Meijer products.

How To Use

An illustration library is built and published in the Acres project so that a designer in any file of the Meijer workspace can have access. This library is owned and managed by the Acres team and closely collaborates with the illustrators. A designer would use an illustration like they would a component in the component library, and should always follow the provided guidelines.

When & Where

Announcements

Announcements let customers know about a new feature or tool that can elevate their shopping experience. An Illustration can complement the written messaging by not only increasing excitement and delight, but the chance of grabbing their attention so they will be more inclined engage with the new experience.

Onboarding

Onboarding tasks assist customers in understanding how to best engage with a new experience. These flows currently exist for mPerks, Shop & Scan and Pharmacy, just to name a few.

Empty States

Customers may see an empty state illustration the first time they access a new part of the experience, before they've had the chance to do anything there yet. It introduces what they can do here, and sets expectations for what's ahead.

Illustration Team

Micah Fegley
Illustrator/Animator
micah.fegley@meijer.com

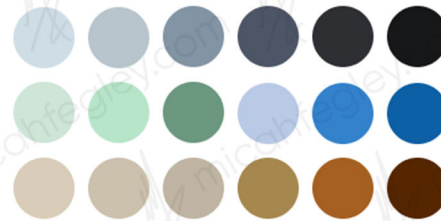
[Illustration Request Form](#)

Guidelines

Style

Color

Illustrations use a color palette different than the base colors provided in our design system, even though they share some color values. The foundations base color palette is intended just for user interface, while the illustration palette is slightly less saturated. Because of the complexity and detail in heroes and spot heroes, they can use any amount of colors considered appropriate. Spots and mini-spots should utilize no more than 4-5 colors.



Shape

The marketing team at Meijer has heavily utilized “joy dots” because it borrows elements from the logo. Because of this, illustrations should also be consistent and utilize joy dots and circles. Elements of an illustration should always have a radius of some kind and to avoid sharp edges when possible. Representations of people heavily rely on organic shapes. Spot and mini-spot illustrations can use a circle as a framing device.



Line

Typically lines are used in backgrounds of heroes, spot heroes, and sometimes spots. These lines should use a 2px stroke when being created at their original sizes. Any other line element on an illustration should be consistent in weight.



Background

Joy Dots

Backgrounds use the Meijer branded “joy dots” that is used heavily throughout marketing. There are a variety of joy dot background variations the illustrator can choose from based on the illustration.



Midground Elements

Midground elements are outlined with no color. This differentiates the midground from the background, while maintaining subtlety and not dominating the foreground.

These illustrations can be oversized objects and sparkles, buildings/cityscape, or things found in nature.



Best Practices

For illustrator:

- Illustrations can be simplified for mobile.
- Backgrounds can only be used for heroes, spot heroes, and spots.
- Re-use “elements” as often as possible for consistency.

For designer:

- Use the illustrations as provided, meaning don't change the colors or delete elements of the illustration.
- Use the preset sizes for each illustration type, don't make size whatever you feel like.
- Don't use illustrations as a replacement for UI icons.
- Use plenty of white space when placing illustrations.
- Mini-spots illustrations must always be paired with a related label or copy.
- Mini-spots illustrations are typically used in a group, while heroes, spot heroes, and spots can be used independently.

Hero

Hero illustrations convey a story with a narrative that aligns with our illustration principles. They typically display a foreground, middle-ground, and background, incorporating a variety of differently scaled elements such as people, buildings, etc. Hero illustrations go full width of the container or screen it is presented on.

Size	Pixels
Small	360 x 200
Medium	720 x 400
Large	1440 x 800



Spot Hero

Spot heroes convey complex ideas or stories at a smaller scale than heroes. They too should tell a story through human interaction with the support of contextual objects and elements. Spot heroes are more singularly focused on a concept and contain more scale and detail than a spot.

Size	Pixels
Small	342 x 228
Medium	432 x 288
Large	540 x 360



Spot

Spot illustrations communicate a concept and/or idea through an object as the focal point, adorned with additional supporting elements. It is most often paired with a headline and/or copy. These illustrations provide more detail than mini-spot illustrations and are used at a larger scale.

Size	Pixels
Small	96 x 96
Medium	128 x 128
Large	168 x 168



Mini Spot

Mini-spot illustrations too communicate a concept and/or idea with an object as the focal point and any supporting elements are appropriately simplified due to size constraints.

Size	Pixels
Small	48 x 48
Medium	64 x 64
Large	80 x 80



Custom

Custom illustrations are created for specific use cases that could require different dimensions that don't follow hero, spot hero, spot, or mini spot size guidelines.

Example Style Guides

Red Hat

<https://www.redhat.com/en/about/brand/standards/illustration>

Carbon (IBM)

<https://carbondesignsystem.com/guidelines/pictograms/usage/>

Lightning (Salesforce)

<https://www.lightningdesignsystem.com/components/illustration/>

Polaris (Shopify)

<https://polaris.shopify.com/design/illustrations>

Atlassian

<https://atlassian.design/foundations/illustrations>

Example Libraries

Draw Kit

<https://www.drawkit.com/>

Story Tale

<https://storytale.io/>

We Are Skribbl

<https://weareskribbl.com/>

Related Articles

Medium

<https://alpower81.medium.com/creating-an-illustration-guideline-57556a56dee2>

Toptal

<https://www.toptal.com/designers/brand/brand-illustration-system>

Shopify

<https://ux.shopify.com/building-a-new-illustration-style-for-shopify-2b25dcf14117>

Medium (Dropbox)

<https://medium.com/dropbox-design/illustrating-a-more-human-brand-part-1-e1cfe3c28d9>

Slack

<https://www.byalicelee.com/slack>

Smashing Magazine

<https://www.smashingmagazine.com/2019/12/brand-illustration-systems-visual-identity/>

Airbnb

<https://airbnb.design/your-face-here/>

November 29, 2023

Mini Spot

- Free Drink illustrations updated.
- No Rewards illustrations added.
- mPerks Auto Claim illustrations added.

Spot

- Services illustrations added.
- Email illustrations added.
- Accounts illustrations added.
- Free Drink illustrations added.
- No Rewards illustrations added.

Hero

- Accounts illustrations added.
- Help illustrations updated.
- Store illustrations added.

Custom

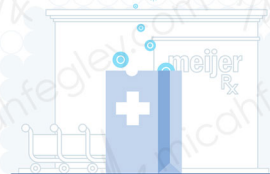
- Email illustrations added.

Section 1

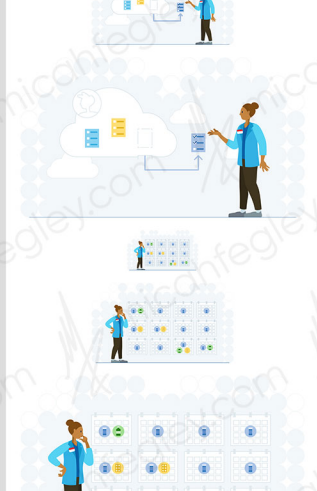
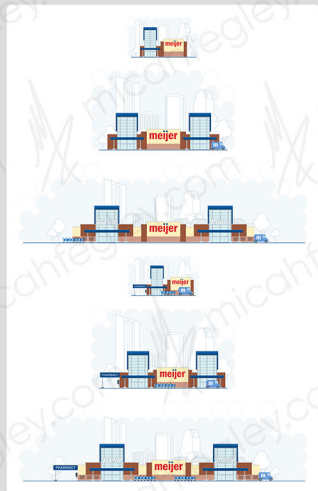
Spot



Section 1



Hero



Custom

Section 1

