Illustrations and icons are helpful tools when used with purpose. They support messaging clarity, guide users through digital experiences, and help establish visual hierarchy. But their impact depends on restraint. Overuse can dilute their effectiveness and distract from the message.

Graphic visuals — including illustrations, icons, and UI mockups — should be used selectively and only when they enhance understanding. They are most effective when:

- Explaining product features: Especially for digital tools, service breakdowns, or UX flows where clarity is essential.

- Differentiating content types: Use illustrations to signal conceptual or educational content. Use photography for emotional storytelling and human connection.

If an illustration takes more than a few seconds to understand, we cannot expect our clients to engage with it. They will move on. That's why illustrations must be **clear, instantly recognizable, and purposeful**. Decorative or overly abstract visuals risk confusing the viewer and weakening the message.

BEST PRACTICES:
- Use illustrations only when they improve clarity or user experience.
- Avoid using illustrations as filler or decoration.
- Keep iconography simple, consistent, and paired with clear labels.
- Prioritize photography when emotional resonance or authenticity is needed.

USE CASES:
Product education, service explanations, conceptual storytelling

CHANNELS:
.COM, Email, Social Media, Display, Print, OLV

Our Guarantees   Second Look   Many Ways to File   Ease of Switching