



People Illustrations

Overview

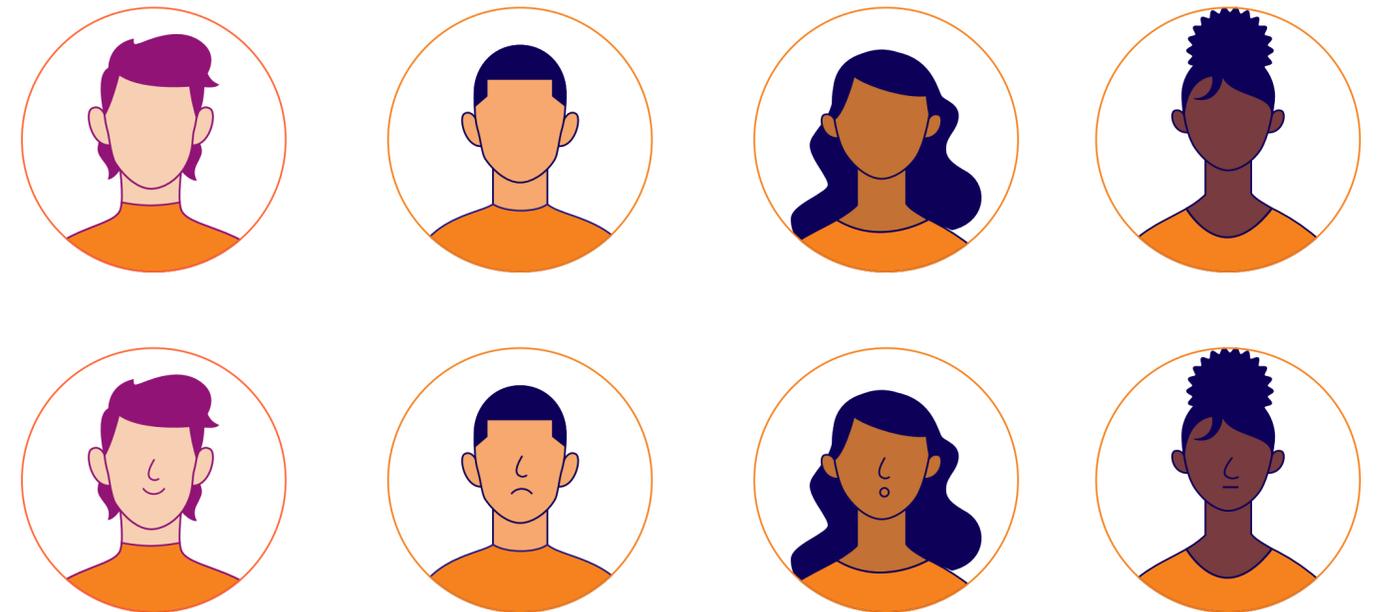
This is an illustration guide that focuses on how the body, face, and hands will look in our system.

Faces

Expression

Diversity and inclusivity is an integral part of how we illustrate people at Cloudflare. Different face shapes, skin tones, and hairstyles should be used to represent inclusivity.

Facial expression can be added to convey emotion in the character. To do this, we can add minimal nose and mouth design to show a range of emotions, such as happiness, confusion, or distress.



Faces

Hairstyles

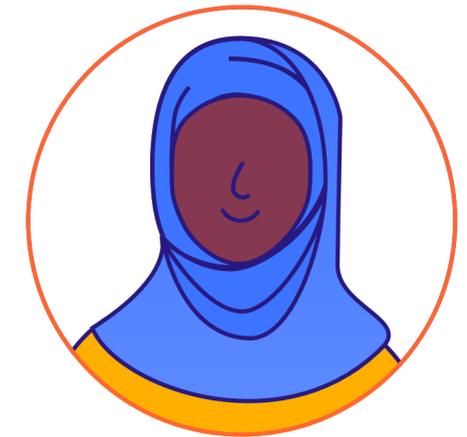
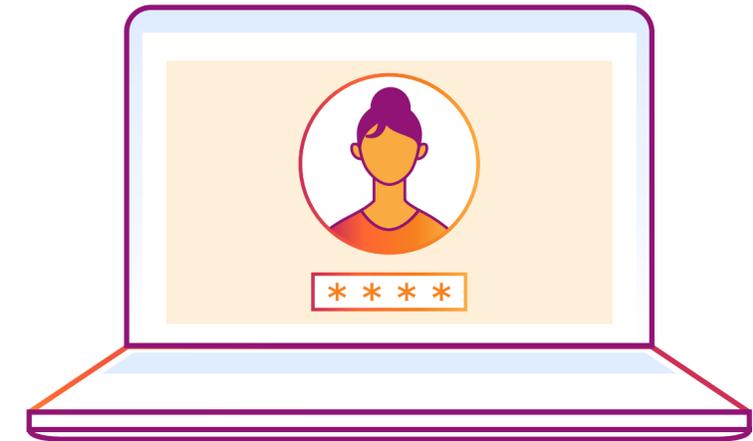
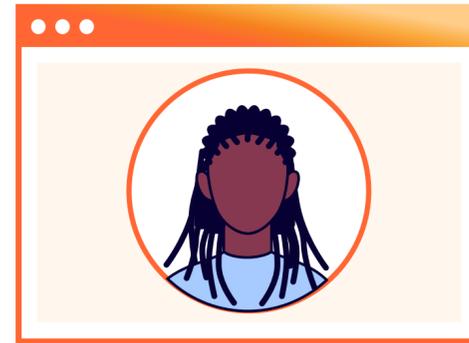
Hairstyles are a powerful tool for expressing personality, background, and individuality. By incorporating a wide range of styles and textures, you can create characters that feel authentic, relatable, and reflective of real-world diversity.

Do's

- Use flat colors for hair in icons and smaller designs, but apply gradients for hair color in larger brand illustrations.
- Include a variety of hairstyles—short, long, curly, straight, braided.
- Represent cultural diversity with styles like hijabs, turbans, and headwraps.
- Have fun with playing with hairstyles to add personality to the characters.

Don't

- Do not use solid black fills for hair that is not attached to a body.

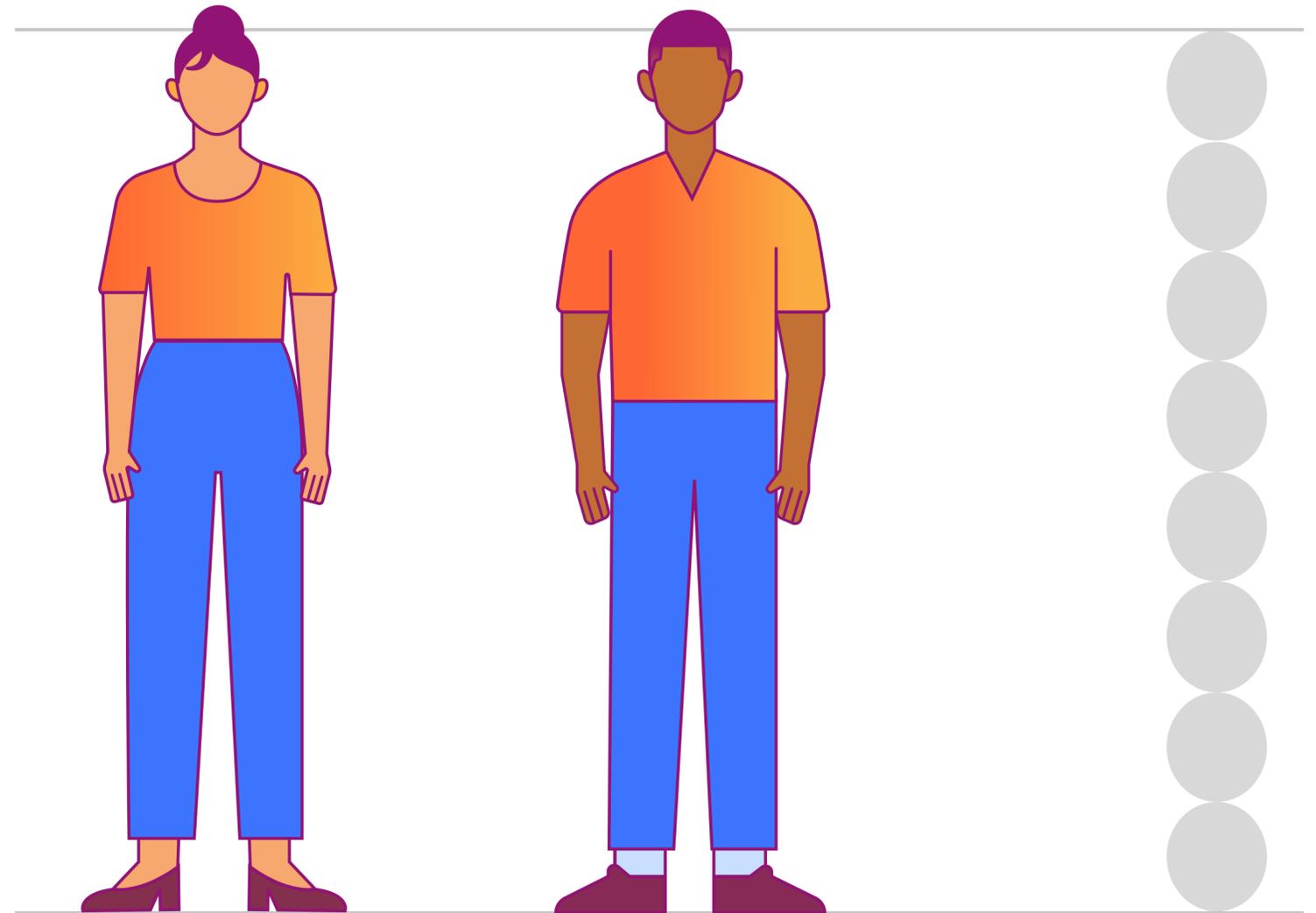


Body

Body Proportions

Different skin tones are created to showcase diversity.

The body proportion needs to be realistic and align to the eight head body length. The body should not be exaggerated.



Female Figure

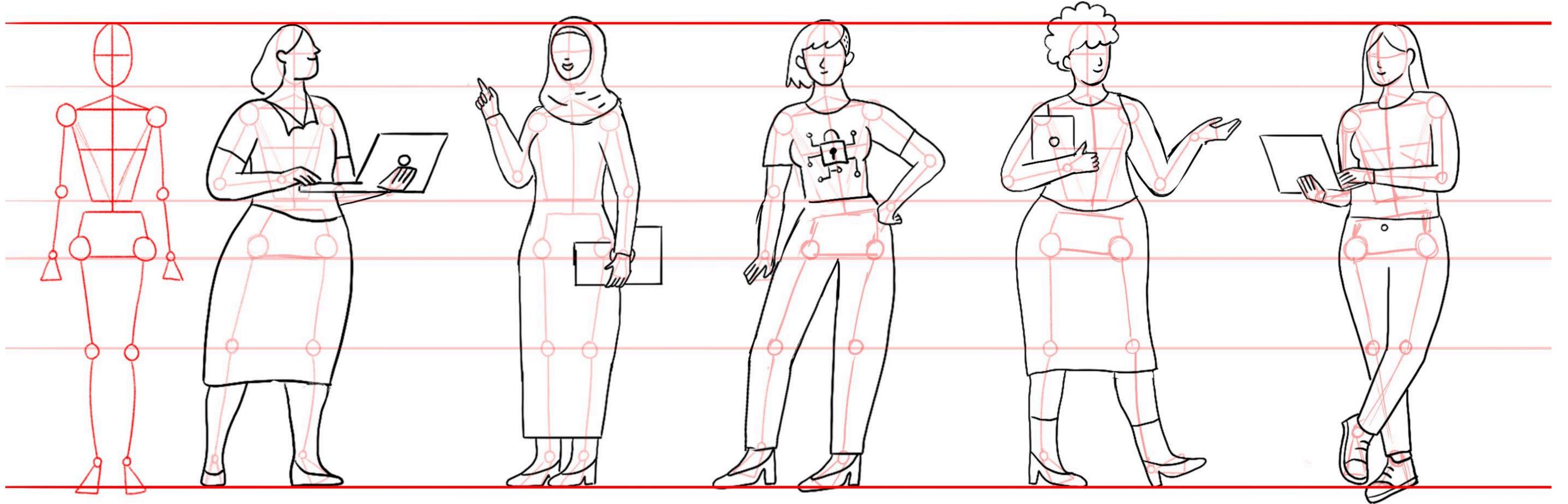
Female Anatomy

Body positivity is an essential part of our character structure. Different body shapes should be created to be more inclusive. Hairstyles, jewelry, and glasses can be added to capture personality of the character.

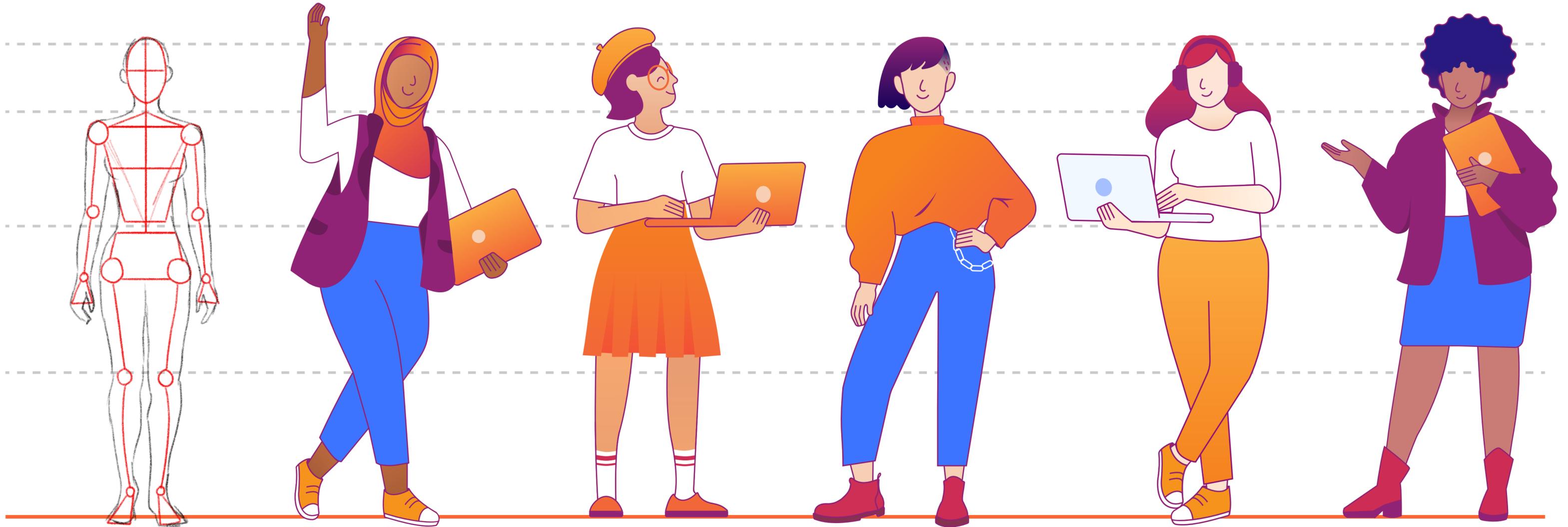
The height of the child should be 4 1/2 of the head and the body proportion should be realistic.



Body Proportions



Examples

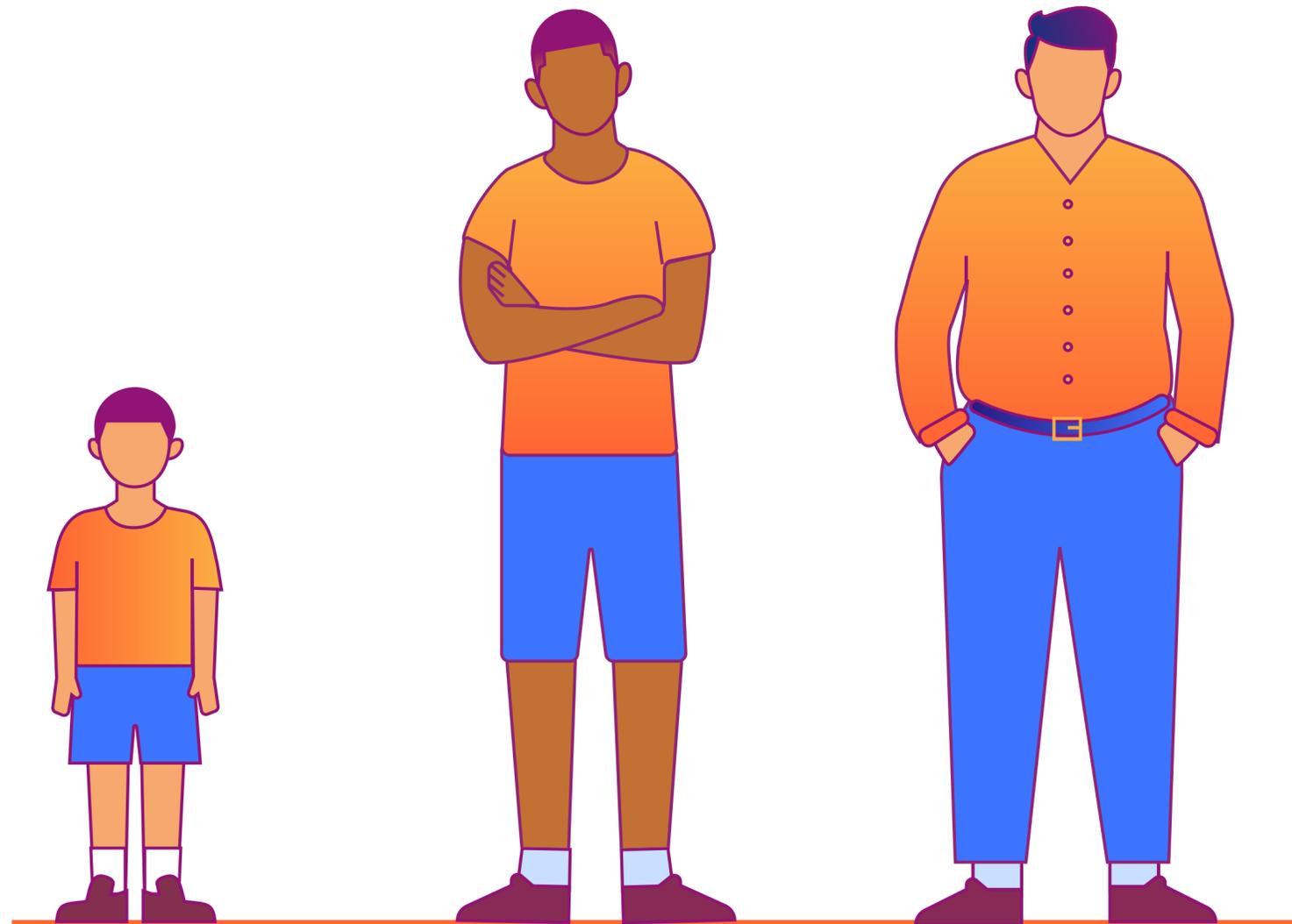


Male Figure

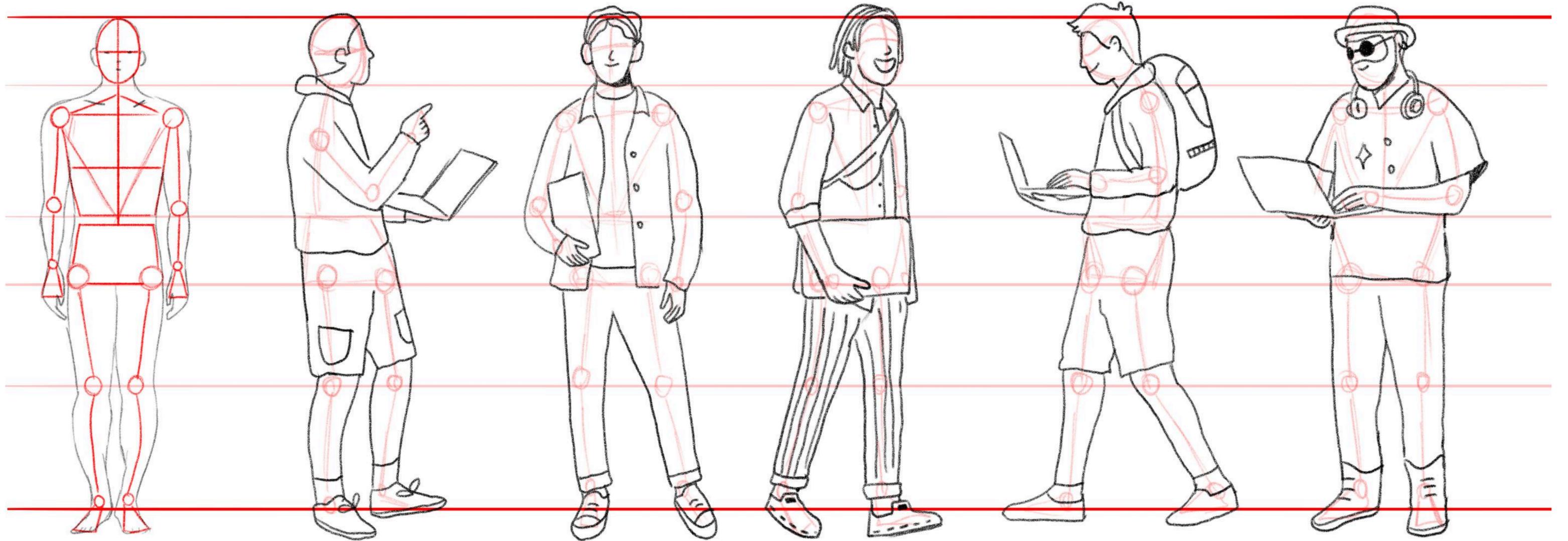
Male Anatomy

Body positivity is an essential part of our character structure. Different body shapes should be created to be more inclusive. Hairstyles, jewelery and glasses can be added to capture personality of the character.

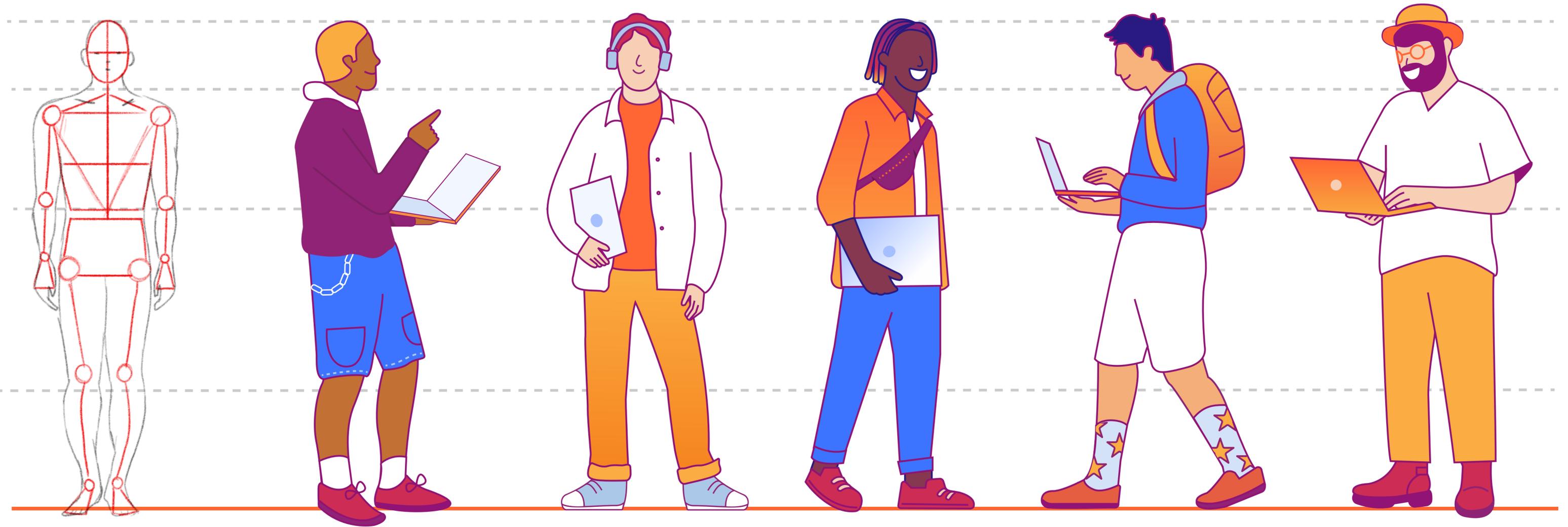
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Body Proportions



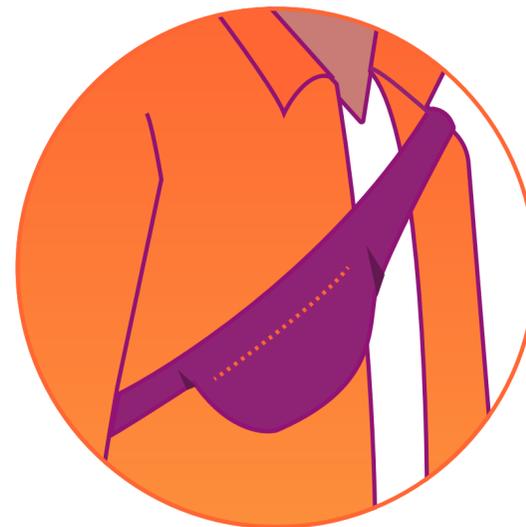
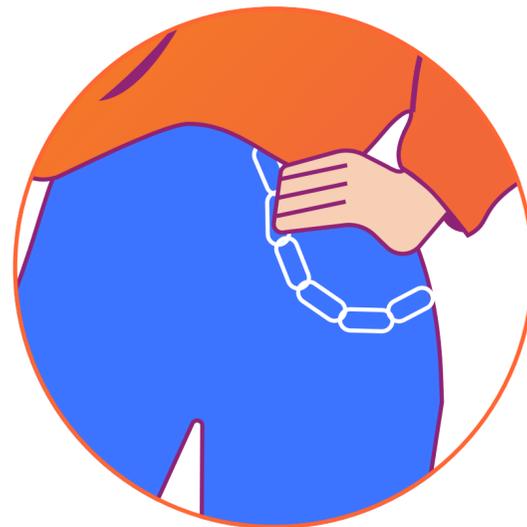
Examples



Fashion

Accessories

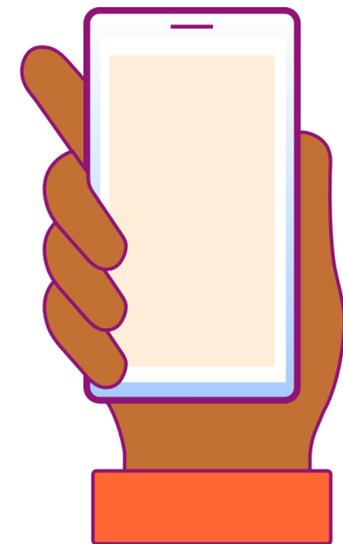
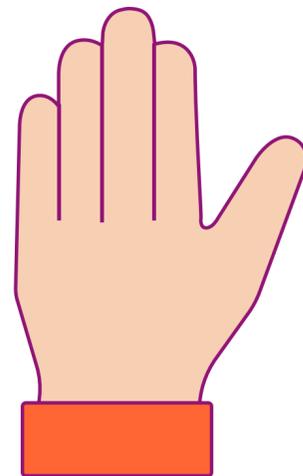
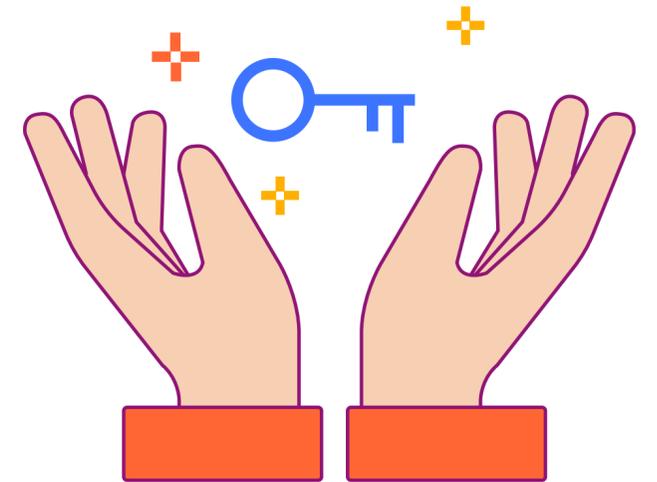
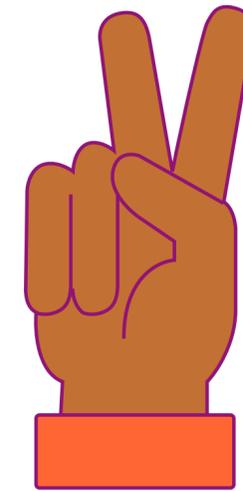
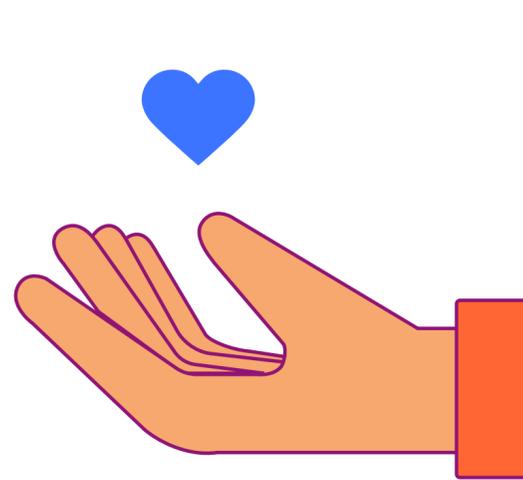
Accessories are more than just embellishments; they express individuality and tell a story. A well-illustrated accessory should evoke personality and it can be added using headphones, jewelry, quirky glasses, trendy boots, caps etc. By focusing on these elements, an accessory transforms from a simple object into a reflection of the wearer's character — giving them unique personality.



Hands

Hands

Hands should look detailed and geometric. Stylistically, hand illustrations lean more realistic rather than playful or fluid.



Hands

Hands

The hands needs to be geometric and defined. Please refrain from using hands that look like mittens.

