



Standard Feed Icon

Vector Reproduction

Version 1.5

Last Modified: August 10, 2006

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1. Why?

On December 14, 2005, Microsoft announced they had adopted the icon used to represent RSS and syndication related features in Firefox for Internet Explorer 7 in an effort to encourage consistency between browsers. It is in everyone's best interest that a standard icon for syndication be introduced and what better way to help encourage other site owners to use the icons than to give them the icon in formats they can easily custom and size to their needs.

There was an interesting post on Asa Dotzler's Mozillazine blog after Microsoft made their announcement which point out the silliness of using XML and RSS on tiny buttons to represent feeds. I fully agree that this new icon will help reduce complexity and increase accessibility which could very well bring feeds to the fore-front.

Related URLs:

<http://blogs.msdn.com/rssteam/archive/2005/12/14/503778.aspx>

http://weblogs.mozillazine.org/asa/archives/2005/12/firefox_feed_ic.html

<http://mattbrett.com/archives/2005/12/the-new-standard-feed-icon>

<http://feedicons.com>

2. Credits

Originally designed by **Mozilla Foundation** for the Firefox browser.

Adapted by **Microsoft**.

Vector version reproduced by **Matt Brett** (mattbrett.com), December 19, 2005.

3. Package Contents

The zip package contains the icon in two flavours - default orange and grayscale for recolouring purposes. Each colour scheme has 9 different sizes ranging from 10x10 to 128x128, each in PSD (Photoshop) format. Other file formats include; AI, EPS, SVG, PDF, PNG, JPG and GIF.



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4. Applying custom colours

It's great to have a standard icon for feeds, but let's be honest here... orange isn't for everyone. Fortunately for you, I've included a grayscale version of the icon which can be easily coloured using Adobe Illustrator or Photoshop. I would recommend that only those that are familiar with Illustrator go that route. While the Photoshop method doesn't produce quite the same amount of colour variation, it's very easy and should take you under a minute to apply.

Instructions for Photoshop method:

1. Go into the grayscale folder and open whichever size you would like. For instance, if you want to add a 16 pixel icon to your site, open feed-icon-16x16.psd.
2. Right-click on the "feed icon" layer in your layers palette. Press F7 if it's not already visible.
3. Select "Blending Options" from the menu that appears.
4. Click on "Color Overlay". This will apply Color Overlay and if you have Preview selected, you will see the icon is now solid red.
5. Change the "Blend Mode" to Color.
6. Click on the colour swatch to change the overlay from red to your preference.
7. Click ok once you've settled on a colour.
8. "Save For Web" in whichever format you'd prefer and you're done!

Wasn't that easy?



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5. Changelog

Version 1.5 August 10, 2006

- Added canonical versions (28x28, 14x14).

Version 1.4 January 8, 2006

- Optimized SVG format.

Version 1.3 December 23, 2005

- Outlined stroke on quarter circles for easier scaling.

Version 1.2 December 23, 2005

- Added SVG format.

Version 1.1 December 22, 2005

- Added image formats (PNG, JPG, GIF)

Version 1.0 December 19, 2005

- Initial release.