

# International Standard



# 7001

INTERNATIONAL ORGANIZATION FOR STANDARDIZATION • МЕЖДУНАРОДНАЯ ОРГАНИЗАЦИЯ ПО СТАНДАРТИЗАЦИИ • ORGANISATION INTERNATIONALE DE NORMALISATION

## Public information symbols

*Symboles destinés à l'information du public*

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# Public information symbols

## 0 Introduction

The reason for the publication of this International Standard is the increasing use of non-verbal presentation of information in places, buildings and printed materials used by the public. Symbols should be used where verbal message might be a barrier to understanding.

To provide objective data for standardizing the image content of public information symbols, procedures for the evaluation of public information symbols have been developed and laid down in a standard series of tests. Due to cultural and technological differences between countries, it has been decided to standardize only the image contents of the graphic symbols, not the graphic images themselves. For each of the image contents included in this International Standard, the details are specified on a single sheet. Each single sheet also contains a guide-line example which conforms to the standard image content. The guide-line examples are not binding, but their use is to be encouraged.

Where there are two designs, one is suitable for large scale reproduction and the other is simplified for small scale reproduction. The recommended size limits are shown for each. In some cases the adaptation for reproduction in very small sizes may omit some elements of the standard image content.

ISO/TR 7239 is intended as a guide to the use of this International Standard, by stating a number of definitions and principles concerning the development and application of public information symbols.

## 1 Scope and field of application

This International Standard specifies the image contents of symbols used for the information of the public. The fields of application specified for each symbol are indicative of the way it is intended the symbols should be used; its application may be extended into other fields where this is considered appropriate.

## 2 Reference

ISO/TR 7239, *Development and application of public information symbols.*<sup>1)</sup>

## 3 Definitions

**3.1 referent** : What subject the symbol stands for.

1) At present at the stage of draft.

**3.2 symbol** : A visually perceptible figure produced by means of writing, drawing, printing or other manufacturing technique. It is used to transmit a message and represents in an understandable manner, independently of any language, an object, concept or state.

**3.3 public information symbol** : Graphic symbol intended to give information to the general public, the understanding of which is not normally dependant on specialist or occupational training.

**3.4 function** : Purpose of the symbol.

**3.5 field of application** : Context where the use of a symbol to convey a message is appropriate.

**3.6 image content** : Elements of the symbol and their relative disposition.

**3.7 standard image content** : The image content as verbally described for each referent in this International Standard.

**3.8 guide-line example** : A selected graphic interpretation of the symbol which conforms to the standard image content.

## 4 Alphabetical index

| Key words               | Symbol number |
|-------------------------|---------------|
| Bus                     | 005           |
| Direction               | 001           |
| Drinking water (on tap) | 010           |
| Female                  | 007           |
| Gasolene station        | 009           |
| Helicopter              | 003           |
| Male, man               | 006           |
| Smoking allowed         | 002           |
| Stairs                  | 011           |
| Taxi                    | 012           |
| Telephone               | 008           |
| Tram (streetcar)        | 004           |
| Waiting room            | 013           |

|                  |                         |                                                                                                                                        |
|------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 012 Taxi         | Standard image content  | Front view of taxi cab with "TAXI" incorporated into the symbol<br>NOTE — For small scale reproduction the word "TAXI" may be omitted. |
|                  | Function                | To signify a transport facility by taxi                                                                                                |
|                  | Field(s) of application | Buildings, services and public places<br>Guides, maps and orientational diagrams                                                       |
| 013 Waiting room | Standard image content  | Two persons in side view with a clock overhead                                                                                         |
|                  | Function                | To signify areas where people may wait, in stations or hospitals                                                                       |
|                  | Field(s) of application | Buildings, services and public places<br>Guides                                                                                        |

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## 1 Standard<sup>1)</sup>

### Public information symbol :

Direction

### Standard image content :

Arrow with Belgian head, with angle at apex of between 84° and 86°

### Function :

To indicate direction

### Field(s) of application :

Buildings, services and public places

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

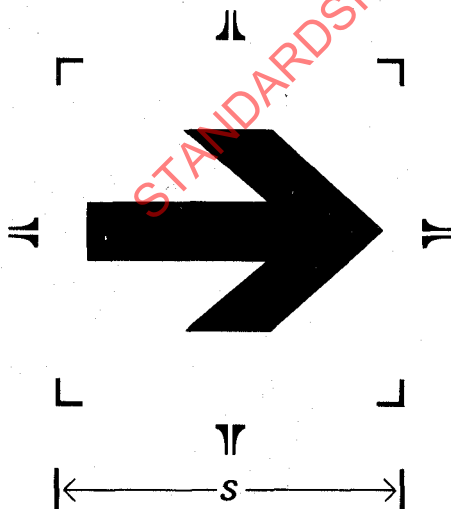
### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 3$  mm

Maximum : no limit



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

**Public information symbol :**  
Smoking allowed

**Standard image content :**  
Cigarette with smoke in side view

**Function :**  
To signify where smoking is allowed

**Field(s) of application :**  
Buildings, services and public places

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

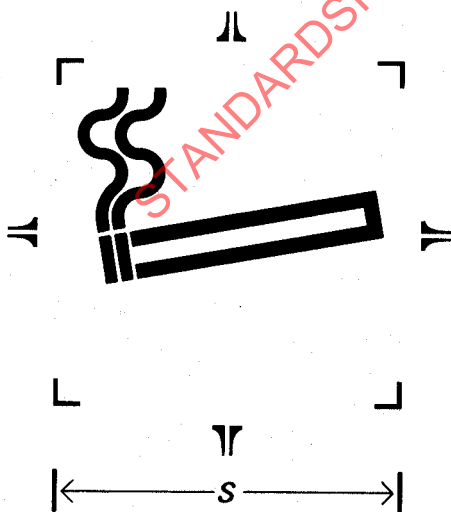
**Guide-line example :**

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 10$  mm

Maximum : no limit



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

### Public information symbol :

Helicopter

### Standard image content :

Helicopter in side view

### Function :

To signify a transport facility by helicopter

### Field(s) of application :

Buildings, services and public places

Maps, guides

Timetables

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

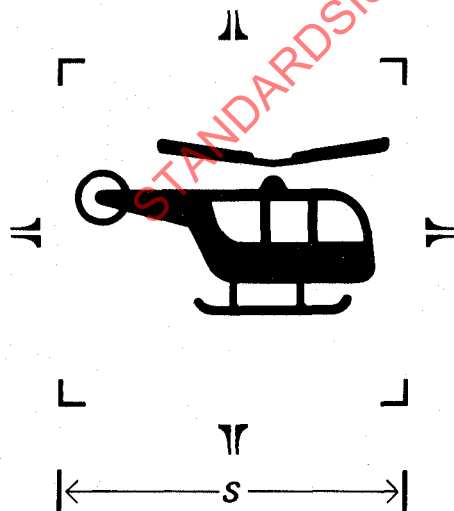
### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 8$  mm

Maximum : no limit

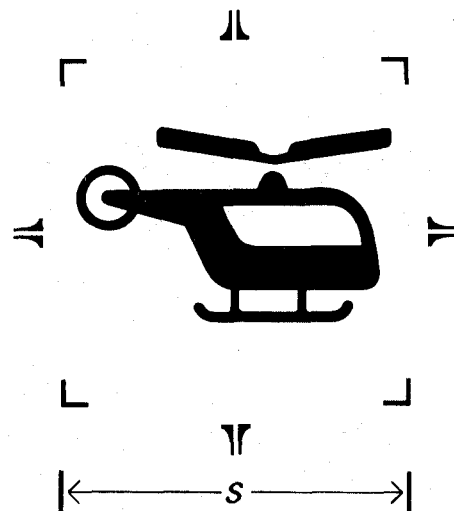


### Guide-line example, simplified for small-scale reproduction ( $s = 45$ mm) :

Size limits for the design below :

Minimum :  $s = 3$  mm

Maximum :  $s = 8$  mm



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

### Public information symbol :

Tram (streetcar)

### Standard image content :

Electric tram (streetcar) in side view

### Function :

To signify transport facility by tram

### Field(s) of application :

Buildings, services and public places

Maps, guides

Timetables

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

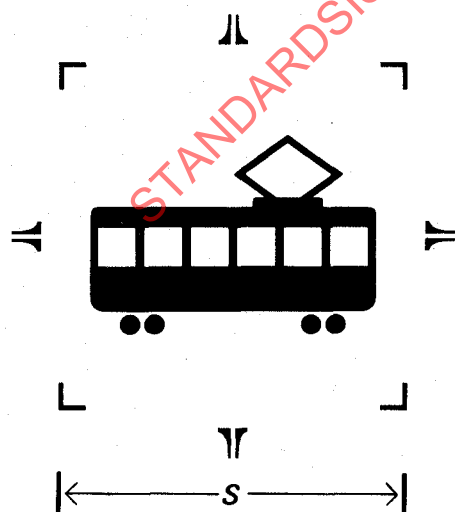
### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 9$  mm

Maximum : no limit

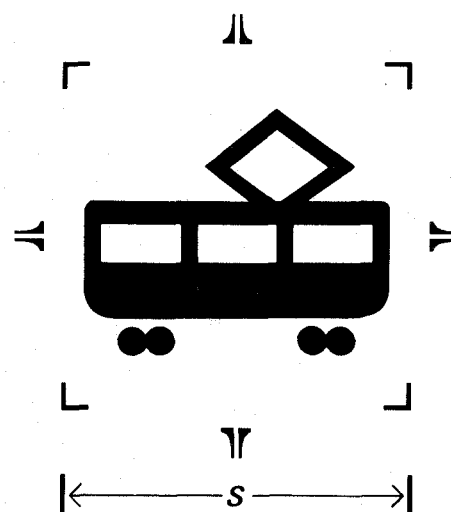


### Guide-line example, simplified for small-scale reproduction ( $s = 45$ mm) :

Size limits for the design below :

Minimum :  $s = 4$  mm

Maximum :  $s = 9$  mm



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

### Public information symbol :

Bus

### Standard image content :

Bus in side view

### Function :

To signify transport facility by bus

### Field(s) of application :

Buildings, services and public places

Maps, guides

Timetables

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

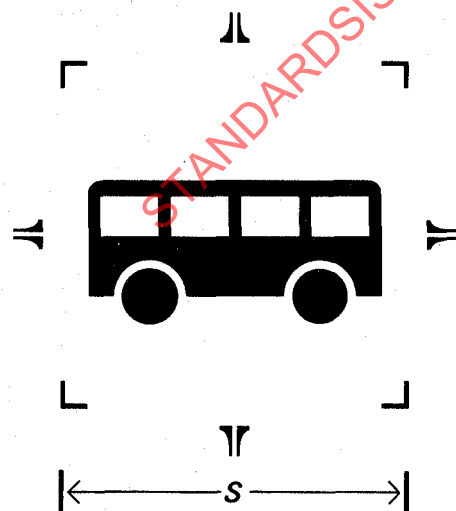
### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 5$  mm

Maximum : no limit



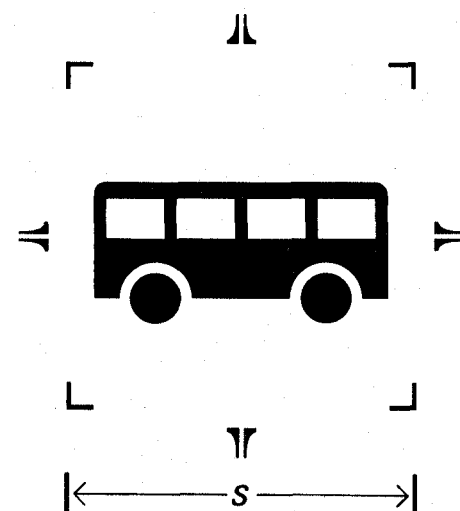
### Guide-line example, simplified for small-scale

reproduction ( $s = 45$  mm) :

Size limits for the design below :

Minimum :  $s = 3$  mm

Maximum :  $s = 5$  mm



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

### Public information symbol :

Male, man

### Standard image content :

Male figure

### Function :

To signify a facility reserved for the male sex

### Field(s) of application :

Buildings, services and public places

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

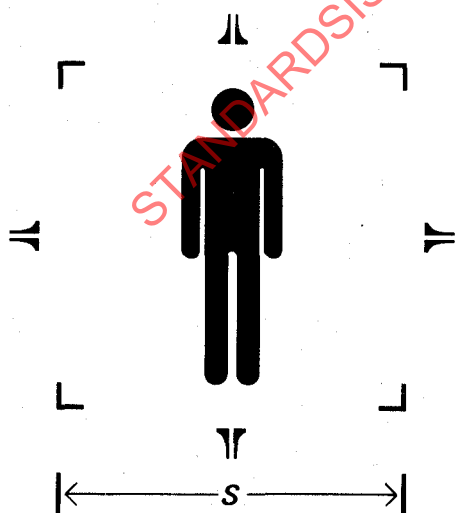
### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 12$  mm

Maximum : no limit



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

### Public information symbol :

Female

### Standard image content :

Female figure

### Function :

To signify a facility reserved for the female sex

### Field(s) of application :

Buildings, services and public places

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

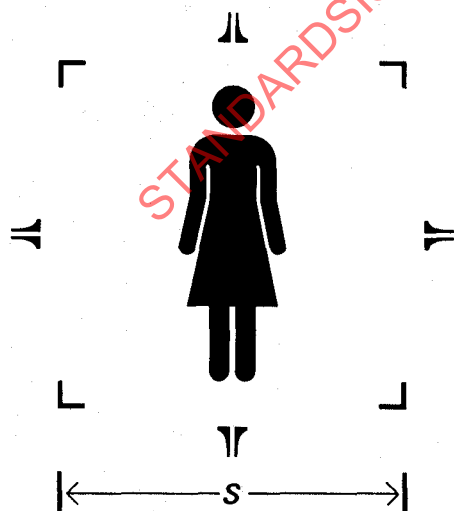
### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 12$  mm

Maximum : no limit



1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

**Public information symbol :**  
Telephone

**Standard image content :**  
Telephone receiver in profile

**Function :**  
To signify communication facilities by telephone

**Field(s) of application :**  
Buildings, services and public places  
Maps, guides and orientational diagrams

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 12$  mm

Maximum : no limit



### Guide-line example, simplified for small-scale reproduction ( $s = 45$ mm) :

Size limits for the design below :

Minimum :  $s = 3$  mm

Maximum :  $s = 12$  mm



NOTE — Symbol 417-IEC-5090a for application in the field of electrotechnics complies with the standard image content of this referent.

1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.



## 1 Standard<sup>1)</sup>

**Public information symbol :**  
Gasolene station

**Standard image content :**  
Gasolene pump with hose

**Function :**  
To signify the availability of motor fuel

**Field(s) of application :**  
Buildings, services and public places  
Maps, guides  
Timetables

## 2 Additional information for guidance

This is not a standard but an example, the use of which is encouraged.

### Guide-line example :

( $s = 45$  mm)

Size limits for the design below :

Minimum :  $s = 5$  mm

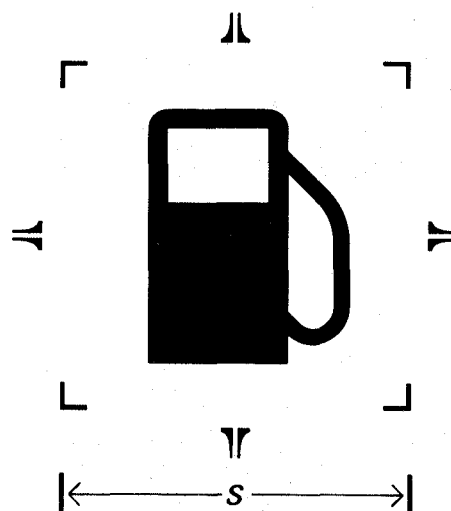
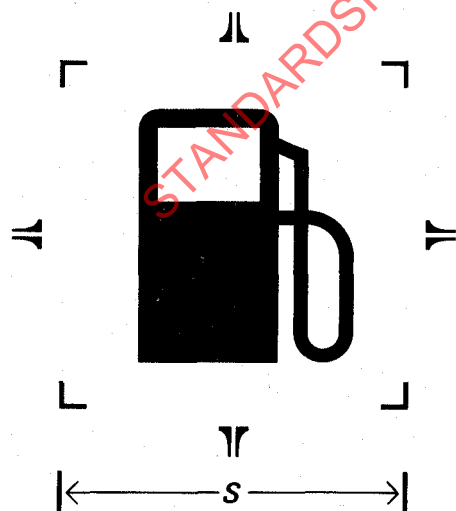
Maximum : no limit

### Guide-line example, simplified for small-scale reproduction ( $s = 45$ mm) :

Size limits for the design below :

Minimum :  $s = 3$  mm

Maximum :  $s = 8$  mm



NOTE — Symbol No. 4.14 ISO 2575, to denote "fuel", complies with the standard image content of this referent.

1) This sheet should be used in conjunction with the "Introduction" and ISO/TR 7239.