
**Graphical symbols — Public information
symbols**

Symboles graphiques — Symboles destinés à l'information du public



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

International Standards are drafted in accordance with the rules given in the ISO/IEC Directives, Part 2.

The main task of technical committees is to prepare International Standards. Draft International Standards adopted by the technical committees are circulated to the member bodies for voting. Publication as an International Standard requires approval by at least 75 % of the member bodies casting a vote.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights.

ISO 7001 was prepared by Technical Committee ISO/TC 145, *Graphical symbols*, Subcommittee SC 1, *Public information symbols*.

This third edition cancels and replaces the second edition (ISO 7001:1990), which has been technically revised. It also incorporates the Amendment ISO 7001:1990/Amd.1:1993.

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Introduction

The reason for the publication of this International Standard is the increasing use of non-verbal presentation of information in buildings and other places, and for services used by the public. Graphical symbols should be used where text messages might be a barrier to understanding.

Continued growth in international trade, travel and tourism requires a common method of communication and standardization of public information symbols will help both provider and users, including those with disabilities.

Lack of standardization may lead to confusion.

The use of standardized public information symbols does not replace the need for careful consideration and application of wayfinding and signing schemes; it is recognized that public information symbols will often be used with text in signing systems. This may aid education and comprehension particularly for new symbols and those which have less common usage.

ISO 7001 is intended to be used by all Technical Committees within ISO charged with developing specific public information symbols for their industry, to ensure that there is only one symbol for each meaning. It is also intended that this International Standard be revised regularly to include public information symbols as they are standardized by ISO and which conform to the principles for development as developed by ISO/TC 145/SC 1.

Specific acceptance criteria, procedures and application forms can be found on the ISO/TC 145/SC 1 website, <http://www.iso.org/tc145/sc1>.

The public information symbols in this International Standard have been validated by ISO/TC 145/SC 1 according to procedures of standardization current at the time of publication. Future standardization of public information symbols will be facilitated with suitable evaluation techniques such as the testing outlined in ISO 9186. Acceptance criteria for public information symbol qualification ought to be such that there is confidence that a suitable proportion of the intended audience will understand them. Further design criteria will be added as appropriate and will be approved by ISO/TC 145/SC 1.

Public information symbols given in this International Standard are considered to have achieved a satisfactory degree of comprehension as established by independent testing or as a result of their use and application at an international level.

NOTE The public information symbols given in this International Standard can be reproduced as published. However, it is recognized that there may be particular national characteristics and cultural requirements which may require minor variations. This is acceptable providing the key elements and design intent of the standardized symbol is not compromised.

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Graphical symbols — Public information symbols

1 Scope

This International Standard specifies graphical symbols for the purposes of public information.

This International Standard is generally applicable to public information symbols in all locations and all sectors where the public has access. However, it is not applicable to safety signs or to those sectors subject to a regulation which may differ with regard to certain points of this International Standard (for example, traffic signs on the public highway).

This International Standard specifies the symbol originals that may be scaled for reproduction and application purposes.

The symbols may be used in conjunction with text to improve comprehension.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 3864-1, *Graphical symbols — Safety colours and safety signs — Part 1: Design principles for safety signs in workplaces and public areas*

ISO 17724, *Graphical symbols — Vocabulary*

ISO 22727:2007, *Graphical symbols — Creation and design of public information symbols — Requirements*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 17724 and the following apply.

3.1

graphical symbol

visually perceptible figure with a particular meaning used to transmit information independently of language

3.2

public information symbol

graphical symbol intended to give information to the general public, the understanding of which is independent of specialist or occupational training

3.3

safety sign

sign giving a general safety message, obtained by a combination of a colour and geometric shape and which, by the addition of a graphical symbol, gives a particular safety message

[ISO 7010:2003, 3.7]