

INTERNATIONAL STANDARD

ISO 7001

Second edition
1990-02-01

Public information symbols

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.

Draft International Standards adopted by the technical committees are circulated to the member bodies for approval before their acceptance as International Standards by the ISO Council. They are approved in accordance with ISO procedures requiring at least 75 % approval by the member bodies voting.

International Standard ISO 7001 was prepared by Technical Committee ISO/TC 145, *Graphical symbols*.

ISO 7001:1990

This second edition cancels and replaces the first edition (ISO 7001:1980) together with ISO 7001:1980/Addendum 1:1985, of which it constitutes a minor revision. In addition, it incorporates a new series of public information symbols.

Annex A of this International Standard is for information only.

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. Graphical symbols should be used where verbal messages might be a barrier to understanding.

ISO 9186 specifies procedures for the development and testing of public information symbols. Owing to cultural and technological differences between countries, it has been decided to standardize only the image content of the graphical symbols, not the graphical 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 such cases the adaptation for reproduction in very small sizes may omit some elements of the standard image content.

ISO 7001:1990

ISO/TR 7239 specifies a number of definitions and principles concerning the development and application of public information symbols, and should be used as a guide to the application of this International Standard.

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Public information symbols

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1 Scope

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

2 Normative reference

The following standard contains provisions which, through reference in this text, constitute provisions of this International Standard. At the time of publication, the edition indicated was valid. All standards are subject to revision, and parties to agreements based on this International Standard are encouraged to investigate the possibility of applying the most recent edition of the standard indicated below. Members of IEC and ISO maintain registers of currently valid International Standards.

ISO 3864: 1984, *Safety colours and safety signs*.

3 Definitions

For the purposes of this International Standard, the following definitions apply.

3.1 referent: Subject represented by the graphical symbol.

3.2 graphical symbol: Visually perceptible figure used to transmit information independently of language. It may be produced by drawing, printing or other means.

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

3.4 function: Purpose of the graphical symbol.

3.5 field of application: Context in which the use of a graphical symbol to convey a message is appropriate.

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

3.7 standard image content: Image content as described in words for each referent in this International Standard.

3.8 guide-line example: Selected graphical interpretation of the graphical symbol which conforms to the standard image content.

4 Numerical index and survey of the public information symbols

001	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, public places.
002	Smoking allowed	Standard image content	Cigarette with smoke in side view.
		Function	To signify where smoking is allowed.
		Field(s) of application	Buildings, services, public places.
003	Helicopter	Standard image content	Helicopter in side view.
		Function	To signify a transport facility by helicopter.
		Field(s) of application	Buildings, services, public places, maps, guidebooks, timetables.
004	Tram Streetcar	Standard image content	Electric tram (streetcar) in side view.
		Function	To signify transport facility by tram (streetcar).
		Field(s) of application	Buildings, services, public places, maps, guidebooks, timetables.
005	Bus	Standard image content	Bus in side view.
		Function	To signify transport facility by bus.
		Field(s) of application	Buildings, services, public places, maps, guidebooks, timetables.
006	Male Man	Standard image content	Male figure.
		Function	To signify a facility reserved for the male sex.
		Field(s) of application	Buildings, services, public places.
007	Female	Standard image content	Female figure.
		Function	To signify a facility reserved for the female sex.
		Field(s) of application	Buildings, services, public places.
008	Telephone	Standard image content	Telephone receiver in profile.
		Function	To signify communication facilities by telephone.
		Field(s) of application	Buildings, services, public places, maps, guidebooks, orientational diagrams.
009	Gasolene station	Standard image content	Gasolene pump with hose.
		Function	To signify the availability of motor fuel.
		Field(s) of application	Buildings, services, public places, maps, guidebooks, timetables.
010	Drinking water (on tap)	Standard image content	Tap above glass containing water indicated by wavy lines.
		Function	To signify drinkable (tap) water.
		Field(s) of application	Buildings, services, public places, maps, guidebooks.

011 Stairs	Standard image content	a) Where no direction is required: staircase with two human figures, one walking up, one walking down. b) For staircases restricted to "down" traffic: staircase with one human figure walking down. c) For staircases restricted to "up" traffic: staircase with one human figure walking up.
	Function	To signify access facilities via a fixed staircase. Shall not be used to indicate or identify an escalator.
	Field(s) of application	Buildings, services, public places.
012 Taxi	Standard image content	Front view of taxi cab with "TAXI" incorporated into the symbol. 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, public places, guidebooks, maps, 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, for example in stations or hospitals.
	Field(s) of application	Buildings, services, public places, guidebooks.
014 Fire extinguisher	Standard image content	Cylinder fire extinguisher with tap adjacent to flames.
	Function	To signify the location of a fire extinguisher and/or to identify a fire extinguisher.
	Field(s) of application	Buildings, industrial sites, public transport facilities, bridges, tunnels, recreational areas.
015 Toilet	Standard image content	Front perspective of toilet bowl showing seat and lid.
	Function	To indicate the entrance of a public toilet for men and women.
	Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
016 Toilet for men	Standard image content	Standing male figure adjacent to front perspective of toilet bowl.
	Function	To indicate the entrance of a public toilet for men.
	Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
017 Toilet for women	Standard image content	Standing female figure adjacent to front perspective of toilet bowl.
	Function	To indicate the entrance of a public toilet for women.
	Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
018 Rubbish receptacle	Standard image content	Standing figure adjacent to sectional elevation of a rubbish receptacle. Four representative articles of rubbish falling into the receptacle.
	Function	To indicate a receptacle where rubbish may be thrown away.
	Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, vehicles.
019 Do not dispose of rubbish here	Standard image content	Hand throwing rubbish, with negating cross on rubbish only. The negating cross may be reproduced in translucent red.
	Function	To indicate an area where rubbish should not be thrown away.
	Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, vehicles.

020	Currency exchange	Standard image content	Banknote with a currency mark and three randomly arranged coins each with a different currency mark.
		Function	To indicate the location of an office where foreign money may be exchanged.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, timetables.
021	Elevator Lift	Standard image content	Lift (elevator) cage in lift (elevator) shaft showing several push-buttons on lift (elevator) cage. Figure in cage. "Up" arrow above cage. "Down" arrow below cage.
		Function	To indicate the location of a public elevator (lift).
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
022	Aircraft	Standard image content	Aircraft in plan view.
		Function	To indicate the location of an airport.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, timetables.
023	Parking for a specified type of vehicle	Standard image content	Sanserif capital letter "P" with appropriate qualifying graphical symbol to denote type of vehicle.
		Function	To indicate the location of an area where road vehicles may be parked (concerning insurance, guarding services, fees, etc., additional information is necessary).
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, recreation and sports facilities, shopping centres.
024	Boat	Standard image content	Side view of appropriate water transport.
		Function	To indicate the location of ferry or water transport services, or to identify them.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, timetables.
025	Nature reserve	Standard image content	Tree silhouette alongside an appropriate animal.
		Function	To indicate the location of an area set aside for the preservation of flora and fauna.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
026	Way in	Standard image content	Rectangular enclosure with top view of two swing doors in one side of enclosure. Doors are partially opened inwards with arrow head in opening.
		Function	To indicate and identify the location of an entry or preferred way to enter.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, vehicles.
027	Way out	Standard image content	Rectangular enclosure with top view of two swing doors in one side of enclosure. Doors are partially opened outwards with arrow head in opening.
		Function	To indicate and identify the location of an exit or preferred way to go out.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, vehicles.

028	Left luggage	Standard image content	Four assorted pieces of luggage arranged on two shelves in orderly fashion.
		Function	To indicate a supervised place for temporary storage of luggage.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
029	Sporting activities	Standard image content	Three distinct items of sports equipment.
		Function	To indicate the location of an area set aside for sporting activities.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
030	Accommodation	Standard image content	Sleeping figure in bed.
		Function	To indicate where temporary accommodation is available or may be booked.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
031	Restaurant	Standard image content	Diagonally crossed knife and fork.
		Function	To indicate an eating place where hot and cold meals are available and which is licensed to serve wine and spirits.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams, timetables, vehicles.
032	Hospital	Standard image content	Bed with cross in outline or other symbol referring to medical care as established in the appropriate culture (e.g. crescent in Islamic countries).
		Function	To indicate a facility where permanent medical service is available and/or to identify the building itself and the connecting area.
		Field(s) of application	Public places, buildings, services, maps, guidebooks, orientational diagrams.
033	Cable car, large capacity	Standard image content	Large rectangular cable car with several windows, suspended from an inclined cable, in side view.
		Function	To indicate cable car transport where passengers travel in suspended closed cars of large capacity.
		Field(s) of application	Ski and tourist resorts, sign boards, maps, guidebooks.
034	Cable car, small capacity	Standard image content	Small hexagonal cable car with one window, suspended from an inclined cable, in side view.
		Function	To indicate cable car transport where passengers travel in suspended closed cars of small capacity.
		Field(s) of application	Ski and tourist resorts, sign boards, maps, guidebooks.
035	Cable railway Ratchet railway	Standard image content	Car of cable railway (ratchet railway).
		Function	To indicate transport by cable railway (ratchet railway) where passengers travel in closed cars.
		Field(s) of application	Ski and tourist resorts, sign boards, maps, guidebooks.
036	Chair lift	Standard image content	Human figure seated on a chair with attachment suspended from an inclined cable, in side view.
		Function	To indicate transport where passengers travel singly on suspended chairs.
		Field(s) of application	Ski and tourist resorts, sign boards, maps, guidebooks.

037	Close overhead safety bar¹⁾	Standard image content	Human figure, seated on a suspended chair in side view, closing an overhead safety bar; an arrow indicates the direction of movement.
		Function	To instruct passengers to close the overhead safety bar immediately after boarding.
		Field(s) of application	Chair lifts with overhead safety bars.
038	Open overhead safety bar¹⁾	Standard image content	Human figure, seated on a suspended chair in side view, opening an overhead safety bar; an arrow indicates the direction of movement.
		Function	To indicate the point at which the chair lift passengers approaching the top or lower station have to open the overhead safety bar.
		Field(s) of application	Chair lifts with overhead safety bars.
039	Close safety bar¹⁾	Standard image content	Suspended chair with attachment and safety bar, in front view; an arrow indicates the movement of closing.
		Function	To instruct passengers to close the safety bar (safety chain) immediately after boarding.
		Field(s) of application	Chair lifts with safety bars (safety chains).
040	Open safety bar¹⁾	Standard image content	Suspended chair with attachment and safety bar, in front view; an arrow indicates the movement of opening.
		Function	To indicate the point at which the chair lift passengers approaching the top or lower station have to open the safety bar (safety chain).
		Field(s) of application	Chair lifts with safety bars (safety chains).
041	Line up two by two	Standard image content	Two human figures drawn in solid form standing side by side in front view, behind each of which are similar figures drawn in outline.
		Function	To instruct passengers to line up two by two.
		Field(s) of application	Double chair lifts, T-bar ski lifts.
042	Line up three by three	Standard image content	Three human figures drawn in solid form standing side by side in front view, behind each of which are similar figures drawn in outline.
		Function	To instruct passengers to line up three by three.
		Field(s) of application	Triple chair lifts.
043	Raise ski tips	Standard image content	Human figure on skis seated on a suspended chair in side view, with an upward arrow adjacent to the ski tips.
		Function	To indicate the point at which passengers must raise the tips of the skis.
		Field(s) of application	Chair lifts.
044	Ski lift	Standard image content	Human figure on skis in side view holding a rope which points in the direction of movement.
		Function	To indicate ski lift transportation intended only for people on skis.
		Field(s) of application	Ski and tourist resorts, sign boards, maps, guidebooks.

1) When this symbol is to be used in safety signs, it shall conform with the indications for colours and shapes given in ISO 3864.

045 Bath	Standard image content	Silhouette of human figure in bath with water indicated by a wavy line.
	Function	To indicate and identify a location where an indoor facility for partial immersion of the human body in water in a near-horizontal position is available. Shall not be used to indicate or identify a shower or a swimming pool.
	Field(s) of application	Buildings and other locations, floorplans, orientational diagrams, maps, guidebooks.
046 Shower	Standard image content	Side view of shower with shower head cantilevered over base, with water indicated by lines of dots.
	Function	To indicate and identify a facility for washing by continuous dispersed flow of water over the human body or to indicate and identify a room which provides such a facility. Shall not be used to indicate or identify a bath.
	Field(s) of application	Buildings and other locations, floorplans, orientational diagrams, maps, guidebooks.
047 Tennis	Standard image content	Human figure with racket and ball, with horizontal double line representing the top of the net.
	Function	To indicate a facility for playing tennis and/or to indicate the location of tennis courts. Shall not be used to indicate table-tennis, squash or badminton.
	Field(s) of application	Buildings and other locations, orientational diagrams, maps, guidebooks.
048 Squash/Racket ball	Standard image content	Lines representing the corner of a room, with superimposed human figure holding a racket above which is a ball. NOTE— For small-scale reproduction the ball may be omitted.
	Function	To indicate a place where squash and/or racket ball facilities are available. Shall not be used to indicate tennis, table-tennis or badminton.
	Field(s) of application	Buildings and other locations, orientational diagrams, maps, guidebooks.
049 Lost property Lost and found	Standard image content	Glove, umbrella with label displaying a question mark, and brief-case.
	Function	To indicate and identify a location where lost property may be registered or property that has been found may be claimed. Shall not be used to designate offices for tracing misdirected luggage.
	Field(s) of application	Buildings and other locations, orientational diagrams, maps, guidebooks.
050 Tickets	Standard image content	Hand holding two tickets.
	Function	To indicate and identify a facility where tickets may be obtained. May be used for automatic distributors. Shall not be used to indicate a ticket check.
	Field(s) of application	Buildings and other locations, vehicles, floorplans, orientational diagrams, maps.

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5 Compilation of single sheets

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1 Standard¹⁾

<p>Public information symbol : Direction</p>
<p>Standard image content : Arrow with Belgian head, with angle at apex of between 84° and 86°.</p>
<p>Function : To indicate direction.</p>
<p>Field(s) of application : Buildings, services, public places.</p>

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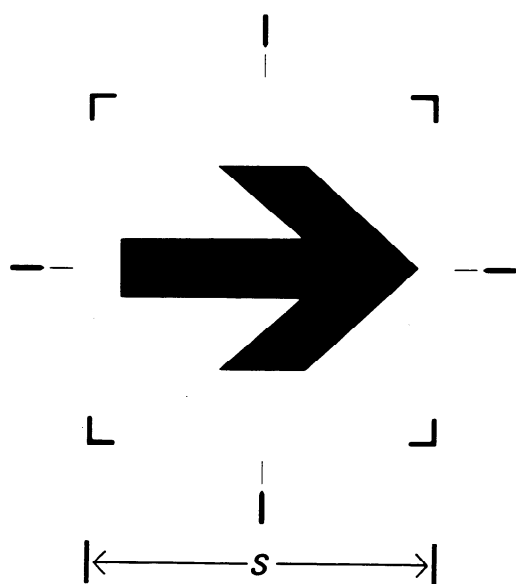
2 Additional information for guidance

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

Guide-line example :

($s = 45$ mm)

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