INTERNATIONAL STANDARD

ISO 7001

Third edition
2007-11-01

Graphical symbols — Public information symbols

Symbols graphiques — Symbols destinés à l'information du public

iTeh STANDARD PREVIEW
(standards.iteh.ai)

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

Reference number
ISO 7001:2007(E)

© ISO 2007

PDF disclaimer

This PDF file may contain embedded typefaces. In accordance with Adobe's licensing policy, this file may be printed or viewed but shall not be edited unless the typefaces which are embedded are licensed to and installed on the computer performing the editing. In downloading this file, parties accept therein the responsibility of not infringing Adobe's licensing policy. The ISO Central Secretariat accepts no liability in this area.

Adobe is a trademark of Adobe Systems Incorporated.

Details of the software products used to create this PDF file can be found in the General Info relative to the file; the PDF-creation parameters were optimized for printing. Every care has been taken to ensure that the file is suitable for use by ISO member bodies. In the unlikely event that a problem relating to it is found, please inform the Central Secretariat at the address given below.

iTeh STANDARD PREVIEW
(standards.iteh.ai)

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

COPYRIGHT PROTECTED DOCUMENT

© ISO 2007

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilm, without permission in writing from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
Case postale 56 • CH-1211 Geneva 20
Tel. + 41 22 749 01 11
Fax + 41 22 749 09 47
E-mail copyright@iso.org
Web www.iso.org

Published in Switzerland

 © ISO 2007 – All rights reserved

Contents

Page

Foreword ... iv
Introduction ... v
1 Scope ... 1
2 Normative references ... 1
3 Terms and definitions ... 1
4 General ... 2
4.1 Size ... 2
4.2 Text ... 2
4.3 Arrows ... 2
4.4 Colour and contrast ... 4
4.5 Negation ... 4
5 Meanings and categorization of public information symbols ... 6
5.1 General ... 6
5.2 Meaning ... 6
5.3 Categorization ... 6
6 Standardized public information symbols ... 10
Bibliography ... 56

iTeh STANDARD PREVIEW
(standards.iteh.ai)
ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

Table 1 — Summary of meanings by alphabetical order ... 7
Table 2 — Summary of all public information symbols ... 11
Table 3 — Public information symbols: Public facilities ... 16
Table 4 — Public information symbols: Transport facilities ... 33
Table 5 — Public information symbols: Tourism, culture and heritage ... 43
Table 6 — Public information symbols: Sporting activities ... 47
Table 7 — Public information symbols: Commercial facilities ... 48
Table 8 — Public information symbols: Behaviour of the public (excluding safety signs) ... 53

© ISO 2007 – All rights reserved

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*.

iTeh STANDARD PREVIEW

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.

(standards.iteh.ai)

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

© ISO 2007 – All rights reserved

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 pubic 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.

iTeh STANDARD PREVIEW
(standards.iteh.ai)

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

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9e6-26206c8684e6/iso-7001-2007

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.

© ISO 2007 – All rights reserved

iTeh STANDARD PREVIEW
(standards.iteh.ai)

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

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.

iTeh STANDARD PREVIEW
(standards.iteh.ai)

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 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-

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]

© ISO 2007 – All rights reserved

3.4
negation
indication of the absence or opposite of something actual or positive

3.5
meaning
message that a public information symbol is intended to convey

3.6
function
written description of the purpose of the information to be conveyed by a graphical symbol

3.7
image content
written description of the elements of a graphical symbol or safety sign and their relative disposition

4 General

4.1 Size

The public information symbols given in this International Standard are designed to be reproduced in a variety of sizes to suit different applications from, for example, small-scale orientation notices to large-scale wayfinding signs.

iTeh STANDARD PREVIEW
(standards.iteh.ai)

4.2 Text

The graphical symbols have been designed with the intention that they can be used on their own to convey the information described in the meaning (except the direction arrow, which cannot be used on its own, see 4.3). However, they may be combined with the relevant text on a sign or notice, etc., if considered appropriate. This might be an advantage with less well established symbols to aid understanding.

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c3c6130e-5ef6-4473-a9a6-26206e8684e6/iso-7001-2007

4.3 Arrows

The direction arrow (symbol number PI PF 030) shall only be used in conjunction with another symbol (or a symbol and text) to indicate movement of a person towards something. An example is shown in Figure 1.

© ISO 2007 – All rights reserved

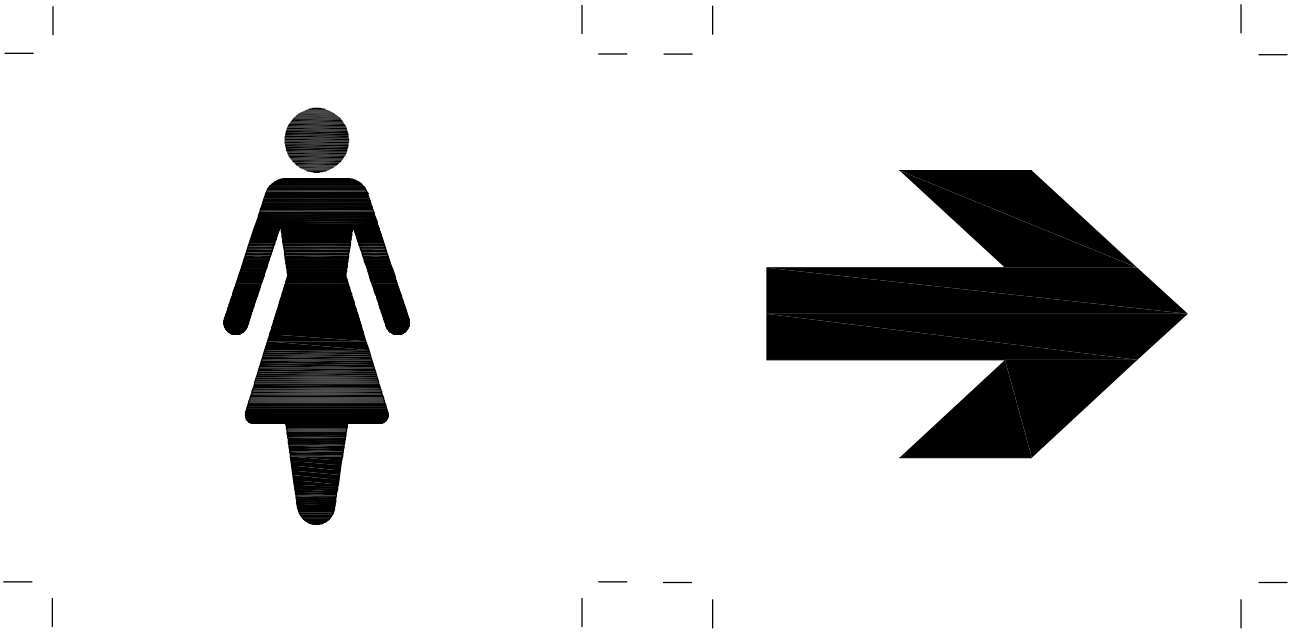

Figure 1 — Use of the direction arrow with the relevant symbol to indicate female toilet to the right

The direction arrow shall be used to indicate direction of a person as shown in Figure 2.

iTeh STANDARD PREVIEW
(standards.iteh.ai)
ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

	Progress to the right
	Progress to the left
	Progress forward from here Progress forward and through from here Progress forward and up from here
	Progress up to the right Progress forward and across to the right
	Progress down to the right
	Progress up to the left Progress forward and across to the left
	Progress down to the left
	Progress down from here

Figure 2 — Use of direction arrows

The use of all other arrows is given with the relevant graphical symbol and meaning.

© ISO 2007 – All rights reserved

4.4 Colour and contrast

The public information symbols given in this International Standard may be reproduced in any colour. However, the combination of safety colours and shapes specified in ISO 3864-1 shall be avoided to ensure there is no confusion between public information symbols and safety signs. This also applies to arrows where the use of green and white shall be avoided to ensure that there is no confusion with the direction arrow, safe condition, used for evacuation routes.

Adequate contrast between the symbol and its background is essential and the symbol should be given a sufficiently large surrounding area to ensure identifiability. All illustrations of graphical symbols in this International Standard have corner marks to give an indication of the minimum area required.

4.5 Negation

Public information symbols shall be negated only for comfort or convenience reasons.

Where the whole activity is to be negated, the negation element shall be a diagonal bar running from top left to bottom right as shown in Figure 3. In order to ensure that there is no confusion with safety signs, there shall not be a surrounding circle. The negation bar shall be placed over the graphical symbol. The graphical symbol shall be designed in such a way that when placed in the template specified in 7.2 of ISO 22727:2007 the negation bar does not obscure critical details.

Where only a graphical symbol element in a public information symbol is to be negated to indicate a particular forbidden action, the negation element shall be a cross as shown in Figure 4. The negation cross shall be placed over the graphical symbol element which is being negated.

iTeh STANDARD PREVIEW
(standards.iteh.ai)

The negation bar and the negation cross should normally be red.

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

© ISO 2007 – All rights reserved

Meaning: No baggage trolleys or carts.

Function: To signify that baggage trolleys or carts are not allowed.

Image content: Side view of piece of baggage on trolley or cart and negation bar.

iTeh STANDARD PREVIEW
(standards.iteh.ai)

Figure 3 — Example of the use of a negation bar

ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

Meaning: Do not drop trash or litter or rubbish.

Function: To indicate that people should not drop trash or litter or rubbish.

Image content: Front view of human figure, with four representative articles of trash or litter or rubbish falling from their hand and a negation cross over them.

Figure 4 — Example of the use of a negation cross

© ISO 2007 – All rights reserved

5 Meanings and categorization of public information symbols

5.1 General

The following summaries (Tables 1 and 2) are provided to facilitate the search for standardized public information symbols.

This International Standard is to be maintained electronically through the use of a database. The indexes of this database are to be used in these overviews as search engines with each standardized public information symbol having a reference number.

5.2 Meaning

Table 1 gives the list of meanings in alphabetical order and provides the reference number.

5.3 Categorization

For the convenience of users, the public information symbols in ISO 7001 have been grouped according to the areas where they are normally expected to be used. However, these groupings are not intended to be exclusive and the use of the public information symbols in other areas, where this is considered appropriate, is not precluded. The public information symbols are categorized as follows:

— PF public facilities;

— TF transport facilities;

— TC tourism, culture and heritage;

— SA sporting activities;

— CF commercial facilities;

— BP behaviour of the public (excluding public safety).

iTeh STANDARD PREVIEW
(standards.iteh.ai)
ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

Table 2 summarizes the standardized public information symbols in terms of these categorizations.

Each public information symbol should normally be used to convey only one public information message, and should normally be placed in one category only.

© ISO 2007 – All rights reserved

Table 1 — Summary of meanings by alphabetical order

Meaning	Reference number
Accessible elevator or lift	PI PF 031
Accessible toilet or full accessibility	PI PF 006
Accommodation or hotel	PI CF 003
Airport or aircraft	PI TF 001
Arrow – direction arrow	PI PF 030
ATM (automatic teller machine) or cash service or cash dispenser	PI CF 005
Baby care or nursery	PI PF 023
Baggage lockers or coin lockers	PI PF 013
Baggage check or customs	PI TF 018
Baggage reclaim	PI TF 020
Baggage storage or left baggage	PI PF 012
Baggage trolleys or carts	PI PF 018
Bar	PI CF 008
Bath	PI PF 026
Bicycle or cycle facility	PI TF 010
Bicycle or cycle parking	PI TF 021
Boats or port or ships or ferries	PI TF 004
Buffet or coffee shop or café – refreshments	PI CF 002
Bureau-de-change or money/currency exchange	PI CF 004
Bus station or bus stop or buses	PI TF 006
Cable car	PI TF 011
Cable railway or funicular	PI TF 012
Café or coffee shop or buffet – refreshments	PI CF 002
Campsite or camping	PI TC 002
Caravan park or caravans	PI TC 003
Car parking or parking	PI TF 014
Car rental/hire or rent-a-car	PI TF 009
Carts or baggage trolleys	PI PF 018
Cash service or cash dispenser or ATM (automatic teller machine)	PI CF 005
Chair lift	PI TF 013
Check-in or reception	PI PF 008
Cloakroom	PI PF 024
Coffee shop or café or buffet – refreshments	PI CF 002
Coin lockers or baggage lockers	PI PF 013
Conference facilities	PI CF 010
Currency/money exchange or bureau-de-change	PI CF 004
Customs or baggage check	PI TF 018
Cycle or bicycle facility	PI TF 010
Cycle or bicycle parking	PI TF 021
Direction arrow	PI PF 030
Drinking water	PI PF 007
Elevator or lift	PI PF 019
Elevator or lift accessible	PI PF 031

iTeh STANDARD PREVIEW
(standards.iteh.ai)
ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-2b206e8684e6/iso-7001-2007

© ISO 2007 – All rights reserved

Table 1 (*continued*)

Meaning	Reference number
Entrance or way in	PI PF 028
Escalator	PI PF 020
Escalator, down	PI PF 033
Escalator, up	PI PF 034
Exit or way out	PI PF 029
Female toilets	PI PF 005
Ferries or port or ships or boats	PI TF 004
Filling station	PI CF 009
Flight arrivals	PI TF 016
Flight connections	PI TF 017
Flight departures	PI TF 015
Full accessibility or toilets – accessible	PI PF 006
Funicular or cable railway	PI TF 012
General sports or sporting activities	PI SA 001
Heliport or helicopters	PI TF 005
Hospital	PI PF 002
Hotel or accommodation	PI CF 003
Immigration or passport control/inspection	PI TF 019
Information	PI PF 001
Left baggage or baggage storage	PI PF 012
Lift or elevator	PI PF 019
Lift or elevator accessible	PI PF 031
Line up or queue in single file	PI BP 003
Line up or queue in threes	PI BP 005
Line up or queue in twos	PI BP 004
Litter bin or trash box or rubbish bin	PI PF 027
Lockers – baggage lockers or coin lockers	PI PF 013
Lost and found or lost property	PI PF 009
Lounge or waiting area	PI PF 014
Mail box or post or post office	PI PF 016
Male toilets	PI PF 004
Metro or underground railway station or trains	PI TF 003
Money/currency exchange or bureau-de-change	PI CF 004
Moving walkway	PI PF 032
Nursery or baby care	PI PF 023
Panorama or viewpoint	PI TC 001
Park – recreational	PI TC 006
Parking or car parking	PI TF 014
Parking – bicycle or cycle parking	PI TF 021
Passport control/inspection or immigration	PI TF 019
Pharmacy	PI CF 007
Picnic area	PI TC 004

iTeh STANDARD PREVIEW
(standards.iteh.ai)
ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

© ISO 2007 – All rights reserved

Table 1 (*continued*)

Meaning	Reference number
Play area	PI TC 005
Port or ships or ferries or boats	PI TF 004
Post or post office or mail box	PI PF 016
Quiet please or silence	PI BP 001
Queue or line up in single file	PI BP 003
Queue or line up in threes	PI BP 005
Queue or line up in twos	PI BP 004
Railway – funicular or cable railway	PI TF 012
Railway – underground or metro station or trains	PI TF 003
Railway station or railways or trains	PI TF 002
Ramped access or slope	PI PF 022
Reception or check-in	PI PF 008
Refreshments – coffee shop or café or buffet	PI CF 002
Rent-a-car or car rental/hire	PI TF 009
Restaurant	PI CF 001
Rubbish bin or trash box or litter bin	PI PF 027
Ships or port or ferries or boats	PI TF 004
Shops or shopping	PI CF 006
Shower	PI PF 025
Silence or quiet please	PI BP 001
Slope or ramped access	PI PF 022
Smoking area or smoking allowed	PI PF 015
Sporting activities or general sports	PI SA 001
Stadium	PI SA 002
Stairs	PI PF 021
Stand on the left (or right)	PI BP 002
Station – underground or metro	PI TF 003
Station – railway or trains	PI TF 002
Streetcar or tram stop or streetcars or trams	PI TF 007
Taxi stop or taxis	PI TF 008
Telephone	PI PF 017
Tickets or ticket sales	PI PF 010
Ticket validation	PI PF 011
Toilets – accessible	PI PF 006
Toilets – female	PI PF 005
Toilets – male	PI PF 004
Toilets – unisex	PI PF 003
Trains or railway station or railways	PI TF 002
Trains – underground or metro	PI TF 003
Tram or streetcar stop or trams or streetcars	PI TF 007
Trash box or litter bin or rubbish bin	PI PF 027
Trolleys – baggage trolleys or carts	PI PF 018

iTeh STANDARD PREVIEW
(standards.iteh.ai)
ISO 7001:2007
https://standards.iteh.ai/catalog/standards/sist/c9c6130e-5cf6-4375-a9a6-26206e8684e6/iso-7001-2007

© ISO 2007 – All rights reserved