SLOVENSKI STANDARD
SIST ISO 7001:2008

01-junij-2008

Grafiļ ni simboli - Simboli za javno informiranje

Graphical symbols – Public information symbols

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INTERNATIONAL STANDARD

ISO 7001

Third edition
2007-11-01

Graphical symbols — Public information symbols

Symbols graphiques — Symbols 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 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.

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

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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.

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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.

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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]

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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.

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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.

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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.

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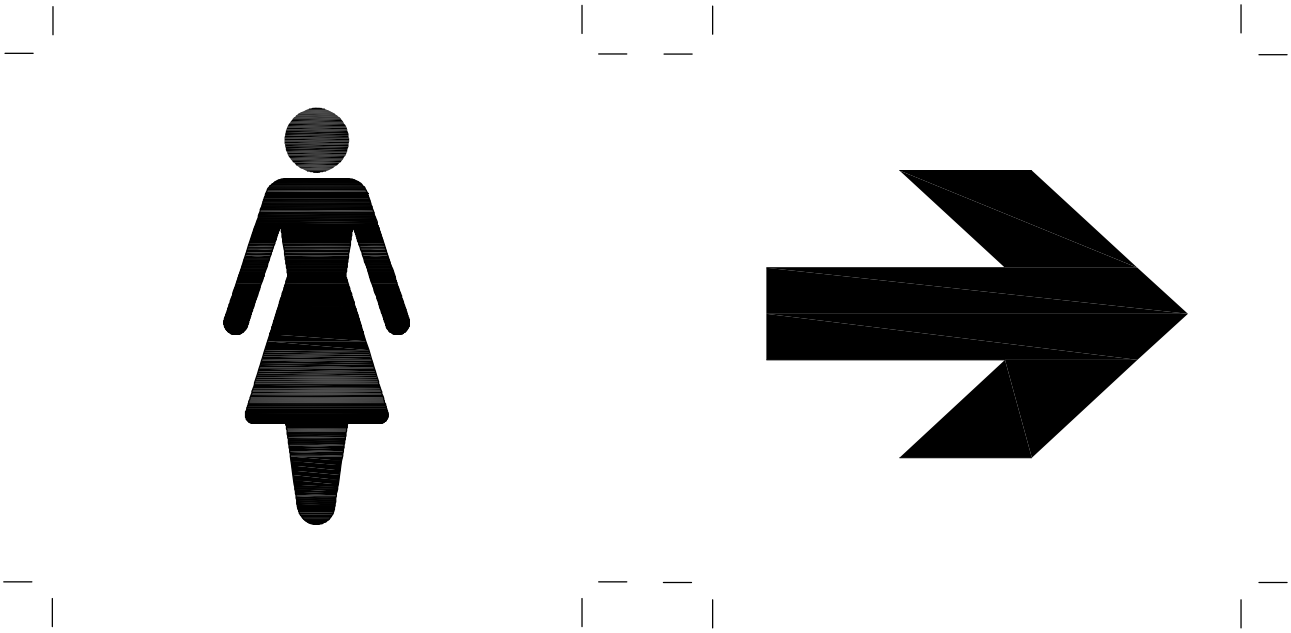

Figure 1 — Use of the direction arrow with the relevant symbol to indicate female toilet to the right

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

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	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.

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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.

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

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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.

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Figure 3 — Example of the use of a negation bar

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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

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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).

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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.

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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

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