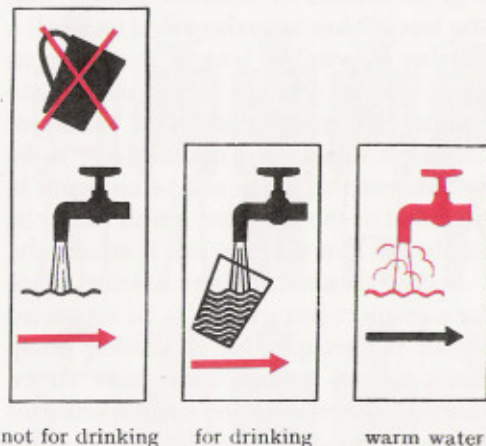


If a distribution of such signs is made on a map it is a great help to see groups in colours when looking at it for the first time.

Sometimes the colours are necessary to make clear that signs of the same form have a different sense. For example: the picture of "Development of the iron produced on the earth" will be made up of signs for iron which are completely like one another. If at the same time the development of the iron produced in different countries has to be seen, the signs have to be in different colours, as: blue for U.S.A., red for Great Britain, black for Germany, and so on.

The rules for colours are not so fixed as the rules for forms. There are only seven colours for use in ISOTYPE pictures: white, blue, green, yellow, red, brown, black; and only some of them may have a further division (as into: light blue, dark blue, light green, dark green, light red, dark red, light brown, dark brown), or be mixed with others, as white and black to make grey, yellow and red to make orange etc. Even this small number of colours may not all be used in the same way: on white paper all

To the water



PICTURE 13