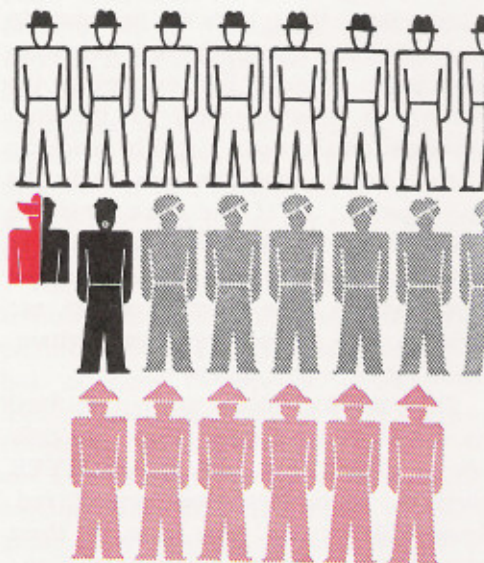


white signs have to have a black line round them, and so do most of the yellow signs. The colours blue, green, red are almost of the same weight and so are used most frequently with black, grey, and sometimes with brown.

There are certainly maps or pictures with a great number of different shades. But the teacher has to make use of as small a number as possible, because most persons have not a delicate colour-sense, and because the teaching effect of shades of colours is small. The colours have to be so different that there will be no doubt in the mind of the on-looker which colour he has before him when he sees it separately.

A decision about colours which is made for a group of pictures has to be supported by all the group. But in another group the order of colours may have to be changed—because of the small number of colours at hand. If the pictures are to be printed, the range of selection is frequently even smaller. For printing purposes one may be limited to only two colours, and the colour will then be nothing more than a guide to the more important thing—but even then the ISOTYPE picture-maker will keep as near as possible to his

Men Living on the Earth



1 sign for 100,000,000 men

White—red—black—brown—yellow men

FIGURE 14