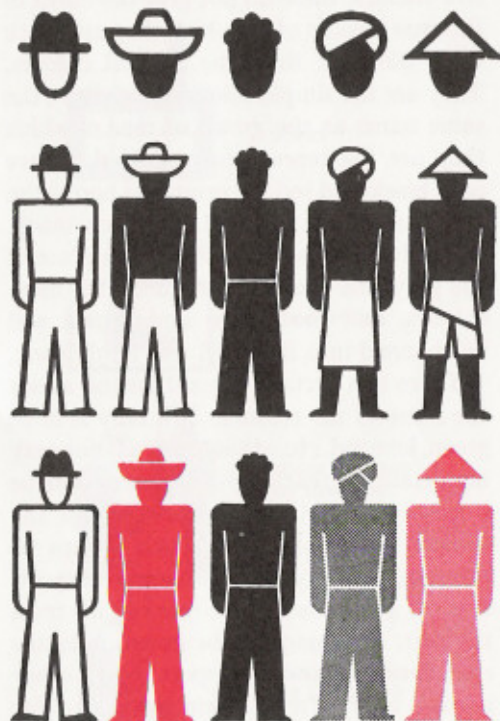


colour rules. If, for example, he has to give a picture of cold and warm water, he will make the warm water red (red is warm, power, industry. . .) and the cold water blue. If there is only black and red, he will make the warm water red and the cold black (see Picture 13). If there is only black, he has to make the two of them black, and this is the reason why the signs for warm and cold water have further to be different in design. One of the important rules for the designer is that it is necessary to be able to see the sense of an ISOTYPE picture from its camera copy in black and white. Where it is impossible to say something of the form only, and at the same time impossible to give colours, the effect has to be got by shades of black, small lines or points covering the plane like a colour. The selection of such lines, curves, and points has to be made in such a way that the eye will readily see that the designs are different from one another even when it sees them separately.

Pictures 14 and 15 give examples of changing from five colours to two or one. But Picture 14—though not making use of the special man-signs of Picture 15,

Signs for the 5 groups of men



PICTURE 15