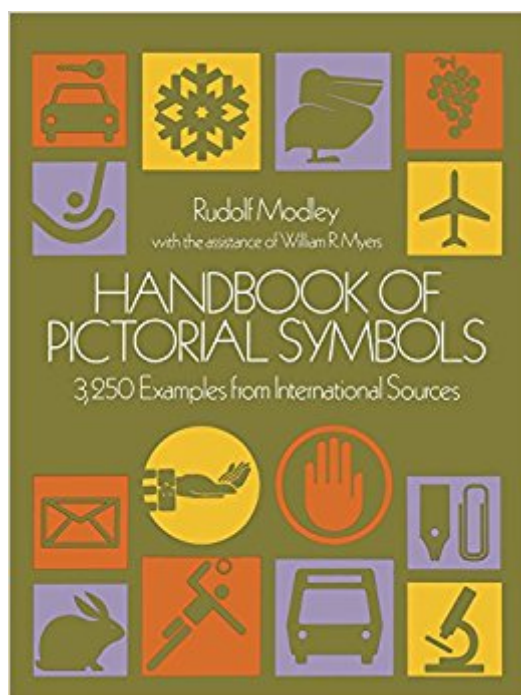


The book was found

# Handbook Of Pictorial Symbols (Dover Pictorial Archive)



## Synopsis

Pictorial symbols furnish travelers and motorists with important information at airports and on highways and are frequently used on packages, clothing, and appliances from around the world. The international use of these symbols is steadily increasing, and this handbook brings together 3,250 examples from numerous sources. Here are symbols that represent children and young adults, teachers, family groups, women, men, airplanes, cars and other vehicles, farmers, crime, money and finance, government and politics, clothing, machinery, entertainment, and many other symbolic categories. Then come two sections of public symbols for telephone, restroom, coffee shops, and 32 other basic facilities, arranged first by service or facility and then by system. Department of Transportation, Netherlands Railroad, Tokyo Olympic Games, Port Authority of New York and New Jersey, Montreal Expo, and 20 others. Also included are symbols from additional systems, such as European Road signs, U.S. Weather Bureau Cloud Code Charts, and the Netherlands Statistical Foundation Symbols by G. Arntz. A detailed table of contents and an index direct users to specific symbols. Unequaled for its breadth and ease of use, this comprehensive sourcebook is a necessity for anyone working in the field of pictography. It is also a primary source for graphic artists who must convey information to an international audience. Anyone interested in the development of universal graphic symbols will find this book a treasury of essential material.

## Book Information

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## Customer Reviews

HANDBOOK OF PICTORIAL SYMBOLS (1976) is an expanded, updated version of Modley's earlier book, 1000 PICTORIAL SYMBOLS (1942). Like its predecessor, the HANDBOOK shows us that a truly pioneering, insightful mind actually can see the way the future looks. // In his introduction, Modley argues that pictorial symbols are in some respects superior to words as a form of communication because they can be understood by people from around the world. In a globalized economy, he predicts, such symbols will ultimately supplant "Men," "Women," "Hotel," "Taxi," and "Camping," among many other words. This is the world we live in now. Modley could have actually strengthened his Case For Symbols by pointing out that such pictures can be recognized by children literally years before they learn to read, and that symbols can be recognized more quickly than words, making them especially useful in situations where fast reactions are necessary (e.g., control panels in airplanes.) // Most of the HANDBOOK is a collection of pictorial symbols, some created by Modley himself and others devised by various bureaucratic organizations, including the International Olympic Committee. If anything stands out about these symbols, it is that Modley's own are richer and more interesting than anyone else's. They have a thirties-modern look that has more charm than anything the British Airports Authority could come up with.

An excellent source of images that can be used for making charts, website buttons, newsletters. The designs are clean and can easily be modified. I personally enjoy just looking through the images as they are very inspiring.

extremely visually graphic- I bought to use the symbols in repeat as patterns. Exactly what I wanted!  
I would recommend

Great book. Can't beat the price.

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