

Five golden rules for clear symbol content

1

Meaning

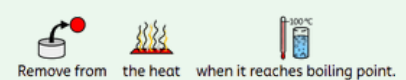
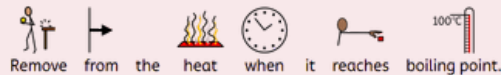
Choose symbols that match the intended meaning of the word.



2

Replacing & combining text

Combine words beneath one symbol to represent the meaning more clearly.



3

Consistency

Use the same symbol consistently for the same concept.



4

Repetition

Repeat key words and sentence structures to reinforce understanding.



5

Layout & design

Keep layouts simple with short sentences, clear punctuation and one sentence per line.

