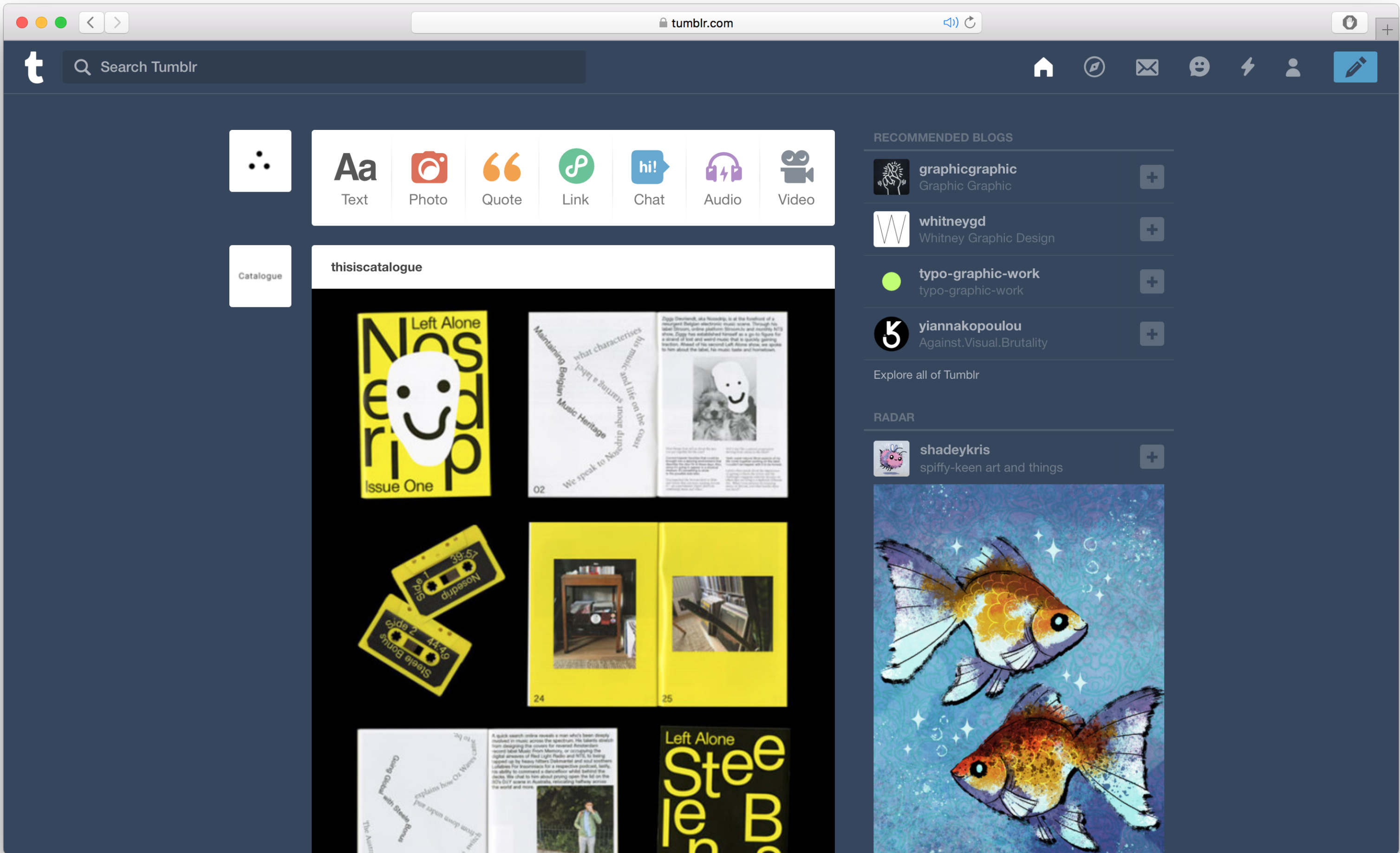


# Icons



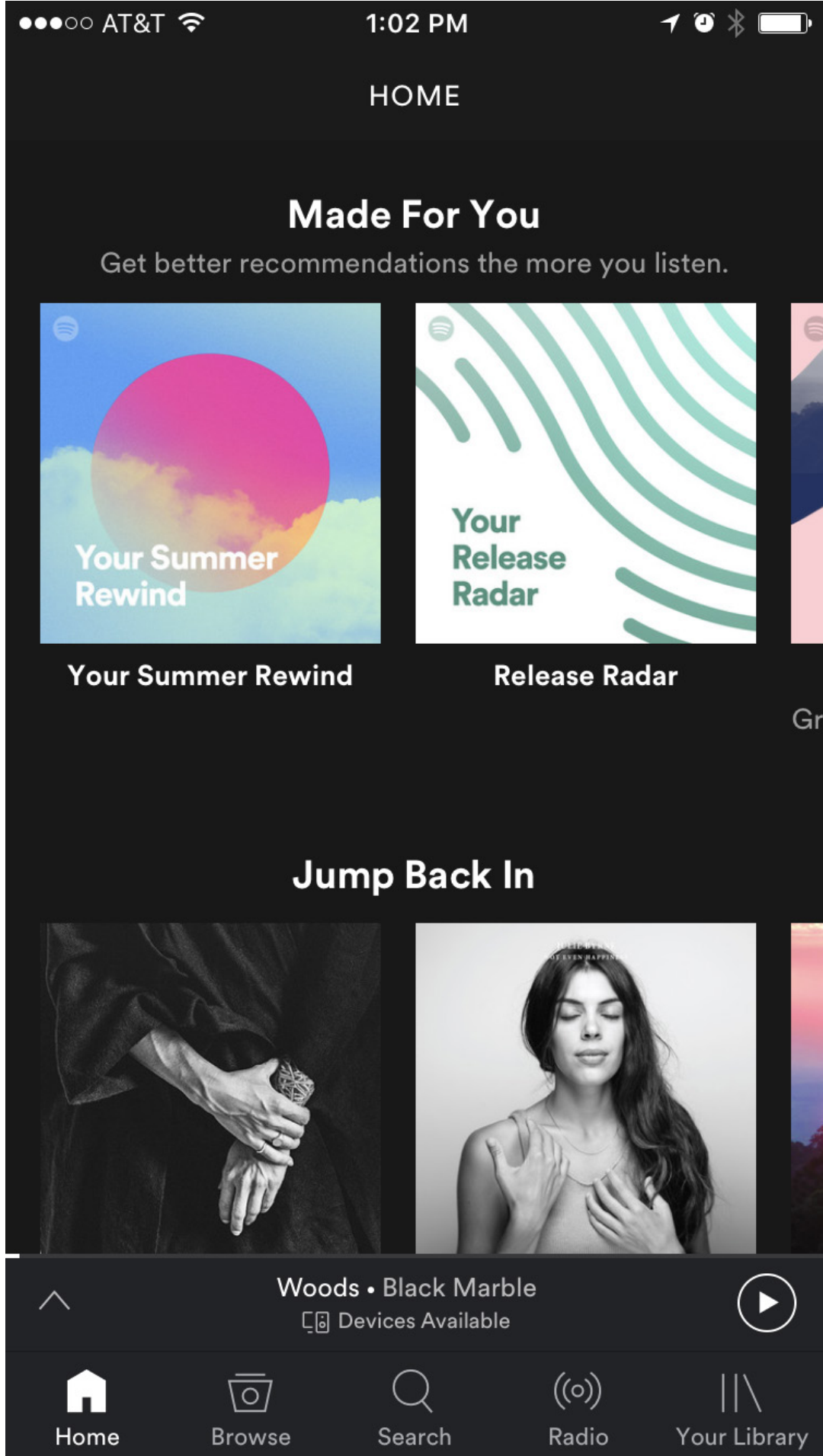
Visual-  
Comm-

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cation









1. Con-  
cept

## Concept

A concept is an abstract idea representing the type and fundamental characteristics of some set of objects.

In terms of graphic iconography the concept is what you need to communicate to the user.



2.

Symbol

## Symbol

A symbol is a mark, sign, or word that indicates, signifies, or is understood as representing an idea, object, or relationship.

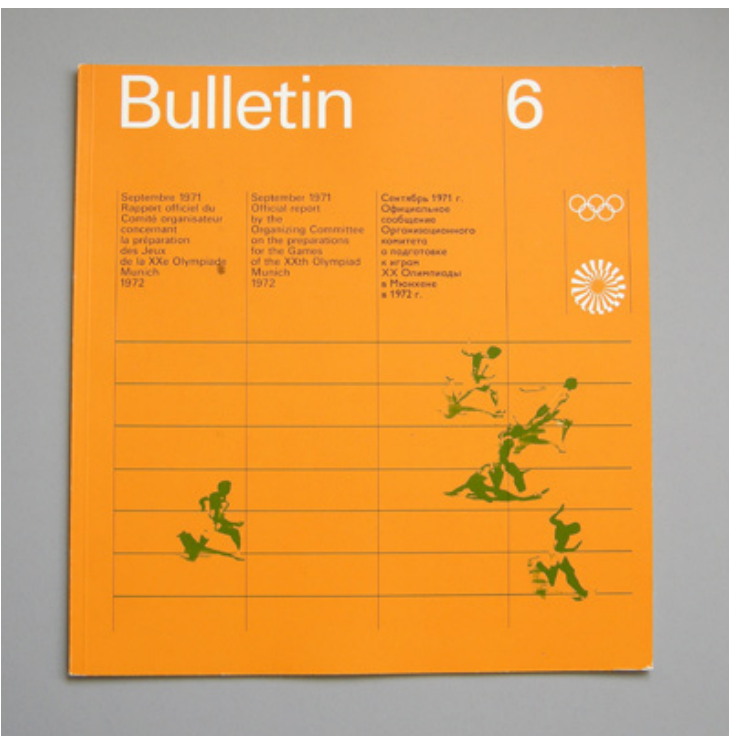




Evo-  
lution

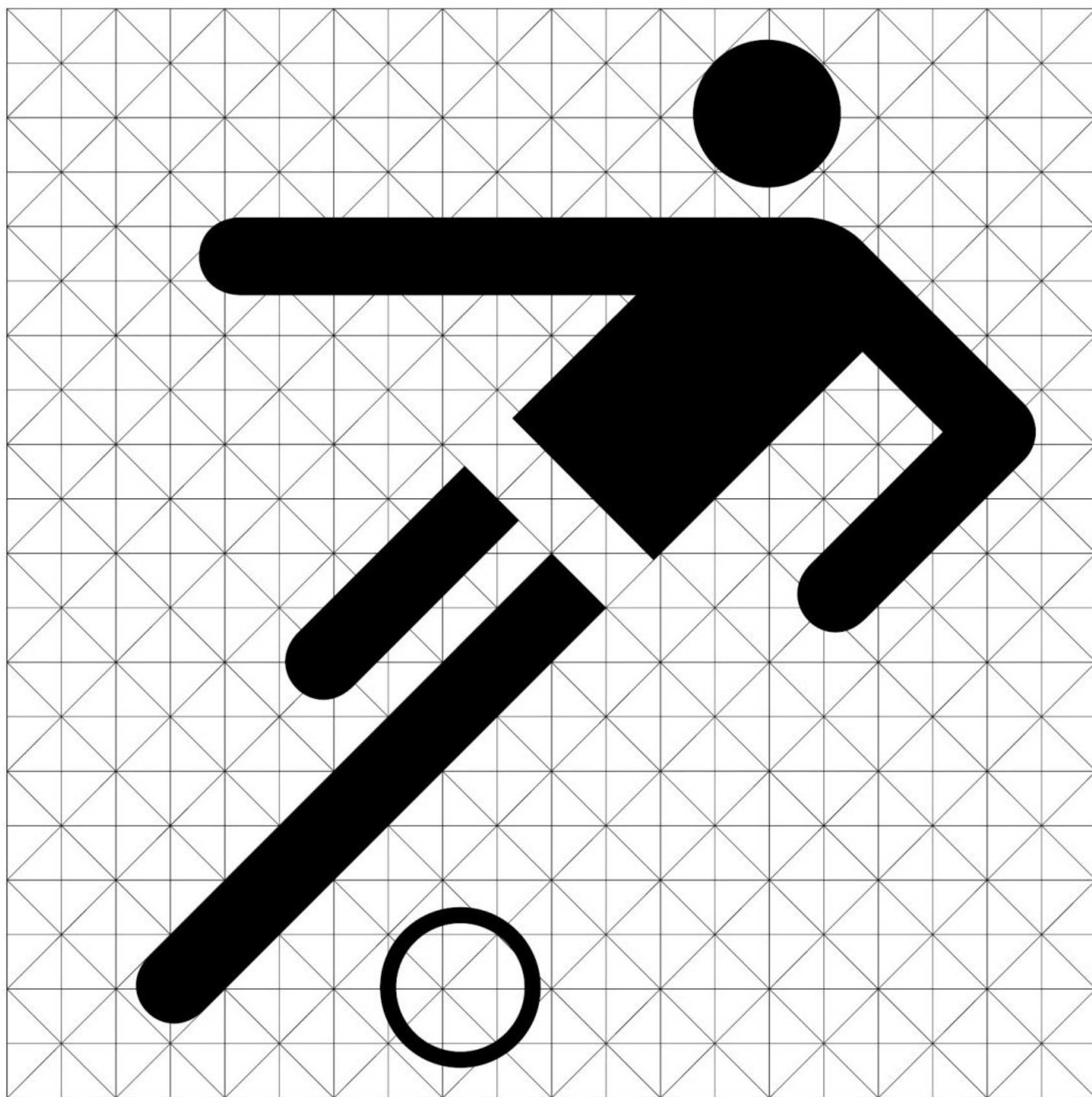


# Otl Aicher, Munich '72 Olympics



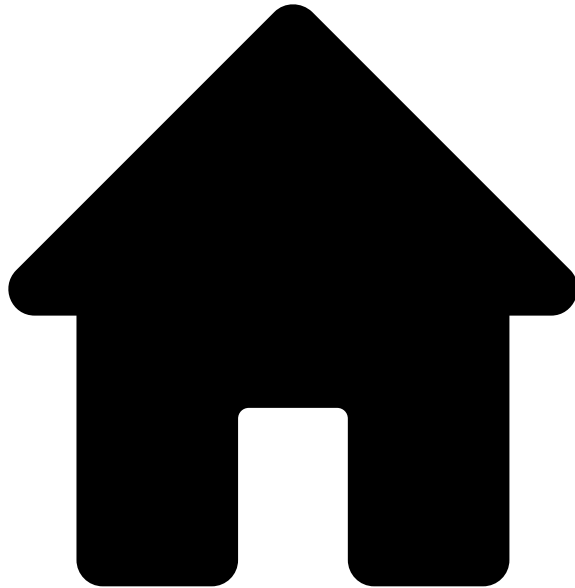


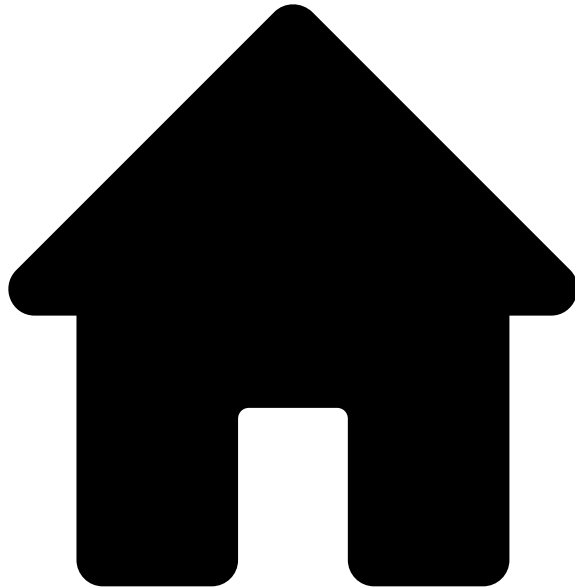


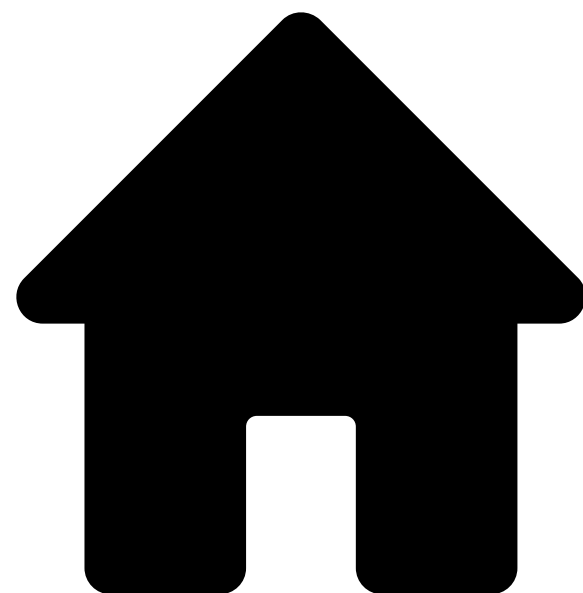


Style











Scale

Iconic

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Culture

Context



tatum.strangely

[Follow](#)

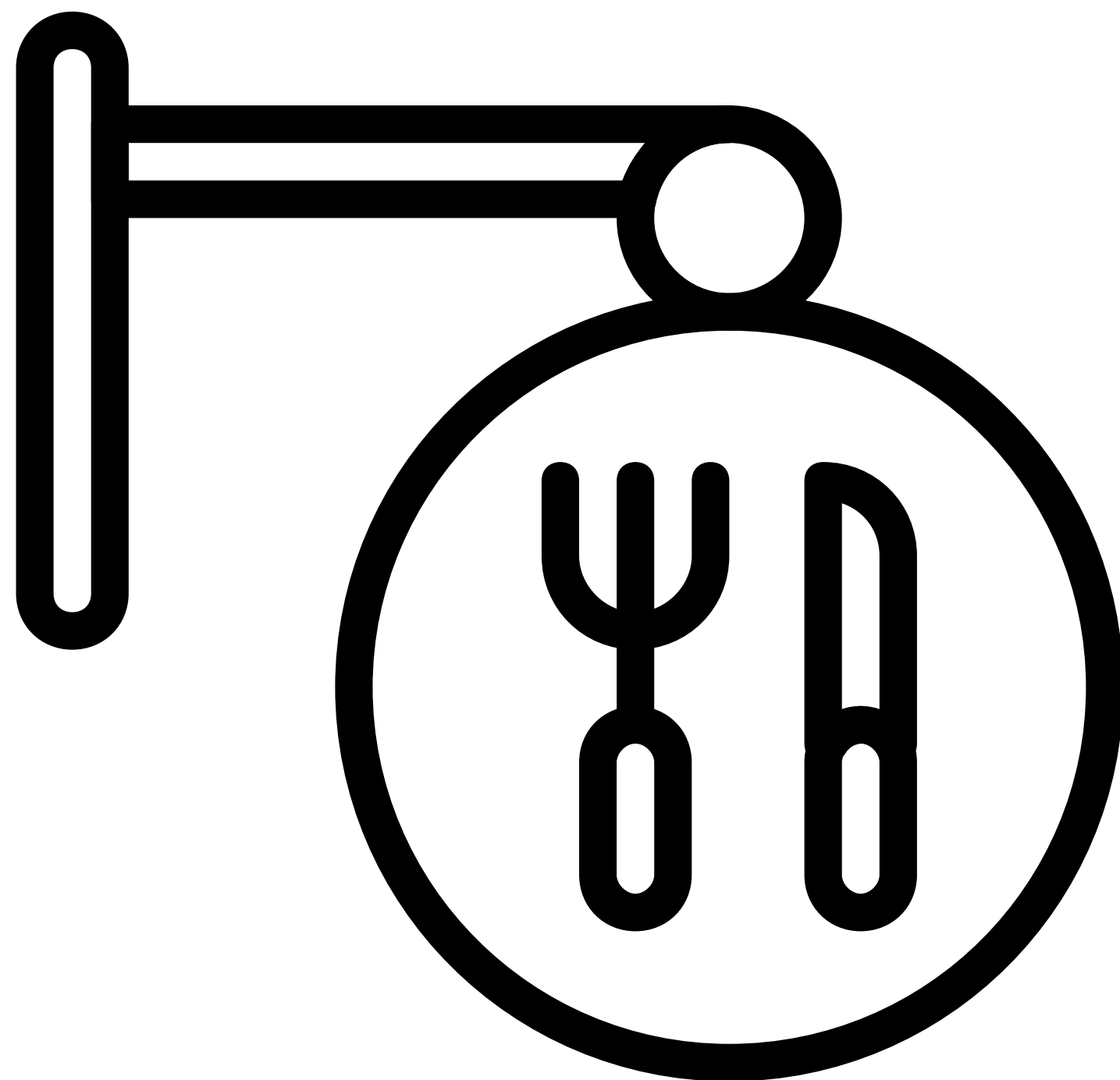


No beans 🚫 also, hammers cost five hundred dollars if you want one...







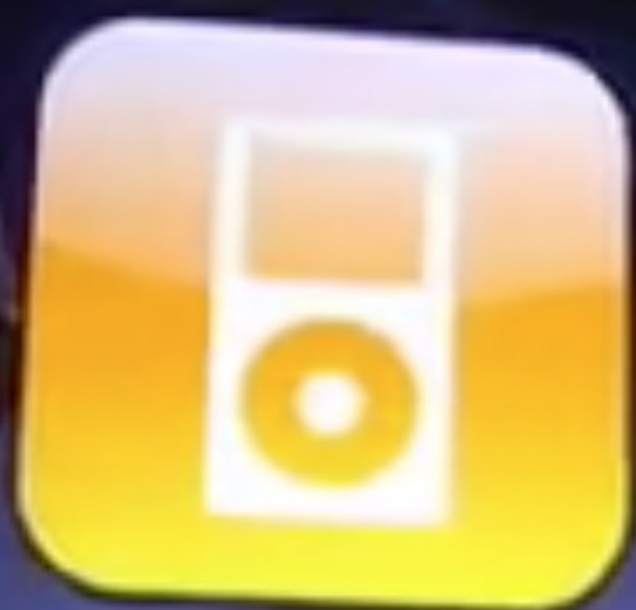


Thanks

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Steve

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iPod

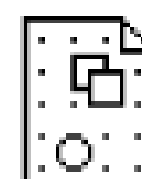
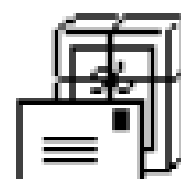
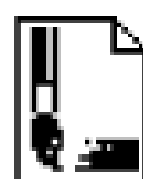
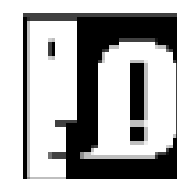
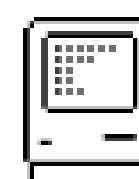
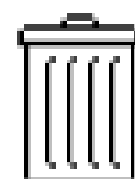
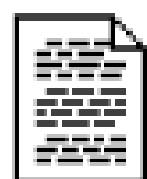
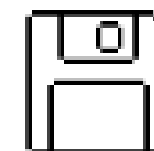
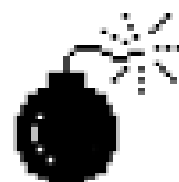
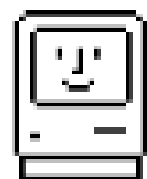


Phone

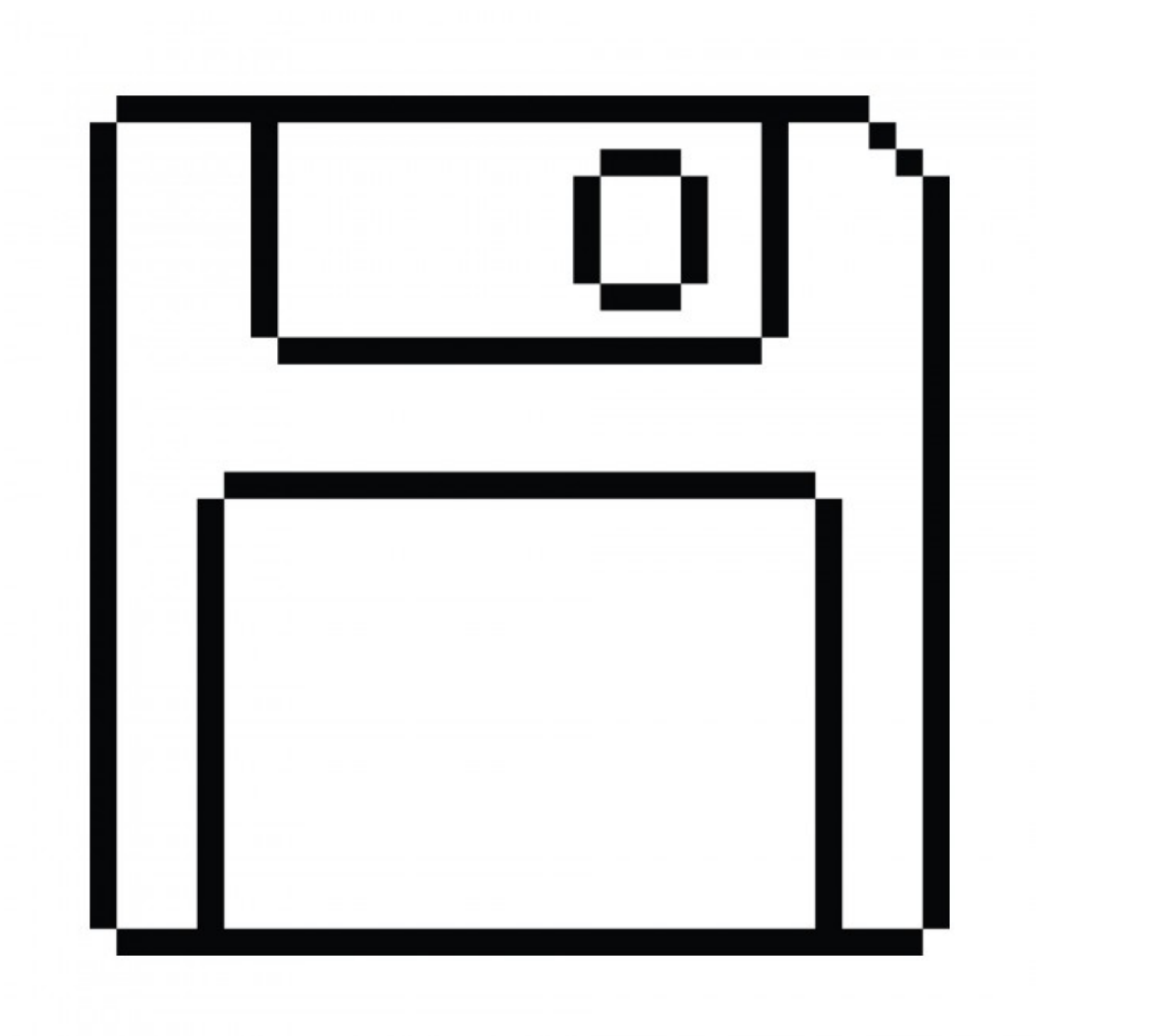


Internet





Save icon



Illustra-  
tion

