

A good pictogramme should be:

- 1. Attractive and Interesting**
- 2. Instructive**
- 3. Clear**
- 4. Informative**
- 5. Immediate**
- 6. Creative and Original**
- 7. Timeless**
- 8. Universal**
- 9. Memorable**
- 10. Multi-Functional**
- 11. Enviromentally-Friendly**
- 12. Ethical**
- 13. Appropriate**