

# icon

icons are graphical or pictorial representations of things that are symbolic  
symbols and icons are not synonymous because symbols do not have to be visual

## peace sign

designed by Gerald Holtom as nuclear disarmament logo for a protest march  
protestors united under this symbol  
representing hope and optimism

campaign for Nuclear Disarmament (CND)  
N represented downward motion of arms  
D represented one arm raised to sky  
when the two movement positions are combined, it forms the peace symbol (ND)

## power

derived from numbers 0 and 1 representing on and off in binary

made to be understood across languages and cultures

designed to be simple and universal

power icon not a full on or off symbol

using "on" and "off" too English specific and using words takes up too much space

## smiley

### smiley face

designed by Harvey Ross Bell to cheer up workers at an insurance company

easily corrupted

embodiment of mass production

### have a nice day

used to be the original name of the smiley face design

was a **stolen** version of Bell's design

sold to **Hallmark**

## semaphore

associated with the **military**  
can be **anti-war** symbols  
displayed in the form of **positions** that symbolize things to **communicate messages**

## symbol

**indicators** of things  
may take the forms of **words, symbols, sounds, gestures, ideas, or visual images**

## design

can be

## an idea

inspiration  
abstraction  
conversation  
brainstorming

## context

socio-historical  
philosophical  
literary  
critical

## trademarked

**words, sounds, letters, design, or combinations** of these to **distinguish goods and services**

icon **tied to reputation of brand**

must be submitted for review

**Nicholas Loufrani** attempted to trademark the smiley face, however it couldn't be done since it contained so many contexts