Project: **Guemil, icons for emergency**

What was the challenge?
Considering the needs of users on emergency situations, an information design challenge is to represent recognisable and multi–cultural units of communication for decisions in critical contexts. Pictographic systems are internationally used resources to deliver visual information for safety Before > During > After an emergency, oriented to multiple platforms and spaces.
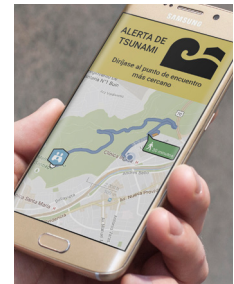
What was the solution?
Guemil is an open pictogram initiative, oriented to represent visual information in risk and emergency situations. Packed as a downloadable, open source typeface, it makes available a standard, graphic tool for diverse stages and platforms of information. As a symbol of writing system, Guemil takes its name from Mapuche iconography. It represents domain of science and knowledge as well as manufacturing and the art of transformation.

What was the effect?
Guemil becomes applicable to multiple contexts: Icons are simple and useful resources for design and communication research. It is currently available as an open source typeface for communities and organizations. Today, the visual design of icons is in a testing process to know about meaning and differences in a global context. Test forms are available for international open answering. The project is associated to Design Network for Emergency Management (dnem.org).

Guemil Project

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Before

During

After