

VI SYSTEM

视觉识别系统

柴秀铭 编 鄢 格 译



Colour dots of the logo are all the destinations in the world you want to visit.



The designers have created an innovative and interactive card with five different messages.

NUSSberger

Nussberger is the CI for a wine yard close to the city of Vienna. The displacement in the base line shows the connection between city and hill. The two different fonts reflect the tension and suspense between tradition and modernism, architecture and nature, classic winegrowing and fresh new ideas.

Das Comptoir

Das Comptoir is a showroom for exclusively designed prototypes and handcrafted furniture in small editions. It is located near Vienna in an idyllic panorama in the middle of the vineyards. The logo is made of a strong and raw typeface which was created especially for the identity.

Mr. Cecil's is a ribs restaurant with multiple locations in Los Angeles. AdamsMonoka helped create its personality with an abstracted "ribs" logo and a character icon of "Mr. Cecil" himself.



Riofrio is one of the best restaurants in Madrid for over thirty years with several atmospheres: bistro, terrace, self-services, partyshop, and delicatessen.

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VI SYSTEM

视觉识别系统

柴秀铭 编 鄢 格 译

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Preface 前言

This book collects more than 100 excellent VI works of 24 design studios from different countries and the content covers a variety of areas such as stationery, way-finding system, advertisement and gift and so on. The works from different designers and countries can often embody the diverse local cultures, customs and styles, thus the readers can have a comprehensive understanding about the current information and development trend of VI design in the whole world. We sincerely hope and believe that the readers will benefit a lot from this book.

本书汇集了24所来自不同国家设计公司及设计师的优秀企业VI设计作品,成功案例100多件,内容涵盖了企业标识设计、室内外环境标识、广告宣传、办公用品、资料文件、服饰、运输工具及设备、公关礼品、产品及包装等十余种类别,以清晰简洁的版式将企业标志及其延伸项目展现给读者,从而使读者更深入的了解一个成功的VI设计案例是如何做到快捷有效地传播企业经营理念、建立企业知名度、塑造企业形象的。这本书之所以汇集不同国家的设计师,其目的在于向读者传达更为广泛的设计理念和设计风格,不同区域设计师的作品往往带有当地传统文化、风俗习惯及风土人情的色彩,这样更加有助于广大青年设计师及VI设计爱好者拓宽视野、发散思维,取其精华,成就自我。

CalArts Identity System

DESCRIPTION:

CalArts is a multidisciplinary college encompassing fine art, graphic design, photography, film and video, theatre, dance and music. Founded by Walt Disney in 1971, the college quickly earned a reputation as an epicentre of the avant-garde. A consistent logomark had been considered too stifling and non-representative of the college's attitude. While this idea flourished within the CalArts community, potential students, faculty and donors were being lost due to the lack of a clear identity and visual attitude. The mission to form a logo and visual system that included the multi-dimensional attitudes of the college's diverse population and also spoke confidently to potential donors was clear.

The design process included approvals from the heads of each school (music, art, dance, theatre, and critical studies). Over the course of six months and multiple individual and committee meetings, a firm criterion was developed. The mark and visual system were developed simultaneously. The final mark, in two-dimensional form, can be utilised in a conservative fund-raising context. Alternatively, the three-dimensional mark and multifaceted colour palette are used on communications to other audiences, potential and current students. The form of the mark is purposefully neutral, allowing the surrounding context to supply meaning. Decisions to simplify the name California Institute of the Arts to CalArts and add all school names were made to facilitate development and enrollment.

项目描述:

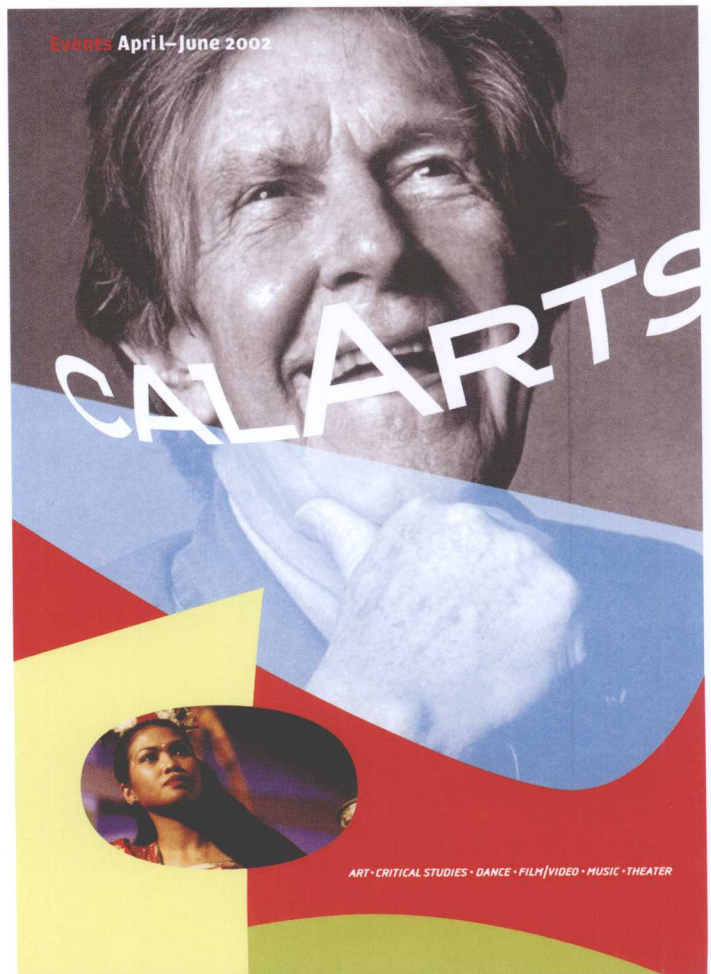
加州艺术学院由沃尔特·迪士尼于1971年创立,之后不久便获得“先锋艺术中心”的美誉。学院设有多种专业,包括美术、平面设计、摄影、影视、戏剧、舞蹈及音乐等。学院的标识一直备受争议——被认为太过沉闷,不能代表学院特色。这一情形愈演愈烈,致使学院失去了很多潜在生源、教职工及捐助者。因此,打造一个能够反映学院不同专业及广大师生特色的标识系统已成为首要任务。经过六个月的研究,这一设计融合了来自各专业领导的意见。最终的方案包括两种形式:二维标识可在筹集资金等环境中使用;三维立体标识则用于与观众及学生的交流。折衷的设计形式既能满足不同需求,又能达到相应目的。将学院的名称简化并把各专业名称增添进来,在促进发展和吸引生源等方面起到了很大作用。

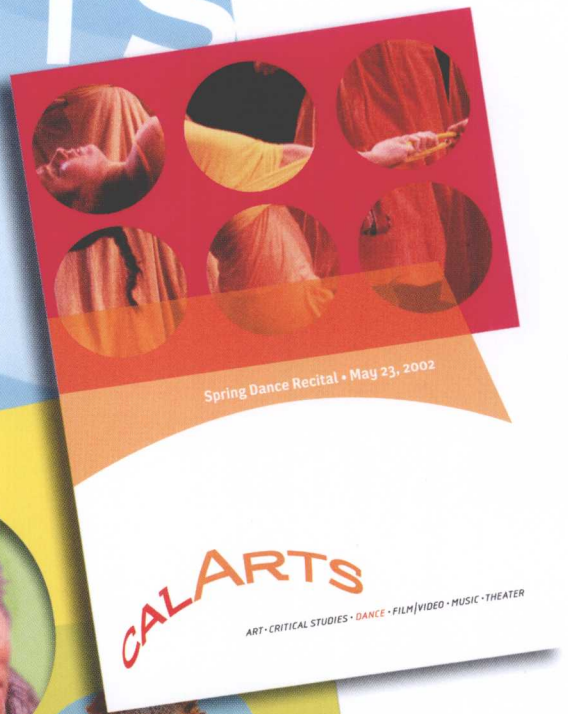
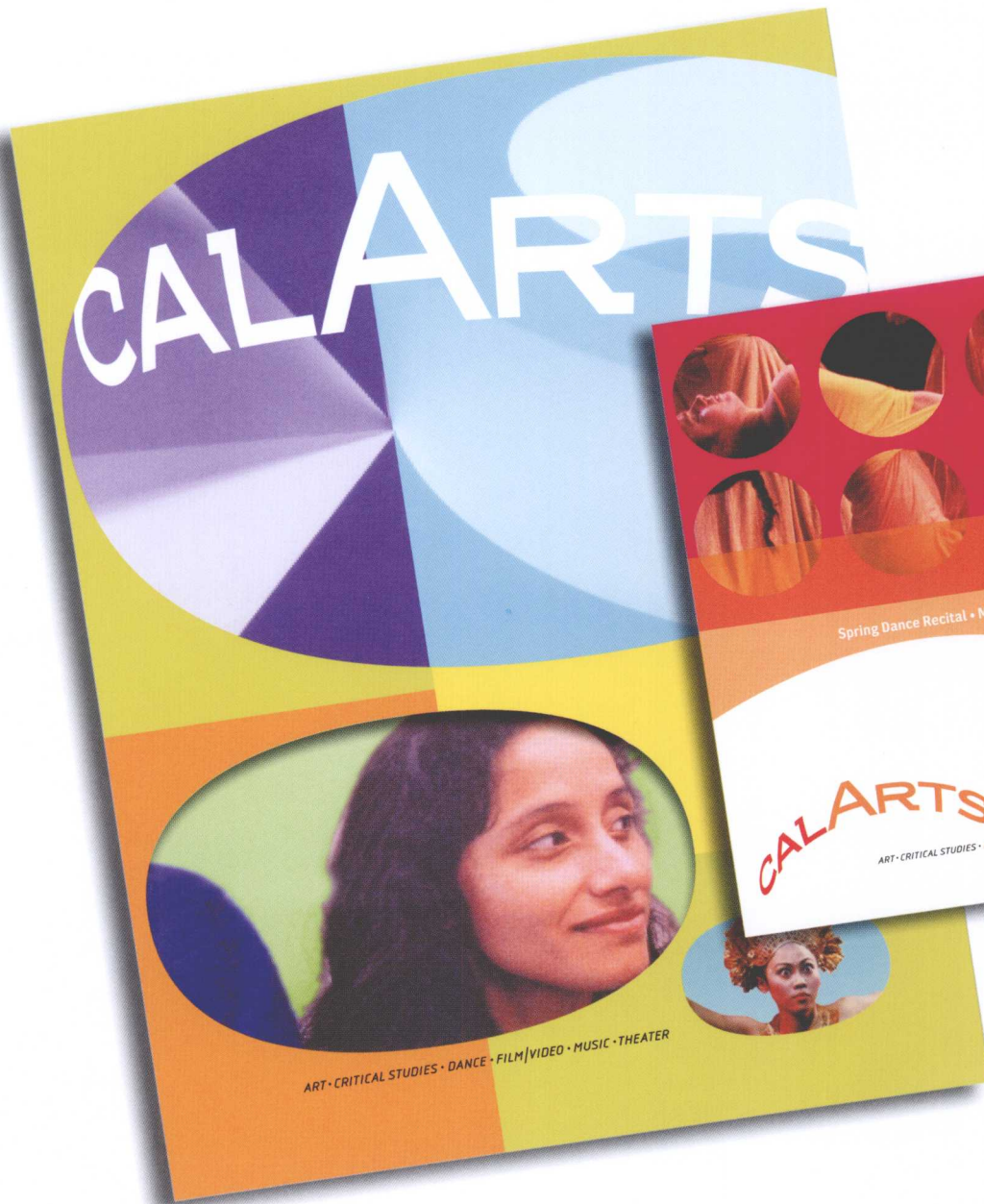
CALARTS
ART • CRITICAL STUDIES • DANCE • FILM/VIDEO • MUSIC • THEATER



TITLE: CalArts Identity System
CLIENT: California Institute of the Arts
CREATIVE DIRECTOR: Sean Adams, Noreen Morioka
DESIGNER: Sean Adams, Volker Dürre
COMPANY: AdamsMorioka, Inc.
COUNTRY: USA

项目名称:加州艺术学院标识系统
客户:加州艺术学院
创意总监:肖恩·亚当斯 诺林·莫里奥卡
设计师:肖恩·亚当斯 福尔克·迪莱
设计公司:亚当斯-莫里奥卡设计公司
国家:美国





Jar Restaurant Identity, Signage and Website

DESCRIPTION:

Jar is a modern steakhouse in Los Angeles, California. AdamsMorioka designed the restaurant's identity system, signage and website. The identity system includes a simple, iconic wordmark paired with a soothing blue colour and rich wood tones that reflect the atmosphere of the restaurant as well as the richness of its menu. A simple metal sign of the wordmark acts as the primary signage on the brick wall outside. The Jar website continues this system with clean photography and large areas of white space. The scrollable image area allows viewers to quickly get a sense of what awaits them at Jar.

项目描述:

罐子是一家现代化的牛排餐厅,坐落在洛杉矶。其标识系统、招牌及网站均由亚当斯-莫里奥卡设计公司打造。标识系统包括一个简约的图文符号,配以柔和的蓝色以及木质色调,形象地映射出餐厅的环境以及丰富的菜肴。刻有文字的金属招牌挂在餐厅外的砖墙上,网站设计同样采用简约风格——整洁的照片配以大面积留白。滚动图片区可以让客人快速浏览餐厅内的美食。



TITLE: Jar Restaurant Identity, Signage and Website

CLIENT: Jar

CREATIVE DIRECTOR: Sean Adams

DESIGNER: Volker Dürre

COMPANY: AdamsMorioka, Inc.

COUNTRY: USA

项目名称:罐子餐厅标识、招牌及网站

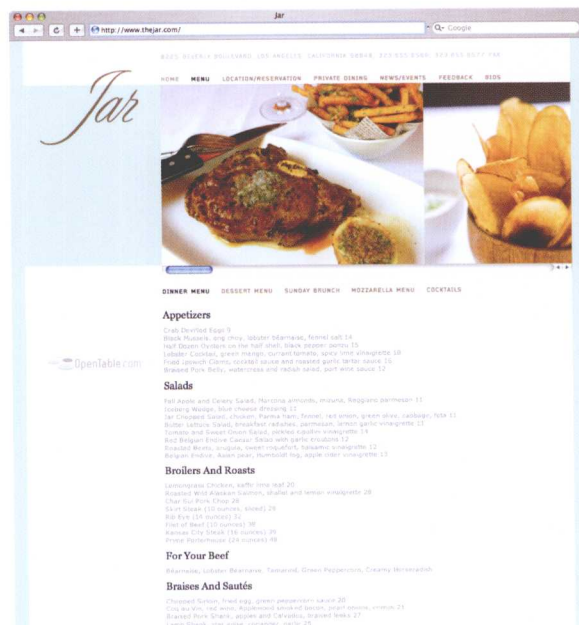
客户:罐子餐厅

创意总监:肖恩·亚当斯

设计师:福尔克·迪莱

设计公司:亚当斯-莫里奥卡设计公司

国家:美国





Mohawk Papers Via Line Website and Handbook

DESCRIPTION:

Mohawk Via is a high-quality paper line that is value-priced and environmentally sustainable. Fifty-year old white guys sit in a room and try to make "groovy". The Via website uses this as satire, pushing the "groovy, dude" factor to the edge. It also relies on humour, interaction, and audio to convey complex information and drive the viewer to a good paper choice.

The "Big Handbook" presents information about Via in a bold, fun way that is actually useful to the audience. Large images of diverse subject matters clearly show details and possibilities of the different sheets, unlike the precious, small "art piece" guides that have been created for most paper lines.

The "Vital Information" fan acts as a handy reference to both common paper and printing information, as well as etiquette, timezones, and other facts.

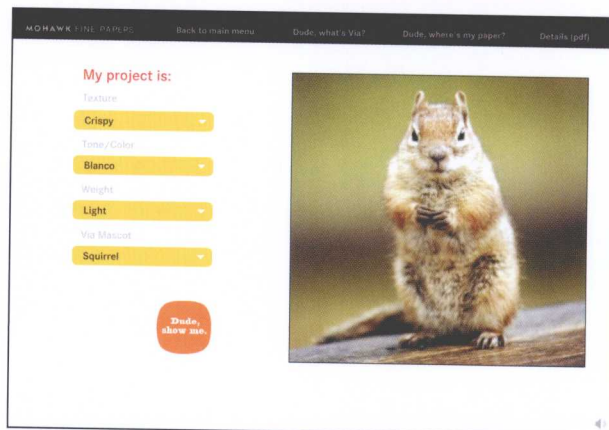
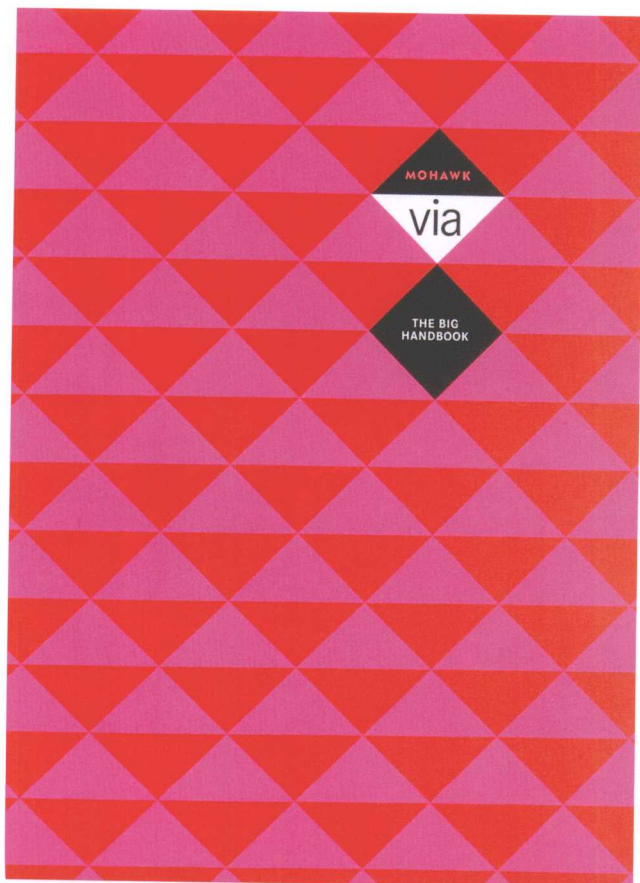
项目描述:

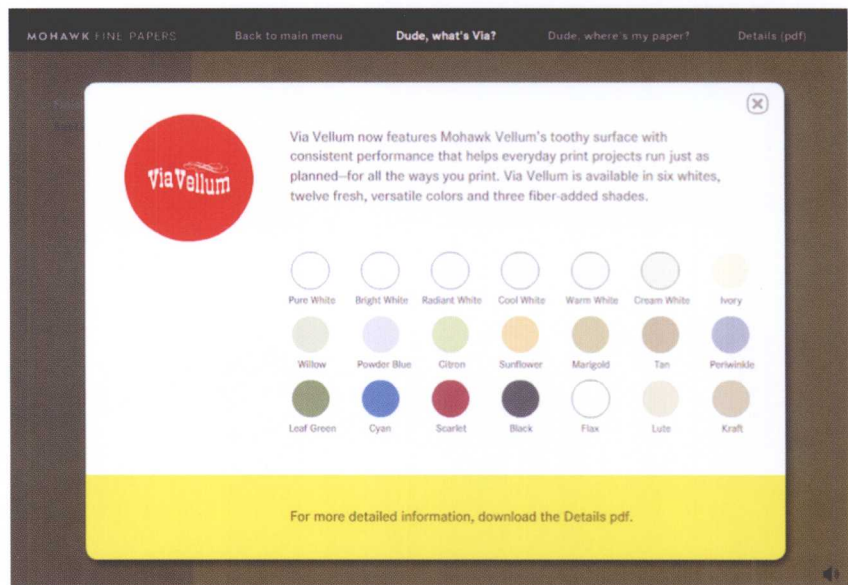
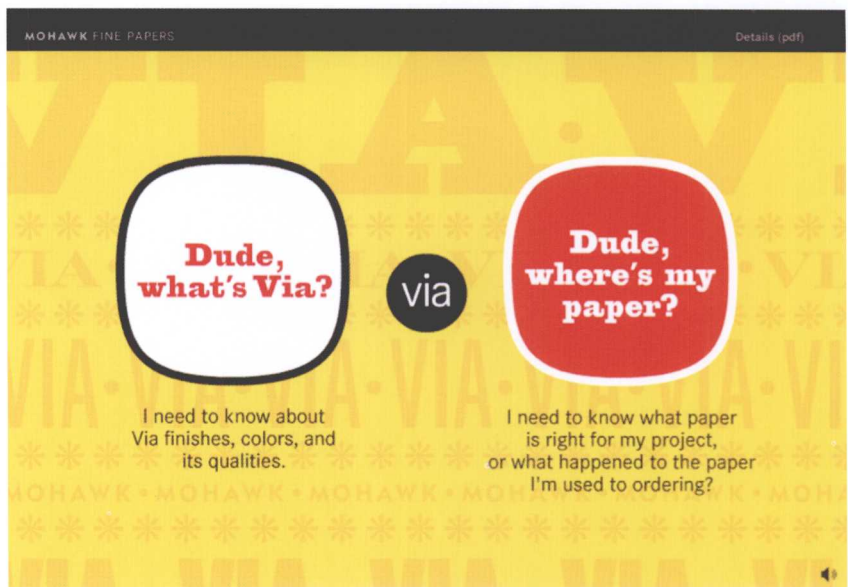
莫霍克精装纸公司因其高质量的产品、合理的价格、绿色的理念而著称。公司网站设计以“幽默、互动”为理念,并采用音频文件向浏览者介绍复杂的内容,借以吸引客户。手册的设计以“大胆、娱乐”为理念。大幅的图片以不同内容为主,清晰地展示各种细节。



TITLE: Mohawk Papers Via Line Website and Handbook
CLIENT: Mohawk Fine Papers, Inc.
CREATIVE DIRECTOR: Sean Adams
DESIGNER: Sean Adams, Chris Taillon
COMPANY: AdamsMorioka, Inc.
COUNTRY: USA

项目名称:莫霍克精装纸公司网站及手册
客户:莫霍克精装纸公司
创意总监:肖恩·亚当斯
设计师:肖恩·亚当斯 克里斯·泰伦
设计公司:亚当斯-莫里奥卡设计公司
国家:美国





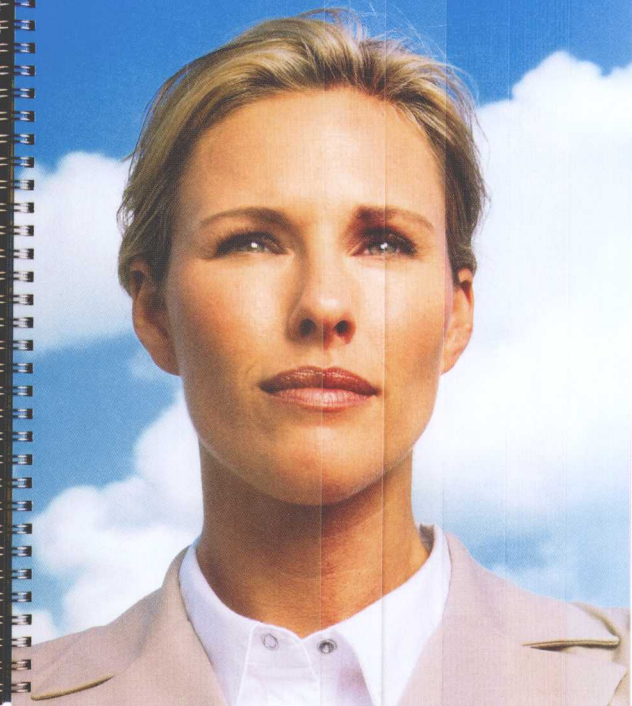
Corporate Communications

As communications become increasingly electronic, what you choose to say on paper becomes increasingly important. The feeling of holding a handwritten letter or printed material versus viewing an e-mail on screen, gives printed communication more weight than ever before. Handling the objects we create establishes a physical connection with the reader. Tactile sensations impact opinion about the brand both consciously and subconsciously. Is the brand slick and distant or direct, honest, and approachable? Via's portfolio of papers offers a range of choices so each communication can impart a subtle and appropriate connection.

11 • Mohawk Via • The Big Handpiece

VIA SATIN

MOHAWK SATIN AND
VIA SATIN EMBOSSED
ARE NOW PART OF VIA PAPER



12 • Mohawk Via • The Big Handpiece

Via Smooth Warm White

Monochrome



Dualtone



4 Color Process



Via Smooth Warm White

4 Color Process





Mr. Cecil's California Ribs Website and Menu

DESCRIPTION:

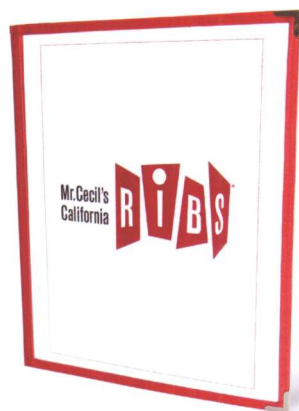
Mr. Cecil's is a ribs restaurant with multiple locations in Los Angeles. AdamsMorioka helped create its personality with an abstracted "ribs" logo and a character icon of "Mr. Cecil" himself.

The entire system, including the menu and website, primarily uses only two colours: red and black. Icons and "quotes" from Mr. Cecil enliven the layouts. The overall feel is fun and approachable, with an authentic American personality.

项目描述:

塞西尔先生骨头馆遍布洛杉矶市区,其抽象的“骨头”及“塞西尔先生头像”标识极具个性。

包括网站及菜谱在内的整个标识系统主要采用红、黑两种颜色设计。塞西尔先生头像及其“名言”给整个空间注入了活力。餐厅整体氛围以美式特色为主,欢愉而温馨。



TITLE: Mr. Cecil's California Ribs Website and Menu

CLIENT: Mr. Cecil's California Ribs

CREATIVE DIRECTOR: Noreen Morioka

DESIGNER: Monica Schlaug

COMPANY: AdamsMorioka, Inc.

COUNTRY: USA

项目名称:塞西尔先生骨头馆网站及菜谱

客户:塞西尔先生骨头馆

创意总监:诺林·莫里奥卡

设计师:莫尼卡·施牢格

设计公司:亚当斯-莫里奥卡设计公司

国家:美国

West Los Angeles
12244 West Pico Boulevard,
Los Angeles, California 90064
telephone: 310.442.1550

Sherman Oaks
13625 Ventura Boulevard,
Sherman Oaks, California 91423
telephone: 818.905.8400

Mr. Cecil's California RIBS

OUR MENU THE MR. CECIL'S STORY NEWS & REVIEWS CATERING & EVENTS MAPS & DIRECTIONS

CATERING with MR. CECIL'S
Whether you are planning a small casual party or a larger or a more formal event, Mr. Cecil's California Ribs can provide you with everything from simple delivery to full service catering, including on site cooking, servers, tableware and equipment (chaffing dishes, bbq grills, etc.).

All of our regular menu items are available to you. Or you may choose one of our catering packages which includes our most popular menu items and are designed to fit most tastes and budgets. If you have special menu requests we will be happy to design a menu for you.

For full service catering (up to 4000 people) we require at least one week's notice, a signed contract and a 50% deposit. An hourly charge per server / cook (Mr. Cecil himself is occasionally available at a rate to be determined) will be applied as well, plus tip a minimum tip based on an hourly rate and a catering fee of 20% of the total bill.

CATERING PACKAGES

Package A Serves 8-11 (approx.), 4 racks Baby Back Ribs, 1 rack Beef Ribs, 2 racks Baked Beans, 2 racks Colelaw, 10 pieces Corn Bread \$ 135

Package B Serves 18-21, 7 racks Baby Back Ribs, 3 racks Beef Ribs, 4 quarts Baked Beans, 4 quarts Colelaw, 20 pieces Corn Bread \$ 295

Package C Serves 35-40, 12 racks Baby Back Ribs, 7 racks Beef Ribs, 8 quarts Baked Beans, 8 quarts colelaw, 40 pieces Corn Bread (1 pan) \$ 505

Contact:
To place your order or to receive a personalized quote, please call 818.905.8400 and ask to speak with a manager.

DOWNLOAD A PDF OF OUR MENU

"Plates of meat to dream about" Charles Perry, Los Angeles Times

Site Design: AdamsMorioka © 2007 Mr. Cecil's California Ribs

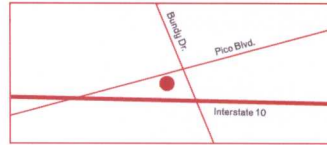
West Los Angeles
12244 West Pico Boulevard,
Los Angeles, California 90064
telephone: 310.442.1550



Sherman Oaks
13625 Ventura Boulevard,
Sherman Oaks, California 91423
telephone: 818.905.8400

OUR MENU THE MR. CECIL'S STORY NEWS & REVIEWS CATERING & EVENTS MAPS & DIRECTIONS

WEST LOS ANGELES SHERMAN OAKS



Google Maps
Yahoo Maps
Mapquest

Mr. Cecil's California Ribs, West Los Angeles
12244 West Pico Boulevard, Los Angeles, California 90064
telephone: 310.442.1550 fax: 310.442.1552

hours: Monday-Thursday: 11am-10pm
Friday: 11am-11pm
Saturday: Noon-11pm
Sunday: Noon-9pm



"Who's Who in American Barbeque" Bon Appetit Magazine

DOWNLOAD A PDF OF OUR MENU

Site Design: RdsmcPortals

© 2007 Mr. Cecil's California Ribs

West Los Angeles
12244 West Pico Boulevard,
Los Angeles, California 90064
telephone: 310.442.1550



Sherman Oaks
13625 Ventura Boulevard,
Sherman Oaks, California 91423
telephone: 818.905.8400

OUR MENU THE MR. CECIL'S STORY NEWS & REVIEWS CATERING & EVENTS MAPS & DIRECTIONS

Welcome to CECILVILLE!

Mr. Cecil's California Ribs is a unique Los Angeles ribs restaurant. Chef Jonathan Burrows takes western American barbeque, adds a slight Asian influence, then infuses California freshness and the highest quality ingredients - like organic chicken and vegetables - along with a menu that includes several kinds of fish and salads.

We are very happy to have you as our guest and hope you enjoy our special, and exclusively California style, ribs. **Bone Appetit!**



"There's been a lot of talk about these ribs..."

DOWNLOAD A PDF OF OUR MENU

Site Design: RdsmcPortals

© 2007 Mr. Cecil's California Ribs

West Los Angeles
12244 West Pico Boulevard,
Los Angeles, California 90064
telephone: 310.442.1550



Sherman Oaks
13625 Ventura Boulevard,
Sherman Oaks, California 91423
telephone: 818.905.8400

OUR MENU THE MR. CECIL'S STORY NEWS & REVIEWS CATERING & EVENTS MAPS & DIRECTIONS

STARTERS

Catfish Nuggets Served with cajun cocktail or tartar sauce \$6.75

Mr. Cecil's California Salsa Served with freshly made corn chips \$3.75

Mr. Cecil's Chili

bowl \$5.75

cup \$3.75

Hushpuppies (8) Served with butter & honey \$5.95

Buffalo Wings (10-12) With blue cheese or ranch \$6.95

Cajun Hot Links Served with spicy dijon mustard \$6.95

Jonathan's Selection A tasting of the basics: ribs, hushpuppies, hot links, chili, wings & beans \$19.95

SALADS

Annie's Salad Cucumber, tomato, red onion, marinated in our vinaigrette \$3.75

Wedge of Lettuce Served with choice of dressing: ranch, blue cheese, or vinaigrette \$3.75

Pork Chopped Salad Our pork, California salsa, iceberg lettuce all chopped & tossed in ranch dressing

full \$12.95

half \$8.95

Samara's Southwest Salad Grilled chicken, California salsa, corn, on a bed of lettuce with bbq ranch dressing

full \$12.95

half \$8.95

SIDES & SUBSTITUTIONS

"Side" prices listed are for a la carte orders. Please note substitution charges when ordering with your meal.

1/2 Rack Baby Back or St. Louis

\$5.95

Beef Rib (Single) \$3.50

1/4 Chicken white or dark \$5.50

Basket of Ribs Full rack of beef or baby back (when available) \$12.95

No substitution charge:

Hushpuppies (5)

BBQ Baked Beans with bacon

side \$3.50

Coleslaw

side \$3.50

Cornbread

1 piece \$2.00

Glazed Carrots

side \$3.50



"The Best Ribs in Southern California" The Beverly Hills Weekly

DOWNLOAD A PDF OF OUR MENU

Site Design: RdsmcPortals

© 2007 Mr. Cecil's California Ribs

Sundance Institute Identity

DESCRIPTION:

Sundance Institute, the non-profit organisation that organises the Sundance Film Festival as well as many other events and programmes supporting independent filmmaking, has been a long-term client of AdamsMorioka. In 2007, the Institute's identity was redesigned.

The system uses a "glow" treatment to represent the independent spirit, paired with natural paper stocks and rich colours that reflect the Institute's heritage and connection with their primary location in the mountains of Utah.

项目描述:

圣丹斯协会是一个非营利机构,组织圣丹斯电影节及其他一些活动。作为亚当斯-莫里奥卡设计公司的长期客户,协会于2007年再次委托其重新设计标识。设计采用“辉光”处理以突出独立精神,而天然纸浆及多种颜色的使用彰显了协会的遗产及其独特的地理位置——犹他州山脉。

SUNDANCE INSTITUTE



TITLE: Sundance Institute Identity

CLIENT: Sundance Institute

CREATIVE DIRECTOR: Sean Adams

DESIGNER: Sean Adams, Monica Schlaug

COMPANY: AdamsMorioka, Inc.

COUNTRY: USA

项目名称:圣丹斯协会标识

客户:圣丹斯协会

创意总监:肖恩·亚当斯

设计师:肖恩·亚当斯 莫尼卡·施牢格

设计公司:亚当斯-莫里奥卡设计公司

国家:美国

Nickelodeon Identity System

DESCRIPTION:

Faced with loss of brand equity, Nickelodeon asked AdamsMorioka to "look at the problem". The solution included a massive brand architecture strategy, identity re-examination and delivery system study.

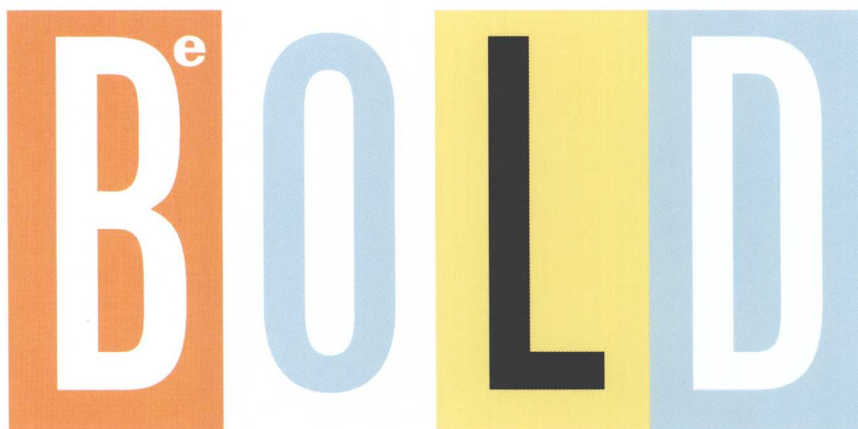
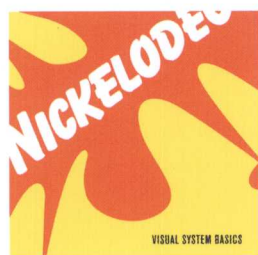
The visual system is based on the idea of "kid modernism", which opposes the standard visuals in children's television: complex layers, multiple typefaces, and too much purple and green. It uses only the primary signifiers: the identity, the characters, and the audience. This is not about collage, but ideas and narrative. The system is utilised in all media, print, advertising, online and on-air. The on-air system takes the simplification of message further by using still frames only, which provides a proprietary visual for Nickelodeon. The other members of the Nickelodeon family, Nick at Nite, TV Land and TNN, were addressed as well.

The year following implementation of the new strategy saw the largest profits in Nickelodeon's history.

项目描述:

镍币影院面临着品牌缺失问题,委托亚当斯-莫里奥卡设计公司加以解决。这一方案包括品牌打造、标识重审以及传递系统研究。

作为品牌定位的第一步,该视觉系统以“孩童的现代主义”为基本理念,摒弃了幼儿电视节目制作中的复层、多字体及大量使用蓝、绿色等特点。设计中仅采用了最基本的元素:标识、人物及观众,并非简单的拼贴而是致力于传递思想。这一系统被广泛应用到媒体、印刷、广告、网络及电台中,其中无线传播系统采用静止画面将信息简化,形成了影院的自身特色。镍币影院家族的其他成员(Nick at Nite, TV Land and TNN)全部使用这一系统。该系统实施运用的第一年取得了不菲的收益。



TITLE: Nickelodeon Identity System
CLIENT: Nickelodeon
CREATIVE DIRECTOR: Noreen Morioka,
Sean Adams
DESIGNER: Sean Adams, Volker Dürre
COMPANY: AdamsMorioka, Inc.
COUNTRY: USA

项目名称:镍币影院标识系统

客户:镍币影院

创意总监:诺林·莫里奥卡 肖恩·亚当斯

设计师:肖恩·亚当斯 福尔克·迪莱

设计公司:亚当斯-莫里奥卡设计公司

国家:美国

