



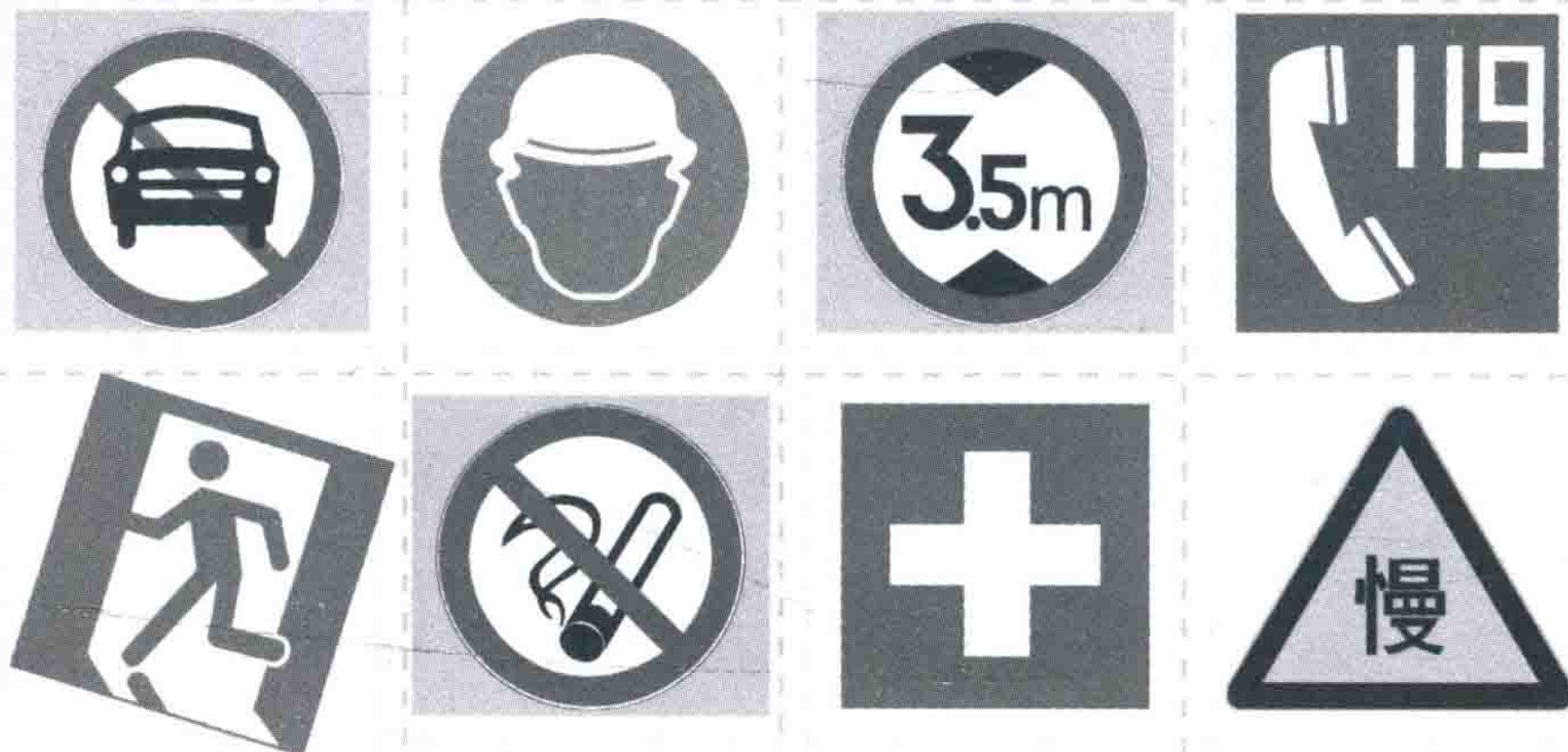
牟跃主编

图标带我走中国

See China through Signs



商务印书馆
The Commercial Press



牟 跃 主编

图标带我走中国

See China through

Signs



商务印书馆
The Commercial Press

图书在版编目(CIP)数据

图标带我走中国/牟跃主编.—北京:商务印书馆,2014
ISBN 978-7-100-10521-7

I.①图… II.①牟… III.①标志—基本知识 IV.
①J524.4

中国版本图书馆 CIP 数据核字(2013)第 318357 号

所有权利保留。

未经许可,不得以任何方式使用。

图标带我走中国

牟 跃 主编

商 务 印 书 馆 出 版

(北京王府井大街 36 号 邮政编码 100710)

商 务 印 书 馆 发 行

北京中科印刷有限公司印刷

ISBN 978-7-100-10521-7

2014 年 2 月第 1 版

开本 880×1230 1/16

2014 年 2 月北京第 1 次印刷

印张 5 1/2

定价:39.00 元

这是一本关于中国标准公共图形符号标志的实用图册，介绍了500多个中国大陆地区常见的公共图标。全书按照主题和场景分为八章32节，涵盖人身安全、道路交通、旅游运动、购物休闲、天气环保等日常生活的方方面面。

你可以按图索骥，通过30多个真实生活场景来识别同类图标，学习基本的公共汉语词汇，了解在中国生活的常识及社会文化信息，进而便利地在这里旅游、工作和学习。考虑到应用的需要，本书在场景图之外，还提供图标的标准图形、中英文释义以及汉语拼音，并穿插“猜猜看”“出行小贴士”等学习板块，介绍图标的趣味知识。书后附有“英文索引”，便于查找。

本书是图标分类图解工具书，亦可作为外国人学习汉语的初级教材和基础性文化读物。

This is a practical book which illustrates China standard graphical symbols for public information by showing more than 500 public signs inside the mainland of China. Based on different themes and scenes, the book consists of 8 chapters and 32 sections and it covers various aspects of daily life such as personal safety, road traffic, tourism, sports, shopping, entertainment, weather, environmental protection and so on.

People can identify similar signs, learn basic Chinese public vocabulary and get more information about Chinese daily life and social culture by exploring more than 30 real life scenes displayed in this book. It will be very convenient for people who want to travel, work and study here. In order to be more practical, the book provides standard graphics with Chinese Pinyin and interpretation both in English and Chinese, and moreover, there are learning boxes like “YOU GUESS” and “TRAVEL TIPS” to introduce interesting knowledge about public signs. Also, the attached English translation index can help you to find what you want easily.

As a reference book about public signs classification, it can be also used as an elementary textbook or fundamental reading material for foreign learners of Chinese.

1 图标常识 General Knowledge

图标的历史 History of Signs/2-3

图标的颜色 Colours of Signs/4-5

公共图标大观 Overview of Public Signs/6-7

图标的形状 Shapes of Signs/8

2 从机场到酒店 Airport and Hotel

机场候机 Waiting/10-11

空港乘机 Boarding/12-13

抵达酒店 Arrival at Hotel/14-15

酒店生活 Hotel Life/16-17

餐厅用餐 Eating at a Restaurant/18

3 公共人身安全 Public Personal Safety

户外安全 Outdoor Safety/20-21

消防设施 Fire Control/22-23

应急避难 Emergency Shelter/24-25

医院医疗 Medical Treatment/26-28

4 道路交通 Road Traffic

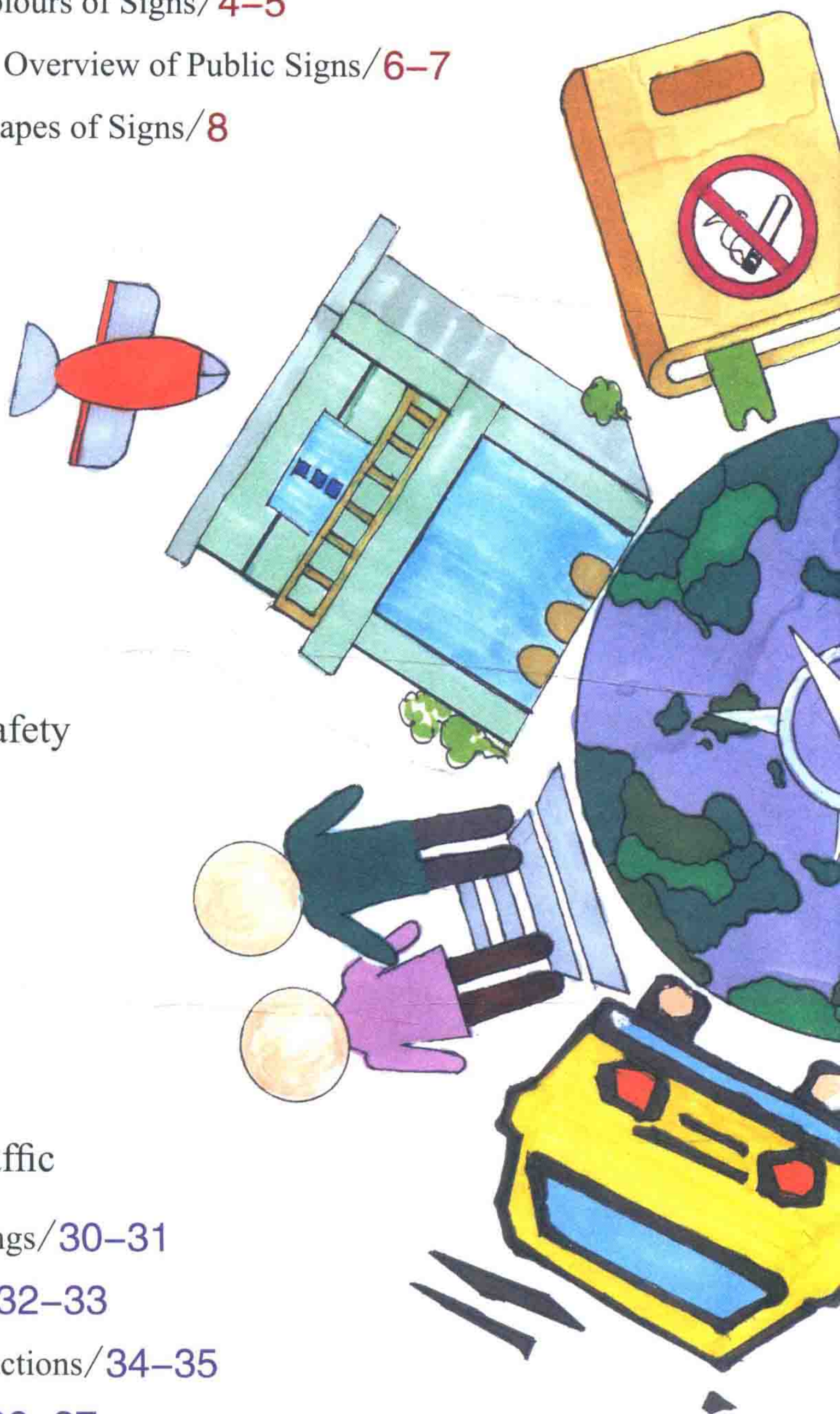
交通警告 Traffic Warnings/30-31

道路禁令 Prohibitions/32-33

行车指示 Driving Instructions/34-35

指示路牌 Road Signs/36-37

道路施工 Road Construction/38-39



5 休闲与购物 Leisure and Shopping

娱乐休闲 Entertainment and Leisure/42-43

商场购物 Shopping at the Mall/44-46

6 从车站到码头 Station and Dock

火车内外 Railway Transit/48-51

搭乘公交 Public Transit/52-53

码头货运 Dock Affairs and Cargo/54-55

城市交通 Intra-city Transit/56

7 旅游与体育 Travel and Sport

外出游玩 Going Out/58-59

在动物园 The Zoo/60-61

在体育场 The Sports Ground/62-63

在公园 The Park/64

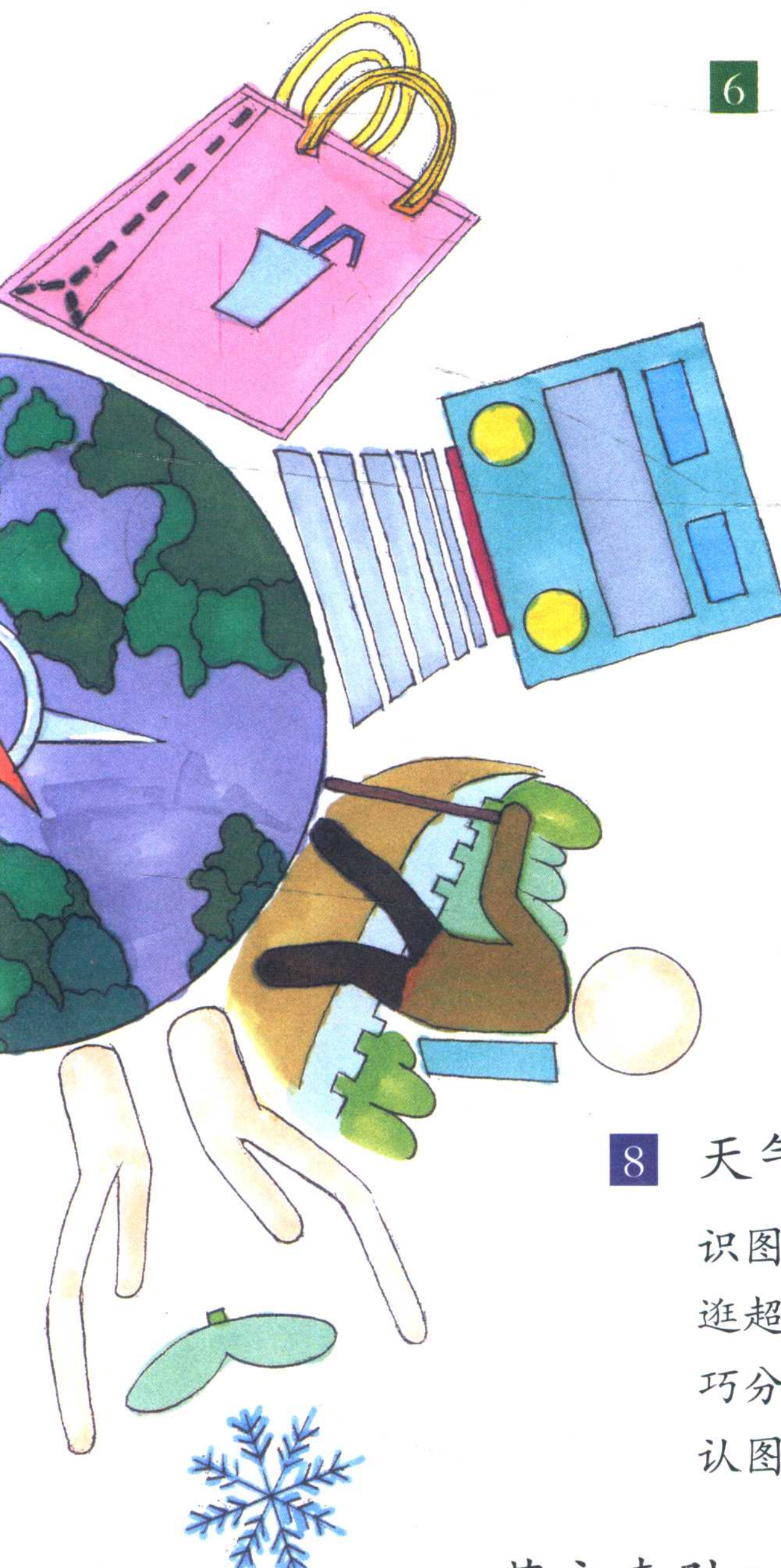
8 天气与环保 Weather and Environment

识图标 看天气 The Weather/66-68

逛超市 选食品 Choosing Food/69

巧分类 清垃圾 Rubbish Separation/70-71

认图标 促环保 Environmental Conservation/72-73



国家社会科学基金项目11BGL094



牟跃主编

图标带我走中国

See China through

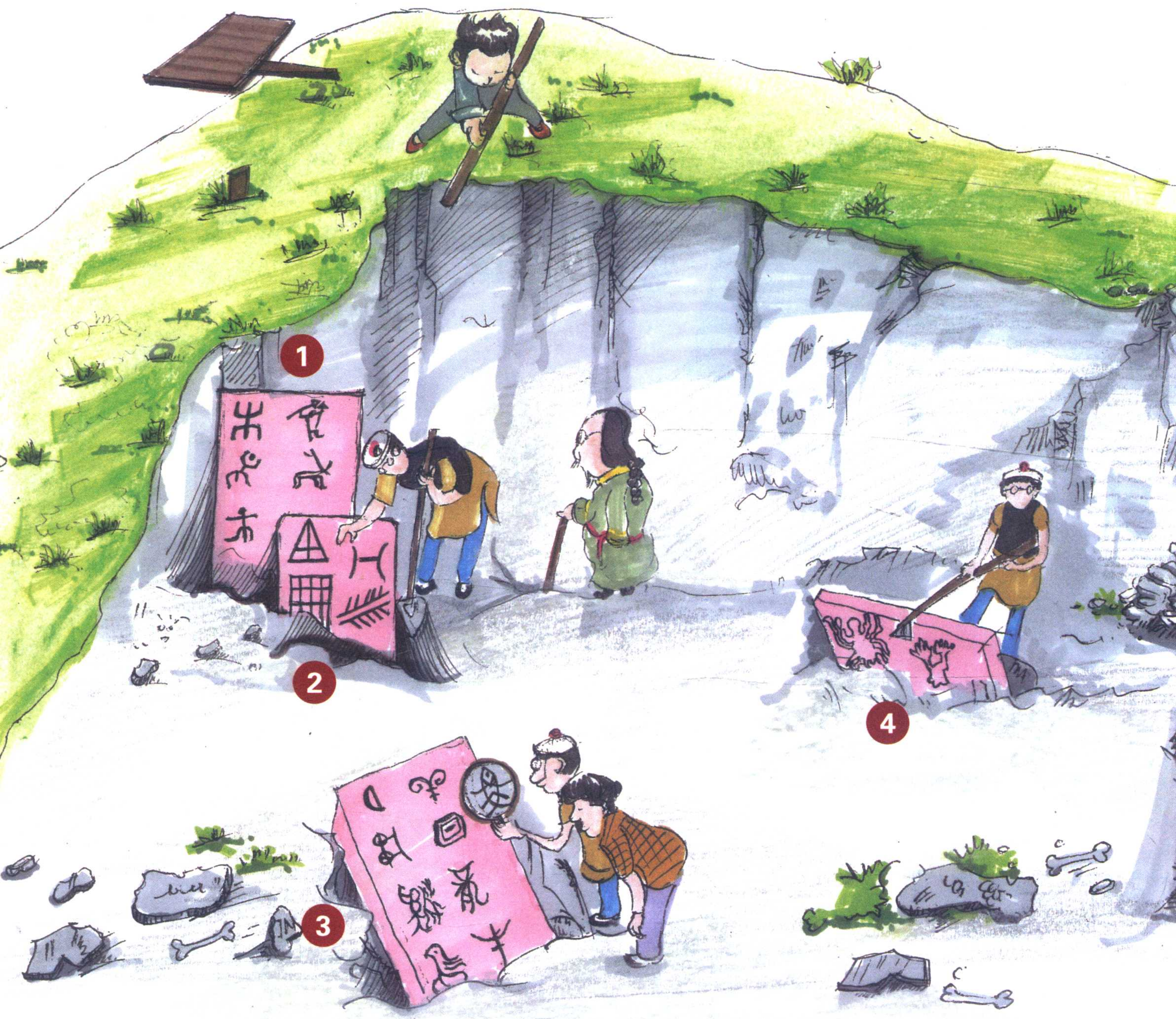
Signs



商务印书馆
The Commercial Press

1 图标常识

1 General Knowledge

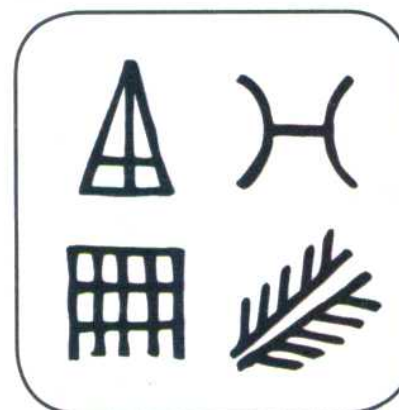


1



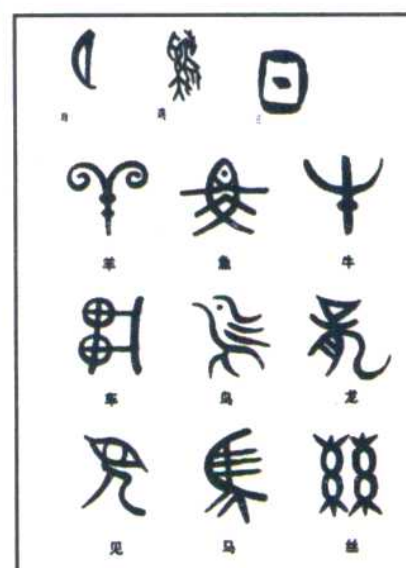
古老的图形符号
Ancient graphic symbols

2



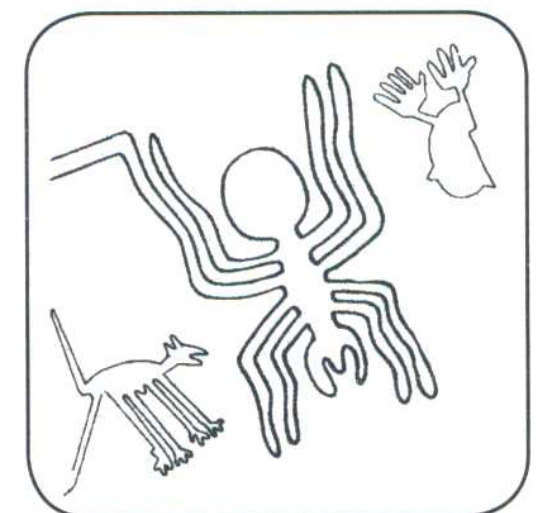
来自不同文化的图形符号
Graphic symbols from different cultures

3



象形字
Pictographic characters

4

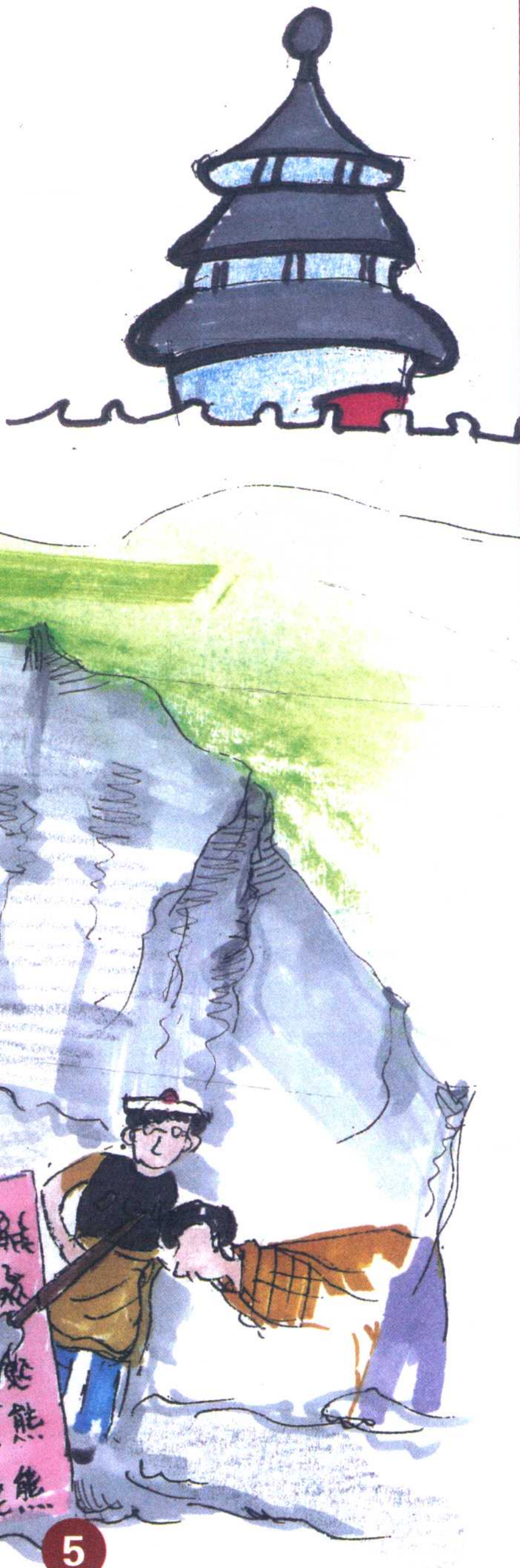


巨大的象形文字和图形
Large pictograms and shapes

5

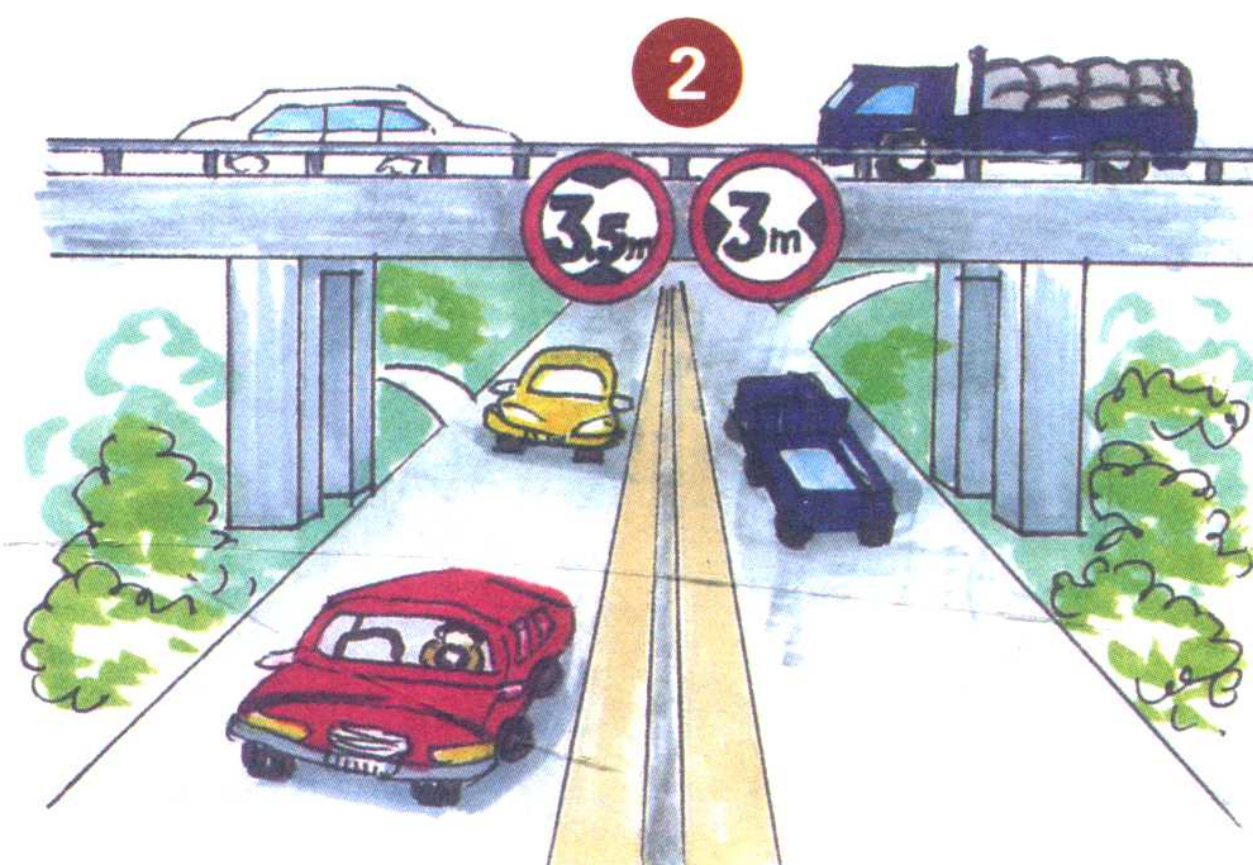


从象形字到汉字
The evolution from pictograms to Chinese characters



标志的颜色与含义 Colours and Meanings of Signs

颜色/Colour	含义/Meaning
红色/Red	消防/Fire Control 禁止/Prohibition 停止/Halt 危险/Danger
绿色/Green	安全/Safety 避难/Shelter 卫生/Sanitation 救护/First-aid
蓝色/Blue	指示/Instructions 注意/Caution
黄色/Yellow	危险/Danger 航海/Maritime Affairs
橘黄色/Orange	航空设施/Aviation Facilities



红色：表示禁止、停止、消防和危险。

Red indicates prohibition, halt, firefighting, and danger.

红色用于危险性最大、法制性最高的禁令性标志以及与火灾危险有关的消防标志。

Red is used for signs that warn against the most severe forms of danger, or serious legal prohibitions, as well as for disaster areas and fire control.

2



限制高度
Height limit



限制宽度
Width limit

用于图形标志的边框颜色：表示对内容进行某种限制。

Red-bordered signs indicate some kind of limitation.

1



禁止吸烟
No smoking

用于标志的边框和斜杠颜色：表示对图形所代表含义的否定。

Slashed red-bordered signs indicate the negation of the object-displayed meaning.

3



火警电话
Fire alarm
phone number

用于标志的衬底色：常在消防标志的提示性标志中使用。

When used as the background, red indicates a warning or fire-control related information.

4



当心火灾
Caution, fire



注意安全
Caution

黄色：表示注意、警告、劝告，作为衬底色来使用。
Yellow indicates notices, warnings, or suggestions. It can also be used as a background.

5



救护
First-aid

绿色：表示通行、安全和提供信息。常和安全、稳定的信息联系在一起，作为衬底色使用。

Green indicates passable signs, safety and provides information. Green is used to indicate safety or a stable state. Green can also be used as a background.

6



必须戴安全帽
Safety helmet required

蓝色：表示指令、必须遵守的规定，用于法制性较强的指令标志。

Blue indicates instructions or rules and is used for relatively serious legal stipulations.

gōnggòng qìchēzhàn

2 公共汽车站
Bus station

wénwù bǎohù dānwèi

3 文物保护单位
Protected cultural relic

jiāyóuzhàn

28 加油站
Gas station

jīchǎng

1 机场
Airport

tíngchēchǎng

27 停车场
Parking lot

tiělù qǐqìzhàn

26 铁路起讫站
Railway terminal

yínháng

24 银行
Bank

yīyuàn

25 医院
Hospital

chángtú qìchēzhàn

23 长途汽车站
Long-distance bus station

chángtú qìchē zǒngzhàn

22 长途汽车总站
Long-distance bus hub

chūzū qìchēzhàn

21 出租汽车站
Taxi stand

bīnguǎn

20 宾馆
Hotel

cānguǎn

19 餐馆
Restaurant

zhèngfǔ jīgòu

18 政府机构
Government organization

dǎngzhèng jīguān

17 党政机关
Party and government departments



gǔjiànzhù
④ 古建筑
Ancient architecture

gǎngkǒu
⑤ 港口
Port

diànshìtǎ
⑥ 电视塔
TV tower

túshūguǎn
⑦ 图书馆
Library

mǎtóu
⑧ 码头
Dock

xiāofángduì
⑨ 消防队
Fire brigade

lìjiāoqiáo
⑩ 立交桥
Overpass

gōng'ānjú
⑪ 公安局
Public security bureau

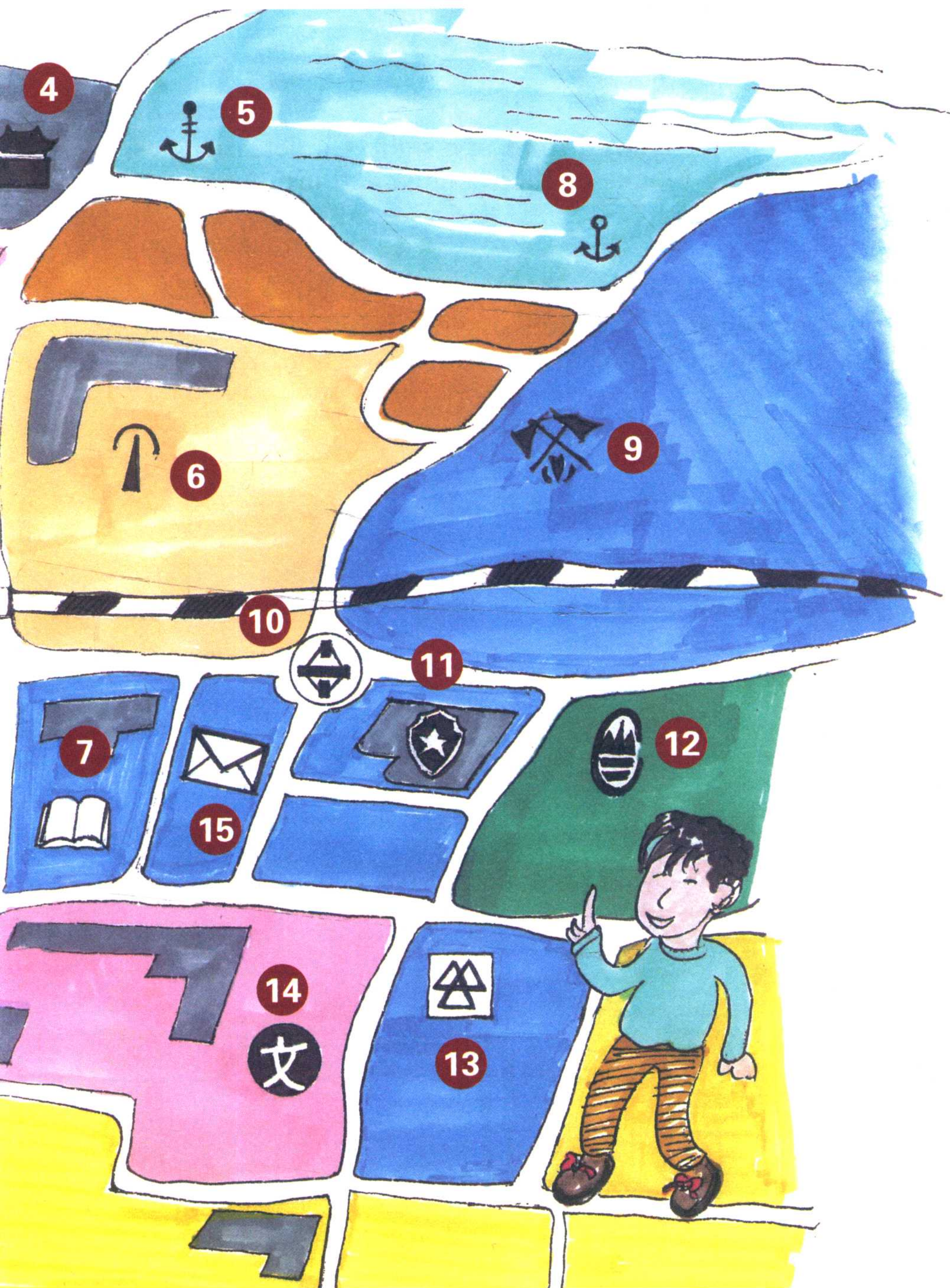
fēngjǐng míngshèng qū
⑫ 风景 名胜 区
Scenic area

gōngyuán
⑬ 公园
Park

pàichūsuǒ
⑯ 派出所
Police station

yóuzhèngjú
⑮ 邮政局
Post office

xuéxiào
⑭ 学校
School



标志的形状和含义 Shapes and Meanings of Signs

对标志图形含义的识别可从最初视觉效果入手。圆形、三角形、四角形是一般图形的基本形，也是最能引人关注的交通标志图形。

The meanings of these signs can be recognized from first sight. Circles, triangles, and quadrilaterals are the basic building blocks of these signs, and are the best at attracting attention in a traffic situation.

○形为禁止和警告，□形为安全和引导通过。方形和矩形也表明信息、引导、告知和指示。

Circles display prohibitions or warnings, squares display safety and guidance information, and other quadrilaterals display information, guidance, notification and indication.

△形为注意、提示和限定某种行为的实施。

Triangles are cautionary, or indicative of information or limitations on behavior.

猜猜看 YOU GUESS

以下都是中国清代店铺门口的公共标志，猜猜它们各代表什么店铺？

The following are shop signs from the Qing Dynasty that would have been well-known to the people of the time. Can you guess what each of them represents?



油坊
Oil mill



大车店（旅店）
Inn for carters



铁铺
Smithy



染料铺
Dye shop



响器铺
Percussion
instrument shop

2 从机场到酒店

Airport and Hotel

中国的不少国际机场都使用了世界通用的标准公共标志，包括转乘、候机、出发、出国、回国、到达、接站等。

Many Chinese international airports have implemented an international system of public signs for procedures such as transfer, waiting, departure, international departure, international arrival, arrival, and meeting points.



出发标志是一架正在起飞、机首昂起、前轮收起的飞机。

The sign for departure is a plane taking off, with nose raised and wheels retracted.

到达标志是一架正在着陆、机首朝下、前轮外露的飞机。

The sign for arrival is a plane landing, with nose pointed down and wheels extended.

猜猜看 YOU GUESS

在日本成田国际机场的检疫场所出现了许多可爱的彩色标志，防止境外带入的肉、水果、动物、植物里含有病菌。你知道下面这些标志代表什么吗？

A large number of cute signs are used at the Customs and Quarantine Inspection Point of Japan's Narita International Airport, indicating a number of meats, fruits, animals, plants, and harmful bacterial sources that are prohibited from being imported into the country. Can you guess what these signs stand for?





13 Rubbish receptacle



fèiwùxiāng
废物箱

14

Check-in



shǒuxù bànlǐ
手续 办理

