

传奇形象

新理念的标志设计



广州出版社



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邹正彤·编著



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书 名 传奇形象

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出版发行 广州出版社

(广州市东风中路503号)

印 刷 广东东莞新丰印刷有限公司

(广东东莞市凤岗天堂围区)

版 次 1999年2月第1版

印 次 1999年2月第1次

规 格 16开本 889mmX1194mm

9.25印张 195千字

印 数 1—8000册

书 号 ISBN 7-80592-912-2/J·61

定 价 128.00元

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New Concept Logo Design

随着信息时代的到来,世界经济趋向一体化,文化向多元化发展。随着新能源、新材料的不断出现,世界从生产力竞争时代向形象力竞争时代过渡。

从30年代开始,标志逐步应用于各行各业。因为竞争的需要,标志被用来识别各种商品,随着社会发展出现了企业形象识别设计(CORPORATE IDENTITY)。品牌成为企业竞争的焦点,于是产生了许多著名的标志,而这些标志也成了企业价值连城的资产,也可以说是代表了近二百年来的工业发展的历程。

随着世界进入一个信息及文化多元化的时代,出现了一种新理念的标志设计,这些标志不仅具有鲜明的识别性,而且更富情趣,充满奇思妙想,富有强烈的主观性和视觉冲击力,其中有一些夸张幽默怪异的表现手法出现在新的设计中,有些风格很具有怀旧色彩,但又赋予了这个时代的审美情趣。这些标志希望能找到一种更轻松、更富个性的解读方式,表现了设计师们浪漫的想像力,这样标志所代表的品牌形象也能够让受众自然地接受了。

代表这种怪异风格和回归色彩的新设计思想的是一些小型公司,尤其是一些设计公司 and 广告公司最具代表性,随之一些新兴行业如音乐、娱乐、体育、服装、计算机等为了凸现个性与潮流,在标志设计上也体现了这种新思维。

本书收录的数百个精美的标志正代表了这一令人兴奋的趋势,值得我们细细品味,最终,中国的设计师们也将从中汲取精华,在博大精深的民族文化背景下创造出一个个传奇形象。

New Concept Logo Design

Accompanying with new information era's coming and globe economic integration the world culture moves forward to multi-culture development. After new sources, new materials constant discovered, the whole world is beginning to transit from productive competition to imagination competition.

Since 1930's, the logo begun to use at various industries and businesses. As required of hot competition, the logo was used to identify the individual product at the market. Following the development of society, the corporate identity design was appeared, the product's brand became to of the key point of business competition. At this time, a lot of famous logos were formed. These logos as most valuable assets present the history of two hundred years of world industry development.

Along with information and multi culture era's coming, a new concept design was established. These logos not only have distinct differentiation, but also have more interesting, more wonderful, more active subjectivity and absolute visual impact. Some of the logos have exaggerative humor and unusual styles from designing, some of them have old fashioned styles, but they also have the updated modern artistic criterion. All these logos wish to show the way that more relaxation and more individuality meantime show the designer's romantic imagination, and the product's brands which they presented are very easy accepted by the public smoothly.

The new ideas designing method which presents unusual style and return to nature colors was used from some companies, especially was those Ad. companies and Ad. designing companies. Following the new industry development, such as music, athletic, fashion and computer, etc. Their logos also show these new ideas.

In this book, it gathers hundreds of perfect logos, which presents this exciting new concept design, it is helpful for readers to review. Finally we truly hope Chinese Ad. designers can select the essence from this book, and create more and more legend images under our Chinese great national culture background.

I

PEOPLE
人物

N

NATURE
自然

D

ENVIRONMENT
环境

E

ANIMAL
动物

X

MUSIC
音乐

ARTICLE
艺术

WRITING
文字



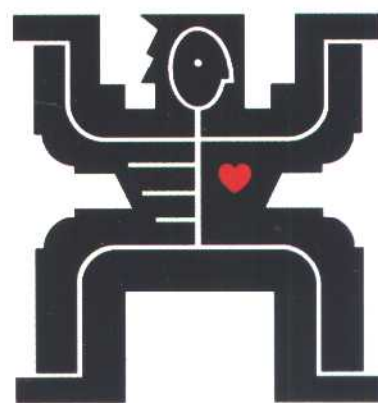
2.1

2.1
Mamoru Shimokochi
设计师工作室



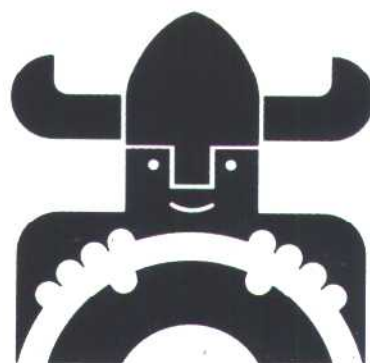
2.2

2.2
Mark Fox
William Mosgrove



2.3

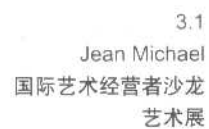
2.3
David Beck,
Charles James



Swedish Motors

2.4

2.4
何中强
汽车代理公司，用海盗作形象标志





4.1



4.2



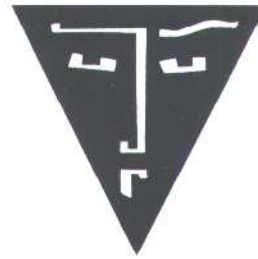
4.1
海老名淳
日本一家婚姻介绍机构

4.2
Margo Chase
妇女组织

4.3
Lanny Sommese
Dantes 餐厅
餐厅的儿童菜谱标志



4.3



5.1

5



5.1
Jean Michael Cornu
B.S.T
立体声设备制造商



6.1

7.1
陈幼坚
PACO 花店



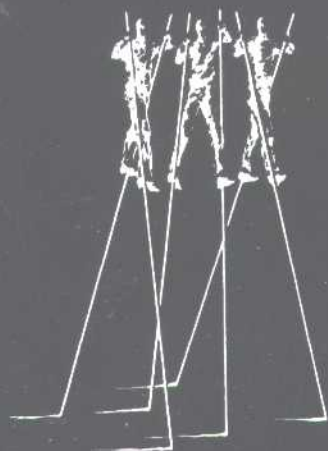
7.1

7.2
陈幼坚
ALAN CHAN 设计师创作室



7.2

7.3
Sarah Franks
脚手架生产商



SPRITEBRAND
ACCESS TO HIGH PLACES

7.3



8.1

8.1
Anonymous Graphics
酒吧

8.2
Ross Hogan
摄影师工作室

8.3
Anonymous Graphics
为一家杂志设计的专栏标志，名叫“最佳修理工”



8.2



8.3



9.1



S M O O T H E R S
H A I R . F A C E . B O D Y

9.3



9.2



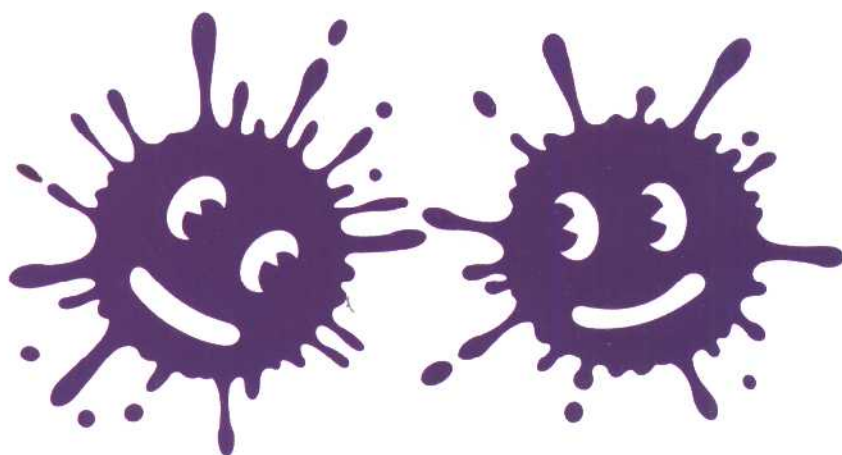
9.4

9.1
Myriam Kin-Yee
水资源保护教育计划

9.2
Myriam Kin-Yee
PRO FIT
健身器材公司

9.3
Frank Chin
SMOOTHERS
美容中心

9.4
Rex Peteet
商业区自行车运输服务商



10.1



10.2



10.3

10.1

Jay Vigon
摄影师工作室

10.2

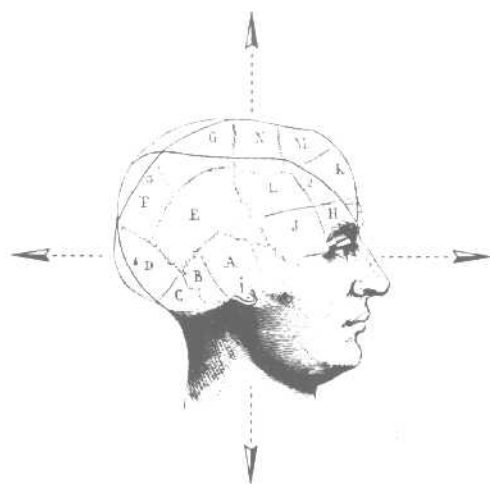
Pamela Rass, Los Angeles
从儿童角度反映墨西哥社会的戏剧

10.3

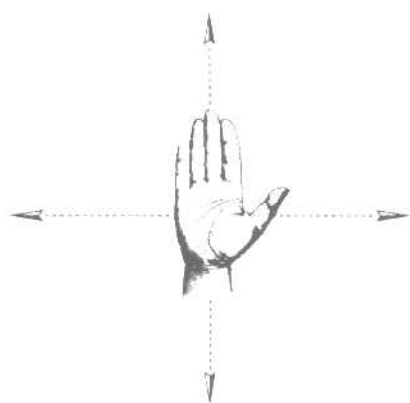
Mark Fox
LEVI'S 的比赛，优胜者将进入 NBA

11.1

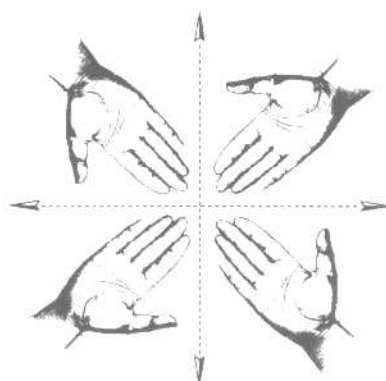
Jennifer Morla/Sharrie Books
体育 MTV



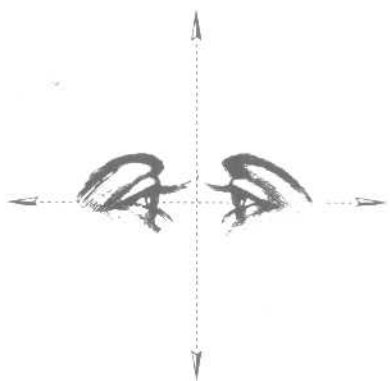
ENDURANCE



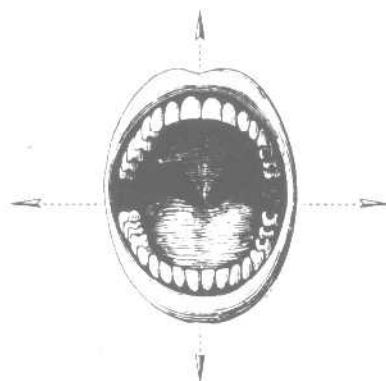
SOLO



GROUP



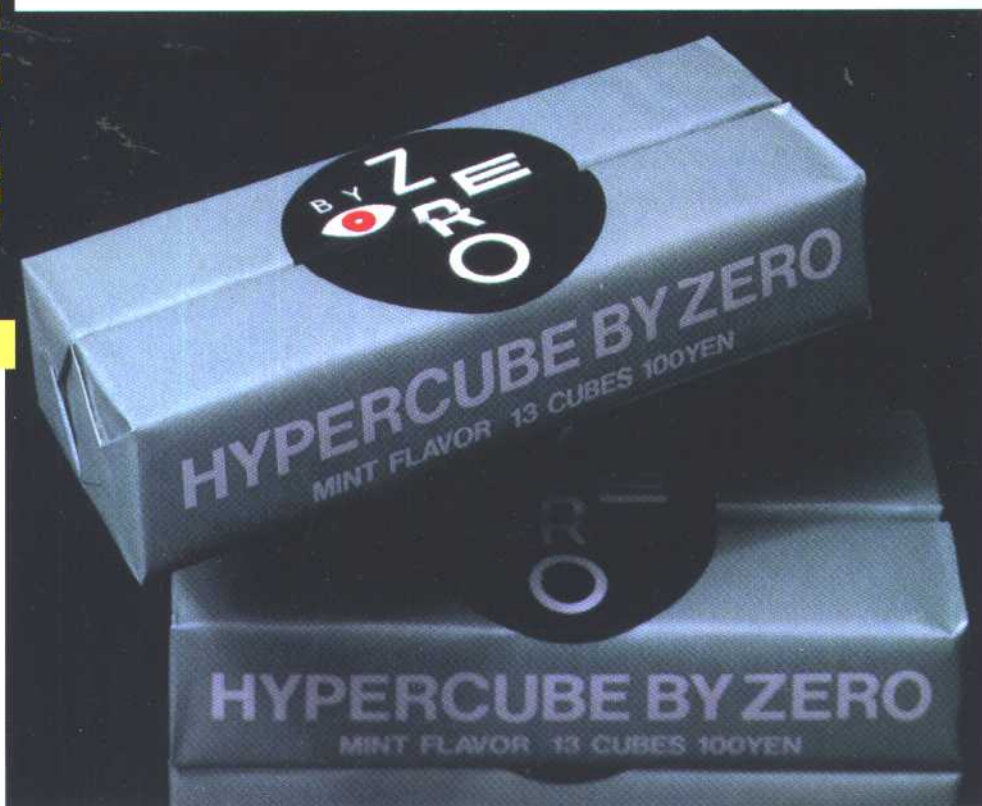
COMPETITION



THRILL



12.1



12.1

菊地伸介 柳泽光二
大泽商会出品的糖果

13.1

用于旅行箱包的标志

13.2

余奉祖
T恤的商标

13.3

Kristy Vandekerckhove
John Mancini
为晚会设计的邀请 Logo

13.4

刘小康
LORENZO 意式餐厅

13.5

Sibley/Peteet Design
信息服务机构

13.6

Mark Fox
为苹果电脑公司和他的业务伙伴合作
项目而设计的标志