

商标标志  
设计丛书



第 3 集

# 世界商标 标志设计 4500 例

上海科学技术文献出版社

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## 第3集

# 世界商标 标志设计 4500例·

永清 崇义 编

上海科学技术文献出版社

责任编辑：何永平  
封面设计：

## 世界商标标志设计 4500 例

(第 3 集)

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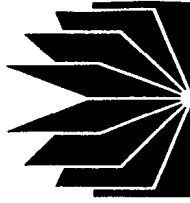
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# 前言

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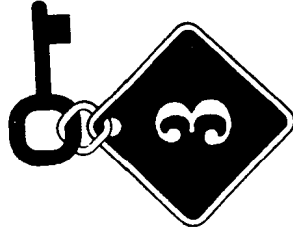
商标以及标志,在市场经济日益发展的今天,越来越引人注目注目和重视,世界著名商标、标志是富于象征性的,能引起人们联想的。消费者只要看到熟悉的商标,标志,就立刻联想到相应的产品及其所代表优良的质量。

世界上的商标,标志浩如烟海,其中不乏有许多匠心独运的优秀设计作品。为启迪设计者的思路,现将收集的国内外4500余例商标,标志的资料按分类汇编成本丛书的第3集,供美术设计工作者、商标标志爱好者在设计及构思时参考。

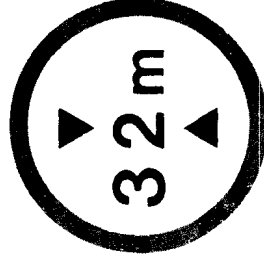
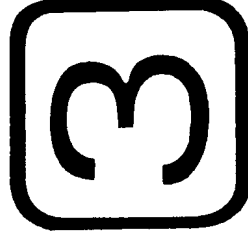
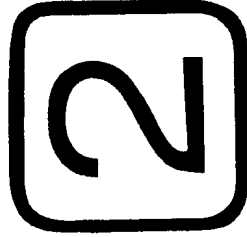
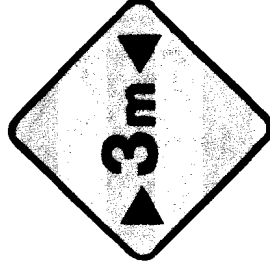
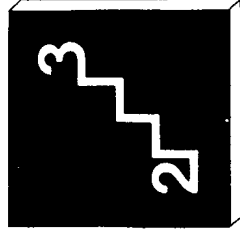
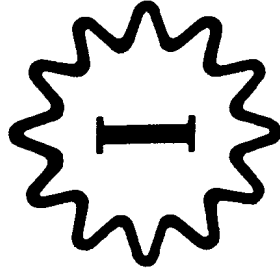
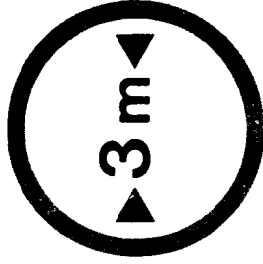
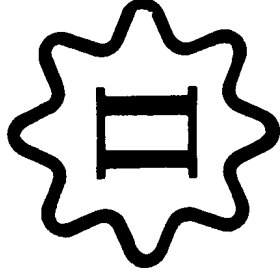
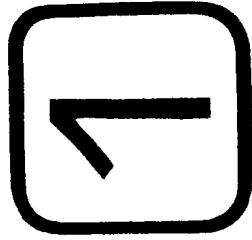
但愿我们的设计者,通过“他山之石”能设计出更出色、更优秀、更有生命力的作品来,盛开出青出于蓝而胜于蓝的各种奇葩。

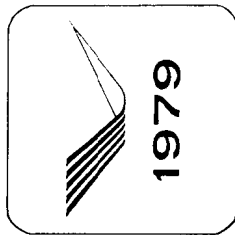
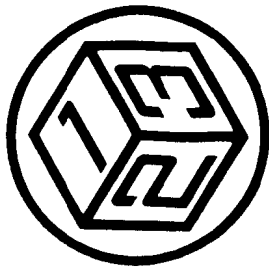
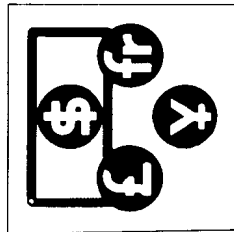
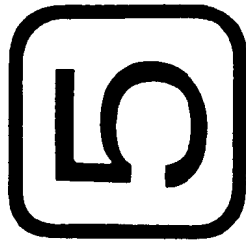
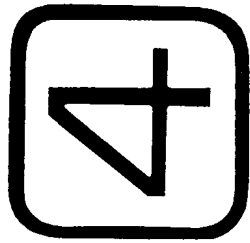
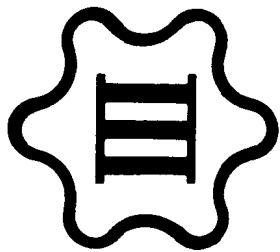
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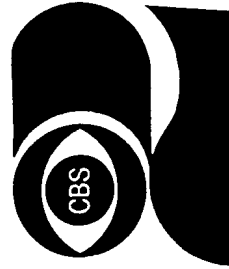
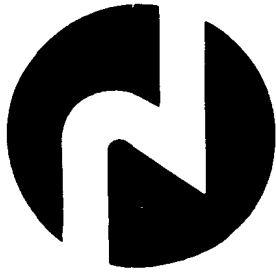
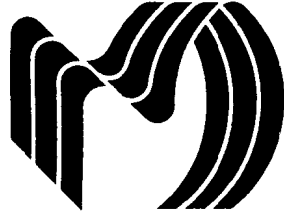
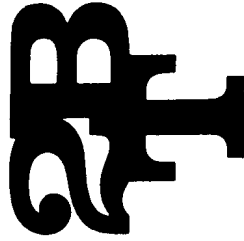
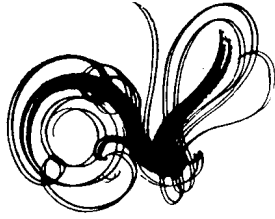
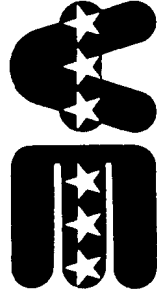
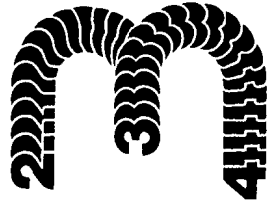
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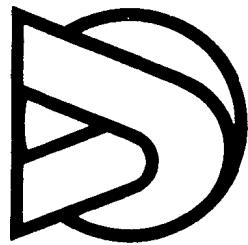
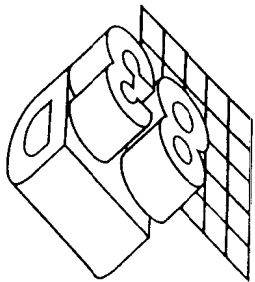
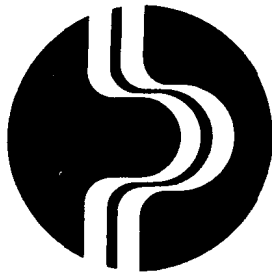
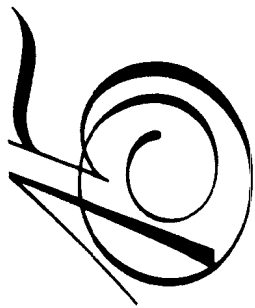
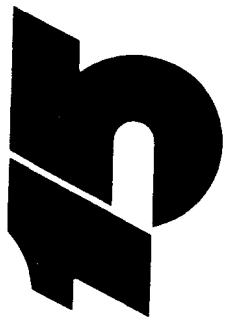
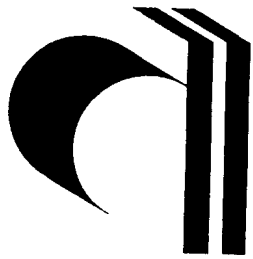
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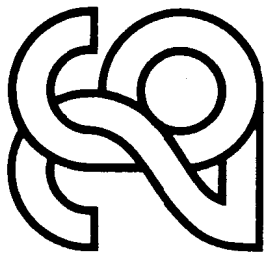
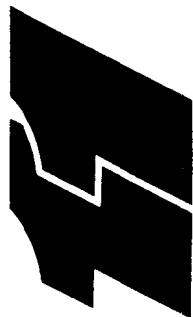
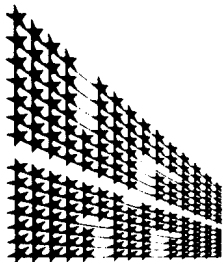
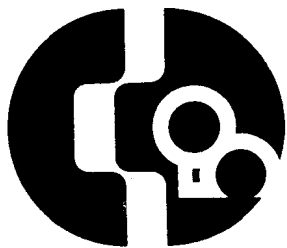


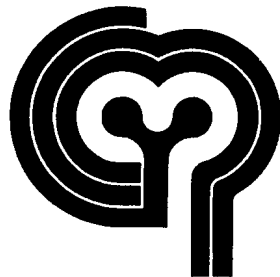
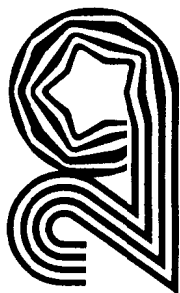
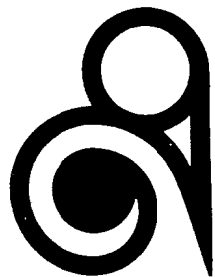


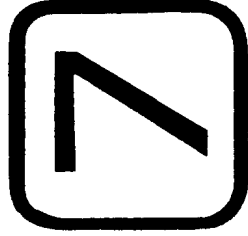
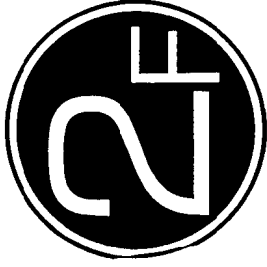
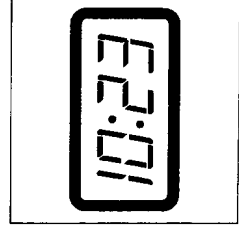
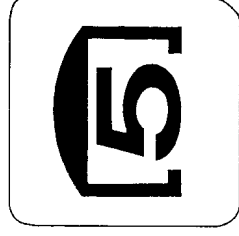
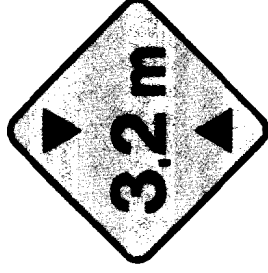


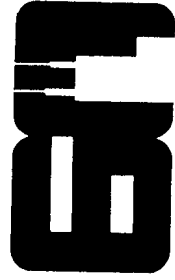
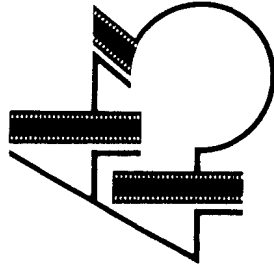
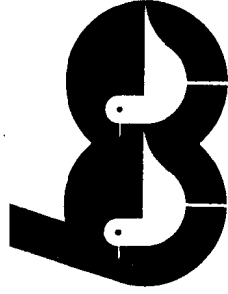
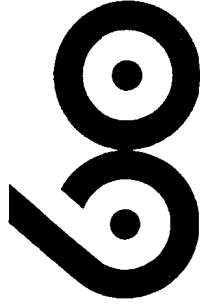












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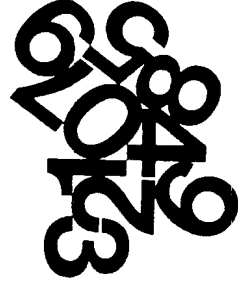
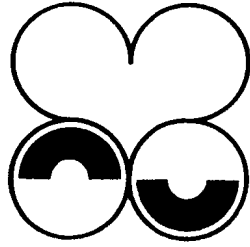
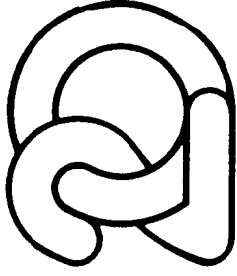
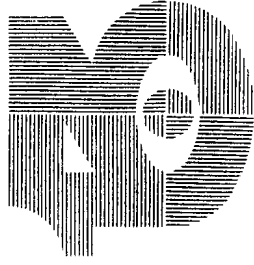
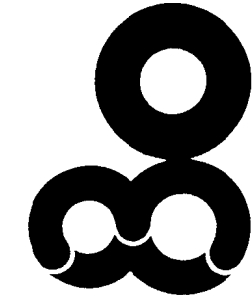
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CONVENTION  
FORMULA FOR THE FUTURE  
ABIA CANNES

