

VISUAL COMMUNICATION DESIGN

视 觉 传 达 设 计

**STORE BRANDING
商 店 品 牌 形 象**

平面设计编辑组 编 常文心 译

辽宁科学技术出版社

图书在版编目 (C I P) 数据

视觉传达设计. 商店品牌形象 / 平面设计编辑组编 ;
常文心译. — 沈阳 : 辽宁科学技术出版社, 2016. 4
ISBN 978-7-5381-9570-5

I. ①视… II. ①平… ②常… III. ①商店—商业品
牌—视觉设计—作品集—世界—现代 IV. ①J534

中国版本图书馆 CIP 数据核字 (2016) 第 014550 号

出版发行: 辽宁科学技术出版社
(地址: 沈阳市和平区十一纬路 29 号 邮编: 110003)
印刷者: 辽宁新华印务有限公司
经销者: 各地新华书店
幅面尺寸: 210mm×260mm
印 张: 18
字 数: 50 千字
出版时间: 2016 年 4 月第 1 版
印刷时间: 2016 年 4 月第 1 次印刷
责任编辑: 鄢 格
封面设计: 谭婷薇
版式设计: 周 洁
责任校对: 周 文

书 号: ISBN 978-7-5381-9570-5
定 价: 258.00 元

联系电话: 024-23284360
邮购热线: 024-23284502
E-mail: lnkjc@126.com
<http://www.lnkj.com.cn>

contents 目录

Shopping Mall 008

购物中心

Stationery Shop 056

文化用品店

Grocery 090

生活用品店

Sports Shop 132

体育用品店

Clothing Store 162

服装店

Design Store 238

设计商店

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Clothing Store 162

服装店

Design Store 238

设计商店

preface

If we think about the famous Apple Stores, we realize that the most valuable brands – even if not retailers by themselves – actually have a strong retail component in their value chains. Part of the explanation is that retail is clearly a very strong builder of brand awareness, and as a visibility and communication tool, retail space can be used to achieve better brand performance. Additionally, and more importantly, retail is the place where the brand meets the client. Few other brands have this possibility; most of them, like the FMCG brands, wait on a shelf to be picked by the consumer. Retail brands have the power to actively attract the customers and thus increase the chances of closing the deal. And many times, customers first choose the store and then the product brand they need.

A retail brand is more than a product brand, more than a service brand, and more than a location/environment brand – it is about all of them together. Of course that the basic principles of marketing and branding do apply, but the segmentation is more difficult, given the multiplicity of retail brand attributes. It is strenuous to do a proper segmentation and targeting job when the outlets want to sell everything to everybody and do not understand their competitive advantages. Moreover, the “lowest price” tagline is a trap, because everybody claims it, but only the biggest players can really keep up with this fight. Therefore, it helps when the store has a clear differentiation and positioning, which must be credible, relevant to consumers and delivered day in, day out. This in turn helps the building of a distinctive brand, which is obviously different for a DIY retailer compared to a supermarket or a category killer.

However, distinctiveness is not enough in retail. Brand loyalty in retail is to be achieved by customer trust. In order to acquire this, a mélange of pragmatism, functionality, emotions and entertainment must be delivered – and all these account for the brand experience. In order to deliver an outstanding brand experience, the frontline employees must be

前言

谈起著名的苹果公司，我们就不难发现那些最著名的品牌，即便没有零售商，也会在自己的价值链中拥有一个强大的零售部门。这样说的原因是，零售是一个非常强大的品牌意识建设者，而作为视觉与传达工具的零售空间则更能够帮助品牌性能进行更好地发挥。此外，也是更重要的一点，零售店也是品牌直接与顾客见面的有效空间。除个别商品之外，大多数商品，如快速消费品品牌，均被陈列在货架上等待消费者的购买。零售品牌需要拥有强大的磁场吸引顾客，以提升商品成功交易的几率。很多时候，客户首先选择商店，随后购买他们所需要的产品品牌。

一个零售品牌并不仅仅是一个产品的品牌，也不仅仅是一个服务品牌，或者一个地方或环境品牌，它应该是上述这些属性的集合体。尽管最基本的营销和品牌塑造原则是相同的，然而，市场的细分较为复杂，从而导致了零售品牌属性的多样化。对于品牌来说，进行恰当的市场细分，并在不了解自身竞争优势的前提下确定目标市场是一项极其困难的工作。此外，“超低价”的标语是一个陷阱，因为每个人都这样声称，但是却仅仅是那些很大的玩家才能够在市场的价格战中取胜。因此，一个独一无二的设计风格 and 别具一格的品牌定位，对拥有相对固定的客户，并保证每天商品的销售额具有一定的帮助。这样反过来更加促进一个独特品牌的建立，从而与其他同类产品相比更具竞争力。

然而，对于零售店来说，单凭特殊性是远远不够的。零售品牌的忠诚度需要客户的信任来建立。为此，这就需要实用主义、功能性、情感与娱乐完美地结合在一起，并作为构成品牌体验的重要组成部分。为了传递一个杰出的品牌体验，一线的员工必须熟知公司的处事方式和消费者的期望。在此，品牌的承诺具有重要的影响力。

knowledgeable of the companies' way of doing things and the consumer expectations. Here, the brand engagement programmes will make a difference.

Another expression of brand power in retail is the use of private labels and own labels. Over the past decades, these allowed retailers to achieve a better negotiating position against the product brand suppliers and consequently to skew the balance of power in their favour. Nowadays it is impossible to believe that a retailer could survive or grow in the years to come without building a strong brand, and store branding & design is a strategic tool to achieve brand differentiation, to gain brand loyalty and to make the best use of private labels. That implies a holistic approach to design, so that a customer should instantly learn what that brand stands for just by entering the retail place.

The store branding and design approach must encompass the brand identity and the retail design as such, but also brand engagement training with the management and employees. This was the approach for the DOMO retail store (see page 044): the new identity enhanced awareness and attraction, the retail design was developed in accordance with the playful and friendly personality of the brand, while the front line employees were trained and engaged with the spirit of the brand. All these contributed to delighting its customers with the most pleasurable shopping experience, and allowing the client to weather the recession better than its competitors.

Especially for an up-and-coming player, the brand identity and retail design can make a huge difference, helping it to achieve leadership in a much shorter time and with a lower cost. This was the case with the DIY retailer Dedeman, a regional player who was engaged in national expansion. The new brand & retail identity (see page 042) is a daring one for the DIY/retail category, but it succeeded in winning over the hearts of buyers and boost the business up to national leadership, using limited financial resources and competing against international players.

The old mantra for retail used to be "Location, Location, Location". It looks like the greater mobility of the consumers and their increased sophistication would change this into "Branding, Branding, Branding".

Cristian 'Kit' Paul
Creative Partner, Brandient
Romania

零售店中另外一个品牌力量的表达方式是私有品牌或自营品牌。在过去的几十年里，这种方式允许零售商在与供应商协商的过程中，赢得一个更加有利的位置，从而获得更多的权力与利益。现如今，没有一个强大的品牌进行支撑，简直难以相信一个零售店可以生存或延续多年，而商店品牌塑造与设计则成为打造品牌特殊性的战略工具，帮助实现品牌忠诚度，并对私有品牌进行充分利用。这就要求品牌的整体性设计，使顾客在进入零售店的瞬间了解到品牌的内涵。

商店品牌和设计方法必须包括品牌识别和零售设计，同时，品牌管理人员及员工的技能训练也不可或缺。多摩零售店（详见042页）就是一个非常好的例子：新识别方案强化了品牌的知名度与吸引力，零售店设计的开发遵循了诙谐、亲切的特点，与该品牌的风格相得益彰；而一线的员工也接受过良好的有关品牌文化的培训与指导。所有这些促成了一个强大品牌的建立，为顾客营造了一个愉悦的全程购物体验，并保证该品牌即使在经济萧条的环境下，亦能在同行业中领先。

尤其是对于一个具有无限发展潜力的商家来说，品牌识别和零售设计能够帮助其与其他品牌进行鲜明的区分，并在更短的时间内，利用较低的成本迅速占领市场。我们拿狄德曼品牌为例，这一地区性品牌迅速成为国内知名品牌的经验可以为我们提供有效的参考。这一全新的品牌与零售识别方案设计较为大胆，在DIY/零售领域内属于一种突破性尝试，然而，正是这种突破成功吸引了买家，最终使该品牌仅仅运用有限的财政资源，成功打败国内外竞争者，而一跃成为国内同行业品牌之首。

过去，零售店的关键词是“地段，地段，地段”。如今，随着消费者越来越强大的购买机动性以及越来越丰富的购物体验，这句话应该改成“品牌，品牌，品牌”。

克里斯蒂安·吉特·保罗
Brandient设计工作室，创意伙伴
罗马尼亚



Kruidvat

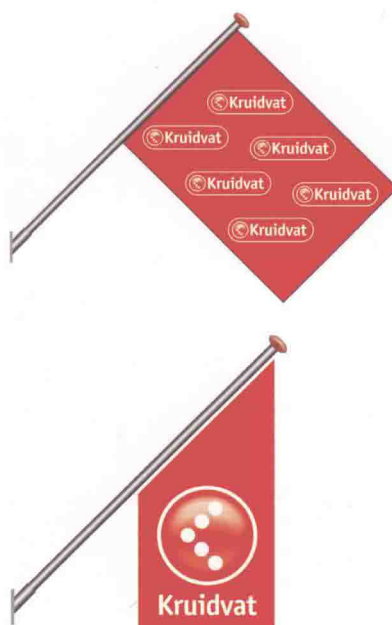
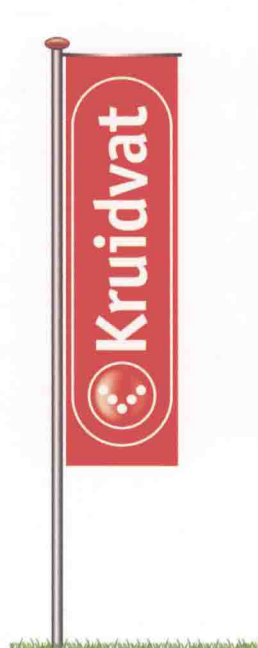
Kruidvat保健美容化妆品连锁店品牌形象设计



Following on the new retail formula development for Kruidvat, SVT Branding & Design Group then developed a new visual identity for Kruidvat. The logo needed to be updated and made more distinctive, but had to be sympathetic to Kruidvat's heritage, and still be recognizable as Kruidvat. Kruidvat's brand values of discount and profit also had to be represented within the new logo. In addition, it was requested to make the logo more applicable to different sorts of items with various options. The resulting brand mark allows for many such possibilities.

SVT品牌和设计集团在为Kruidvat保健美容化妆品连锁店提供全新的零售方案之后，再次为其开发了一个全新的视觉识别系统。标识的设计需要在原有基础上进行更新，并更实现醒目、独特、备受关注的点，同时与Kruidvat集团的悠久历史和和谐融合，并不乏其独有魅力。另外，新型标识还要求能够完美体现Kruidvat保健美容化妆品连锁店的折扣和优惠价格。此外，这一标识还应具有良好的应用性，适用于多种不同的商品。最终的设计方案使上述要求成为了可能。





Title: Kruidvat
 Design Agency: SVT Branding & Design Group
 Production Date: 2009
 Creative Director: Frank Schoeman
 Designer: Katja van het Bolscher
 Client: AS Watson
 Photographer: SVT
 Nationality: The Netherlands

标题: Kruidvat保健美容化妆品连锁店品牌形象设计
 设计机构: SVT品牌和设计集团
 完成时间: 2009年
 创意总监: 弗兰克·斯奇尔曼
 设计师: 卡佳·凡·海特·博尔斯彻
 客户: AS Watson集团
 摄影师: SVT品牌和设计集团
 国家: 荷兰



Go'dag

Kvalitet fra gode gårde

Go'dag

Kvalitet fra gode gårde



Go'dag

“Go’ dag” 品牌视觉形象设计方案

Title: Go'dag
Production Date: 2010
Creative Director: Marie Brodersen
Designer: Marie Brodersen
Photographer: Marie Brodersen
Nationality: Danmark

标题: “Go’ dag” 品牌视觉形象设计方案
完成时间: 2010年
创意总监: 玛丽·布罗德森
设计师: 玛丽·布罗德森
摄影师: 玛丽·布罗德森
国家: 丹麦



Go'dag (hello in an old-fashioned way) is a new concept for supermarket. It is a Copenhagen-based programme in which a "Go'dag vehicle" gathers fresh groceries from the Danish countryside in the morning. It is then parked outside supermarket stores in the afternoon for city dwellers to enjoy. The visual identity is a mix of old and new. The logotype is handwritten and placed on Manila tags which form high contrast to the sleek and modern biodegradable plastic packaging. The concept also includes a recipe folder with basic recipes. Here the illustrations are abstract and modern with the handwritten titles as a contrast.

“Go' dag”（一种古老的问候方式）是设计师玛丽·布罗德森专为超市开发的一个全新理念。这个以哥本哈根为中心的项目方案以丹麦每天早晨从农村运送新鲜食品的汽车为主题。这种汽车在下午完成任务之后，停靠在超市的外面，供市民使用。这一视觉识别设计方案巧妙地将复古气息与时尚格调融为一体。字体采用手写格式设计，印刷到马尼拉标签之上，从而与干练、时尚的可降解塑料包装形成鲜明的视觉对比。此外，该项目的设计理念还包括一个介绍基本烹饪手法的折叠式食谱书。在这里，抽象的插画设计与时尚的手写主题对比十分鲜明，能够轻松捕获消费者的目光。



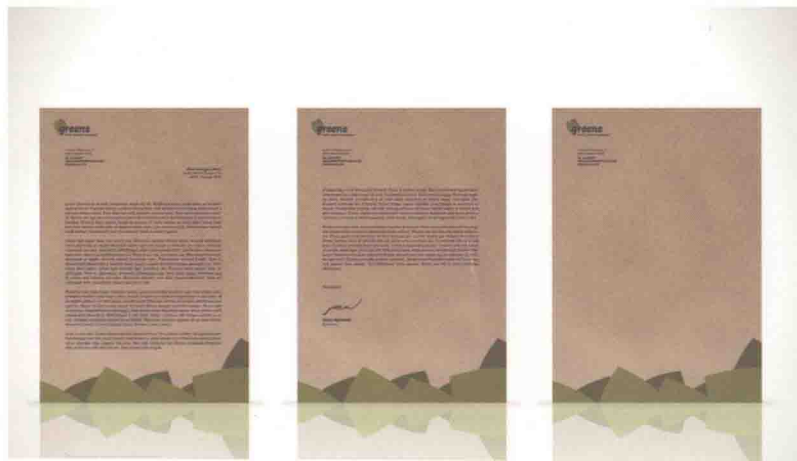
Greens Corporate Identity Design

绿地水果蔬菜店企业形象设计



Title: Greens Corporate Identity Design
 Production Date: 2011
 Designer: Patricia Román Humanes
 Client: Greens
 Nationality: Spain

标题：绿地水果蔬菜店企业形象设计
 完成时间：2011年
 设计师：帕特里夏·罗曼·胡梅纳斯
 客户：绿地有机水果蔬菜店
 国家：西班牙





Greens is an organic fruit and vegetable shop. A visual identity has been created to show, through the graphic design and the materials it used. How important the nature is for Greens? The starting point for the identity was the name itself, which refers to the vegetables and also refers to the colour of nature and the environment.

“绿地”是一家以出售有机水果和蔬菜为特色的零售店。对于该店的企业形象设计方案，设计师帕特里夏·罗曼·胡梅耐斯旨在通过独特的平面设计和材料选用，打造出独一无二的识别方案，以突出绿地水果蔬菜店关注于自然的营销理念。“绿地”识别系统的首个出发点是对商店名称的设计，设计师帕特里夏·罗曼·胡梅耐斯运用匠心独运的设计手法，巧妙地将蔬菜与天然色调和周围环境融为一体。