

最新

商標圖案精選

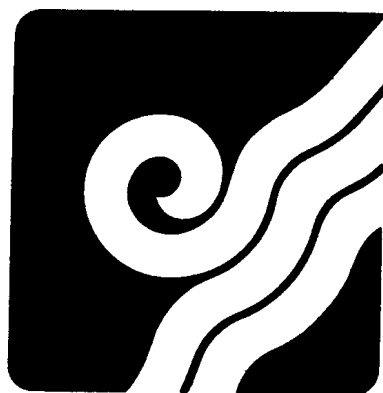
春華編



大方圖書公司

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設計商標真是一門巧妙的學問。有時不是勤勞、用功、或曾受過高深繪畫訓練的美術工作者可以勝任的。有時真的要靠多少聰明、靈感或運氣，才能設計成一個成功的商標。

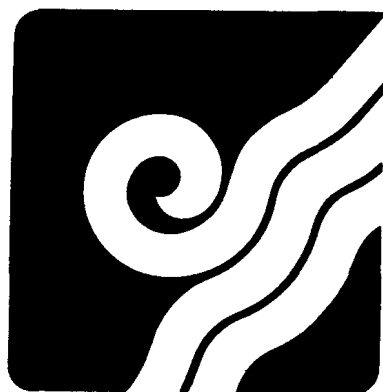
因爲商標就是商品或一家機構的標誌，設計者把機構的名稱或商品的名稱用美術字和各式圖案設計成一個標誌。設計時，不單要追求外形美觀，而必須顧及內容與形式的統一，充份發揮藝術上的創作性，用特殊的形象和創新的手法來表現。最重要的是可以和該機構或商品結合起來，圖面不一定要很費功夫和花樣繁多，只要是大方、精巧、別緻與衆不同，使人一望而知是那一家機構或商品便可了。

本書編者收集了千餘個商標輯成一冊，其中很多是世界暢銷商品的成功設計，對一般美術工作者及學習廣告設計的同學作爲借鏡參攷之用。

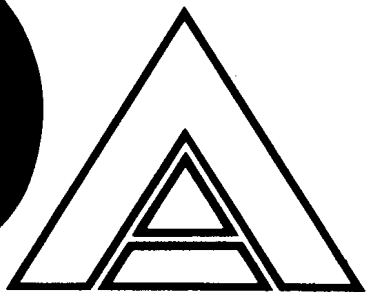
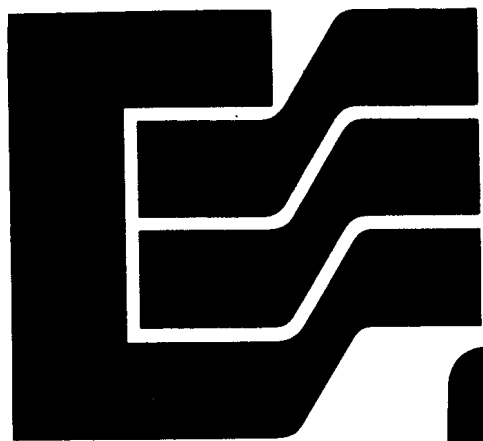
編者

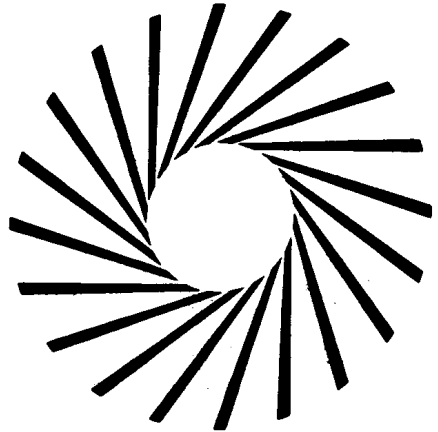
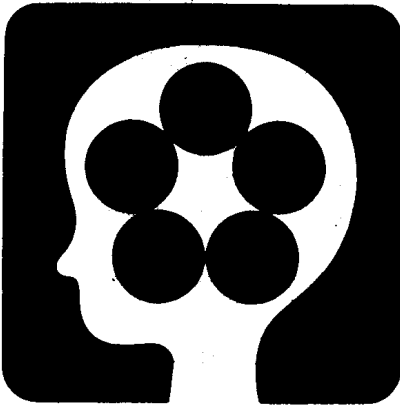
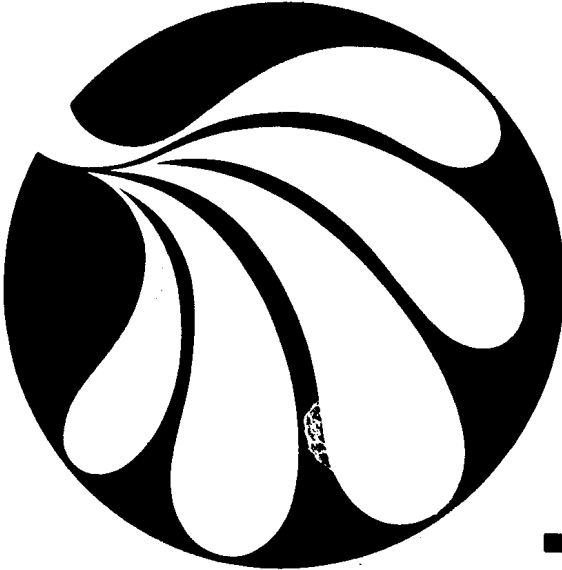
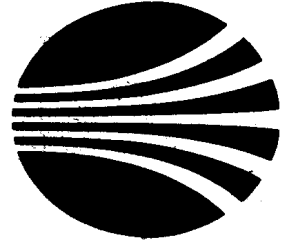
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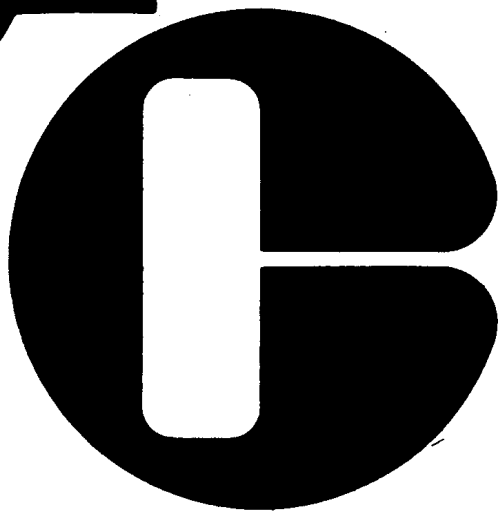
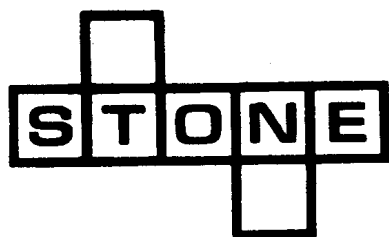
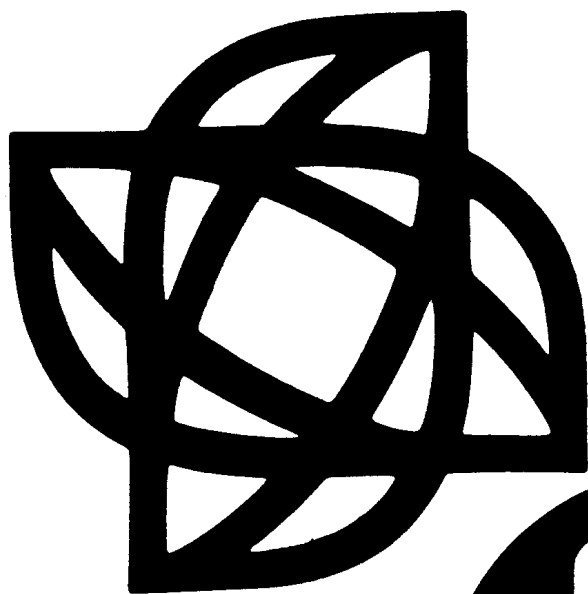
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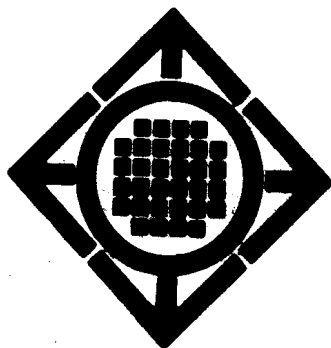
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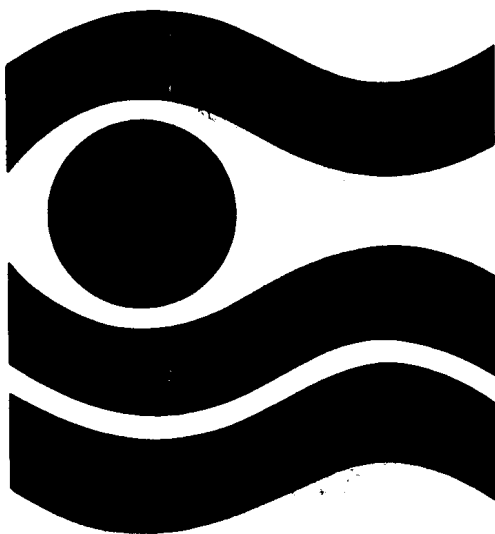
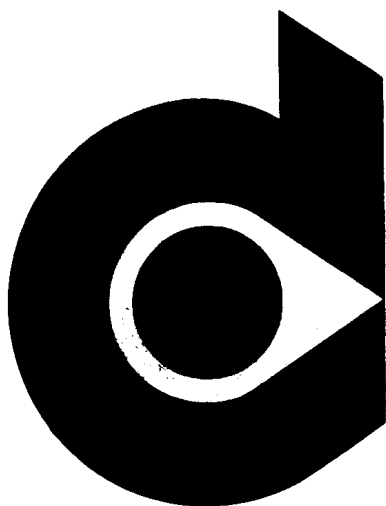
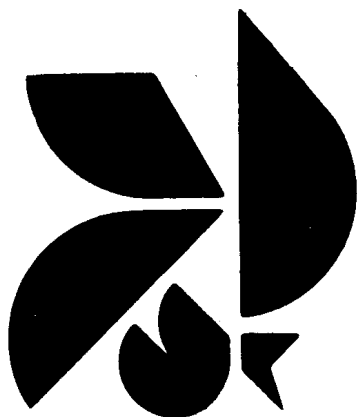


GTE





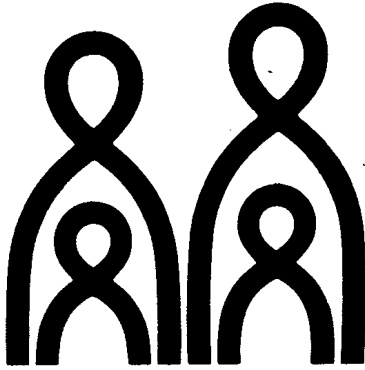
PETTIT
marine  *paint*



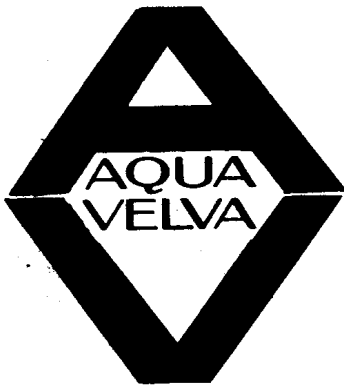
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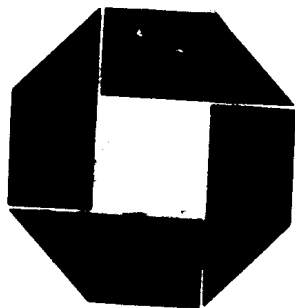
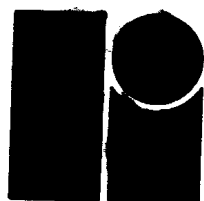
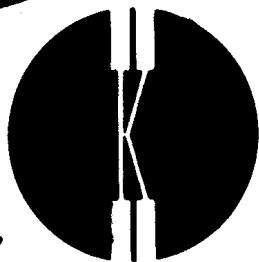
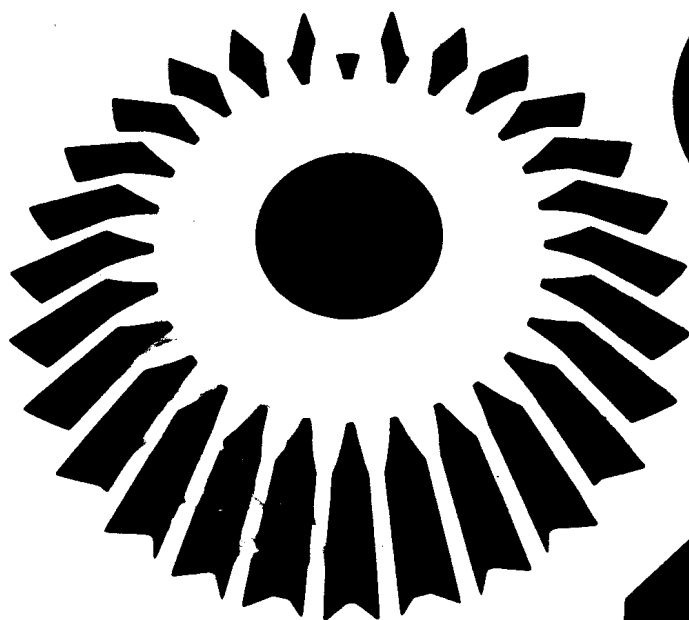

PROGRESSO

PROGRESSO FOODS CORPORATION

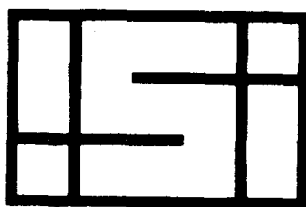


star

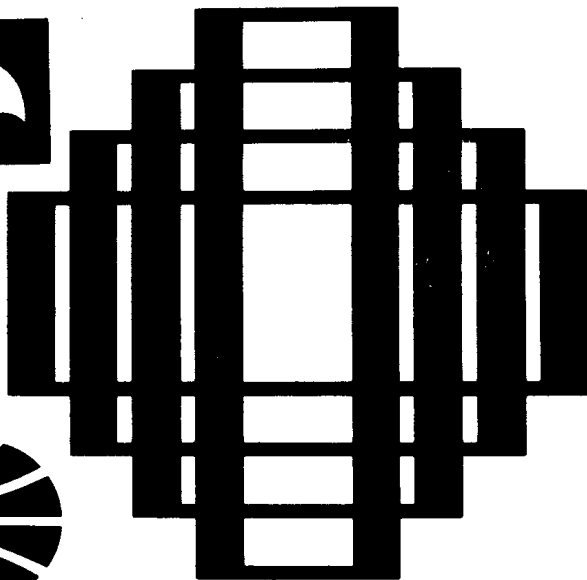
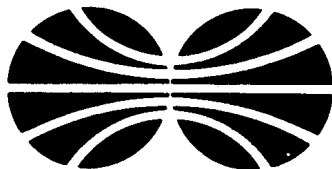


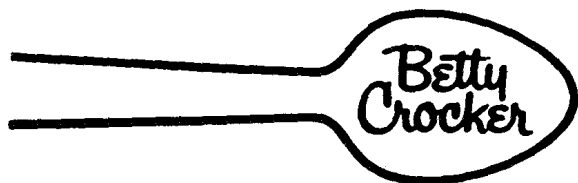
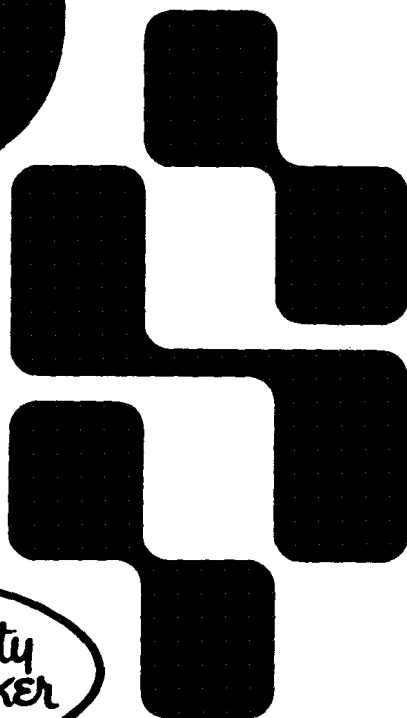
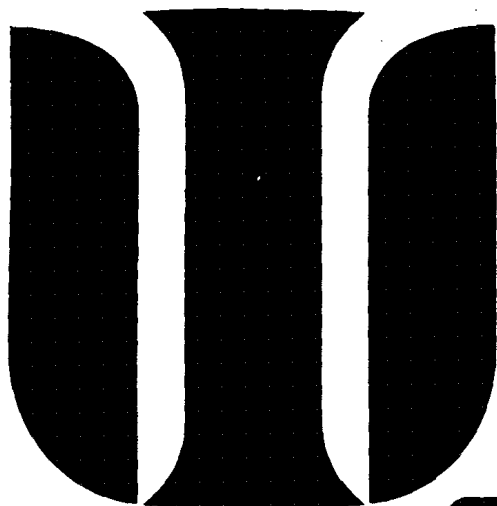


EasyEdges



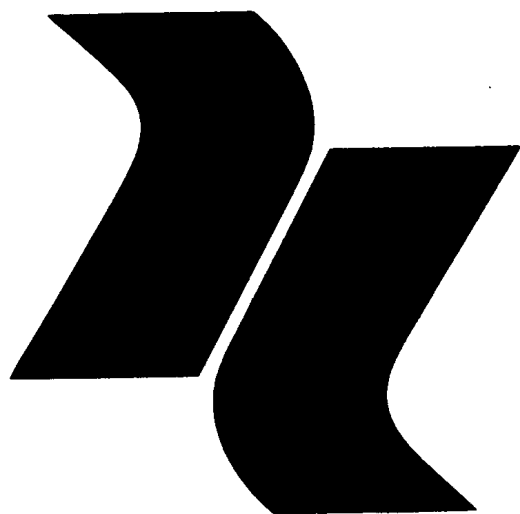




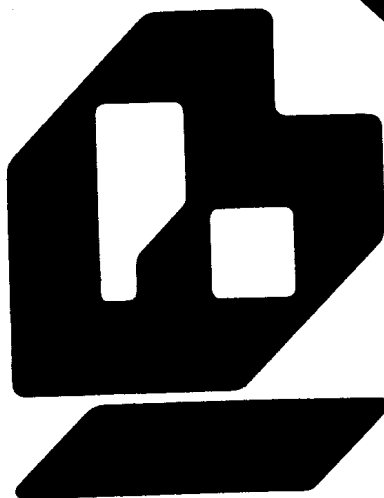
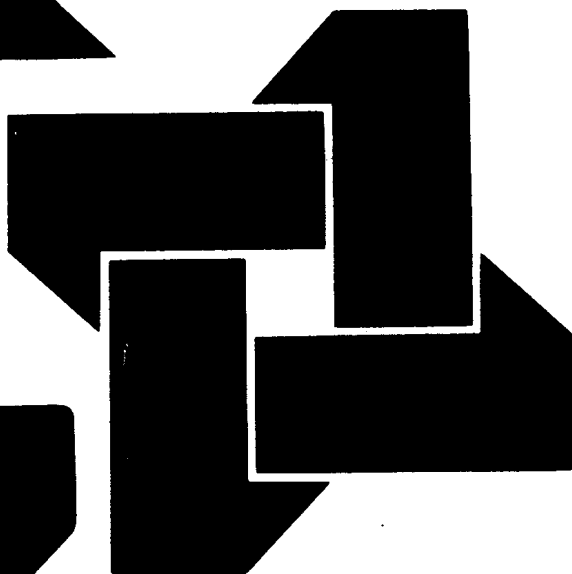


Equibank

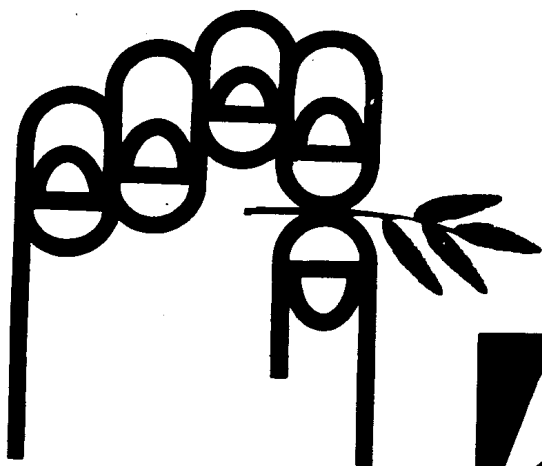




BANCO



**Alexander
& Alexander**



Zayre

