



INTERNATIONAL LOGOS & TRADEMARKS II



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ISBN 0-942604-26-1
Library of Congress Catalog
Card Number 92-060969

**Distributed to the trade in the United States
and Canada by :**

Van Nostrand Reinhold
115 Fifth Avenue
New York, NY 10003

**Distributed throughout the rest of the
world by:**

Hearst Books International
1350 Avenue of the Americas
New York, NY 10019

Published by:

Madison Square Press
10 East 23rd Street
New York, NY 10010

**International Logos & Trademarks Design
Competition is a Project of:**

Supon Design Group, Inc.
1000 Connecticut Avenue, NW, Suite 415
Washington, DC 20036

Printed in Hong Kong

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OUTSTANDING ACHIEVEMENT AWARDS

DU VERRE GLASS

Design Firm: Concrete Design Communications Inc., Toronto, Ontario, Canada

Art Directors: John Pylypczak, Diti Katona

Designer: Diti Katona

Photographer: Chris Nicholls



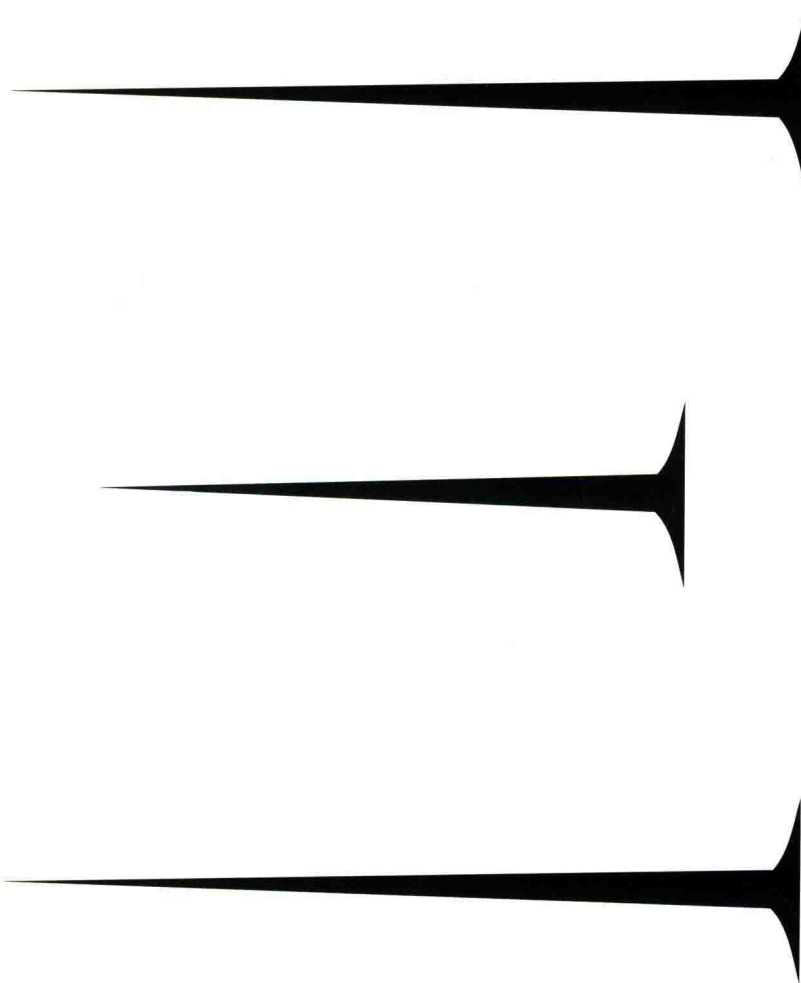
Logo

Du Verre Glass is a Toronto retailer of fine tableware, glassware and housewares. Their mark combines pictures and type to leave an impression "with a richness to it," agreed our judges. They found the quality of the solution excellent and easily reproducible in a multitude of sizes. Lines are softened by screens and circles, creating a dream-like figure with a great deal of finesse. And, typographically, our judges called this trademark unique and outstanding.

ENDURA NAIL COMPANY

Design Firm: RBMM, Dallas, Texas, USA

Art Director & Designer: Mat Alancheril



Logo

"Compact, brief and effective," describes this artwork for a nail manufacturer. One judge summarized its attributes thusly:

"It is the perfect idea coming to a great execution, and looking effortless."

The marriage between a company name and its product — difficult to achieve — worked particularly well here. The trademark also embodies natural movement in an image both delicate and sharp, simultaneously.

FACIAL AESTHETIC SYSTEMS

Design Firm: RBMM, Dallas, Texas, USA
Art Director & Designer: Luis D. Acevedo



Logo

"A whimsical design," one judge rightly called it. Facial Aesthetic Systems' mark was designed to work for a company that creates personal cosmetic palettes for professional make-up artists and the general public.

The judges applauded the artistic use of the mask/face with the attractive look of a Geisha girl. Its fascinating and memorable stylization leaves one with the ultimate impression of beauty. But there's also a bit of humor here — something fun is going on just out of sight, behind the scenes.

NOVA CINEMAS PTY. LTD.

Design Firm: Brian Sadgrove & Associates, Alberta Park, Victoria, Australia
Art Director & Designer: Brian Sadgrove



Logo

Cinema Nova is an Australian twin cinema arthouse. The logo successfully complements both the theater and its genre of films, while enhancing and becoming part of the cinema's interior design. The cinema's architecture is startlingly eclectic, a good match for these graphics. The judges found the typography a challenge that was perfectly resolved. They acknowledged the logo's "Hollywood, almost special-effects feel," which embodied a certain nostalgia in a solution very well executed.

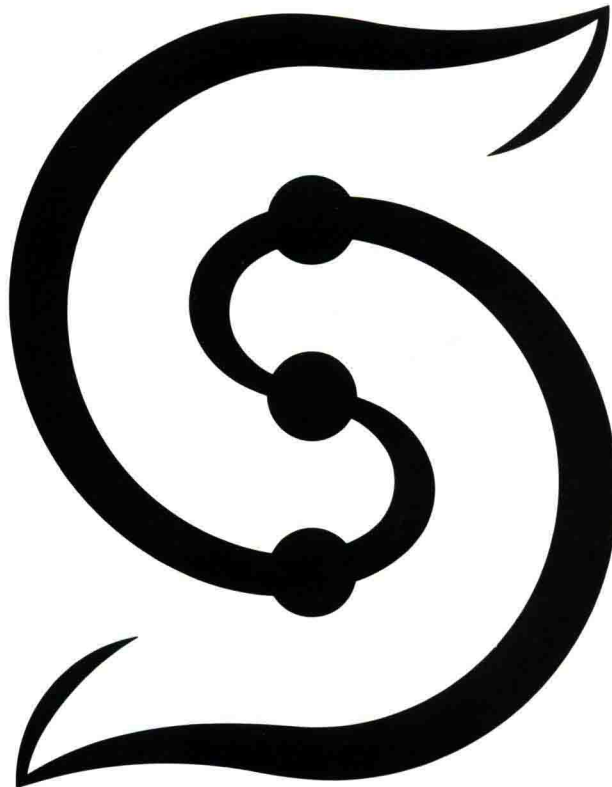
SEIBU

Design Firm: Alan Chan Design Company, Hong Kong, Hong Kong

Art Director: Alan Chan

Designers: Alan Chan, Phillip Leung

Illustrator: Gary Cheung



Logo

When Seibu — one of the Orient's largest department store chains — opened its Hong Kong division, it wanted to convey a novel image to its new customer base. This powerful logo uses ancient Chinese motifs for inspiration. Two intertwining carp speak to the cultural belief that even numbers are lucky, and simultaneously form the initial "S" of Seibu. A study of Chinese culture also reveals that the word for "fish" is closely related to the word for "abundance," further deepening the meaning of this intriguing artwork.

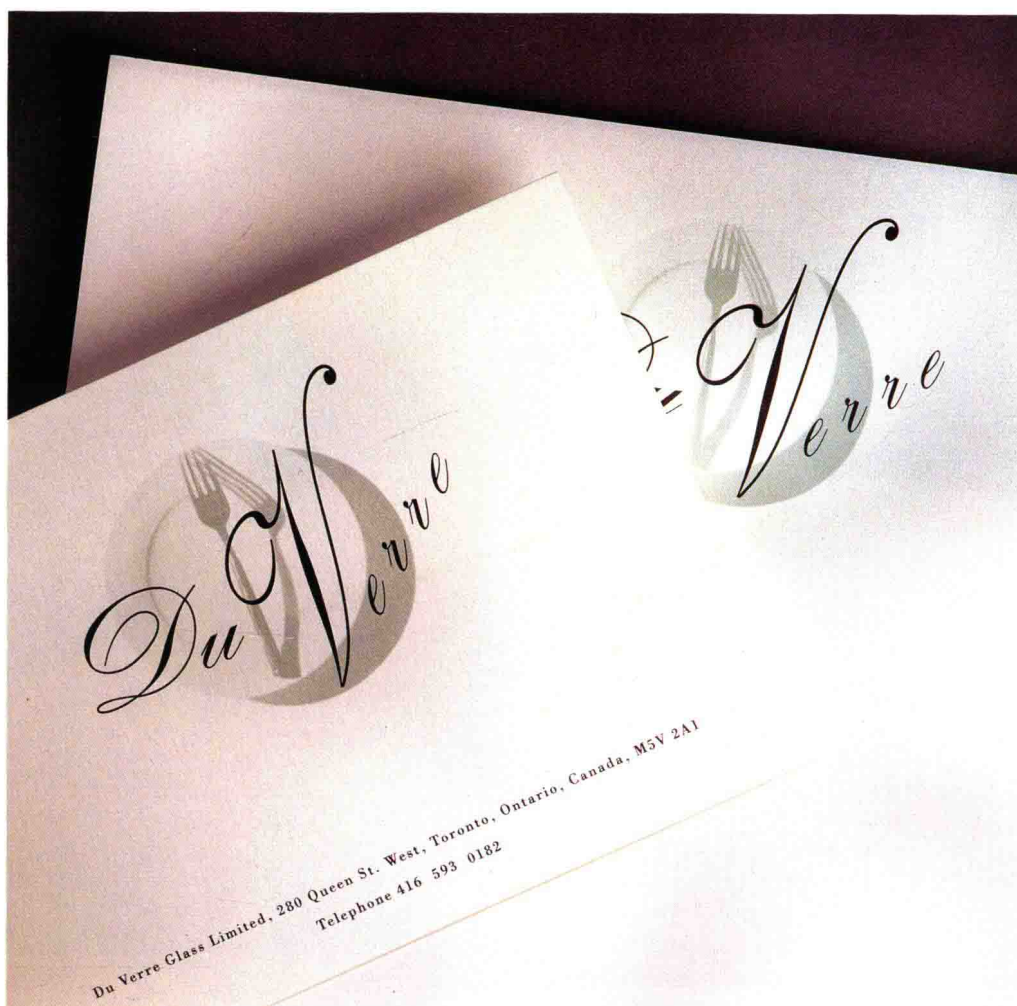
DU VERRE GLASS

Design Firm: Concrete Design Communications Inc., Toronto, Ontario, Canada

Art Directors: John Pylypczak, Diti Katona

Designer: Diti Katona

Photographer: Chris Nicholls



Stationery

The Du Verre Glass letterhead exemplifies the upscale grace and delicacy of this retailer's line of specialty wares. Its letterhead not only clearly communicates the product line, but accurately captures the classic tone, impressing our judges with its unusual face, which they found elegant.

But the design also had a quality "beyond beautiful," said one judge. Said another, "The grays and black and white values work incredibly well.

It's not just a rubber-stamp solution."

ITALIA

Design Firm: Hornall Anderson Design Works, Seattle, Washington, USA

Art Director: Jack Anderson

Designers: Jack Anderson, Julia LaPine



Stationery

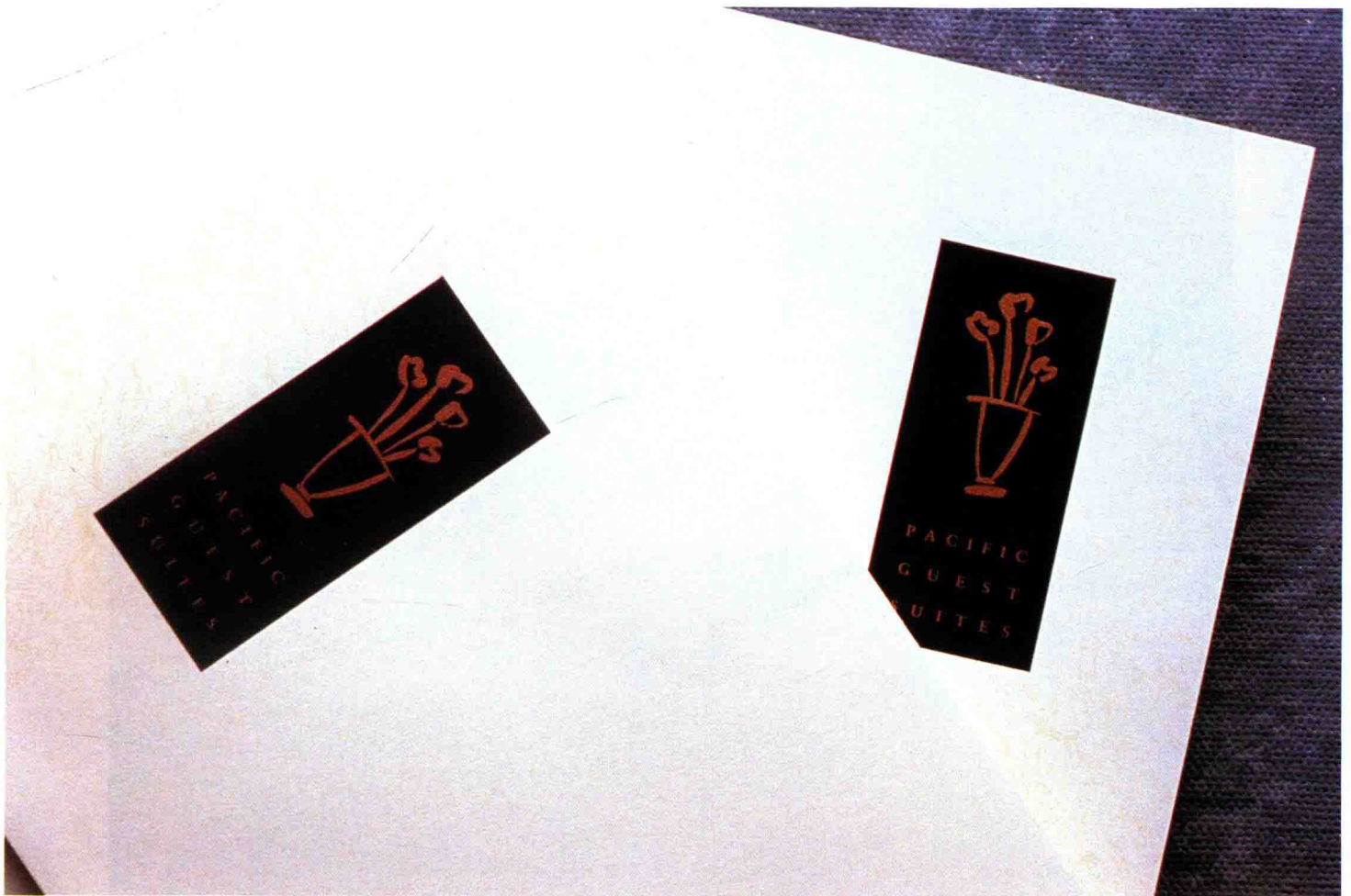
Italia is many things — a restaurant, deli and bakery that also offers customers catering services, a wine shop and an art gallery. This diverse organization deserved a thoughtful letterhead. “All of its stylizations are complementary,” said one judge. “It serves the products well.”

The viewer’s eye is drawn first to the cheerful, festive symbols. In this application, the design also casts Italia as a professional firm, but with an interest in providing a fun, joyful atmosphere for its clientele.

PACIFIC GUEST SUITES

Design Firm: Hornall Anderson Design Works, Seattle, Washington, USA

Art Director & Designer: Julia LaPine



Stationery

Our judges recognized Pacific Guest Suites, an organization providing extended-stay accommodations, for its outstanding and congenial letterhead. They found the careful use of copper and black colors tasteful, and proposed that both the color choice and the clever idea elevated the trademark to an even higher level. "The natural inclination would have been to 'punch' a standard flower feel, but this designer resisted it." The result was a logo without hard edges — a warm, humanistic symbol that says "welcome."

COY, LOS ANGELES

Design Firm: COY, Los Angeles, California, USA

Art Director & Designer: John Coy



Single Application

This translucent business card for the California design firm COY was a natural for an award in the Single Application category. An inventive attempt, it succeeded because of its sensitivity to light, color and type. Said one judge, "It's a gem of typography. It's like a lovely art project."

The card incorporates many disciplines of excellent design, such as proportion and size, and its use of ink on both sides make it truly unique by creating a new combination of overlapping images that could be constructed no other way.

2 PREPRESS

Design Firm: Arias Associates, Palo Alto, California, USA

Art Director: Mauricio Arias

Designers: Ellen Bruni, Catherine Richards



Single Application

This recyclable envelope with a dog motif is one of a series of envelopes that transport work between design and prepress firms. The judges awarded the compelling artwork an achievement in the Application category, noting that it was not an abstract corporate symbol, but told an intriguing story. They identified the speed of turnover factor in the image of the dog (a greyhound, they surmised), and liked the animal's artistic interpretation. "It looks like it was dropped out of an aboriginal village," said one. "This logo should encourage designers to look at overused images from a different perspective."

ITALIA

Design Firm: Hornall Anderson Design Works, Seattle, Washington, USA

Art Director: Jack Anderson

Designers: Jack Anderson, Julia LaPine



Campaign

Italia's campaign takes the same carefree symbols used in its letterhead, warms them up, and scatters them over a variety of objects, prompting an inviting and pleasant sensation in the viewer. Our quartet of judges praised this campaign that worked well from labelling to T-shirts, calling it wonderful and friendly. The loose drawing style and light colors, they said, made Italia appear to be a place one would want to visit often — fresh and informal. "The colors are so buttery and warm, you may be tempted to eat this series of designs."

