

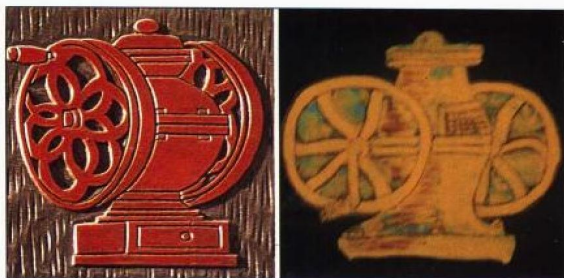


TOOLS & GOODS

# 世界标志设计3

用品标志篇





## 世界标志设计 3 用品标志篇

グラフィック社編集部 編

株式会社グラフィック社 出版

广东世界图书出版公司 重印

广州市新港西路大江冲 25 号 邮政编码: 510300

世界图书出版公司(北京、广州、上海、西安)发行

(限中华人民共和国内)

各地新华书店经销

1995 年 10 月第一版

版权贸易登记号: 19-1995-028

ISBN: 7-5062-2729-0/Z·003

出版社注册号: 粤 014

定价: 195 元



World Sign 3

## **TOOLS & GOODS**

Mainly composed of photos collected from different streets in the world, this book is a collection of design source data useful when designing a successful store or office sign/facade in areas or towns where continuing efforts are being made to create a pleasing environment.

This book collects about 1,200 cuts of cubic and plane signs and signboards using tools or goods as their design themes, and also the facades of buildings displaying them, by classifying them into three genres: ● Live ● Enjoy ● Eat. The type of business/operation and photographic location were added to each cut.

It is recommended that the book be read widely as a source of data for sign planning, shop planning, etc.

Main contents

### ●Tools & Goods: **Live**

Watches/Glasses/Umbrellas·Parasols/Scissors/  
Keys/Buildings/Others/Automobiles/  
Electric trains·Railway trains/Coaches·  
Bicycles/Airplanes/Ships

### ●Tools & Goods: **Enjoy**

Musical instruments·Records/Painting materials/  
Stationery/Earth·Star/Books/Cameras·  
Films/Toys/Sports goods/Tobaccos·Pipes/  
Jewelry·Accessories/Cosmetics/Hats/Fashion/  
Fashion goods/Jeans/Shoes/Bags/Others

### ●Tools & Goods: **Eat**

Bottles/Cans/Casks/Pots/Mugs/Wine glasses/  
Coffee cups/Knives·Forks/Pots/Kitchen ware/  
Tableware/Foods

Edited by Graphic-sha Editorial staff

Hard cover/English & Japanese

240 pages (full color)

8-1/3" x 5-2/3"

ISBN:7-5062-2729-0/Z · 003

## RELATED BOOK

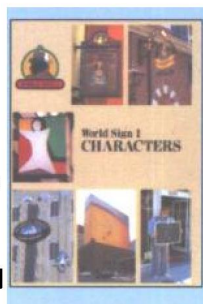
### World Sign 1

#### **CHARACTERS**

This book is a collection of photos of signs and facades of various shops and offices found in different streets in the world. The book covers about 900 cuts of cubic and plane signboards which mainly use shapes or pictures of man, animals, plants, goods or others, and facades of buildings having such signboards, by classifying them according to style, theme, etc. It is recommended to refer to the book when planning or designing a sign or shop.

Use the book in combination with "World Sign 2/ MARKS · LOGOS."

Edited by Graphic-sha  
Editorial staff  
Hard cover/English & Japanese  
240 pages (full color)  
8-1/3" x 5-2/3"  
ISBN: 7-5062-2727-4/Z · 001



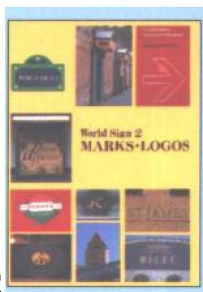
### World Sign 2

#### **MARKS · LOGOS**

This book is a collection of photos of marks and logos found in different streets in the world.

The book covers about 1,200 cuts of cubic and plane signboards which mainly use letters and marks, facades of buildings having such signboards, and also road or public facility signs which may be applied to shops or offices, by classifying them according to style, theme, etc. It is recommended to refer to the book when planning or designing a sign or shop.

Edited by Graphic-sha  
Editorial staff  
Hard cover/English & Japanese  
240 pages full color)  
8-1/3" x 5-2/3"  
ISBN: 7-5062-2728-2/Z · 002



TOOLS & GOODS

# 世界标志设计3

## 用品标志篇





## 目次

### ツール&グッズ：生活する……5

時計/眼鏡/傘・日傘/鉄/鍵/  
建物/その他/自動車/電車・汽車/  
馬車・自転車/飛行機/船

### ツール&グッズ：楽しむ……77

楽器・レコード/画材/文具/  
地球・星/書籍/カメラ・フィルム/  
玩具/スポーツ/煙草・パイプ/  
ジュエリー・アクセサリ/化粧品/  
帽子/ファッション/ファッション用品/  
ジーンズ/シューズ/バッグ/  
その他

### ツール&グッズ：食べる……163

瓶/缶/樽/壺/ジョッキ/  
ワイングラス/コーヒーカップ/  
ナイフ・フォーク/ポット/台所用品/  
食器/フード

World Sign 3

-Tools & Goods-

Edited by Graphic-sha ©

First Japanese and English edition published in  
1994 by

Graphic-sha Publishing Co., Ltd.

1-9-12 Kudan-kita Chiyoda-ku Tokyo 102 Japan

This Chinese edition was exclusively distributed in  
the People's Republic of China in 1995 by

Guangdong World Publishing Co., Ltd.

No. 25 Da Jiang Chong,

Xin Gang Road (W)

Guangzhou, China

Phone: 86 20 4451969

Fax: 86 20 4452177

All rights reserved. No part of this publication may  
be reproduced, stored in a retrieval system, or  
transmitted, in any form or by any means,  
electronic, mechanical, photocopying, recording,  
or otherwise, without the prior written permission of  
the publisher.

ISBN7-5062-2729-0/Z·003

Printed in Hong Kong by  
Everbest Printing Co., Ltd.  
First printing, 1995



# Contents

## Tools & Goods : **Live**.....5

Wstches/Glasses/Umbrellas,  
Parasols/Scissors/Keys/  
Buildings/Others/Automobiles/  
Electric trains, Railway trains/  
Coaches, Bicycles/Airplanes/Ships

## Tools & Goods : **Enjoy** .....77

Musical instruments, Records/  
Painting materials/Stationery/  
Earth, Star/Books/Cameras,  
Films/Toys/Sports goods/  
Tobaccos, Pipes/Jewelry,  
Accessories/Cosmetics/Hats/  
Fashion/Fashion goods/  
Jeans/Shoes/Bags/Others

## Tools & Goods : **Eat** ..... 163

Bottles/Cans/Casks/Pots/  
Mugs/Wine glasses/Coffee  
cups/Knives, Forks/Pots/  
Kitchen ware/Tableware/Foods



本書は 快適な環境づくりがすすむ地域や街の中で 成功する店舗やオフィスのサイン・外観(ファサード)づくりのデザイン用資料として 世界の街角から集めた写真を中心に構成したソース集です。

道具や商品がデザインのテーマになっている 立体および平面のサインとサインボード それらのある建物のファサードを3つのジャンル●生活する ●楽しむ ●食べるに分類し 約1,200カットを収集。データとして業種と撮影地名を加えました。

サイン計画 店舗プランニングなどの資料として拡くお勧めいたします。また 街の中の面白いサインを編集部あてにご連絡いただければ 次回の取材の参考にさせていただきます。自薦 他薦は問いません。

グラフィック社〈編集部・ワールドサイン係〉

102 東京都千代田区九段北1-9-12



Mainly composed of photos collected from different streets in the world, this book is a collection of design source data useful when designing a successful store or office sign/facade in areas or towns where continuing efforts are being made to create a pleasing environment.

This book collects about 1,200 cuts of cubic and plane signs and signboards using tools or goods as their design themes, and also the facades of buildings displaying them, by classifying them into three genres: ●Live ●Enjoy ●Eat. The type of business/operation and photographic location were added to each cut.

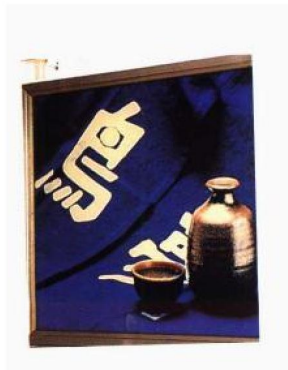
It is recommended that the book be read widely as a source of data for sign planning, shop planning, etc.

If you inform our editorial department about any interesting signs found in some towns, we will refer to them in the next collection of data. Signs recommended by yourself, or any other person, are acceptable.

Graphic-sha Publishing Co., Ltd.

<Editorial Department・World Sign Section>

1-9-12, Kudan-kita, Chiyoda-ku, Tokyo 102 Japan







- 1: オフィスビル/東京・新宿
- 2: 玩具/北海道・旭川市
- 3: オフィスビル/札幌市
- 4: アンティークショップ/長崎・佐世保市
- 5: バー/兵庫・西宮市
- 6: カフェ&バー/東京・神田神保町
- 7: 商業ビル/東京・新宿
- 8: オフィスビル/アメリカ・シカゴ
- 9: レストラン&カフェ/神戸市
- 10: 駅/フランス・リヨン

- 1: office building/  
Shinjuku, Tokyo, Japan
- 2: toy/Asahikawa city, Japan
- 3: office building/  
Sapporo city, Japan
- 4: antique shop/Sasebo city, Japan
- 5: bar/Nishinomiya city, Japan
- 6: cafe & bar/Kanda Jinbo-cho,  
Tokyo, Japan
- 7: commercial building/  
Shinjuku, Tokyo, Japan
- 8: office building/Chicago, U.S.A.
- 9: restaurant & cafe/  
Kobe city, Japan
- 10: station/Lyon, France



11)



12)



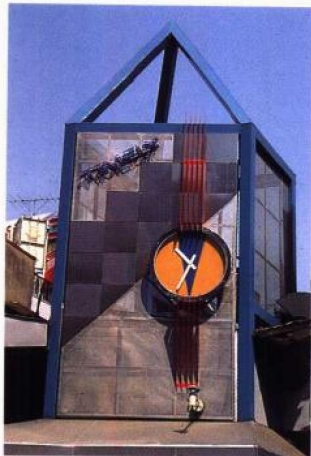
13)

# MICHEL JORDI

G E N E V E



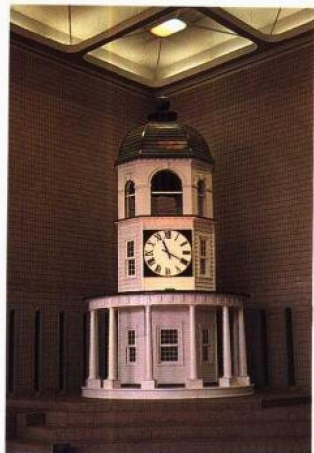
14



15



16



17

- 11 : 婦人腕時計/兵庫・西宮市
- 12 : 婦人腕時計/兵庫・西宮市
- 13 : 時計/スイス・チューリッヒ
- 14 : 時計/神戸市
- 15 : 時計/東京・吉祥寺
- 16 : 商店街/北海道・帯広市
- 17 : ホテル/北海道・函館市

- 11 : watch(women's)/  
Nishinomiya city, Japan
- 12 : watch(women's)/  
Nishinomiya city, Japan
- 13 : watch/Zürich Switzerland
- 14 : watch/Kobe city, Japan
- 15 : watch/Kichijoji, Tokyo, Japan
- 16 : shopping mall/  
Obihiro city, Japan
- 17 : hotel/Hakodate city, Japan

7



18



19

- 18 : カラオケ/名古屋市
- 19 : 駅/スイス・チューリッヒ
- 20 : オフィスビル/札幌市
- 21 : 商業ビル/アメリカ・ロサンゼルス
- 22 : 時計/熊本市
- 23 : カフェ/北海道・釧路市
- 24 : 案内ボード/フランス・リヨン
- 25 : ファッション ブティック/イタリア・カプリ

- 18 : 'karaoke'/Nagoya city, Japan
- 19 : station/Zürich Switzerland
- 20 : office building/  
Sapporo city, Japan
- 21 : commercial building/  
Los Angeles, U.S.A.
- 22 : watch/Kumamoto city, Japan
- 23 : cafe/Kushiro city, Japan

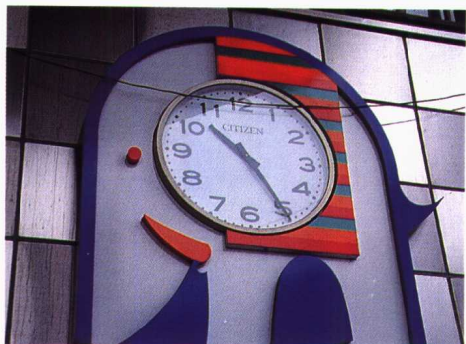
- 24 : sign board/Lyon, France
- 25 : fashion boutique/Capri, Italy



20



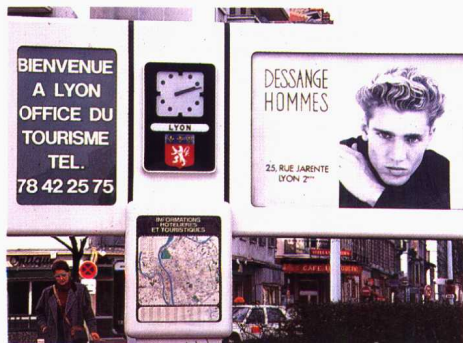
21



22



23



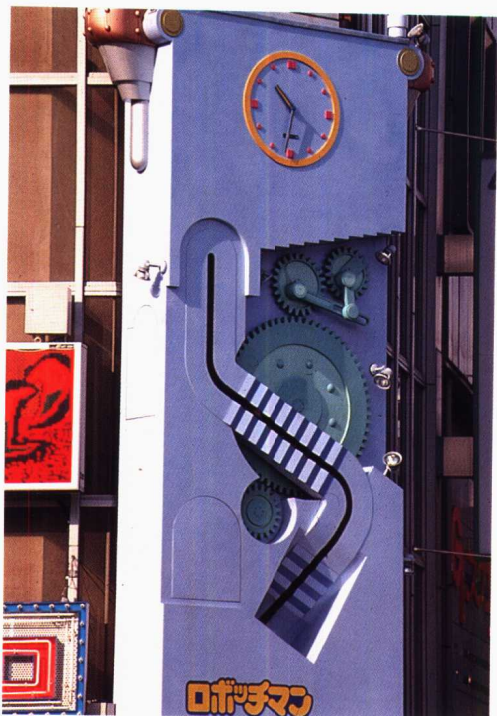
24



25



26



27



28



29



30



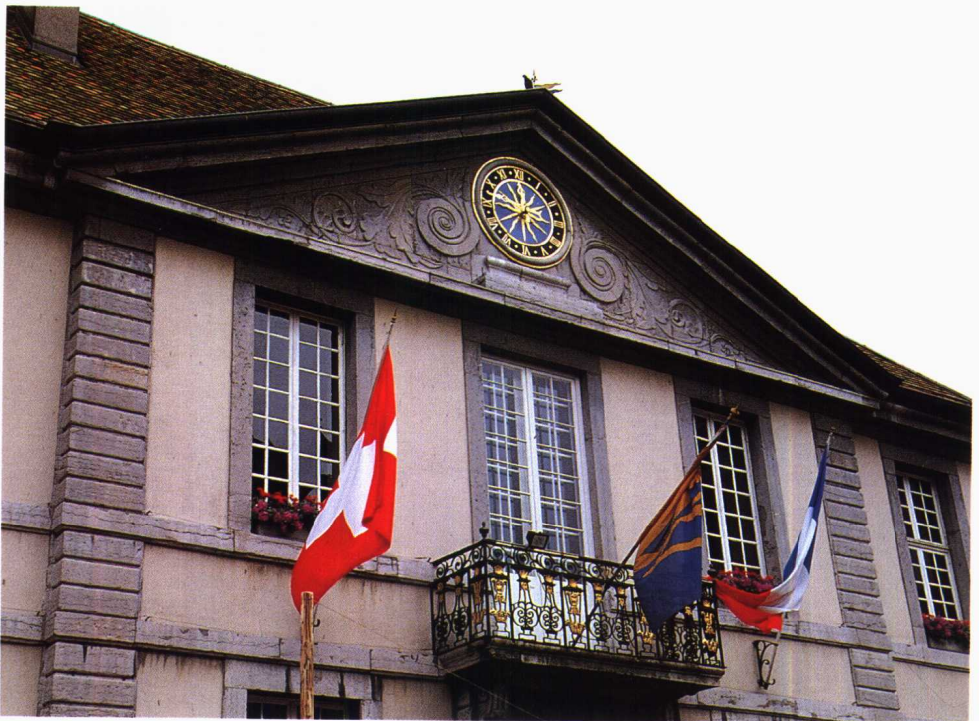
31



32

- 26 : ファッション ブティック/金沢市
- 27 : ゲームセンター/名古屋市
- 28 : バー/高松市
- 29 : 時計/フランス・パリ
- 30 : 時計/ドイツ・デュッセルドルフ
- 31 : 時計 貴金属/ドイツ・フランクフルト
- 32 : レストラン/アメリカ・ニューヨーク

- 26 : fashion boutique/  
Kanazawa city, Japan
- 27 : game center/  
Nagoya city, Japan
- 28 : bar/Takamatsu city, Japan
- 29 : watch/Paris, France
- 30 : watch/Düsseldorf, Germany
- 31 : watch & precious metal/  
Frankfurt, Germany
- 32 : restaurant/New York, U.S.A.



33



34



35





36



37



38



39

- 33 : ホテル/スイス・ヴェヴェイ
- 34 : オフィスビル/アメリカ・ニューヨーク
- 35 : レストラン/ドイツ・デュッセルドルフ
- 36 : ショッピングモール/福岡市
- 37 : 銀行/アメリカ・シカゴ
- 38 : オフィスビル/アメリカ・ニューヨーク
- 39 : レストラン/長崎・佐世保市

- 33 : hotel / Vevey, Switzerland
- 34 : office building / New York, U.S.A.
- 35 : restaurant / Düsseldorf, Germany
- 36 : shopping mall /  
Fukuoka city, Japan
- 37 : bank / Chicago, U.S.A.
- 38 : office building / New York, U.S.A.
- 39 : restaurant / Sasebo city, Japan