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# 序 P r e f a c e

在科技日新月异、资讯快速流通的现代社会中，人们的生活形态急遽变迁。通讯互联网的高速发展及技术的革新，大大改变了人们的工作方式和消费习惯。当大量的工业化生产的产品进入千家万户时，人们的生活品质和消费模式日益个性化，造成旧有的产品不断被淘汰，新的国际化品牌不断诞生。消费者对商品机能的要求也由此而改变，从物质机能的满足转向讲求充实精神或氛围机能的满足。当商品的品质差异性越来越小时，引起消费者对品牌、企业产生购买及认同动机的主要因素，就是形象力的提升。为此，塑造良好的企业形象及品牌形象就愈显重要。

企业形象识别系统（Corporate Identity System）即CIS，简称CI。是近年来在企业界、设计界所流行的词汇。它涵盖企业经营理念、行为活动及视觉识别等等。它把经营者欲建立的理念和印象，透过感性及理性等诉求方式，整合成实体性及非实体性的整体传播系统。在多元化、全球化的经济体中，使公众对企业产生一致的认同感与价值观，创造最佳的经营环境与经营战略。

综观我国企业信息及情报传达，已由原有告知产品的内容、强调产品特性的生硬直接促销活动，提升到传达企业理念、企业文化、表述企业精神的高层次认知与传播。近而发展为今日的企业形象整合传播。重视设计表现而一跃成为与产品品质本身同等地位，从而改变了昔日设计师的工作被认为是“装饰一下产品或企业”的现象。

今天，企业形象战略在中国已成为热门的话题。面对新的世纪，中国企业的形象设计应该如何发展？这是值得每一个企业家和设计师认真思考的。笔者从事CI设计教学与设计实践已有多年，收集近年来的设计实例作品，编辑成本书，以供国内从事设计教育、设计工作人员及企业界人士参考，恳请设计界、教育界和企业界同仁们不吝指正。

In modern society technology is changing with each passing day and information is putting into circulation quickly, the life ways of people are changing rapidly. The high-speed development of information industry, Internet and technology innovation changed largely the work ways and consuming habits of people. When plenty of products came into thousands of families, life quality and consuming model of people became common. These old products were eliminated and the new international brands are burgeoning continuously. The demands of consumers for the function of goods changed from the satisfaction of material engineering to the satisfaction of enriching spirit and atmosphere. When the quality difference of goods became more and more little, it caused the image promotion which the consumers have purchase aspiration and identification to the brands or enterprises. For this, it is important to sculpture good enterprise image and brand image. Corporate Identity System (CIS) is a popular word in the enterprise circle and design circle in the recent years. It contains the corporation management idea, behavior or activity and visual identity etc. It merges the idea and impression that enterpriser wants to set up into the whole communication system that may be corporeal or incorporeal through the perceptual and rational ways. In the multipole and universal economy, CIS makes the mass have identical identification and value idea to corporation and creates the best operating circumstance and operating strategy.

Summing up the corporation information and information transmission in our country, corporation promoted original direct sale activity of telling the goods' contents and stressing goods' characters into the high position cognition and communication of transmitting corporation idea and culture and showing corporation spirit. On the basis of it, it has been developed today's communication of corporation image mergence. Valuing design expression made it has the equal rank to the quality of products itself. Thus it changed the idea that the designer's job is to decorate the products or corporation.

Today, corporate identity strategy has been great topic in China. Facing the new century, how to develop the Chinese corporate image designing? It is worthy of thinking to each enterpriser and designer. The writer has engaged in CI design teaching and design practice for some years. This book collected design works of recent years to supply for the people who are engaged in design teaching, designer and enterpriser to consult. Please the designing circle, teaching circle and people of the same trade of corporation make a comment or criticism.

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# HNA GROUP

Hainan Airlines Group

## 海航集团

海航集团标志

The logo of Hainan Airlines Group

企业形象识别系统手册

The corporate identity system manual

与21世纪同行 / 20世纪与21世纪之交，为海航事业的历程划出了一个分界点。

20世纪最后8年，1993—2000年，海航创业，成长，大发展，圆满完成了第一件事——海航集团构架。

21世纪初，海航向集团化、产业品牌化、跨国集团化挺进，立志完成第二件事——为民族创造产业品牌。

2001年元月，海航集团正式成立，一个以航空运输为龙头的集团公司正与时代同进，并一直服务于产品经营，构建企业核心竞争力。充分利用航空品牌之优势，形成主业突出，发展稳健的良性循环。

海航集团的标志造型，着力包容核心企业的形象特征，其造型以写意为设计表述，在二度空间设计中，力求三度空间的视觉感受。构图描述了宇宙二气文感的无限空间，用宇宙的空间传递了企业全球化、国际化的定位，深蓝色的宇宙表现了企业发展无垠的境界，形成强烈的视觉张力。

Go together with the 21st century / There is a boundary of HNA cause between the 20th and 21st century. From 1993 to 2000, HNA Group finished its frame of establishment, growing and development. At the beginning of the 21st century, HNA Group try to finish the next step of creating national industrial brand.

HNA Group, mainly air transportation and service of products running is set up on Jan 2001. It builds the key competition of enterprise and utilize the advantage of airlines to start a fine circulation of development.

The logo of HNA Group contains the image features of key enterprise. The modelling regards the freehand brushwork in traditional Chinese painting as the designing expression. The design of two-dimensional space pursues the visual feeling of three-dimensional space. The composition says the boundless space of the universe and transfers the global and international orientation of enterprise with it. The dark blue universe shows the boundless space of enterprise development and creates strong visual tension.





## 海航集团新形象——生生不息 无限空间

**[创意缘起]**海航集团企业标志，将以最大包容量、最大前瞻性和最大张力，阐述海航事业独特的生命法则和宏大志向。

**[创意与构图]**海航集团企业标志以“生生不息”为理念创意。

生生——中国古代哲学命题，指变化中时时有新事物产生。（《易·系辞上》论曰：“生生不息谓之易。”）

生生——东方哲学佛家本初理念。（《萨婆多部·俱舍论》论曰：“本无今有谓之生。能生此生谓之生生。”）

“生生不息”是宇宙的根本生命法则。

“生生不息”是海航事业的根本生命法则。

海航集团企业标志以“无限空间”为理念定位。

标志构图中注目之处是一核心球体，然而海航创意的独特之处在于，以“无限空间”为定位的主构图乃是核心球体之外的无限空间带。

这一无限空间带，取“大道无形”之意，以无形为形，以无图为图，以无色为色，述说着浩瀚宇宙关于生生不息的故事。当有二气交感，阴阳互动，乃有鸿蒙开辟，天地切成，乃有万物发端，依序而生。（《老子》论曰：“无生有，有生一，一生二，二生二，二生万物。”）（《太极图说》论曰：“二气交感，化生万物而变化无穷焉。”）

标志构图描述了宇宙间二气交感，内敛而聚，生成一灿烂光环，进而凝，进而定，生成一核心球体，乃有生命而有人生。

海航事业以宇宙生命法则定位，其发端至恢至宏，其运势则必永生永动无穷无限。

标志中的核心球体，以极具动感和极强张力的曲线蕴含回护相生的太极图，诠释海航事业倚“生生不息”之理展“无限空间”之志的立身之本。

标志中的核心球体，以静蓝色表征沉静与智慧，以暖黄色表征希冀与亲和，以亮白色表征创造与坦荡，结构而成回旋交错澎湃激昂之势，阐述着海航事业以人为本、以诚为怀、以德为伦的企业理念，阐述着海航事业立志为社会、为大众、为人生创造一番辉煌的宏大志向。



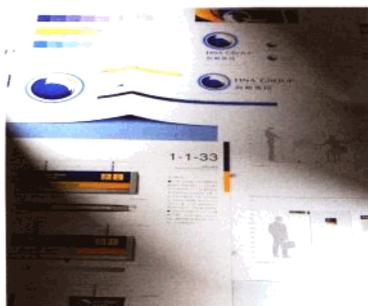
海航集团企业形象识别系统手册

The corporate identity system manual of Hainan Airlines Group

海航集团员工守则

The staff rules of Hainan Airlines Group





# The new image of HNA Group-

## Continuity

## Boundless space

**Aim** / HNA Group was established on Jan, 2001. Its logo try to expound peculiar life rules and great aspirations of Hainan Airlines through great capacity, foresight and tension.

**The creation and composition of the logo** / The logo is an idea creation of continuity forever. Continuity, a philosophical proposition of the Chinese ancient time, refers that new things occur from time to time during the change. It is an original idea of eastern philosophy. Continuity, basic life rule of universe, is also the essential life rule of Hainan Airlines cause. The logo is an idea orientation of boundless space. The key spheroid in the logo is noticeable, but the unique of idea creation lies on boundless space area except it. The boundless space area expresses the story of continuity in the universe.

The key spheroid in the logo, "Taiji" composed of lines with moving and great tension, conveys the basis of boundless space depending on the idea of continuity.

The key spheroid in the logo shows creating great aspirations for society, mass and life. It consists with blue stating steady and wisdom, yellow stating hope and kind and white stating creation and magnanimity.

海南集团及下属企业宣传册

The catalog of Hainan Airlines Group and subordinate enterprises

海南集团车体

The auto body of Hainan Airlines Group



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## 关于传统与现代

任何一个国家与民族都有自己的生活方式、思维方式及文化心理积淀，从而形成自己的文化传统。

设计师在探讨设计风格时，总是要从传统中汲取营养，

将平面设计设计的变体，并与时代的需求产生共鸣，使新的设计形态得以再生。

当这种设计形态经过一定时期检验后，同样变成未来的历史，如此循环不断形成了传统文化。

华夏文明，从彩陶文化、青铜文化到盛唐文化等等，各个朝代都有许许多多艺术精品，

同时民间也广泛流传许多优秀艺术范例。这些文化，一直被后人所继承。

但学习传统的方法值得我们研究和探讨。近年来市场上有许多传统包装设计，有些所谓传统包装设计，

直接把传统图案搬到包装盒上，看上去似乎借鉴了传统艺术，更被一些人说成是“国货”。

事实上，这种直接将传统套用传统图案，仿佛就是古人事件的，丝毫没有体现现代人的观念及形式语言。

醒一醒吧！今天是21世纪。当代社会的形态发展与千百年前比，已经发生翻天覆地的变化，不然老爷车怎么会变为古董呢？

如果设计师本身的理念还停留在过去的时代，那就没有什么创新可言了。显然，照搬昔日是行不通的。

中华民族是一个尊重传统的民族，民族精神已渗入每位炎黄子孙的血脉中，不用刻意表达、标榜，

我们所画的一点、一线、一曲都已蕴民族精神所支配。所以，生硬套用与照搬，实在没有可取之处。

有人说所谓传统，她更像一条川流不息的大河，能把各个时代的精神都容纳进来，所以，传统是活的。

因此，我们应该努力去贴近传统。正任，只能是融入限度地验证，没有人能够摄取传统的全部。

汲取传统应着力于当时人创作的理念，分析作品产生的背景等时代因素，

结合我们新生活的众多要素，经分析、结合后产生异象，做出符合我们这个时代要求的作品。

探求如何去贴近传统，寻找传统和现代交叉地带，而不是重复历史。



## On tradition and modern

Any nation or nationality has its life way, thinking way and mental accumulation on civilization forming culture tradition itself. When designers discuss the designing style, they always absorb nutrition from tradition which moist design and produce sympathetic response and regenerate new design shape. After the design shape is tested for a while,

it will become the history in the future and circulates constantly to form traditional culture.

During the thousands of Chinese civilization, each dynasty has plenty of the elaborate art works from the ancient painted pottery culture,

the Bronze culture to the flourishing Tang dynasty culture. Meanwhile many excellent art examples were spread extensively among the people. The culture is always inherited by the later generations. But the traditional ways are worthy of researching and probing. In recent years there are many traditional package design in the market.

Some of designers directly moved the traditional pattern into the package boxes. They seem like to benefit from the traditional art and even to be called regression. In fact, they copied the traditional pattern mechanically in disregard of specific conditions and they did not show the concept and form language of modern people as if it was designed by the ancient people. Be clear in mind. It is 21st century. In comparison with thousands of years, contemporary form development has been changed largely.

No more creations if the designer's idea is still in the last. Obviously it will be no prospect to imitate indiscriminately. The Chinese is a nation advocating tradition and the national spirit has infiltrated into the every Chinese blood.

It is not necessary that we express and flaunt sedulously. A point, line and plain we draw have been dominated by national spirit. There's nothing to recommend the application mechanically and stiff false tradition. Someone said so-called tradition seems to be flowing past in an endless stream could accommodate the succinctness of each dynasty.

so tradition is alive and we should close to the tradition in the largest limitation. Nobody could grab all parts of tradition. Absorbing the tradition, we should learn the idea of creation from the people at that time and analyze the times elements, such as the background the works came out. After analyzing and summing up, we could come out the works according with our times.

We try to seek how to close to the tradition and the overlapping section between the tradition and modernity.



海洋制药(香港)有限公司企业标志

The logo of Ocean Pharmaceutical (H.K.) Co., Ltd.

海南航空股份有限公司企业标志

The logo of Hainan Airlines Co., Ltd.

海南航空字体标志

The typelogo of Hainan Airlines

企业形象视觉识别手册

The corporate identity system manual



# HNA

Hainan Airlines—fresh and natural / In 1993, Hainan Airlines was changed into Hainan Airlines Co. Ltd and began to run on May and became the first holdings company in China. Through five-year running, Hainan Airlines Co. Ltd grew up rapidly in airlines field and its property increased from 10 million to more than 10 billion. With the capital accumulation, the top officers of company thought the old logo could not express the high-speed developing Hainan Airlines from meaning and image. They must find the international visual language to pass on the fine image information. At the 5th anniversary of founding of Hainan Airlines, it pushed forward the new image and step into the group and international aim.

The new logo destroyed the original area characteristic and keep a foothold on Chinese traditional culture. It reveals the inexhaustible future which is built on the special enterprise culture and bright market vitality in its great foresight and capacity.

The designing language of new logo lost the model logo of Chinese airlines and lead the reader into an imagination space through abstract modeling and special designing language. Its series of visual images are approved by the society.

Hainan Airlines drew the Chinese traditional culture into the designing element, pushed forward the series of brand airlines, created the first airliner of colored drawings in China airlines field. It improved the image of China airlines enterprise. The good visual identity system and outstanding competition advantage make Hainan Airlines into the vanguard airlines company in China.



清新自然 海南航空 / 2003年，海南省航空公司经股份制改制而成为海南航空股份有限公司，5月开航运营，成为中国首家规范化的股份制公司。经短短五年运营，海航在中国航空领域中奇迹般成长起来，资产由1000万增至几十亿。随着资本积累的不断扩大，公司高层认为，原有的企业标志从内涵、形象、包容性等各个层面都远远无法包容高速发展的海航。一个迈向国际化的航空企业，必须寻求国际化的视觉语言来传达良好的形象信息，时逢海航五周年之契机，海南航空着力推出全新的企业形象，并向集团化、国际化目标迈进。

新的海南航空标志，打破原有的地域形象特征，立足中国传统文 化，旨在以最大前瞻性和最大包容量阐述海航独具特色的文化底蕴和市场生机，昭示其无穷无限的前途。

海航企业标志的更新，是公司实施第二步发展战略的有机组成部分。在迈向21世纪的新的挑战面前，向集团化、国际化、跨国集团化发展的海航应该有一个寓意更深远、涵盖更广泛、生命力更持久的崭新的企业标志。





## 海南航空股份有限公司企业标志阐述

海南航空股份有限公司新企业形象标志，旨在以最大前瞻性和最大包容量阐述海航独具特色的文化底蕴和市场生机，昭示其无穷无限的前途。

海航企业标志的更新，是公司实施第二步发展战略的有机组成部分。在迈向21世纪的新的挑战面前，向集团化、国际化、跨国集团化发展的海航应该有一个寓意更深远、涵盖更广泛、生命力更持久的崭新的企业标志。

## The introduction to new logo of Hainan Airlines Co.Ltd

The new logo of Hainan Airlines Co.Ltd is to reveal the inexhaustible future which is built on the special enterprise culture and bright market vitality in its great foresight and capacity.

The new logo of Hainan Airlines Co. Ltd is an organic part of the second stage in the development. Facing the new challenge of the 21st century, Hainan Airlines Co. Ltd should have a new logo of pregnant and vast meaning with greater vitality.

客机外观设计问题

The part of exterior designing of airliner

海南航空股份有限公司企业形象视觉识别手册

The corporate identity system manual of Hainan Airlines Co. Ltd



[创意与构图] 标志图形的弧线，隐含回护相生的太极图形。太极是宇宙万物演变的根本，阴阳互动，生生不息，蕴含了对立统一的辩证法则，因而也是企业生存和生命的法则。

The creation and the composition of the logo / The arc lines in the logo are derived from the Chinese traditional image, "Taiji" which is composed of two sides with interdependence. In Chinese traditional culture, "Taiji" is the original fundament of everything in universe. It is the symbol of the two sides with interdependence and endless vitality, standing for the law of unity and opposites. That is the law for survival and development of enterprise.





