

CI 规划图文大系

CORPORATE
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CI 规划原理

高驰 著

中国建材工业出版社

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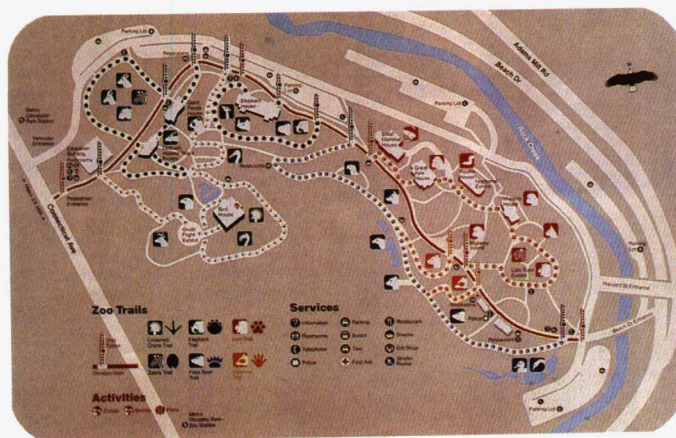
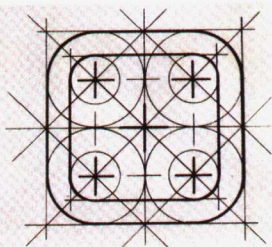
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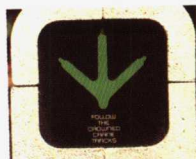
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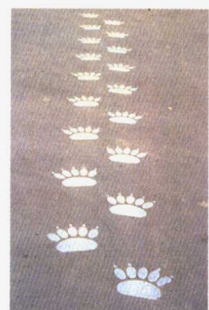
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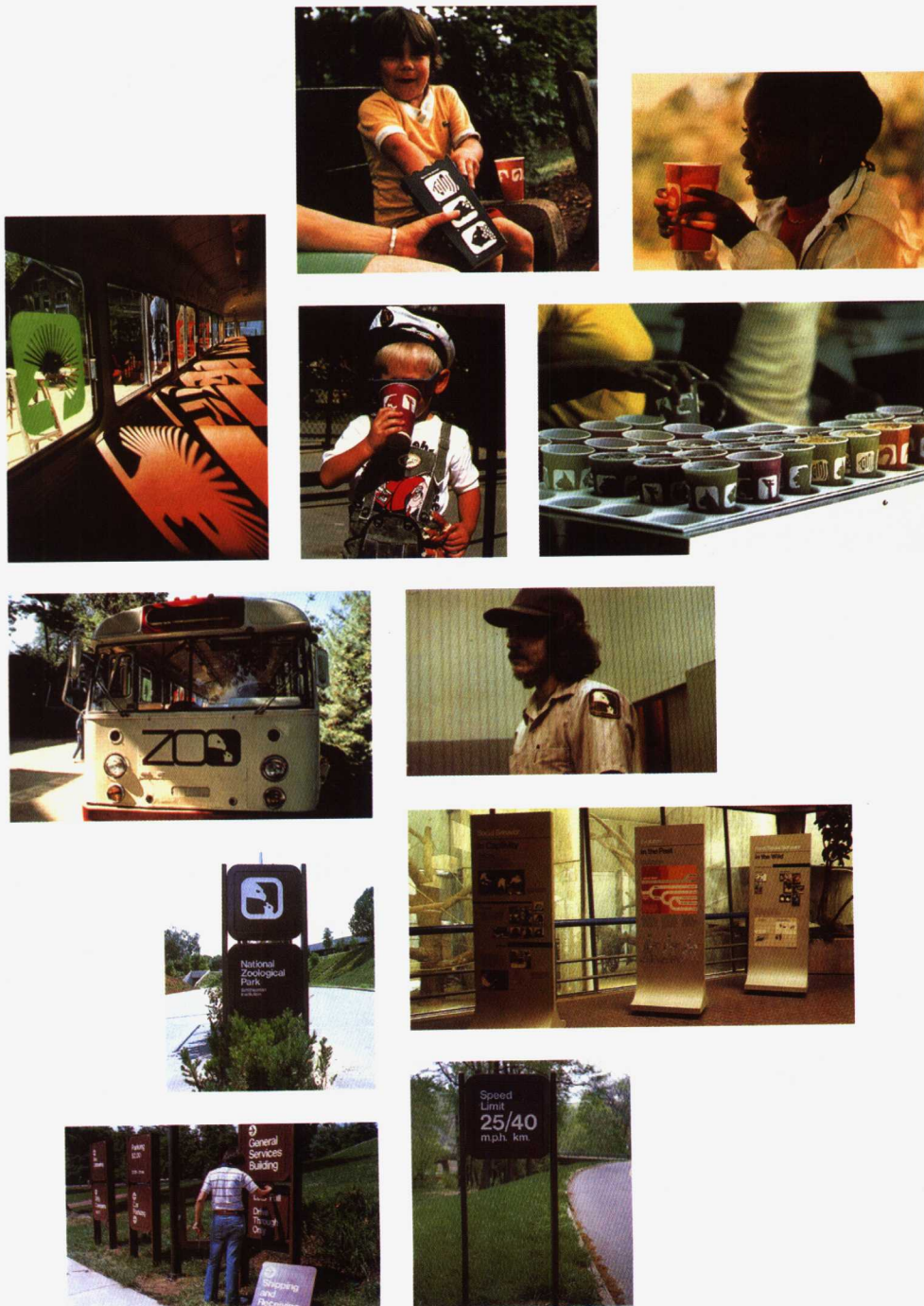
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彩图 1 (美国) 国家动物园视觉识别系统





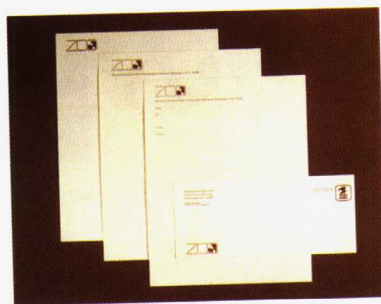
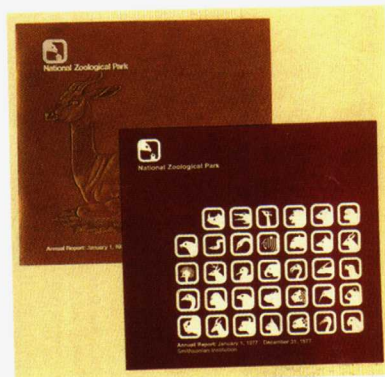
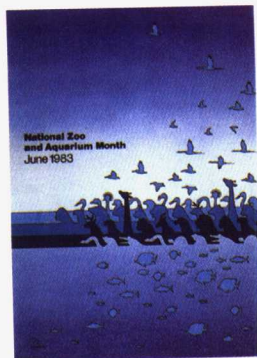




Symbolically Speaking



National Zoological Park - Smithsonian Institution
Peace 1978



Although a mystery in the past, the behavior of the giant sunfish is now better understood by scientists. It is solitary, pairing only for breeding. Communication is by sight and by sound—moans, beeps, growls, barks, and squeals—plus an important part where the scattered animals search for mates.

The giant panda is active all year, in some areas it moves to lower ground in winter and to higher ground in summer. But adult females stay close to a few hollows or hiberna. A pair of female adults is considered a pride.

The exact number of giant pandas living in the wild is unknown, but Chinese officials estimate around 1,000 individuals. To obtain more accurate information on the panda's numbers, distribution, and needs for survival, Chinese and Western scientists began a joint, long-term research project in 1980. The project, called the "Panda Project," has provided for many of the panda in the knowledge and provides us with the information needed for the giant panda's survival in the wild.

A map of China with a small black rectangle in the northern region indicating the study area. The word 'China' is written in the center of the map.

Abstract



A large, strongly-marked mammal, in great demand is recognized worldwide. When full grown, a wild adult weighs about 110 kg (240 lb) and measures approximately 1.8 m (5 ft) from nose to tail. Captive animals often weigh more than wild ones.

The giant panda's tongue is as strong as iron wire and is used to strip bamboo leaves. The panda also uses its tongue to hold and eat its tough plant food.

Scientific Classification



For weeks, controversy raged about the status of the giant panda in the conservation world. In 1980, Peter Arnold, David Scott and I published a "black-and-white-bear" paper. Other scientists have argued that the giant panda belongs in the raccoon family or in a separate family with the red panda—a small, semi-arboreal cat. Recent consensus, however, is that the giant panda is most closely allied to the bear, but sufficiently different to be placed in a family of its own.

Reproduction and Culture

Sexual maturity in the giant panda differs with individuals, occurring most often between 4 and 7 years of age. They usually breed in the spring, with one or two litters born 4 to 5 months later. But the little bear for the giant panda is low. Individual males and females have very specific preferences — not every panda accepts every other panda as a mate; and the male is particularly fussy about his mate's scent. The female is very protective, too, showing maternal behavior before the male's interest.

At birth, the (male) and (female) cub weighs only 100 to 150 g (3.5 to 5.5 oz) and is 10 cm long (4 in.) about the size of a strip of quail. At 20 days, the cub weighs 500 g (1 lb) and is covered with light fur. Even at 3 months, when fully furred and weighing 8 kg (17 lb), this cub is still totally dependent on its mother. Not until 6 months old is the young panther able to climb trees and to hunt. At 7 months, a young female weighs 15 to 20 kg (33 to 45 lb) and becomes more fully and independently

Approximately 50 giant pandas live in zoos around the world, in a number of cities in China and North Korea and in London, Madrid, Mexico City, Paris, Tokyo, Taipei, Berlin, and Washington. G. Goliath giant pandas rarely reproduce. Only a few of the females in China and only one female in the Shih have had cubs. In 1987, the giant panda in Mex-

Tiger Bear Panda



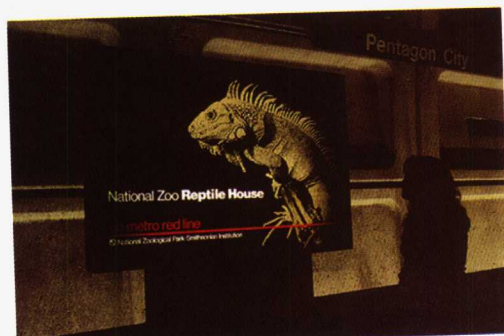
This tiger inhabits forest in many places, from near the Caspian Sea in the north to southern Russia, throughout China, in the forested jungles of India, Laos, and Burma, and on the island of Java. Recently, and on the island of Sumatra, it is estimated to have thrived in only a few isolated pockets of these areas.

The habitats of these different populations are similar in providing the tiger with enough food, enough water to drink and enough cover to hide in. It also fits prey.

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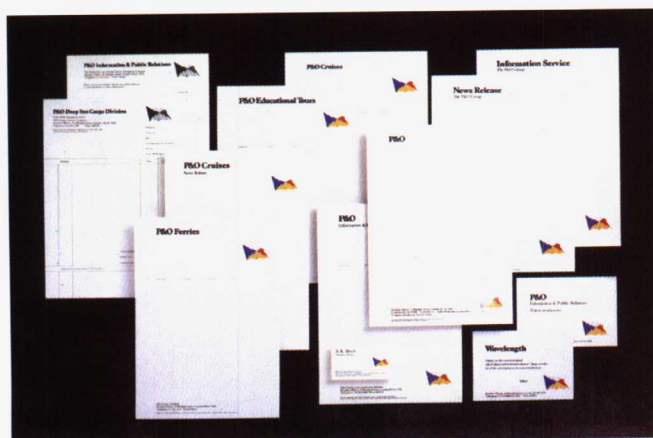
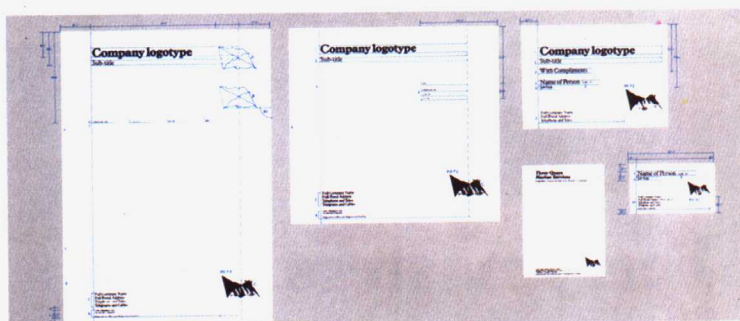
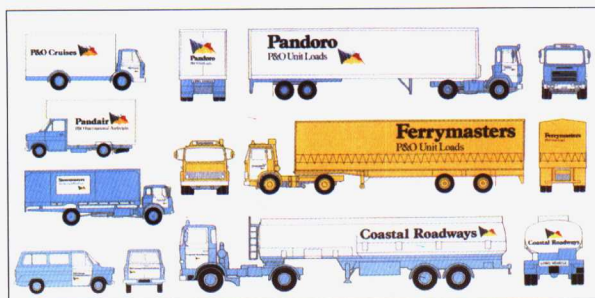
The giant panda has lived in China for hundreds of thousands of years. Its forests have been found throughout southwestern part of the country. As climate changed, the panda's range shrank and now it inhabits only a tiny bit of the mountains in central China's Sichuan basin.

In these isolated mountains, pandas drink only and eat bamboo. The temperature rarely falls below -10 (-14°F). Bamboo grows here, and among the Chinese, pandas feed the giant panda.

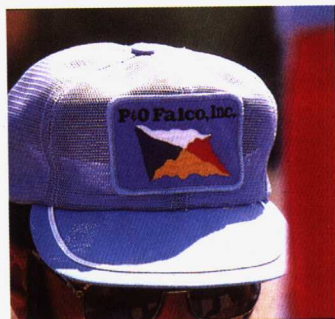


彩图 2 (英国) 通运公司视觉识别系统



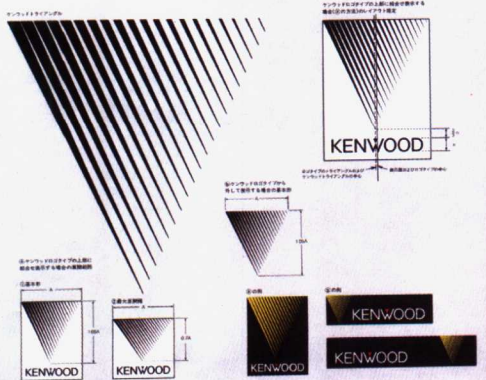
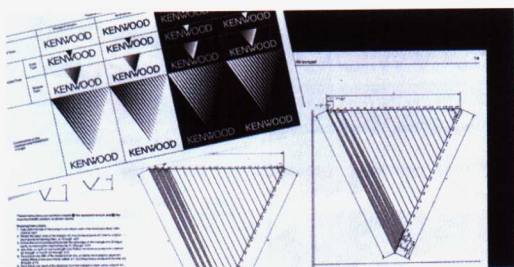
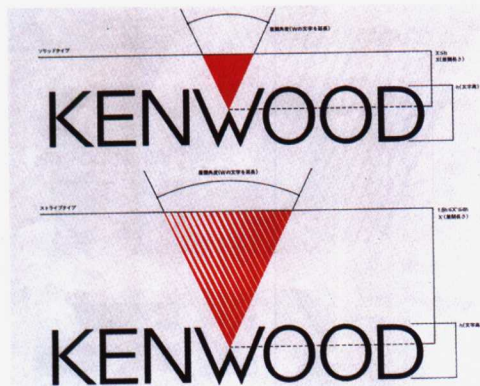


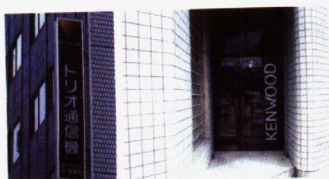
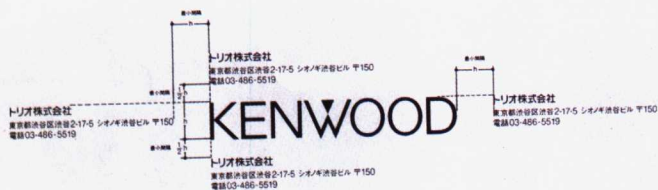




彩图 3 (日本) 健伍公司视觉识别系统

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愛伊運岡海京区形庫佐志野世相多知
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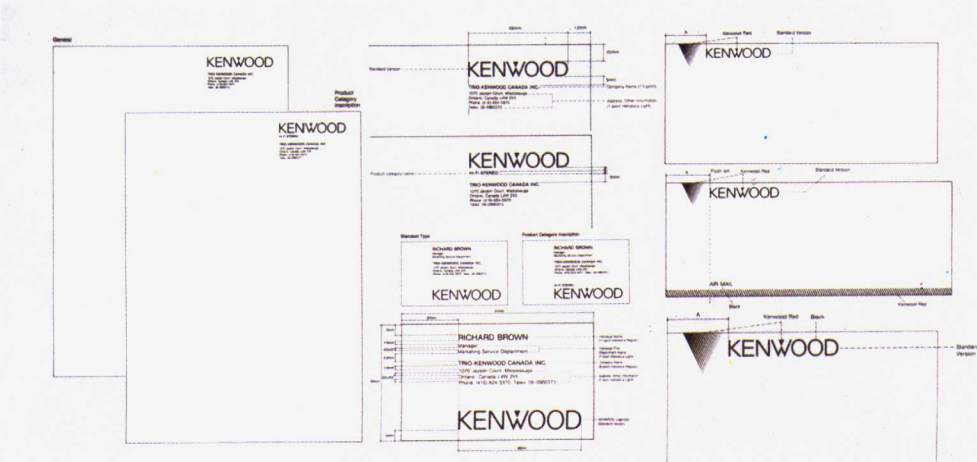
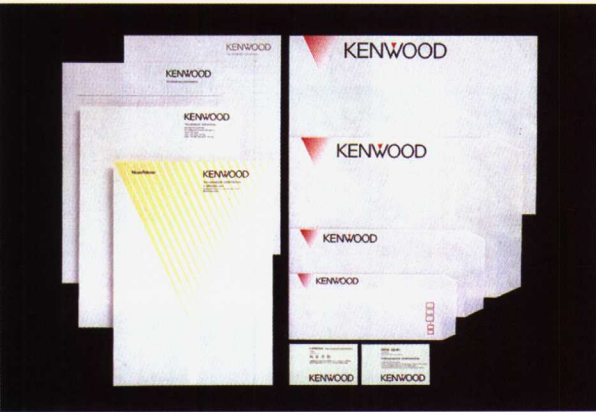
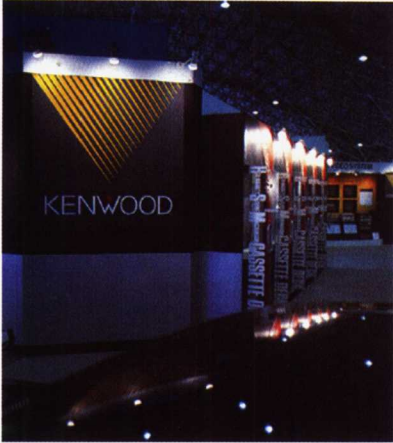
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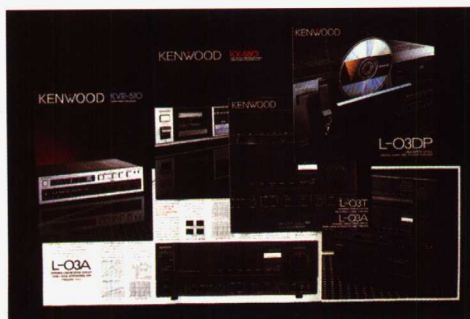
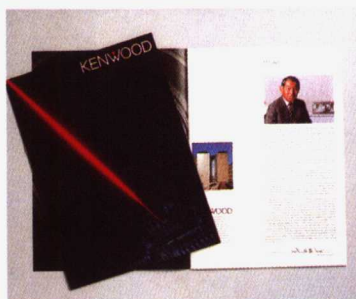
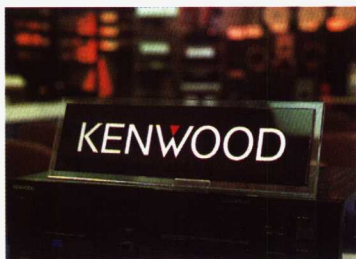
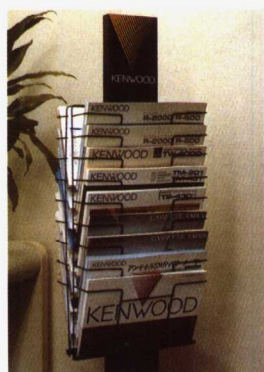
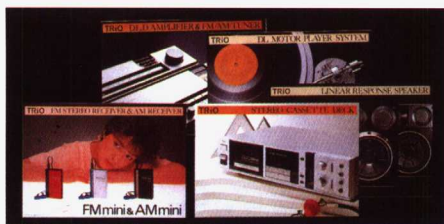
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彩图 4 (北京)《中国森林线》视觉识别系统设计 / 高驰 等

