

竹趣研究所 VI 手册 1

指导老师：廖钊明 学生：覃露莎

道明竹编 | 竹趣研究所品牌设计

DAOMING BAMBOO
ZHUQU INSTITUTE
IDENTIFICATION SYSTEM

BRAND PROPOSAL

DESIGNER QINLUSHA-DATE 2023.04-GRADUATION DESIGN



DAOMING BAMBOO BRAND STORY

品牌故事

当下，非遗传承与创新日益受到重视，但还有一大部分仍处于没落状态。如何让这些传统手工艺得到更好的发展，是我们需要考虑的问题所在。

道明竹编的品牌-竹趣研究所 就是在这样的社会环境下，衍生出来的非遗文化品牌，是一个把竹艺传统寓意和现代审美图形结合起来的现代竹编艺术品牌。

The brand of Daoming bamboo weaving-Bamboo Interest Research Institute is an intangible culture derived from this social environment. Brand is a modern bamboo weaving art brand that combines the traditional meaning of bamboo art with modern aesthetic graphics.

ABOUT

RESTAURANT

2023

ZHUQU INSTITUTE

宁可居无肉
不可居无竹

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ZHUQU INSTITUTE

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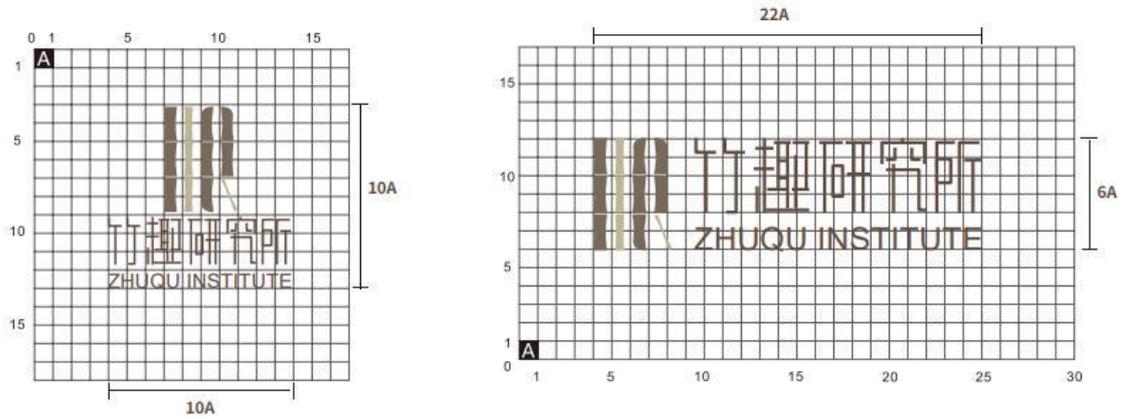
标志基础



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Logo construction



标志标准制图

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Logo construction

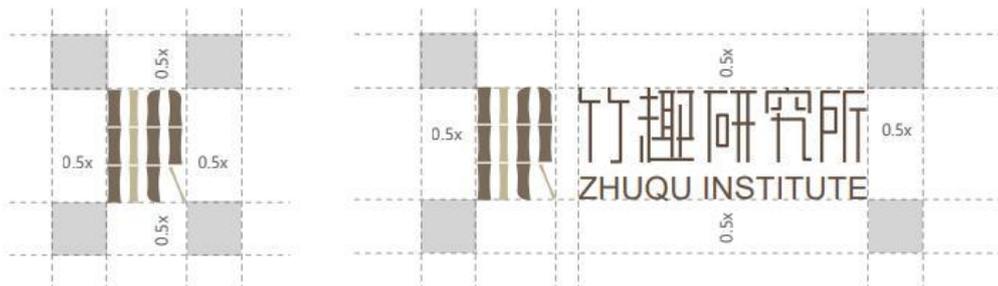


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标志标准制图

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Logo construction



标志不可入侵范围

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INTERPRETATION OF BRAND LOGO

竹编的纹饰花样层出不穷，编出的器物各式各样，根据人们生活的发展而更有时代感。但无论如何变化，万变不离其宗的依旧是一一以竹造物，这也是logo设计的概念来源。竹趣研究所的logo设计选取竹节的粗细变化、形态的特点，结合竹趣的竹和“Q”趣的整体形象用作标志图形符号的展现；将产品形态与特质融合展现，直观而富有辨识度。

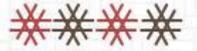
品牌标志释义

INTERPRETATION

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Hex: 614B3E
 RGB: 97 75 62
 CMYK: 64 69 75 25

Hex: 786958
 RGB: 120 105 88
 CMYK: 80 59 65 7

Hex: BFB694
 RGB: 191 182 148
 CMYK: 30 27 44 0

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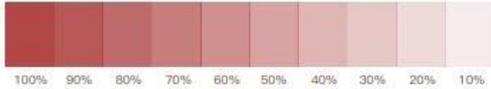
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IDENTIFICATION SYSTEM



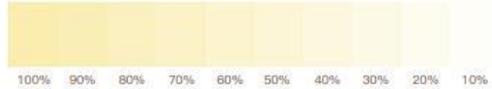
Hex: B14846
RGB: 177 72 70
CMYK: 35 84 70 0



Hex: FAEDAF
RGB: 250 237 175
CMYK: 4 6 39 0



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%



100% 90% 80% 70% 60% 50% 40% 30% 20% 10%



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标准英文印刷字体

Arial - Black

Aa Bb

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

标准中文印刷字体

思源黑体 medium:

苹方体

不一样的道明竹编

专用中文印刷字体

适用于各种信件、名片、文件地址、宣传文案等小型文字

EXTRALIGHT	Aa
LIGHT	Aa
REGULAR	Aa
MEDIUM	Aa
HEAVY	Aa
BOLD	Aa

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品牌辅助元素

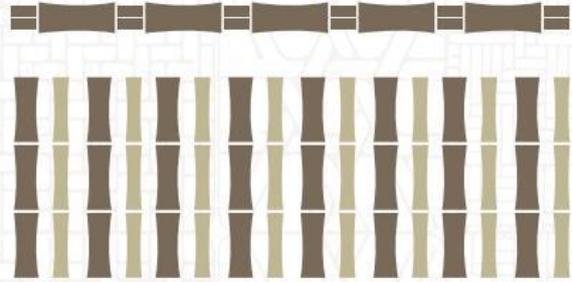
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应用/辅助元素1



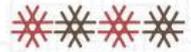
以logo图形为基础延伸，演变辅助形并进行重复、组合、变换，能表达品牌不同价值点的图形丰富品牌宣发延展的多样性。



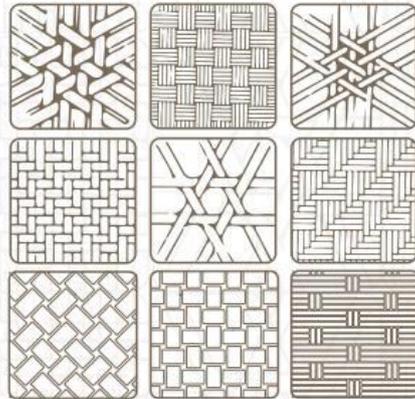
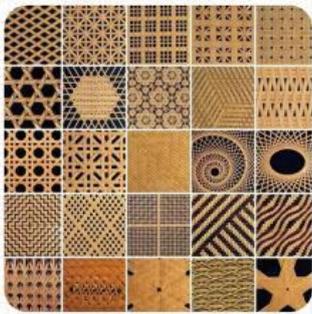
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应用/辅助元素2



竹编样式图案部分提取组合

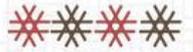
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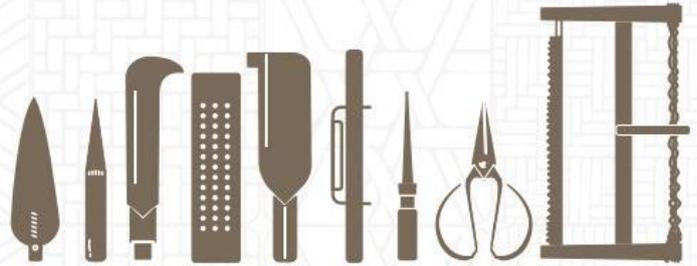
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应用/辅助元素3

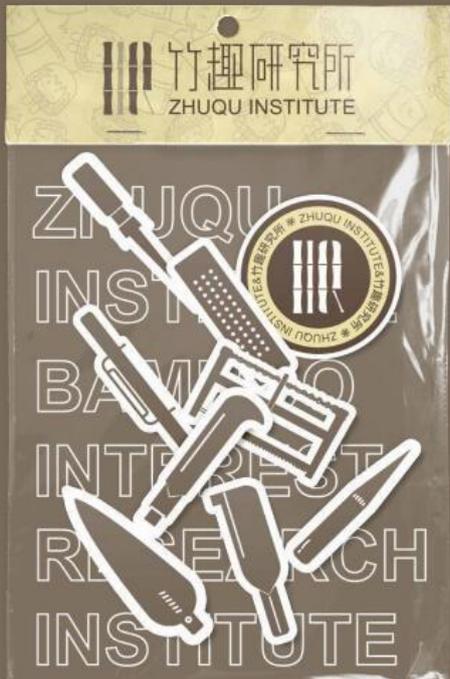


部分竹编制作工具图形化



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BRAND / 贴纸
EXTENSION





BRAND EXTENSION



/日历



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品牌延展

BRAND EXTENSION

视觉应用/名片



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BRAND EXTENSION

视觉应用/名片



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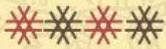


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品牌延展

BRAND EXTENSION

吊牌/商标



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BRAND EXTENSION

吊牌/商标



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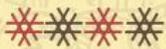


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/纸袋



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BRAND EXTENSION

/纸袋



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/会员卡



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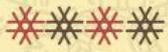


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品牌延展

BRAND EXTENSION

/手提袋



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