

Analysis on the Design Method of Chinese Character Logo Graphics

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Abstract: Chinese characters, the recorded symbols of the Chinese language, are one of the oldest written characters in the world, with a history of more than 6,000 years, and are considered to be the model of phonetic, morphological and ideographic writing. The amount of information, the richness of meaning and the clarity of a single Chinese character far exceed that of the phonetic Latin alphabet. As the most basic visual elements of information transmission, Chinese characters themselves have strong intuitiveness and cognition, and are often used in modern logo design. Firstly, this paper summarizes the advantages of Chinese characters, Chinese character signs and Chinese character signs. Secondly, the design method of Chinese character logo is analyzed from the aspects of Chinese character font design, Chinese character graphic design and the application of calligraphy form by using excellent Chinese character logo cases. Finally, this paper analyzes the design principles of Chinese character logo graphics, and points out several design points that should be paid attention to in Chinese character logo graphics design. The purpose of this paper is to arouse the deep thinking and research of logo designers on the modern logo graphic design based on Chinese characters, to dig deeply into the traditional cultural connotation and implication of Chinese characters, and to inherit and carry forward the excellent traditional culture of the Chinese nation.

Keywords: Chinese Character Sign; Mark Pattern; Chinese Character Design; Chinese Character Graphic Design; Penmanship

1. Introduction

Chinese characters originated from pictograms and formed a comprehensive word-making

system of understanding, shape and sound, which is an abstract summary of the external form of objective things by ancient Chinese people to give full play to their subjective initiative. The creation of each Chinese character is not only a description of the external form of objective things, but also contains the ancient Chinese people's subjective understanding and cognition of things, and is a combination of meaning and image. [1] Chinese characters were invented by the ancestors of the Chinese people and formed after a long period of improvement, and gradually became an indispensable link to maintain the communication of various ethnic groups and different languages. Chinese characters have gone through a long process from generation to development. Firstly, they evolved from picture symbols to pictograms, which is the prototype of today's characters. From hieroglyphics to modern typography, to the Chinese characters we use today, after thousands of years, with rich cultural heritage and representation connotation, can be widely used in modern logo design.

2. Overview

2.1 Overview of Chinese Characters

Zheng Xuan of the Han Dynasty described in "Zhouyi Notes": "The ancient people have no words, knot the rope for the covenant, the big thing, knot its rope; It's a small matter, a small knot." Character is the product of long-term production practice in human society, and it is a picture symbol with certain cultural connotation created by people in order to record and disseminate information and exchange ideas. [2] In Shuowen Jie Zi, Xu Shen of the Eastern Han Dynasty summarized and concluded the rules of the formation of ancient characters, namely, "pictographic, pointing, understanding, shape and sound, transliteration, and false borrowing". Pictograms, pointing,

understanding, and phonograms are the methods of word formation, and the ways of using words derived and developed later refer to the notes and pretexts. Chinese character is a unique Chinese script, which is regarded as the model of phonetic, morphological and ideographic writing, and is the most used script in the world. The information content, meaning richness and clarity of a single Chinese character far exceed that of the phonetic Latin letters. The Chinese character ontology is directly applied to the application of logo design, providing a steady stream of inspiration for the creation of logo design.

2.2 Chinese Character Logo Overview

"A logo is a geometric script or combination of words, graphic symbols, other forms of symbols or any combination of the above used by an institution, organization or its members, products, and is used for the dissemination of information, the establishment of identification, and to distinguish it from other institutions, organizations, etc." [3] According to the constituent factors, signs can be divided into Chinese character signs, graphic signs and graphic combination signs. Chinese character logo has the dual features of graphics and language, from the point of view of the function of conveying the information contained in the logo, it is one of the best ways to reflect the local language and national cultural spirit of modern logo design. [4]

2.3 Food Packaging Design into the Meaning of Fun

Chinese characters are unique Chinese characters, rich in unique national characteristics; The clear ideography of Chinese characters can directly convey the content and meaning of the logo; Chinese characters are intuitive pictographic, rich in strokes, structure and plasticity. Mr. Lu Xun once said that Chinese characters have three beauty: sound beauty to sense ear, shape beauty to sense eye, meaning beauty to sense heart, its reading sound like a beautiful melody, the shape is like a beautiful picture, the meaning of the word profound. Therefore, the logo can not only convey the signal, indication, identification, warning, and even command, but also has a strong recognition, symbolic, aesthetic and diversity of The Times. [5] In addition, Chinese characters themselves are

evolved from hieroglyphics, with certain pictographic representations, so it is easier to carry out graphic transformation design in logo design, and at the same time, it has a strong degree of recognition and recognition.

3. Chinese Character Logo Graphic Design Method

According to the different forms of expression, the design methods of Chinese character logo graphics are mainly divided into Chinese character shape design, Chinese character graphic design and the application of calligraphy form. In the actual creation process, Chinese character logo graphics are usually combined with several design techniques.

3.1 Chinese Character Design

Chinese character logo design, Chinese characters are mainly based on square Chinese characters, but according to the shape of each word, there are different variations, such as the square word "country, Tonghui", triangle "eight, upper, lower", diamond "ling, Ji, Jin" and so on. [6] Chinese character font design method of Chinese character logo graphics, specifically refers to stroke modeling, connected pen characters, stroke sharing, etc. For example, the emblem of Sichuan Minzu College of Fine Arts (Figure 1) was created by Yi Kezhu, a student majoring in visual communication design of the School of Fine Arts of Sichuan University for Nationalities. The logo selects the most representative characters "people" and "Mei" in the name, adopts stroke modeling, continuous stroke characters, stroke sharing and other design techniques, cleverly combines "people" and "Mei". The characters "Mei" and "min" are not only the stroke modeling, but also the use of stroke sharing and connection, which intuitively reflects the subordination relationship of the Fine Arts Institute as the Sichuan Institute for Nationalities. At the same time, the shape of the logo stroke is square, showing an orderly arrangement, reflecting a strong sense of order and design beauty, and also showing the cultural and artistic beauty and professional characteristics of the Fine arts College of Sichuan University for Nationalities.

3.2 Chinese Character Graphic Design

Mr. Xiao Ding said in the Original and Evolution of Chinese characters: "Characters originated from pictures, which is a fact

recognized by modern language writers. Laura Ries, a recognized marketing guru in the United States, wrote in her book "Visual Hammer" that "if you want to implant language into the hearts of consumers, you can seize the element of visual image." Text symbols are not necessarily applied to logo design in the form of pure text, most of them are still expressed in the form of graphics. [7] Text graphics is the creative design of text as the main element, the reasonable deformation of text strokes, or the whole text into a concrete shape, so that it is transformed into a graphic expression. [8] The graphic design of Chinese characters mainly includes the overall graphic design of Chinese characters, local graphic performance and background graphic decoration.

Hangzhou city logo (Figure 2), the designer adopts the character "Hang" in the form of official script as the main structure, combines the urban characteristics of Hangzhou, integrates the local representative and typical landscape pavilions and pavilions and Jiangnan water towns, and abstracts many urban elements such as flying eaves, round arches in gardens, and boating on the West Lake as the stroke shape of "Hang". With the clever means of transformation, it highlights Hangzhou's deep and rich urban cultural heritage and enterprising spirit.



Figure 1. The Emblem of Sichuan Minzu College of Fine Arts,
Student author: Kezhu Yi, Advisor: Ju Song



Figure 2. Hangzhou City Logo, Image from the Internet.

3.3 The Use of Calligraphic Forms

CAI Yong, a famous calligrapher at the end of the Eastern Han Dynasty, said in "On the Pen" : "For the body of a book, you must enter its shape, if you sit if you walk, if you fly if you move, if you go to, if you lie down if you rise, if you worry if you are happy, if the nymphs eat wood leaves, if the sword is long, if the bow is strong, if the fire is water, if the clouds, if the sun and the moon, if there are signs, then you are called the book." Chinese characters themselves have a high sense of formal beauty. Calligraphy is about the expression of temperament, which is why Chinese characters can be an art in addition to serving a practical function. Compared with printed fonts, calligraphy characters have a history of thousands of years in China, which gives Chinese characters rich cultural connotation and artistic value. [9] Chinese characters can present thousands of gestures in calligraphy, such as oracle bone inscriptions, golden inscriptions, bell and Dendron inscriptions, stone drum inscriptions, seal script, official script, cursive script, regular script, running script, etc., which can become the elements and starting points of Chinese character logo design without affecting its recognition. [10]

The emblem of the 2008 Beijing Olympic Games, "Chinese Seal · Dancing Beijing" (Figure 3), is a combination of the calligraphy "Jing" character and the traditional Chinese seal cutting (Xiao shape seal). The emblem, with the calligraphy character "Jing" as the main body, is exaggerated and deformed by artistic techniques. It also looks like the image of "Wen", or more like a passionate person moving and dancing. The vivid image conveys the sports characteristics of the Olympic Games, and also symbolizes the profound cultural heritage of China, which is one of the

four ancient civilizations in the world, carrying the long time and national glory. It also reflects that Beijing is welcoming athletes and people from all over the world to gather in Beijing with the attitude of reform and opening up, expressing the enthusiasm and sincerity of Beijing to welcome guests from all over the world, and conveying the Olympic concept and spirit. The emblem is complemented by the "beijing2008" written in Chinese script, which integrates the strokes and charm of Chinese script, making the overall simple and smooth, giving people a free and unrestrained feeling. There is no doubt that the emblem design of the 2008 Beijing Olympic Games has successfully triggered the national trend of Chinese character design, reflecting the design concept of "the nation is the world".



Figure 3. Emblem of 2008 Beijing Olympic Games, Image from the Internet.

With the development of society, the cultural exchanges of different regions and nationalities are constantly integrating and changing with each other. Chinese characters are the most widely used characters in the world, and English is the most widely used characters in the world. In the design of Chinese characters logo, the abstract integration of Chinese characters and English and other foreign languages can not only have the beauty of "different songs and works in the same way", but also reflect the symbolic meaning of the logo with one pun, and make the logo more intuitive and more widely spread.

The "Economy half hour" logo of CCTV's famous economic in-depth column (Figure 4) takes the three concepts of "economy", "half hour" and "economy half hour" as the starting

point for the creation of the logo, and extracts corresponding elements for visual creativity. The left half of the logo is the initial letter "E" of the English spelling Economy of the name economy, and the right half is the number "3" of the time "30 minutes". The middle blank space is part of the symbol "¥", which represents the currency of the Chinese economy, and forms the negative Chinese character "half". The concept is ingenious and rigorous, reflecting the outstanding industry characteristics and theme content.

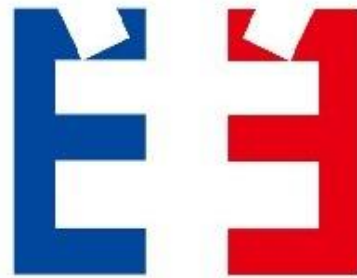


Figure 4. Economy Half Hour Sign, Image from the Internet.

4. Design Principles and Key Points of Chinese Character Logo Graphics

4.1 Chinese Character Logo Graphics Design Principles

Chinese characters as the main content of logo design, in addition to following the general design principles, but also should follow the following design principles: legibility and recognition, culture and aesthetic, representation and personality. In particular, the design principle of legibility and recognition requires creation on the premise of respecting the structure and characteristics of Chinese characters, and must not be designed to escape from the representation, or even generate ambiguity.

The 2004 Shanghai World Expo emblem designed by Shao Honggeng (Figure 5) uses the calligraphy "world" character combined with the number "2010" to carry on the image processing, forming a figure of three people embracing arms, which resembles a happy and happy family of three, and can also symbolize the "you, me and him" representing all mankind. It conveys the concept of "understanding, communication, togetherness and cooperation" of the Shanghai World Expo

and permeates the spirit of the Chinese nation that advocates harmony and cohesion. The emblem is mainly green color, combined with the embellishment of orange, the whole is full of life vitality, adding upward, rising, bright dynamic and meaning, reflecting the 2010 Shanghai World Expo green environmental protection, people-oriented active pursuit. The Chinese character "Shi" in the emblem of the Shanghai World Expo and the Chinese character "Jing" in the emblem of the 2008 Beijing Olympic Games complement each other. The emblem of Shanghai World Expo adopts a combination of Chinese and Western design techniques, which not only realizes the organic unity of Chinese and western visual symbols, but also highlights a strong cultural atmosphere and harmonious coexistence, endowing the external and internal beauty with a high degree of unity, conveying a positive spirit and profound cultural significance.



Figure 5. Emblem of World Expo 2010 Shanghai, Image from the Internet.

4.2 Chinese Character Logo Graphics Design Points

When designing Chinese character logo graphics, designers should master the design techniques of Chinese character logo graphics, extract suitable design elements according to the enterprise culture, business content and industry characteristics of the design object, and carry out visual creation. At the same time, we should also pay attention to the following points: First, we should be the whole group or directly extract the most representative word in

the object name logo design; Second, Chinese characters with simpler strokes, simpler forms and simpler structures are relatively suitable for design, and the structural characteristics of Chinese characters should be fully analyzed, respected and utilized for logo design. Third, we should pay attention to the characteristics of "readability" and "pun" of Chinese characters, and must not "copy" and patchwork, so that the logo has ambiguity; Fourth, it is a good idea to skillfully use the homophony of Chinese characters, apply the excellent traditional Chinese culture, and skillfully use it to create a fusion; Fifth, the applicability of Chinese character signs in later applications should be considered in advance according to the occasions, materials and process characteristics of the signs. Finally, we should learn to borrow modern information technology means to create more forms of Chinese character signs, such as dynamic, three-dimensional, multi-form, multi-dimensional, multi-dimensional, digital Chinese character signs, to show the corporate image, corporate culture and value represented by the logo in a more professional, more comfortable and more recognizable way.

5. Conclusion

In Levi-Breuer's book *Primitive Mind*, he states: "The language of primitive peoples is always exactly according to things. Now the form of the eyes or ears to express their own views", Chinese characters have gone through a long development process, from the initial representation of the pictographic development to the expression of the meaning of the meaning, and finally formed today's unique Chinese culture, is an important cultural treasure in China. Japanese graphic designer Keizo Matsui once said: "Feeling is an indispensable element in design, it can give the viewer a new experience, attract their heart." The application of Chinese characters in modern logo design, on the one hand, can more intuitively reflect the recognition of the design subject, but also can inherit and sublimate the cultural connotation represented by Chinese characters, so that people can personally feel the cultural charm of Chinese characters. The purpose of this paper is to arouse the designer's deep thinking and research on the modern logo design based on Chinese characters, dig deep into the

traditional cultural connotation and implication of Chinese characters, and inherit and carry forward the excellent traditional culture of the Chinese nation.

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