

LOGO设计

涪陵文旅

Culture and Tourism

Development Committee of Fuling



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设计讲解



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灵感来源：

玦是我国最古老的玉制装饰品，为环形形状，有一缺口，在古代主要是被用作耳饰和佩饰。而双鱼作为涪陵最有代表性的文物之一，将两者融为一体，并取用中国古代纹样进行整体设计。logo 采用古朴精致，简洁得体的设计从而衬托出其文化寓意，将庄重又附有创意的特点进行强有力的表达。

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灵感来源：

以小篆体“文旅”作为本 logo 设计的主体元素，在篆刻体中，“文”这个字与“鱼”形似，所以得此启发，即表现出中国文字的博大精深又通过鱼这个形象从而展现了涪陵独有的代表性文物，通过对小篆体的修改以及创新，绘制出这枚富有生动文化底蕴以及具有艺术特性的印章，

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洛陽文社

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灵感来源：

以涪陵独有的文物双鱼作为此 logo 的主体进行设计，logo 中间两条曲线，正是对双鱼的抽象化变形，通过极简又有流线感的线条表现出鱼灵动的姿态，而在周边中式纹样的衬托下还原鱼在池中游的生动场景，使其更显古朴又富有诗意。

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灵感来源：

提取涪陵文旅中的“文”字进行创意字体的设计，并与宋代窗花元素相融合，体现出宋式美学极简静谧的美学特点，logo 将文化特征紧密联系，从而创作出富有中式特点的国潮 logo。

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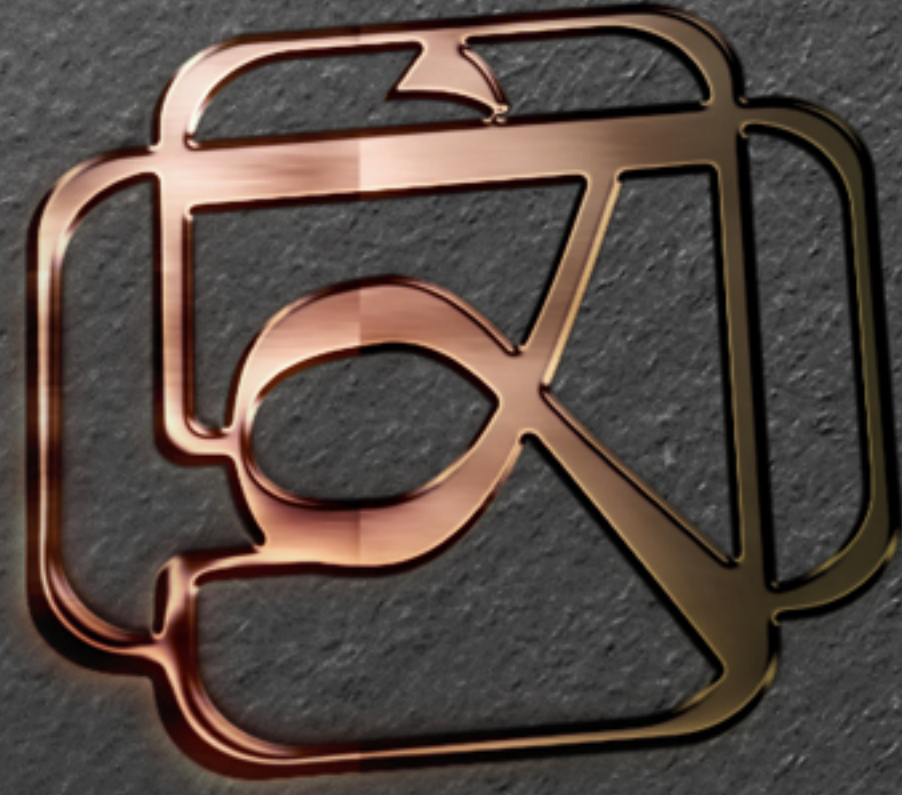
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灵感来源：

相传唐朝时尔朱真人在涪州今白鹤梁的江边修炼，后得道在石梁上乘鹤仙去，故名“白鹤梁”。以白鹤梁为创作原型对仙鹤进行艺术升华，使其更加扁平化，将白鹤进行现代创作后更便于文化推广。

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Development and Tourism
Government Committee of Fuling



涪陵文游

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灵感来源：

相传唐朝时尔朱真人在涪州今白鹤梁的江边修炼，后得道，在石梁上乘鹤仙去，故名“白鹤梁”，此 logo 运用白鹤飞腾起舞的姿态进行艺术创作，将白鹤梁的白鹤拓片进行简化与设计，从而将文物古迹与现代创作的相结合，使其更加年轻化品牌化。

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