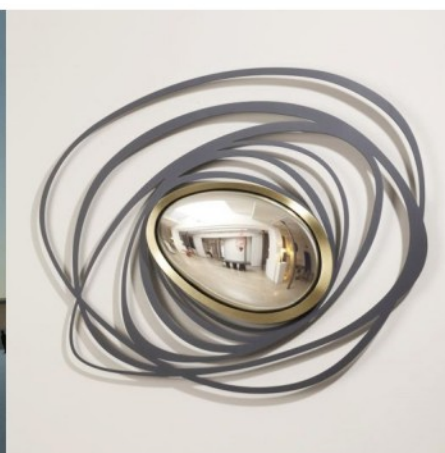
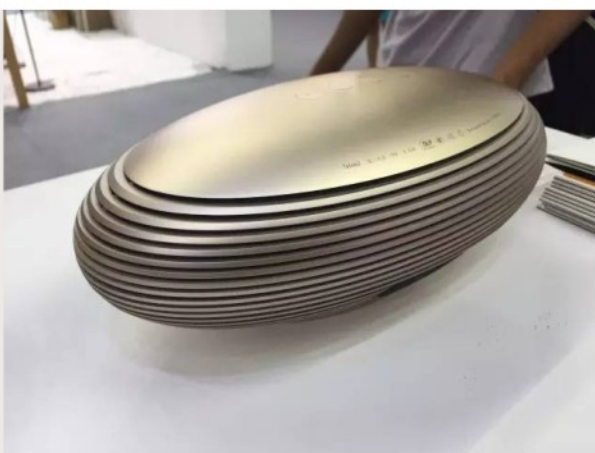
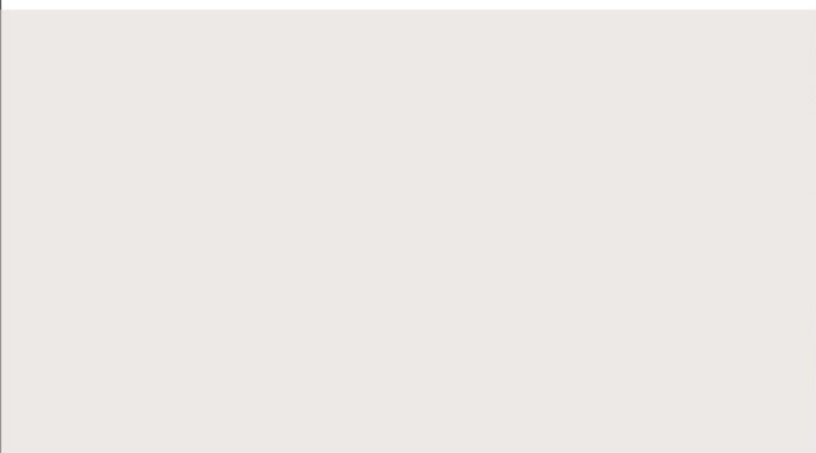


CONCEPTUAL DESIGN SCHEME OF GUIDING SYSTEM

标识导向系统概念设计方案



设计灵感

Design inspiration

现代艺术形态表现手法
现代空间艺术设计感
艺术线形语言



“莫比斯环”

国瑞升平里标识系统设计

设计说明：

思路来源于公元1858年，德国数学家莫比乌斯（Mobius · 1790~1868）和约翰·李斯丁发现：把一根纸条扭转180°后，两头再粘接起来做成的纸带圈，具有魔术般的性质。项目将历史街区特征融入商业街设计，对历史街巷、建筑、文化古迹恢复保留，同时将其精神和语汇融入新建筑，建立起新、老建筑的直接联系和对话，从而为商业街赋予历史感、文化感、故事感、情景感、独特感，最大程度上保留佛山本土独特的人文情怀。同时为该项目创作出“莫比斯环”具有趣味、多样的标识设计作品。

SIGNAGE

WAYFINDING SIGNAGE

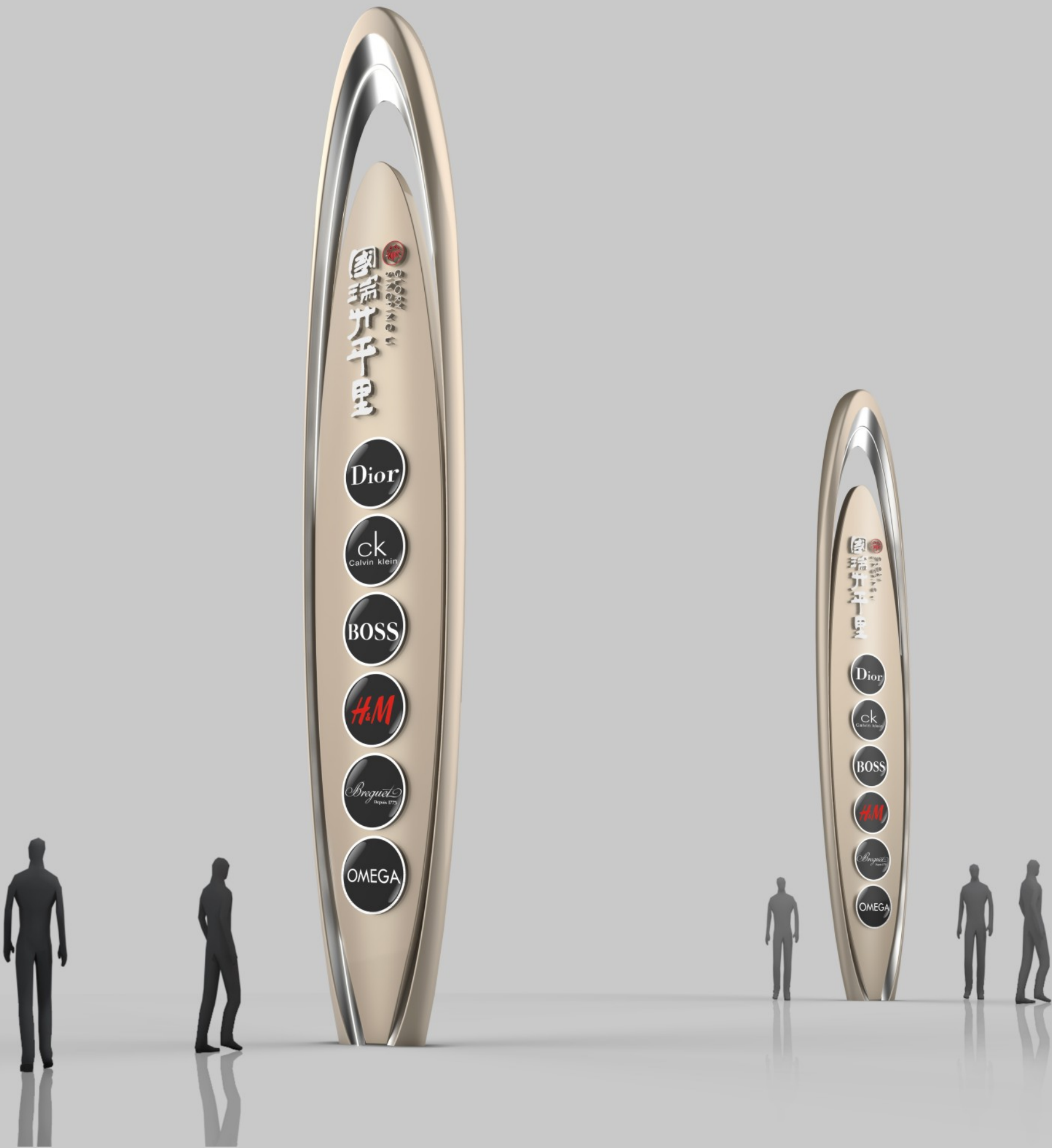
COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence

Fortress of spirit signage
精神堡垒标识



SIGNAGE

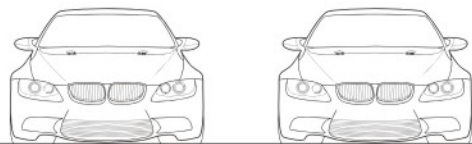
WAYFINDING SIGNAGE

COLORES

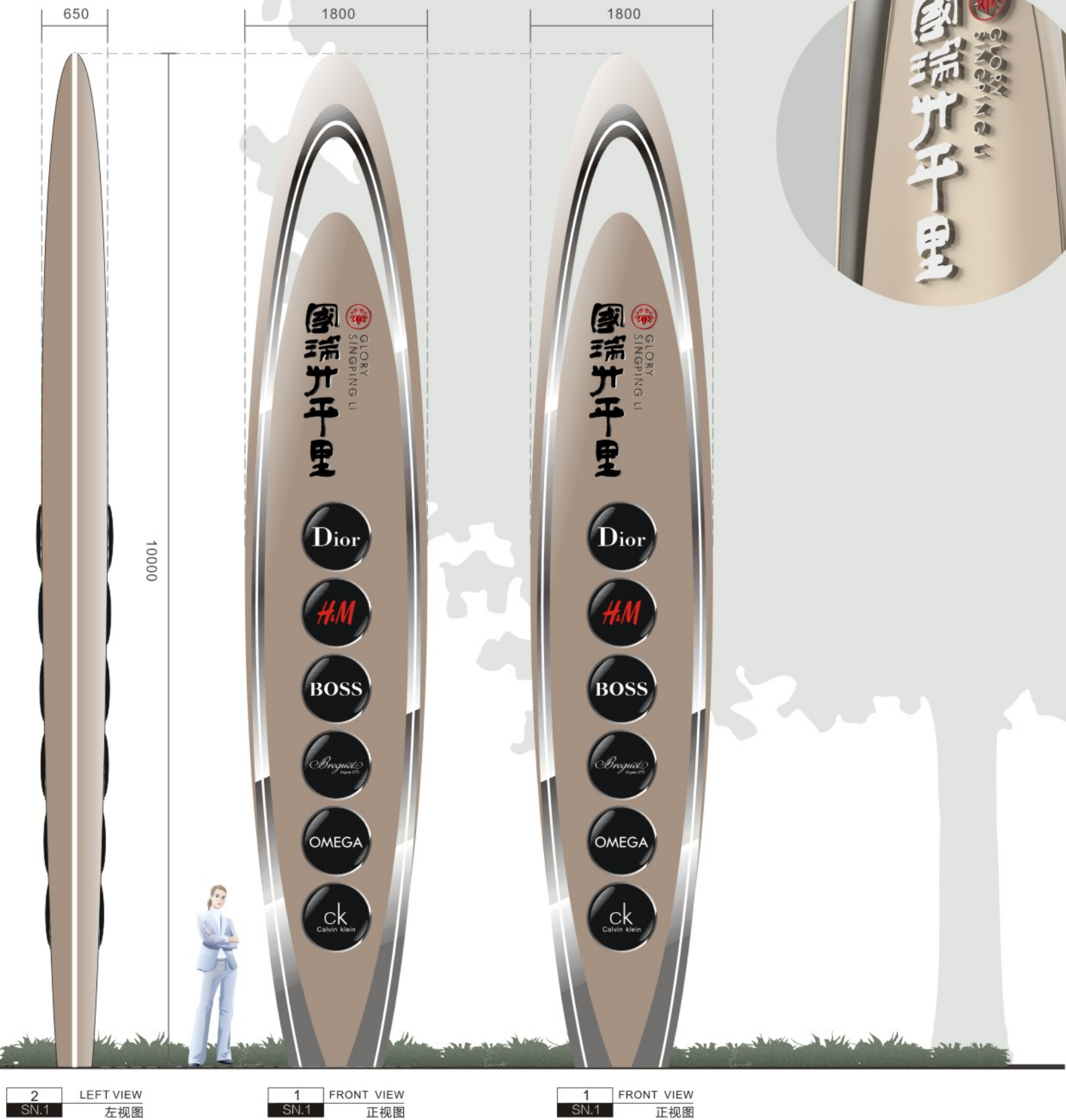


MATERIAL

- 1 T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- 2 T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- 3 T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- 4 T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- 5 T=10MM宽亚克力发光
T=10MM acrylic luminescence



Fortress of spirit signage
精神堡垒标识



SIGNAGE

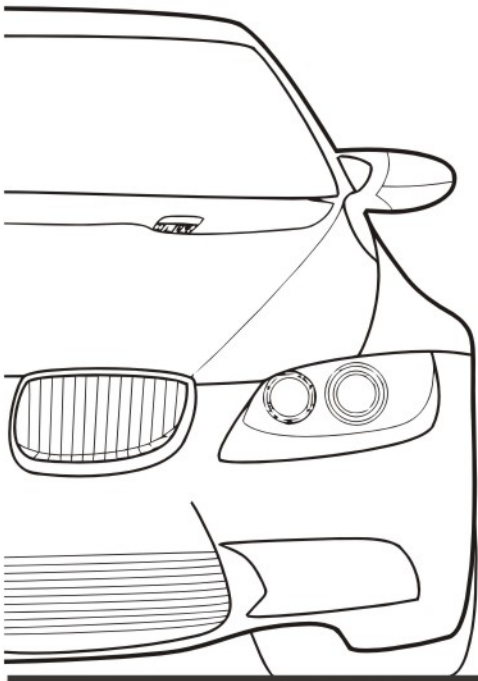
WAYFINDING SIGNAGE

COLORES

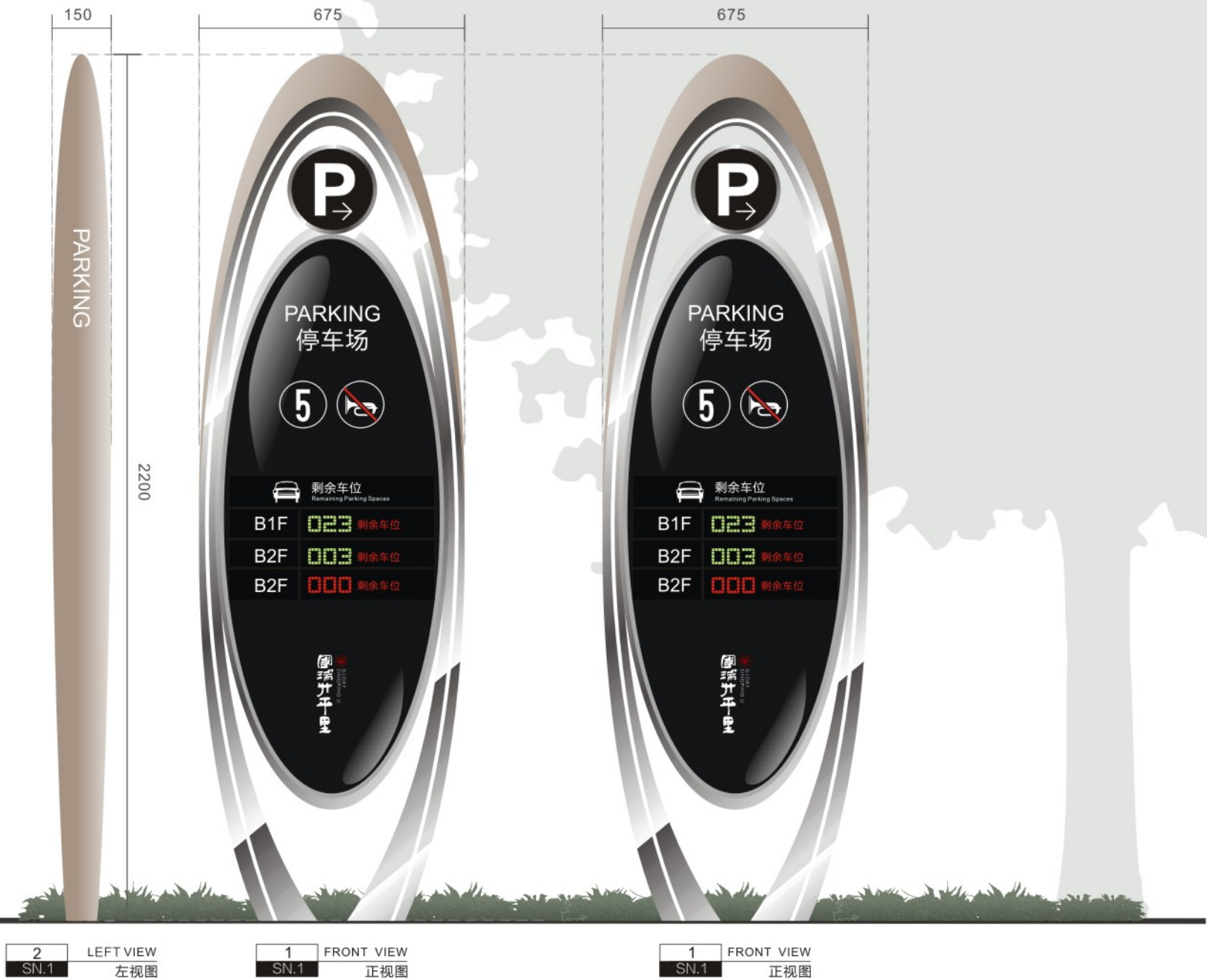


MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Parking signage
车行指引标识



SIGNAGE

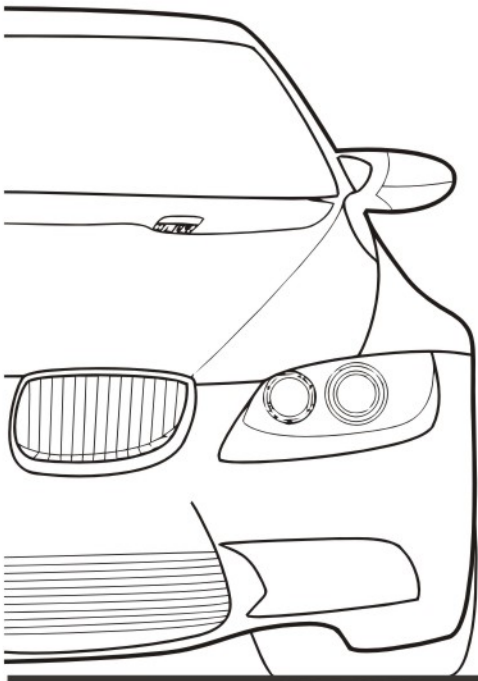
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Outdoor Advertising Lightbox signage
户外广告灯箱标识



SIGNAGE

WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Warm outdoor signage
户外温馨提示标识

SIGNAGE

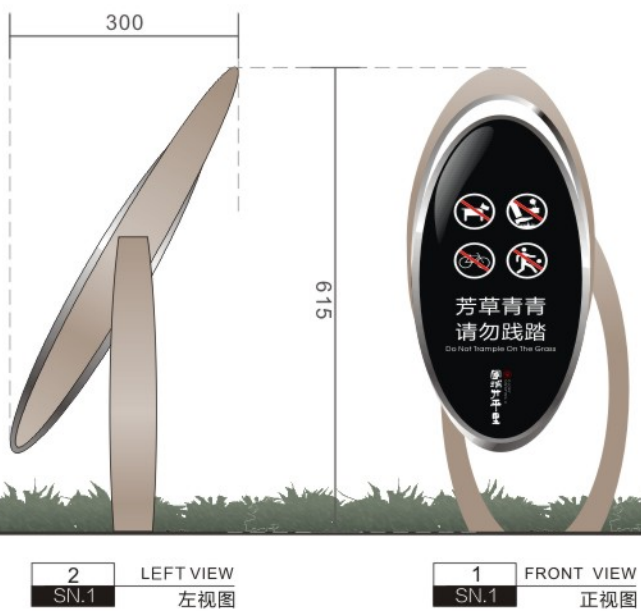
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Warm outdoor signage
户外温馨提示标识

SIGNAGE

WAYFINDING SIGNAGE

COLORES



MATERIAL

- ❶ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ❷ T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ❸ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ❹ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ❺ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Channel tag signage
通道吊牌标识

SIGNAGE

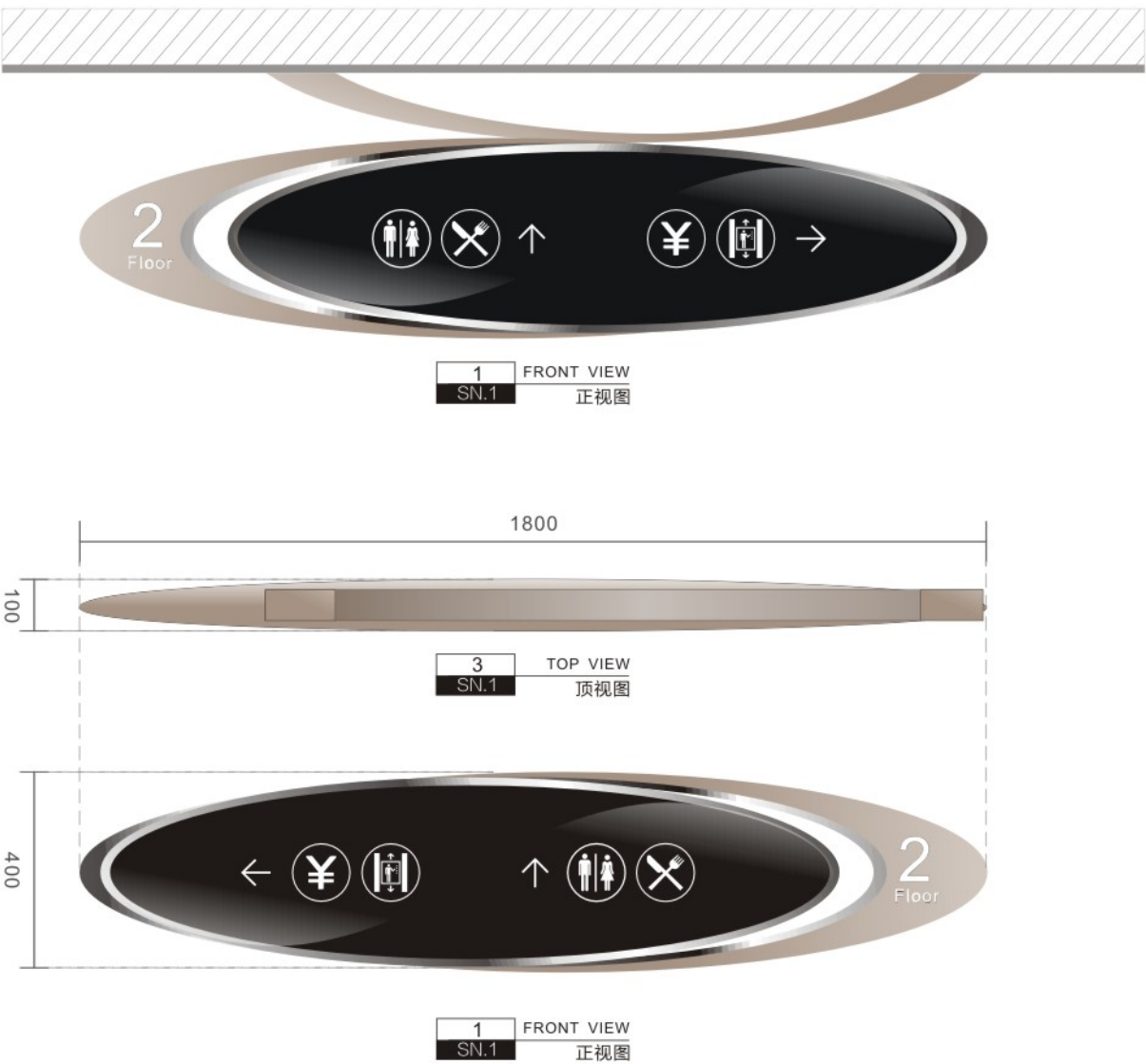
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Channel tag signage
通道吊牌标识

SIGNAGE

WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence

Indoor signage
楼层立牌标识



SIGNAGE

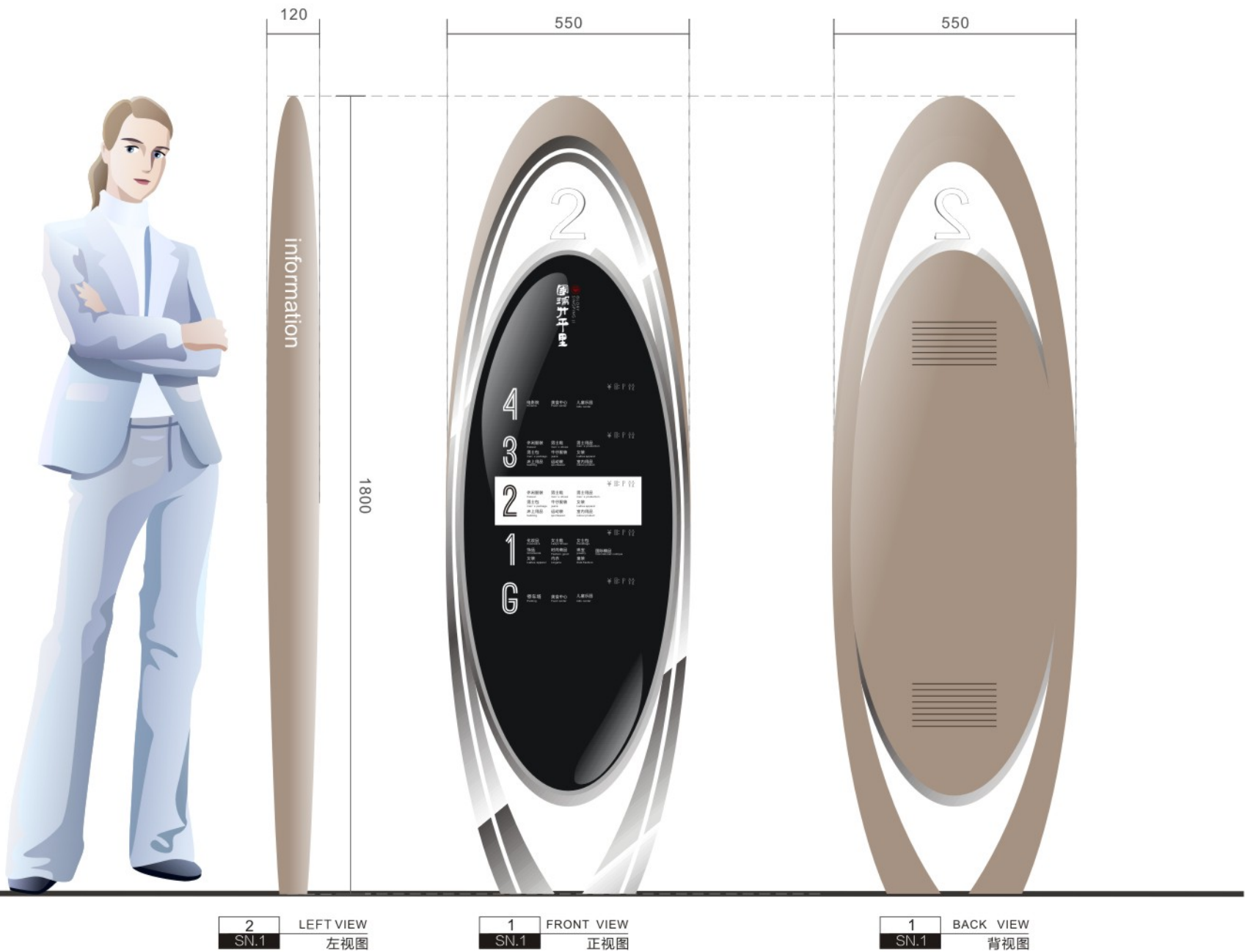
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Indoor signage
楼层立牌标识

SIGNAGE

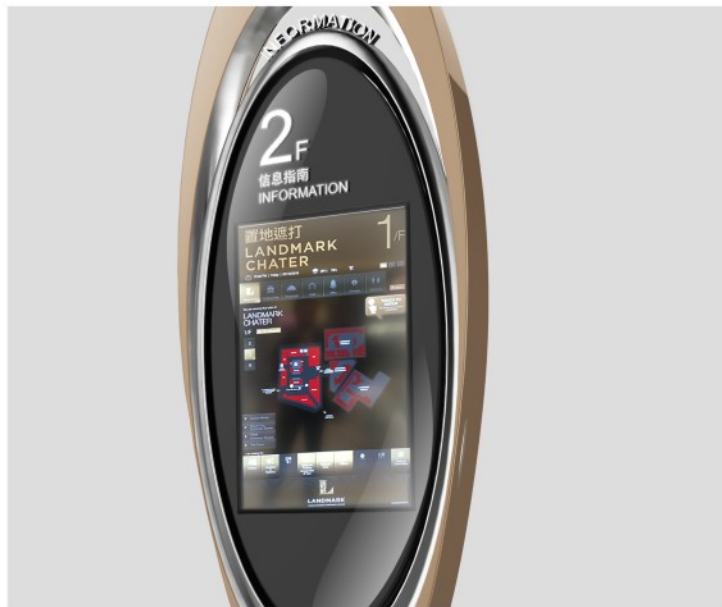
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Indoor General Index signage
室内总索引标识

SIGNAGE

WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Bathroom guide signage
洗手间指引标识



SIGNAGE

WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Bathroom guide signage
洗手间指引标识

SIGNAGE

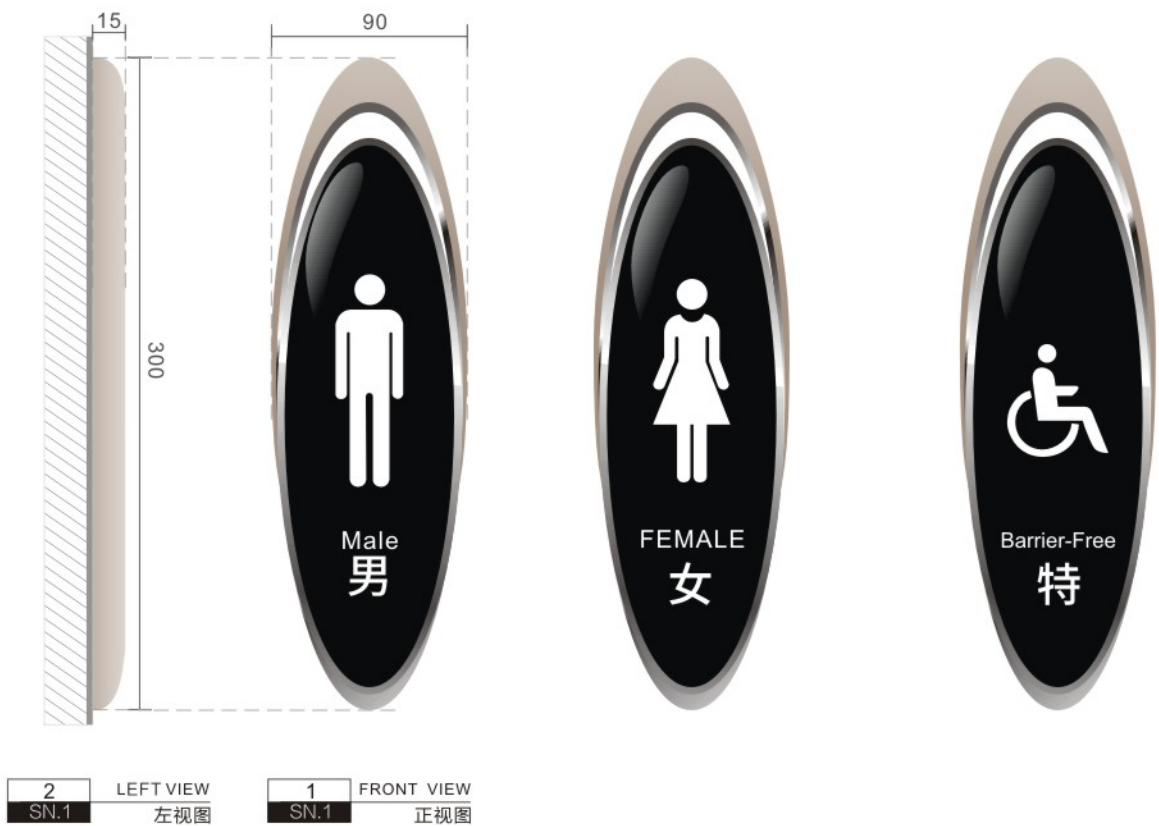
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



SIGNAGE

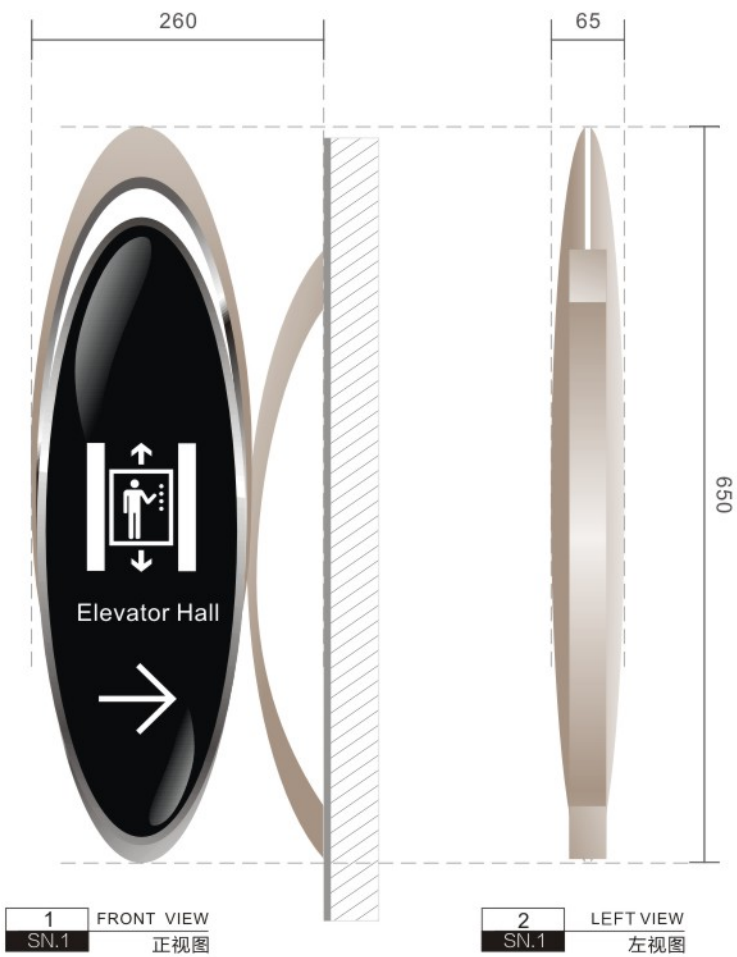
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Elevator hall guide signage
电梯厅指引标识

SIGNAGE

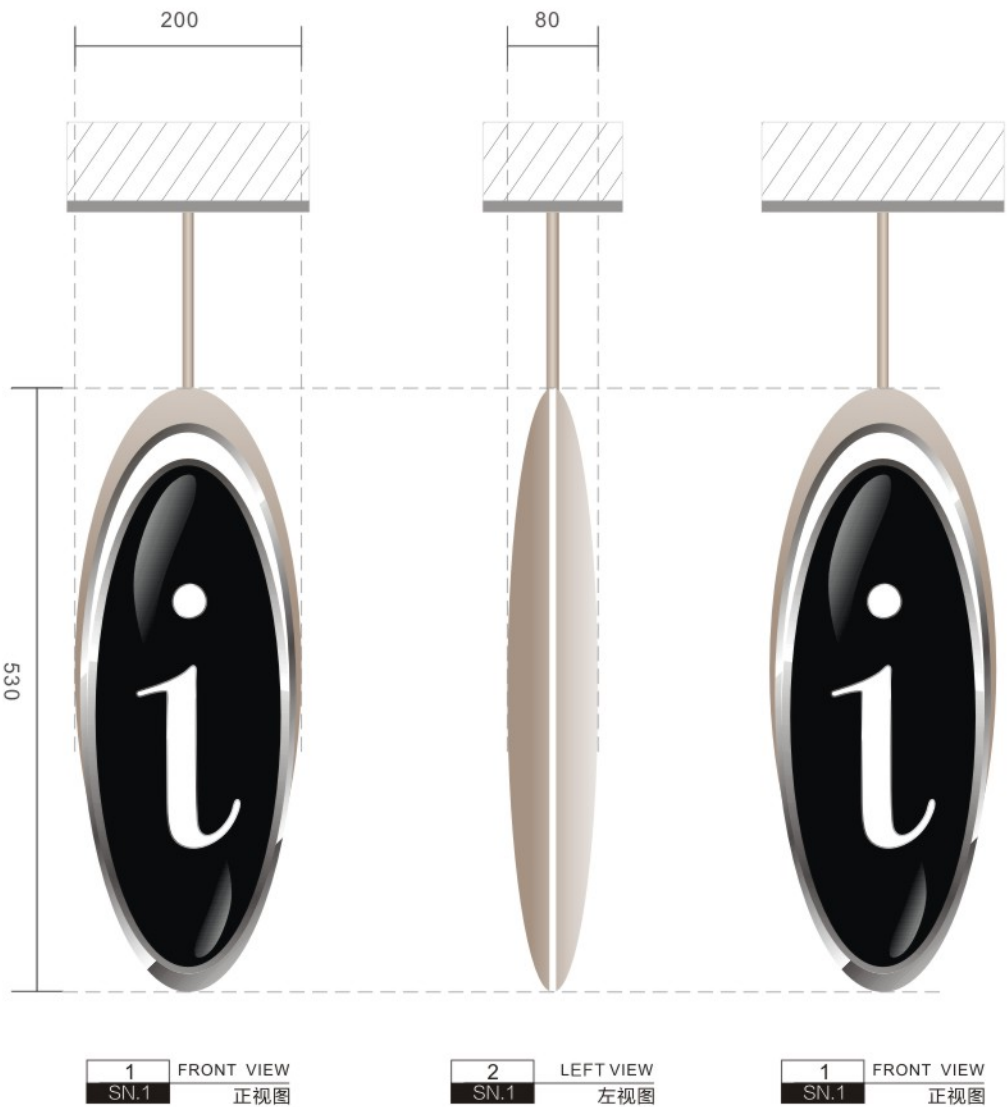
WAYFINDING SIGNAGE

COLORES



MATERIAL

- ① T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ② T=10MM厚正面亚克力发光,图文丝印
T=10MM acrylic luminescence,font silk-screen
- ③ T=2MM厚304#不锈钢烤漆,图文镂空发光
T=2MM 304# stainless steel paint
font uminescence
- ④ T=2MM厚304#不锈钢折弯烤漆,两侧10mm宽亚克力发光
T=2MM 304# stainless steel paint
T=10MM acrylic luminescence
- ⑤ T=10MM宽亚克力发光
T=10MM acrylic luminescence



Reception signage
服务台标识

Thank you
多谢赏阅