

HANZI

KANJI

HANJA

*Graphic & Logo Design with  
Contemporary Chinese Characters*

HANZI

KANJI

HANJA

*Graphic & Logo Design with  
Contemporary Chinese Characters*

HANZI

KANJI

HANJA

*Graphic & Logo Design with  
Contemporary Chinese Characters*

HANZI

KANJI

HANJA

*Graphic & Logo Design with  
Contemporary Chinese Characters*

---

**H A N Z I**  
**K A N J I**  
**H A N J A**

---

*Graphic & Logo Design with  
Contemporary Chinese Characters*

---

NC  
998.6  
C64435  
2014

# HANZI IN LOGOTYPE

A structural union of sound and meanings, Chinese characters are a bewildering playground for graphic innovations. Stylistically categorised, this showcase will stretch your minds towards the understanding of contemporary hanzi designs.



## CLASSIC

Aesthetically derived from Chinese calligraphy, these serified types convey rhythmic structure and concise strokes ideal for print.

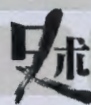
*Pg. 010*



## MODERN

Reducing its decorative details to the minimum, these visually clean scripts play on curves and stroke weight to reform Chinese reading.

*Pg. 026*



## FREESTYLE

Improvised or custom-made, the traits of craftsmanship break away from the established styles to reflect a truly personal style.

*Pg. 044*



## DECORATIVE

Literally image-form characters, these modern pictograms draw on both text and pictures to articulate concepts in between forms.

*Pg. 054*



## EMBLEMS

Strategically crafted, this category reviews compact typographic designs devised to function efficiently within a confined space.

*Pg. 070*



The growing popularity of Asian cultural products and striking designs have brought about Chinese characters' widespread presence in everyday life worldwide. Beyond decorative, whether in Japanese, Chinese and Korean context, these character designs demonstrate excellence skills at crafting ideas and visualising abstract concepts within complicated forms. These graphic innovations are particularly desirable to break language barriers between Asian and Western cultures.

Gathering more than 100 winning works from Japan, Korea, Taiwan, China, Hong Kong and further on, **HANZI • KANJI • HANJA** compares the capacity of some of today's finest contemporary Chinese types and logograms to bespoke ideas for books, movies, campaigns and brands and celebrate traditions in modern context. The separate focuses in the logo designs and applications sections will offer interesting cultural perspectives and insights in expressions in one word, as a phrase or a set of types.

HANZI • KANJI • HANJA: GRAPHIC &  
LOGO DESIGN WITH CONTEMPORARY C

**ASIA BOOKS**

NN AG0201 TYPOGRAPHY

28/03/15

NONE/0/F

9789881222732

ISBN: 978-9881222732



9 789881 222732