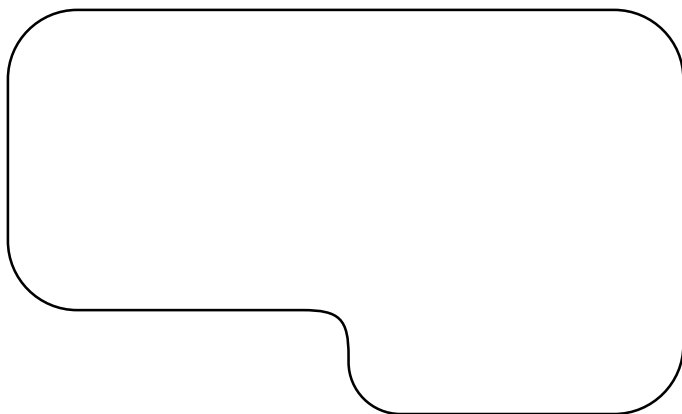




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Cet article vous est proposé en accès libre et gratuit par Problemata, avec le soutien spécial de l'Ensad-Nancy pour la ligne « ZNAK. Les logotypes en Ukraine de 1910 à 2019. Des archives réactivées » afin de numériser, préserver et étendre l'accès aux travaux des chercheurs.

LOGOTYPES in volume : the 1950's and the 1960's

Industry: industrial factories; Production technique: casting / shield; Logo design method: lettering abbreviation inscribed in a geometric shape.

OBJECTS AND TECHNICAL DRAWING FROM THE COLLECTION OF STATE POLYTECHNIC MUSEUM AT UKRAINIAN NATIONAL TECHNICAL UNIVERSITY KYIV POLYTECHNIC INSTITUTE / CENTRAL STATE SCIENTIFIC AND TECHNICAL ARCHIVE OF UKRAINE.



Trademark of Zaporozhets... on cars models ZAZ-965,966, 968. Author unknown, circa 1960.

Kharkiv Electromechanical Factory, sketch of the technical plan for the logotype applied to a consumer good. Author unknown, 1950.



« Kinap » Kyiv factory (production of cinema and theatre equipment). Trademark. Author unknown, n.d.

Solomon Brodskyi. Trademark for Y. O. Paton Institute of Electric Welding 1964.



AVIATION IN THE 1970's

Industry: aviation; Production technique:
print on paper / paint on metallic surface;
Design method: lettering based on signature.



Before the early 1970s, this emblem had been used exclusively in publishing and souvenirs production: only in 1973, it got its place on the aircraft when An-28 came into use.



The research sample of this vehicle got its new logo first: the eloquently colored red and yellow symbols were painted in yellow metallic. Since its developers had not anticipated any particular color for the logo, that first time the baby bird aircraft had literally come out of an egg.

OLEH KALININ, SERHII RYZHYKOV, VOLODYMYR SYTNYK.
AUTHORS OF THE "AN" LOGO. 1966–1967.
WORKERS OF ARTISTIC CONSTRUCTION BRIGADE
AT RESEARCH CONSTRUCTION BUREAU "ANTONOV."



RADIO in the 1950's

Industry: radio electric; Production technique: casting logos in plastic or metall / paint on surface; Design method: lettering based on calligraphy.

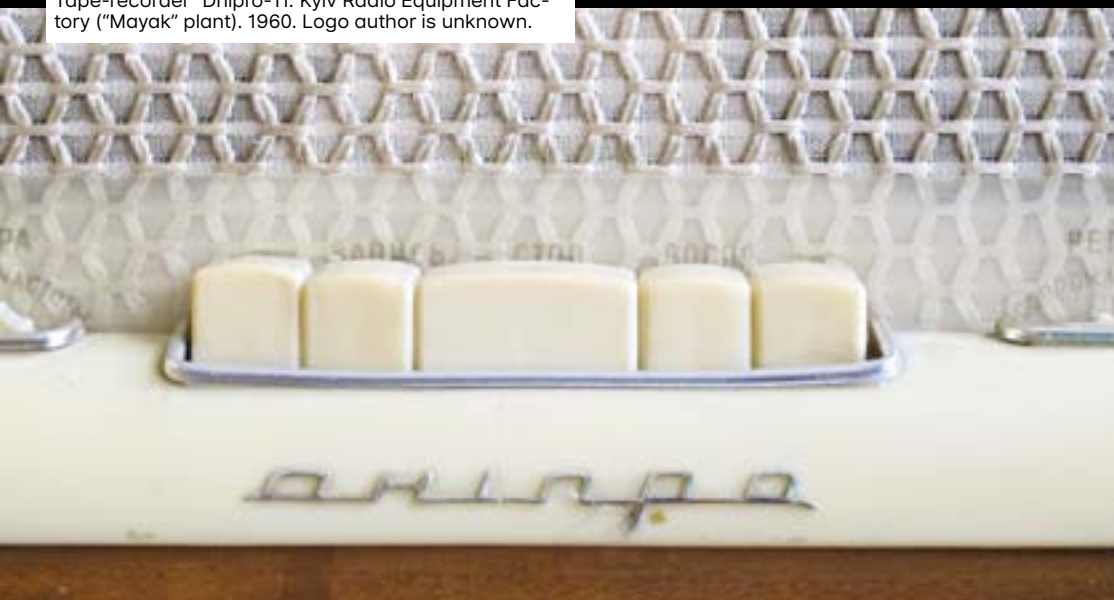


Radio "Zvezda-54" (Star-54). Kharkiv Radio Equipment Factory ("Komunar" plant). 1954-59. Logo author is unknown.



Tape-recorder "Dnepr-10." Kyiv Radio Equipment Factory ("Mayak" plant). 1958. Logo author is unknown.

Tape-recorder "Dnipro-11." Kyiv Radio Equipment Factory ("Mayak" plant). 1960. Logo author is unknown.



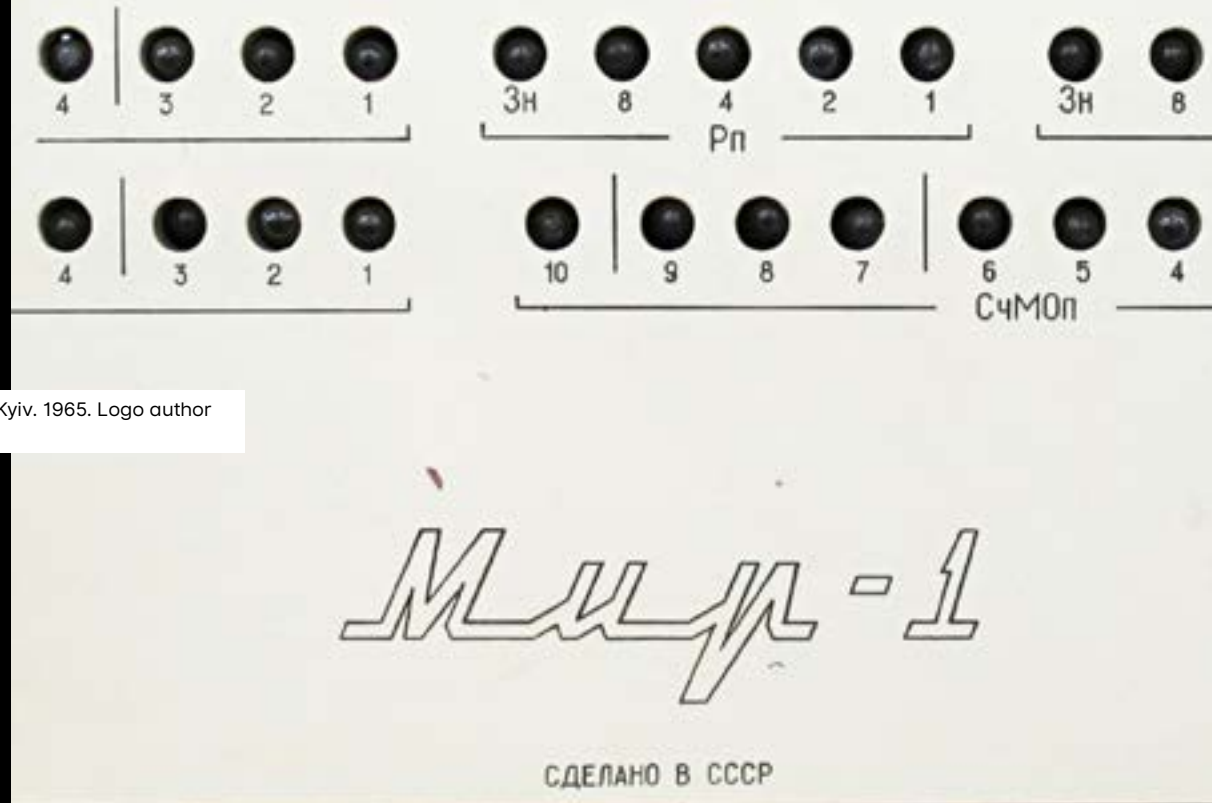
IT from 1960's to the 1990's

Industry: IT Industry; Production technique: paint on surface / shield; Design method: lettering based on calligraphy / lettering based on grotesque typefaces.



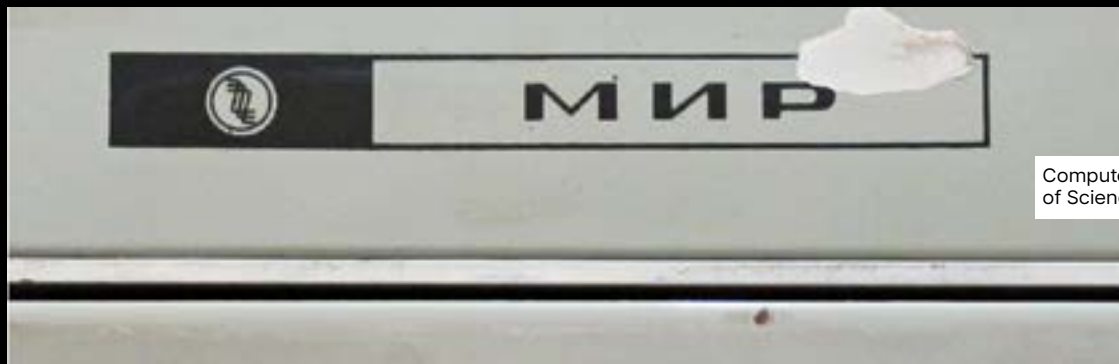
The prototype. Institute of Information Registration Problems of National Academy of Science of Ukraine. 1989. Logo author is unknown.

Computer "Mir-1" (World-1), Kyiv. 1965. Logo author is unknown.

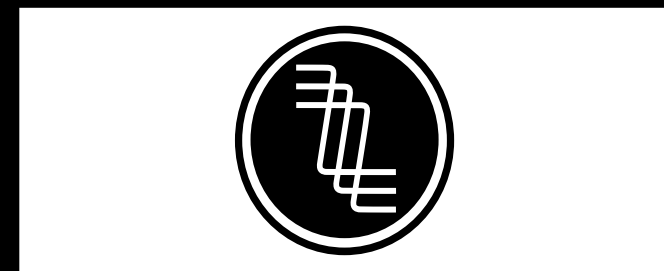


ДНЕПР

Computer "Dnepr", 1961. Logo author is unknown.



Computer "Mir-3" (World-3). Institute of Cybernetics of National Academy of Science of Ukraine. The beginning of 1970s. Logo author is unknown.



RADIO from the 1960's to 1990's

Industry: radio electric; Production technique: casting logos in plastic or metall / pressing / stamping / paint on surface; Design method: lettering based on grotesque typefaces.

TV "Foton C-276." Simferopol Television Factory named after 50 years of USSR. Second half of 1980s. Logo author is unknown.



TV "Elektron-2-1.Lviv Television Factory (factory "Elektron"). 1966. Logo author is unknown.



Yevhen Taboryskyi. Trademark "Foton." Simferopol Television Factory. 1990.

Color TV "Elektron-718." Lviv Television Factory (factory "Elektron"). 1972. Logo author is unknown.



НЧ ТЕМБР ВЧ

Single cassette recorder "Mayak-233." Kyiv Factory of Radio Equipment ("Mayak" factory). 1987-1990. Logo author is unknown.

