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Exercise #1

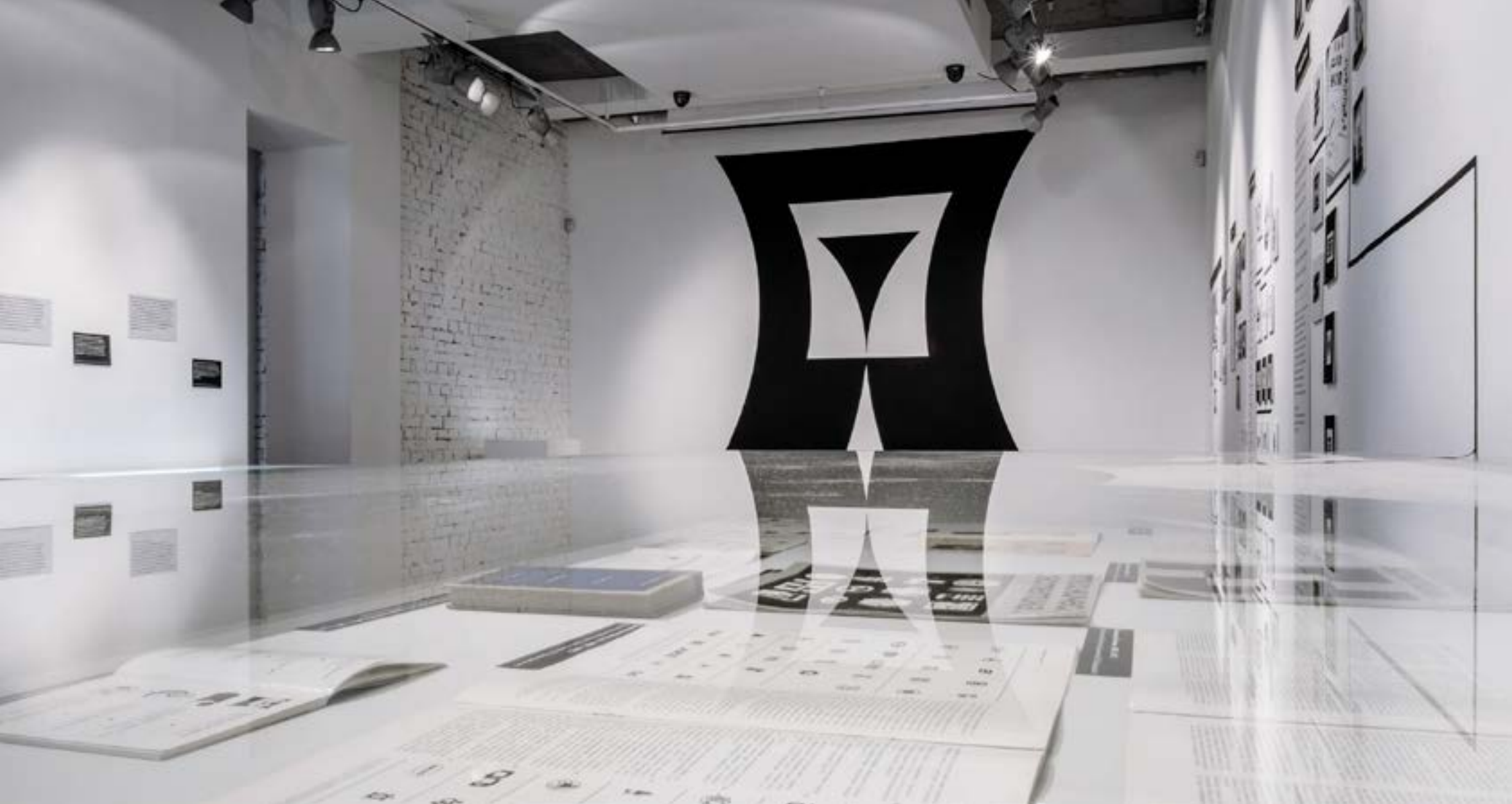
SCALE

by U,N,A collective



Design during the time of the USSR was controlled activity. Strict rules dictated the development of trademarks. According to the regulations of the CCI* trademark graphics originals were realized in one color (in black gouache) a 12 x 12cm / 15 x 15 cm squares. These rules meant that kept the logotypes static and lead them to hold a universal language, still associated with trademarks emanating from the USSR.

* USSR CCI, VNIITE, SADL, Sector of Scientific Research, advertising combines The development of trademarks by design organizations of the Soviet Ukraine



Going from 12x12 to the wall.
A play in scale and environment.

*Znak. Ukrainian trademarks 1960-80's exhibition view,
Mala Gallery, Kyiv, 2017.*

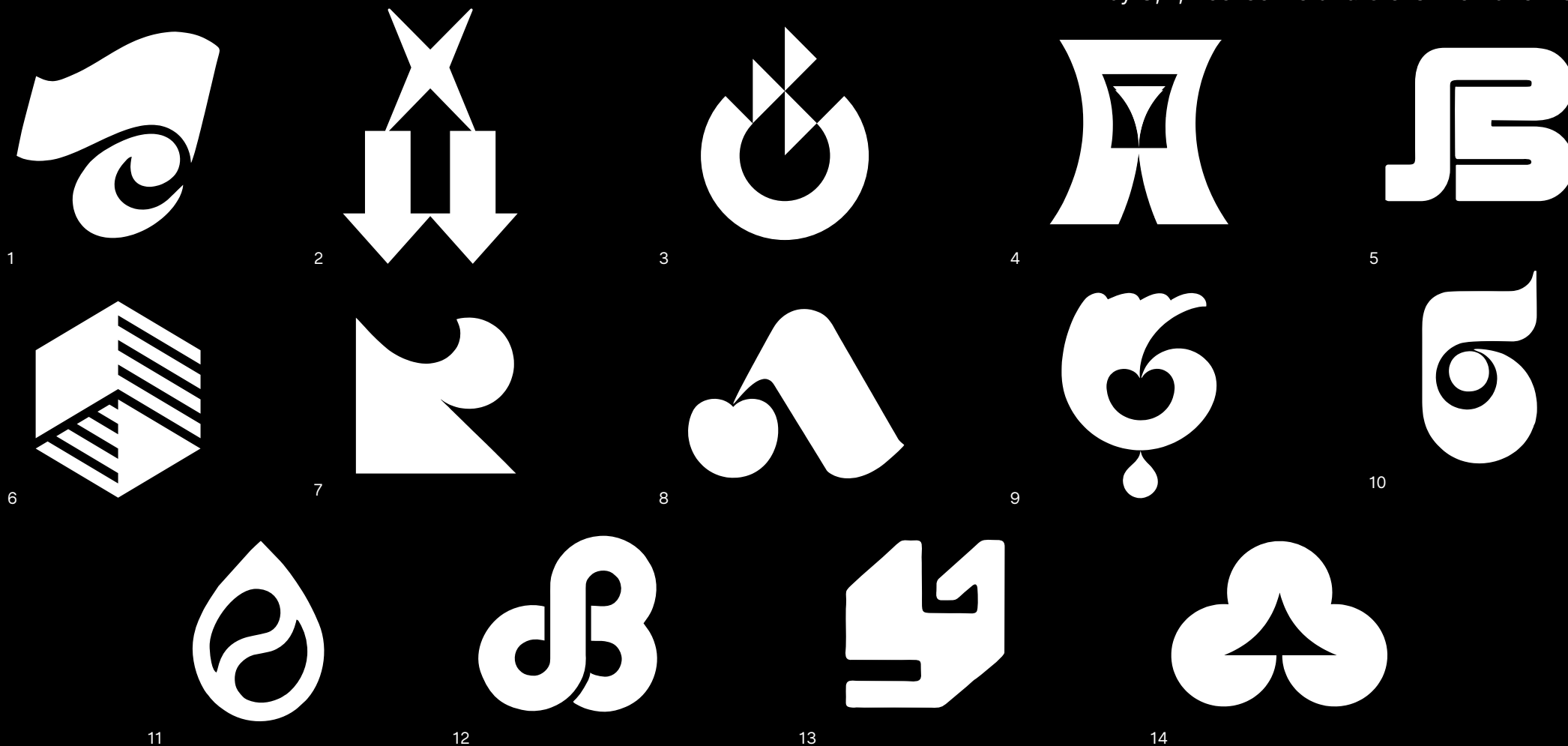


Exercise #2

Original trademarks used
in the compositions

DECONSTRUCTION + MOTION

by U,N,A collective and Oleksii Romanenko



Author of the used trademarks:
Volodymyr Pobiedin

1/ Trademark for Sovietsk City Industrial Plant. 1981 2/ Trademark for the All-Union Research and Development Center "Yuzhgiproshakht" (Southern Region Mine Development State Institute) 3/ Trademark for the Kremenchuk Experimental Plant at the Polytechnical Institute of Rail Car Manufacturing of the All-Union Research and Development Center 4 / Trademark for the Poltava Prosthetic Devices Factory 5/ Trademark for the Voznesensk Rotor-Conveyor Lines Factory 6/ Trademark for the Dnipropetrovsk Forestry and Lumber Enterprise 7/ Trademark for the Lozova

Forge and Stamping Plant 8/ Trademark for the Lenin Wholesale and Retail Combine. 1974 9/ Trademark for the Kramatorsk Wholesale and Retail Office No. 1. 1974 10/ Trademark for the Ordzhonikidze Household Service Combine 11/ Trademark for the Kharkiv "Khimavtomatika" (Chemical Automation) 12/ Trademark for the Volgodonsk Experimental Research Plant 13/ Trademark for the Lviv Industrial and Technical Institute "Ukrorgtekhstroy" 14/ Trademark for the Kharkiv Plant of Prosthetic Products.



Experiments in cropping and deconstruction of forms. Previously static, motion ignites an interaction between the forms, imagining countless new potentials in shapes.

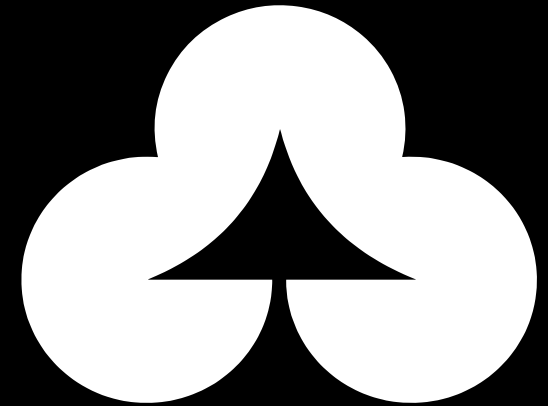
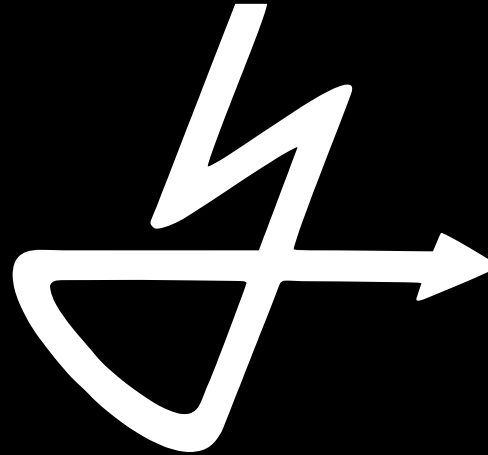
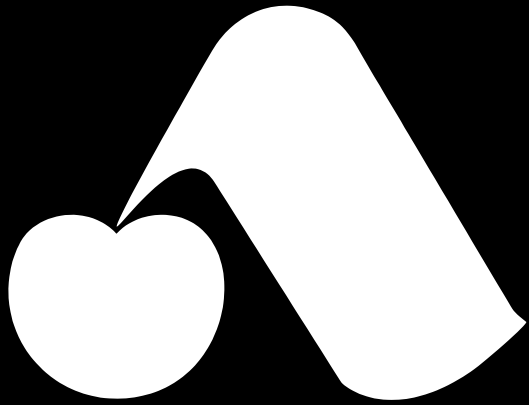
[Video](#) was presented at the exhibition *Znak. Ukrainian trademarks 1960-80's*, Mala Gallery, Kyiv, 2017.





With fragmenting, change of scale and hand application to a physical surface emerges pattern, the design starts to exist as a playful mural in a gallery. An exercise in elevating the everyday nature of the logotypes to that of gallery art.

Znak. Ukrainian trademarks 1960-80's exhibition view, Mala Gallery, Kyiv, 2017.



Author of the used trademarks:
Volodymyr Pobiedin

1/ Trademark for the Lenin Wholesale and Retail Combine. 1974
2/ The purpose of the trademark is unknown.
3/ Trademark for the Kharkiv Plant of Prosthetic Products.



Exercise #3

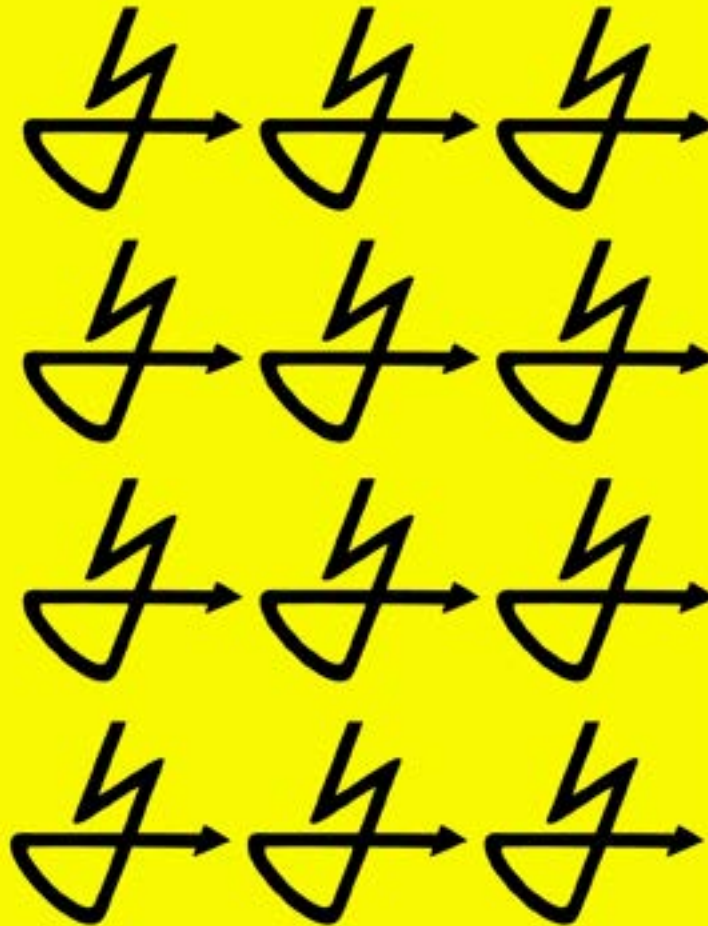
The resulting compositions

COLOR + MOTION

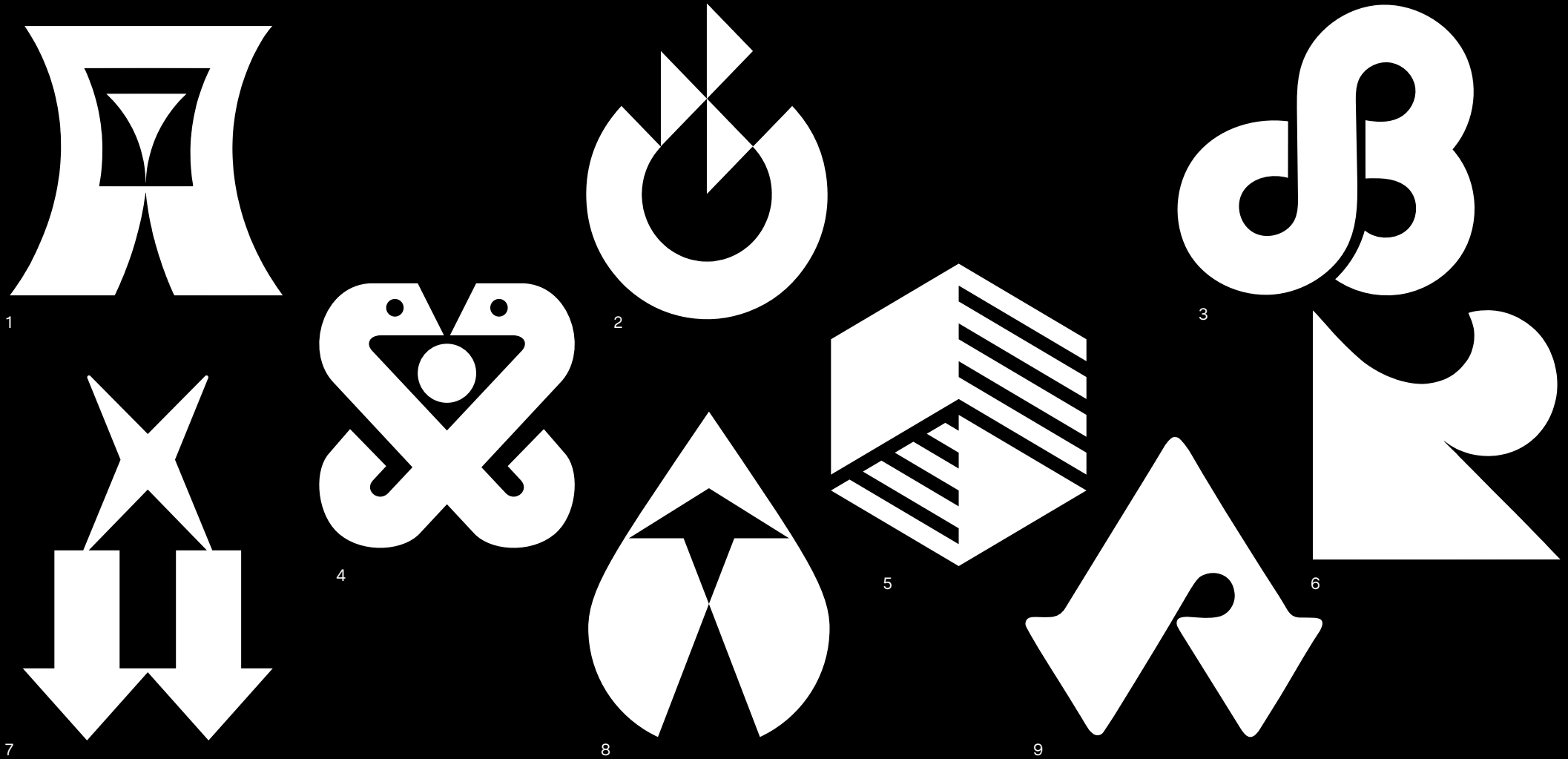
Through placing trademarks on a color background, the shapes are manipulated to engage audience, changing their subtle nature. Previously static, animation is another technique, to bring the forms to up to date industry outcomes.

by U,N,A collective and Oleksii Romanenko

Video was presented at the exhibition *Znak. Ukrainian trademarks 1960-80's*, Mala Gallery, Kyiv, 2017.



This video was made to suit the screens used at the exhibition, which in retrospect are reminiscent of a phone screen dimensions – again bringing these Soviet forms into the contemporary realm.



The first step in using these shapes as contemporary designers was to create a sort of palette of logos to be interpreted. The shapes used in the preceding exercises are laid out.

Author of the used trademarks:
Volodymyr Pobiedin

1 / Trademark for the Poltava Prosthetic Devices Factory 2/ Trademark for the Kremenchuk Experimental Plant at the Polytechnical Institute of Rail Car Manufacturing of the All-Union Research and Development Center 3/ Trademark for the Volgodonsk Experimental Research Plant 4/ Trademark for the Kharkiv Science and Research Medical Institute of Radiology 5/ Trademark for the DnIpropetrovsk Forestry and Lumber Enterprise 6/ Trademark for the Lozova Forge and Stamping Plant 7/ Trademark for the All-Union Research and Development Center "Yuzhgiproshakht" (Southern Region Mine Development State Institute 8/ Trademark for the Kharkiv Repair and Engineering Plant 9/ Trademark for the Dzerzhivsk Household service

Exercise #4

The resulting
compositions

COLOR & LAYERS

by Uliana Bychenkova

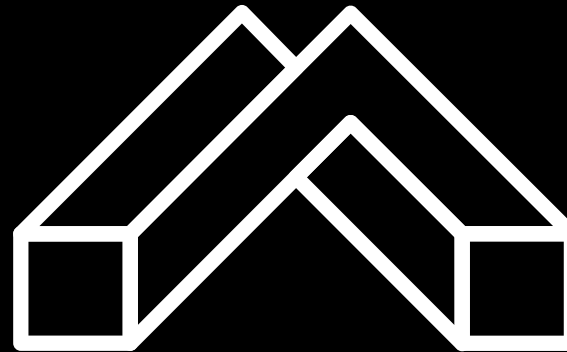


Experiments using colour Pantones which would not have existed at the time of the design of the logos. Overlaying forms to create new shapes as well as manipulating the transparency, allowing similarities of form can be noticed between the original shapes.

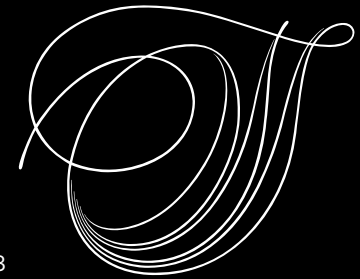




1



2



3



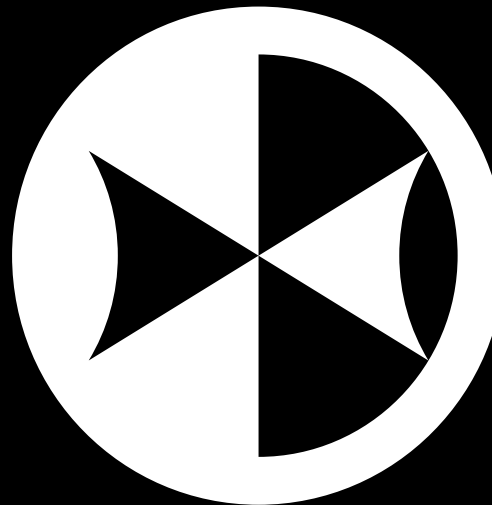
4



5



6



7



8

Authors of the used trademarks:
Volodymyr Pobiedin, Oleksandr Blyakher,
Mykola Shtok, Yevhen Taboryskiy

1/ Oleksandr Bliakher. "Rubin" cafe 2/ Oleksandr Bliakher. Production Association "Monolit" (now T. H. Shevchenko Kharkiv Instrument-Making Factory) 3/ Mykola Shtok, Yevhen Taboryskiy. M. V. Lysenko Kharkiv State Academic Theatre of Opera And Ballet 4/ Volodymyr Pobiedin. Trademark for the Sewing Artel Khalturina 5/ Volodymyr Pobiedin. Trademark for the Sewing Artel 6/ Volodymyr Pobiedin. Trademark for the District Industrial Complex 7/ Volodymyr Pobiedin. Simferopol Mirror Factory 8/ Volodymyr Pobiedin. Trademark success is unknown

Exercise #4

The resulting composition

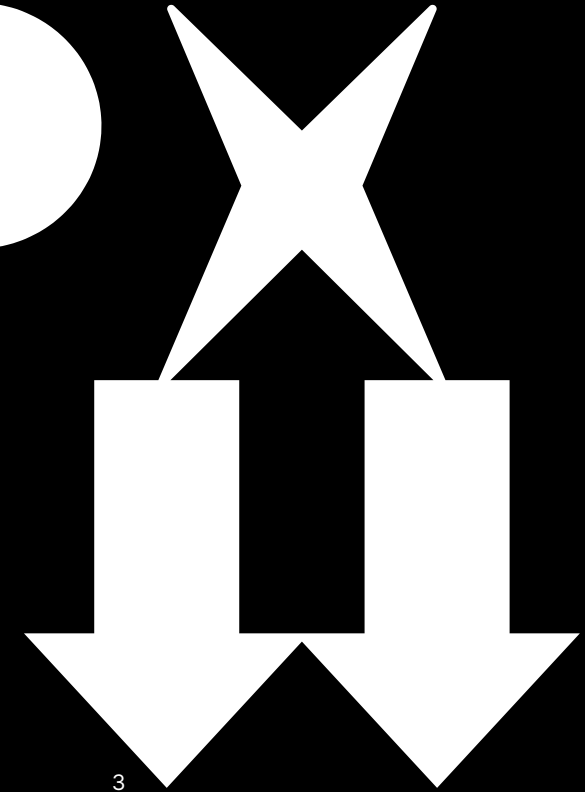
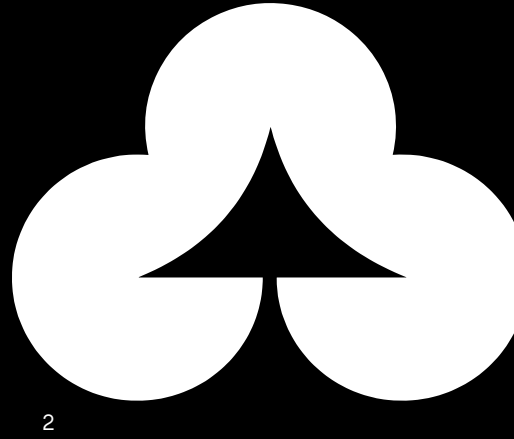
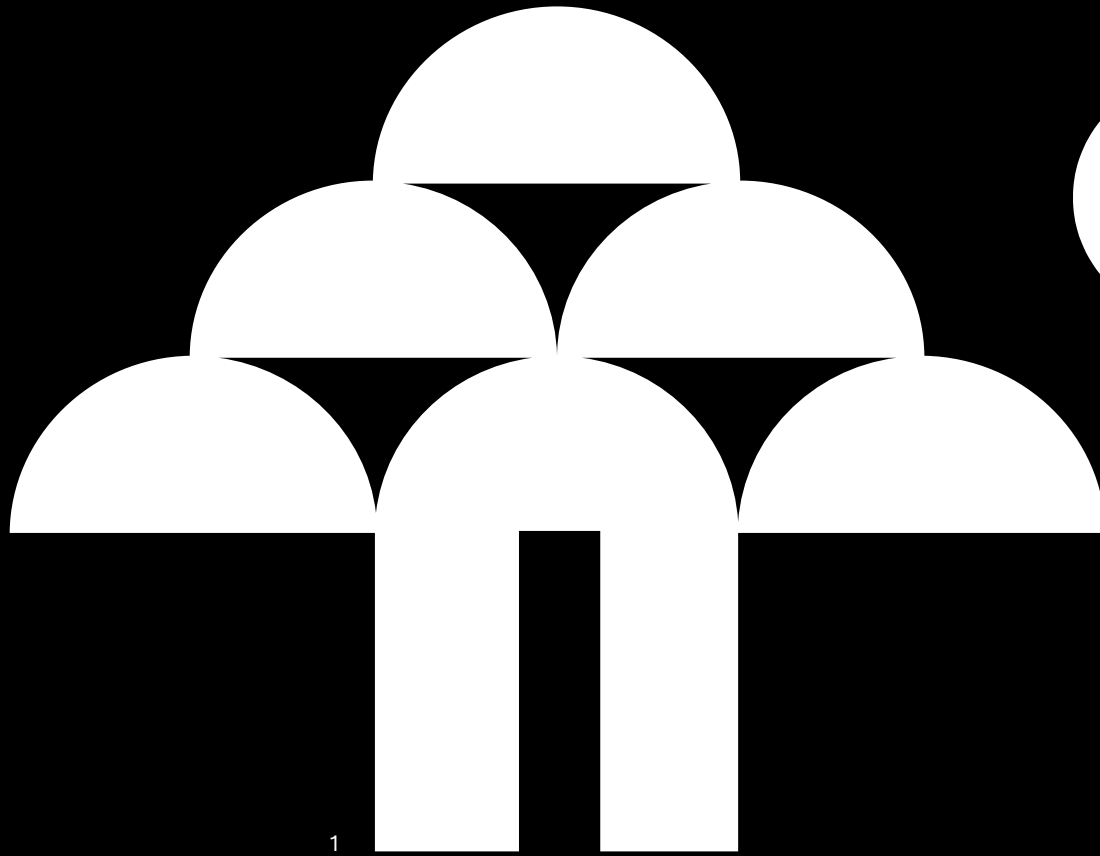
DIGITAL MANIPULATION

by Nika Kudinova



In these compositions the soviet mark is given an update in order to show possibility of interpretation in modern media. No longer manual drawn, using digital tools the logo types have a 3d effect and gradient colour. The previously ornamental stamp-like logos are contemporised. A play in contrast of fragile and brutal shapes.





Author of the used trademarks:
Yevhen Nadiezhdin, Volodymyr Pobiedin

1/ Yevhen Nadiezhdin. Trademark for the Poltava Industrial Bakery 2/ Volodymyr Pobiedin. Trademark for the Kharkiv Plant of Prosthetic Products 3/ All-Union Research and Development Center "Yuzhgiproshakht" (Southern Region Mine Development State Institute).



Exercise #4

The resulting composition



FORM

by Aliona Solomadina



Testing potentials of the forms using colour codes made for *Znak* book, contemporising the previously monotone catalogue.





Using experiments shown in previous images, they are used to form the logo & signage for the research project itself – creating a loop – and contextualising the new elements taken from old in a contemporary context. Typography composition, print, color.

