

titre
Catalog of Visual Approaches, 2022

auteur.es
U.N.A Collective (Uliana Bychenkova,
Nika Kudinova, Aliona Solomadina)

copyright
U.N.A. Collective, Problemata

ligne
ZNAK. Les logotypes en Ukraine de 1910 à 2019.
Des archives réactivées.

direction de la ligne
U.N.A. Collective

source
ZNAK, Kiev, IST Publishing, 2019

affiliation de l'auteur
Designers graphiques indépendantes

discipline
Design graphique

Cet article vous est proposé en accès libre et gratuit par Problemata, avec le soutien spécial de l'Ensad-Nancy pour la ligne « La fabrique des logotypes de marque. Ukraine 1960–1980 » afin de numériser, préserver et étendre l'accès aux travaux des chercheurs.

citez ce document

U.N.A Collective (BYCHENKOVA Uliana, KUDINOVA Nika, SOLOMADINA Aliona), *Catalog of Visual Approaches*. Ligne : « ZNAK. Les logotypes en Ukraine de 1910 à 2019. Des archives réactivées », sous la direction de U.N.A. Collective, Problemata. Mis en ligne : décembre 2022. Url : <https://www.problemata.org/fr/articles1301>

Problemata est une plateforme de ressource et de publication open-access selon les principes de la Science Ouverte. Elle permet aux universitaires, aux chercheurs et aux étudiants de découvrir, utiliser et exploiter un éventail de contenus dans des archives numériques fiables. Nous utilisons les technologies et les outils de l'information pour augmenter et faciliter de nouvelles formes de recherche. Pour plus d'informations sur Problemata, <http://problemata.org/en/> ou contactez contact@problemata.org.

Cet article est distribué selon les termes de la licence internationale Creative Commons Attribution 4.0 (CC-BY 4.0), qui permet l'utilisation, la distribution et la reproduction sans restriction sur n'importe quel support, à condition que l'auteur original, Problemata et la source soient mentionnés. Voir <http://creativecommons.org/licenses/by/4.0/>.

THE GENESIS OF FORM

The following logos have been selected on the principle of historical development of form. although every tradition has its exceptions, the selection demonstrates certain aesthetic and political tendencies.



CATALOG OF VISUAL APPROACHES

Gray slides, on the contrary, ignore the time principle and highlight similar formal approaches in logos from different decades.



1910s

art nouveau decorative dynamic tracery calligraphy floral motif

1 / Heorhii Narbut. All-Ukrainian Literary Committee publishing brand project. 1919.

2 / Heorhii Narbut. Magazine "Zori" cover page project. 1919.



1/



2/



national floral motif texture
decorative stylization

1 / Heorhii Narbut. The Ending (the element of book design).
2 / Yurii Kuchabsky. Unknown purpose.
3 / Yuri Gulitov. Kharkiv fatty factory. Trademark for a tender.

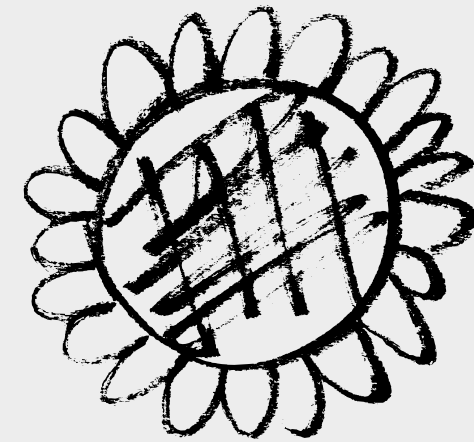
1919
circa 1980 (?)
1997



1 /



2 /



3 /

1920–1930s

constructivism geometry grotesque typeface industrial motif solid

1 / Vasyl Yermilov. Initial "E". the 1920s.

2 / Vasyl Yermilov. "Biblioteka Robitnyka" (Worker's Library). 1932.



1 /



2 /

grotesque typeface ligature

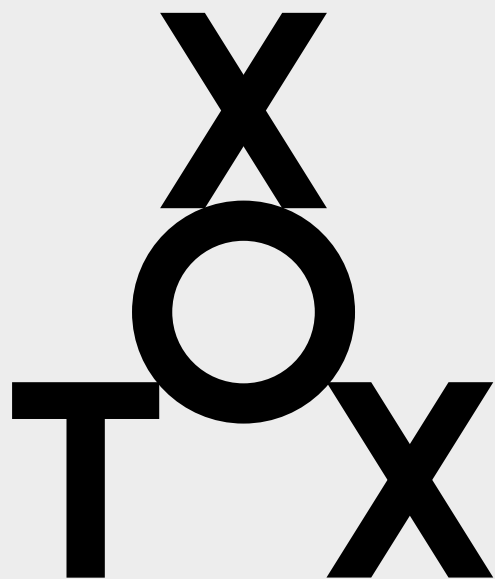
solid equal thickness modernism

1 / Vasyi Yermilov. Kharkiv Regional Society of Artists mark

2 / Yevgen Taboryskyi. Photo-project "Fototext" logo

circa 1950–1960

2002



1/



2/



simple geometry flat massive
static constructivism

1 / Vasyi Yermilov. Initial "E".
2 / Mykola Shtok. "Meandr" company logo.

circa 1920
1994



1 /



2 /

1940–1950s

symmetry grotesque typeface calligraphy illustrative decorative

1,2 / Moisey Fradkin. Trademarks drafts. Circa 1950.



1/



2/

letters become image

complex form illustrative

1 / Moisei Fradkin. "Raiharchkombinat" (food processing plant), Zolochiv. Trademark draft.

2 / Veniamin Vershynin. "Odesteplomerezha" (regional heating system), Odesa. Trademark draft.

circa 1950

1988



1 /



2 /

complex form calligraphy

tracery decorative

symmetry

1 / Moisei Fradkin. "Shveiprom" (regional sewing industrial union), Kovrov. Trademark draft. circa 1950
2 / Yuri Gultov. Private winery logo, Sevastopol. 2010



1/



2/

1950s

symmetry illustrative animalistic motif geometry grotesque typeface

1 / Moisey Fradkin. Trademark draft of the "Pishchetrud" Artel in Krasnokutsk. Circa 1950.

2 / Moisey Fradkin. Trademark draft of the "MFM. Melitopol". Circa 1950.



1 /



2 /

THE GENESIS OF FORM



stylization animalistic motif

form and counterform

symmetry static

1 / Moisei Fradkin. "Raiharchkombinat" (food processing plant), Dergachi. Trademark draft.

2 / Mykola Kamennyi. Krasnodar brewery trademark.

3 / Volodymyr Pobiedin. Kharkiv Research Institute of Medical Radiology logo.

circa 1950

circa 1960

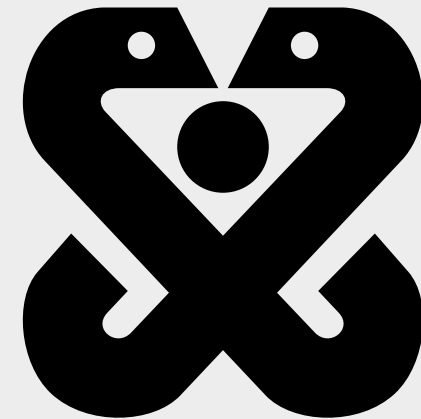
1988



1 /



2 /



3 /

1950–1960s

modernism geometry grotesque typeface pictography details

1 / Moisei Fradkin. Factory mark "MR." Circa 1950.

2 / Mykola Kamennyi. Simferopol factory of textile and art products. 1960s.



1 /



2 /



1960–1970s

modernism geometry counterform industrial motif pictography solid

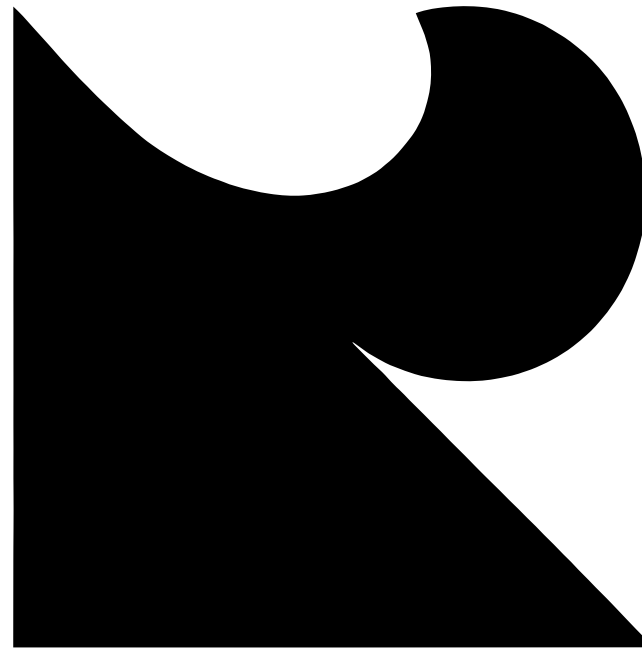
1 / Anatolii Sumar, Leonid Rabinovych, Borys Kharyk.

All-union "Soyuzsil'gospstehnika" (agricultural equipment) association trademark. 1968.

2 / Volodymyr Pobiedin. Lozova Forge and Stamping Plant. 1972.



1 /



2 /

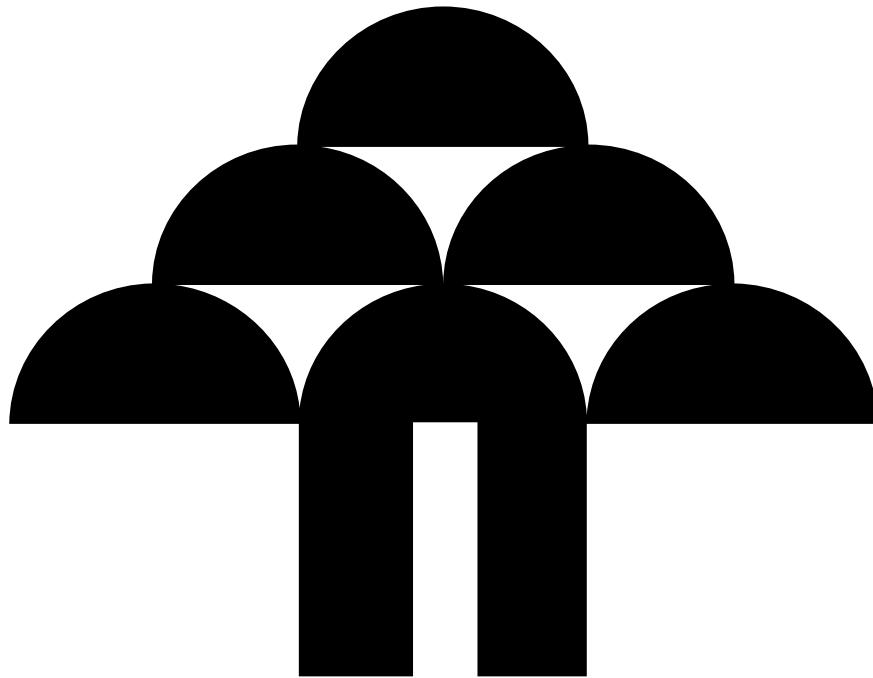


1970s

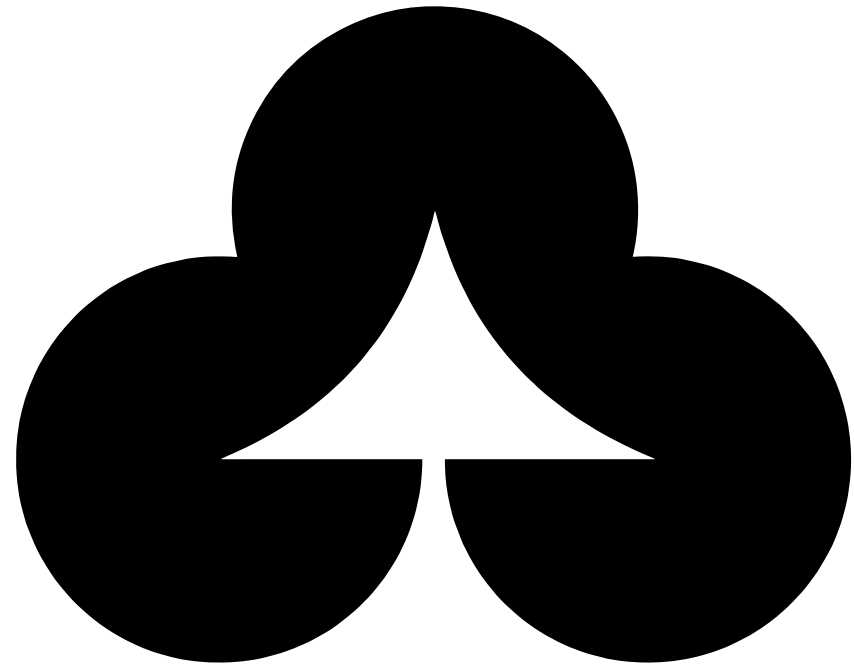
modernism geometry symmetry counterform inversion tention solid

1 / Yevhen Nadiezhdin. Poltava industrial bakery trademark. Circa 1970.

2 / Volodymyr Pobiedin. Kharkiv plant of prosthetic products. 1970.



1 /



2 /

THE GENESIS OF FORM



1980s

late-modernism geometry linear lettering grotesque typeface

1 / Yevhen Nadiezhdin. Unknown purpose. Circa 1980.

2 / Yevhen Nadiezhdin. "FED" (Kharkiv factory of photographic equipment). Circa 1980.



1 /



2 /

monogram ligature solid
equal thickness flow

1 / Vasyi Yermilov. Ukrainian Soviet Encyclopedia editorial imprimatur. Variant.
2 / Yevhen Nadiezhdin. Unknown purpose.
3 / Oleksandr Iskin. Cranz & Schäfer furniture company, Germany. Logo variant.

circa 1930 or 1960
circa 1980
1997



1 /



2 /



3 /



abstract visual illusion dynamic
simple geometry modernism

1 / Volodymyr Pobiedin. Lviv interregional production association "Lvovrudprom" (ore industry). 1986

2 / Mykola Shtok. "Engineering expo" (industrial exhibitions organization and delivery), Kharkiv. 1993



1 /



2 /



1980–1990s

postmodernism deconstruction pattern decorative dynamic

1 / Oleksandr Bliakher. Sewing cooperative "Ivushka" logo. 1986.

2 / Volodymyr Lesniak. "SD" logo, USSR Designers Union corporate identity. 1987.



1 /



2 /

