

## Art Nourishes the Design- the Application of Chinese Calligraphy Art in the Modern Logo Design

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**Abstract.** As a Chinese traditional art form with thousands of brilliant cultures, Chinese calligraphy art is an important part of Chinese traditional culture; as a modern logo design with only a few decades of history, we should absorb the creative techniques and humanistic, artistic spirit and cultural connotation of Chinese calligraphy art in innovation, and create it. At the same time, we should carry forward the Chinese calligraphy art and combine traditional Chinese culture with modern design closely. By analyzing the artistry of Chinese calligraphy and its relationship with modern logo design, this paper explores the application methods and paths of Chinese calligraphy art in modern logo design.

### I INTRODUCTION

Chinese modern logo design originated late, and it was born with the rise of modern Chinese design. The modern design of China's true sense was gradually emerged after the introduction of the Bauhaus design education system in China in the 1880s. Since then, the design of China truly independent from the arts and crafts into an independent discipline form. Due to its innate Western genes and the cultural leadership of developed countries in the West, modern design, especially modern logo design, has always been influenced by Western culture. Although it has achieved good results, a large number of outstanding design works and designers have emerged, but more Most of them are following and imitating the Western logo design concepts and techniques, and they have not formed their own design discourse rights. The real design should be placed in the cultural soil in which it is located, forming a design style with its own unique cultural connotations and characteristics.

The art of Chinese calligraphy has continued from the beginning of the oracle bones inscription. The historical civilization created by it has lasted for thousands of years. It has strong artistic and national characteristics from its image, intention and beauty. It is a prominent representative of Chinese traditional art form . Many elements of Chinese calligraphy have appeared in the early Chinese logo design works, but more of them are only recognizable and cannot reflect the brand's characteristics and cultural connotations. The modern logo design draws on the Chinese calligraphy art is to design to have its own cultural genes, but also to meet the aesthetic and brand concept of modern design, and the functionality that matches the corporate culture.

### II THE BEAUTY OF CHINESE CALLIGRAPHY ART

Chinese calligraphy art is an ancient Chinese character writing, is a kind of very unique visual art, calligraphy has been sending out the endless artistic charm. Chinese character is an important factor in Chinese calligraphy, because the Chinese calligraphy is produced and developed in Chinese

culture, and Chinese characters is one of the basic elements of Chinese culture. [1] the beauty of Chinese calligraphy is mainly manifested in the beauty of the structures and images.

The beauty of the structure of the Chinese calligraphy show the correct steady, balanced symmetrical, uniform density, meet to avoid, primary and secondary distinct, morphological changes, etc., which conforms to the "aesthetic laws" in the field of aesthetic study, visible, in constant pursuit of beauty of calligraphy. For the structure of calligraphy, from the tang dynasty calligrapher's running-penmanship melts former people "books font structure law article 36" had left, 36 aspects are detailed analyzed the beauty of calligraphy. Consists of various strokes of Chinese characters, calligraphy stroke between the combination of different word form, its structure tends to text structure of the law and the author's aesthetic temperament and interest for the right art arrangements. Chinese calligraphy with horizontal, vertical, skimming, rolling, point, folding and hooking, these basic stroke structure constitutes the rich font structure, forms and rich change, but are unified under the rule of beauty, fonts full founder, responsibly and line density.

The image of Chinese calligraphy is the unity of mind and object, the unity of intangible and tangible, image is different from the specific structure, is based on the structure of aesthetic sublimation. It is performance in the implication of language fuzziness, aesthetic time and space of unlimited free and natural nature and aesthetic style. The author created the image, and different viewers to the understanding of the image is different. Chinese calligraphy by the combination of point and line, show the joys and sorrows, or imposing manner, or the beauty of artistic conception of the small bridge over the flowing stream. Imagery is the soul of calligraphy art of calligraphy, based on the structure and construction of above, is the highest level of calligraphy, manifestation of a deeper connotation.

### III CHINESE CALLIGRAPHY ART IN MODERN LOGO DESIGN

Chinese calligraphy art in form and meaning in refining and summarized the natural object, is the art of writing is the art of image, on the structure and images have the same effect with the logo design, it also formed the contact with the logo design of natural Chinese calligraphy, Chinese calligraphy art with modern logo design purpose all roads lead to Rome, the spread of the same view. Chinese calligraphy with several thousand years accumulation of culture nourished young modern logo design, make the modern sign more traditional culture characteristics.

But in the combination of calligraphy and modern logo, can not blindly copy the form of Chinese calligraphy art, should be combined with modern design, especially on the composition technique, retain the calligraphy art at the same time, such as the shape and structure of calligraphy reconstructs the structure combination, make new Chinese calligraphy art in modern design, development of the application form and carrier of calligraphy.

### IV THE APPLICATION PATH OF CHINESE CALLIGRAPHY ART IN THE MODERN LOGO DESIGN

With the gradual establishment of China's cultural consciousness and cultural self-confidence and the continuous improvement of the design level, Chinese traditional cultural symbols represented by Chinese calligraphy elements are increasingly valued by graphic designers, and more and more Chinese elements are designed. keep appearing. How to absorb the nutrition of Chinese calligraphy art in modern logo design to improve the cultural heritage and artistic characteristics of the logo can be started from three aspects: shape, meaning and momentum.

#### **A.The application of shape anastomosis**

Extensive and profound Chinese calligraphy art and numerous font classification, mainly divided into the running script, cursive script, official script, seal character and regular script. In Chinese characters as the basic carrier of Chinese calligraphy art, the position of the stroke, loose and tight, density and echo in the composition of the form and the construction of the modern logo design gimmick, in logo design process, the dig under the premise of enterprise culture and enterprise needs,

first of all should be combining traditional culture and modern performance, according to the structure characteristics of the Chinese calligraphy, calligraphy from structure on deconstruction and reconstruction, comply with the laws of design, and create excellent logo design works with national cultural characteristics, the Chinese calligraphy and the background of Chinese traditional culture in modern logo, the logo design is more cultural connotation.

The 2010 Shanghai world expo LOGO with Chinese characters "世" word for prototypes, creative art processing, and "2010" on the glyph structure ingenious combination, complement each other, expressed the people to the Shanghai world expo on the good will of multi-cultural, create a better future. "世" word graphics implies three arms embrace, looks like a happy happiness, together with happy family, can also be abstracted as "you, me, him" generalized human, for a better and harmonious life pursuit, expressed expo "understanding, communication, togetherness, and cooperation" concept, highlighted the world expo 2010 Shanghai China people-oriented actively pursuing. Lift up the two symbols in order to the nation's hope, Chinese characters "world" and the Arabic numeral "2010" ingenious combination, symbol of match well of Chinese and western culture. [2]

Beijing university LOGO design for Lu Xun , The two seal character "北大" up and down is arranged, the word "北" constitute a portrait of the two side stand back to back, and the word "大" constitutes the portrait of a positive stand. The above is the student, the following is a teacher, the teacher is to say as a ladder; Students stand on the shoulders of giants, is better than blue. LOGO to convey the idea of "people-oriented"; LOGO of symbolic significance lies in the fact that when the mission of enlightening significant at Peking University. [3] symbol modelling positive, forge ahead, ably to Chinese calligraphy seal character font with rounded and LOGO the meaning of the combination of perfect interpretation of school culture and the beauty of calligraphy.

### **B.The application of express meaning**

Modern logo's symbol meaning mainly refers to the meaning of the symbol of, especially behind the cultural connotation and artistic features. Chinese calligraphy is based on Chinese characters, Chinese characters are pictographs, knowing the word, "knowing" and the meaning of modern sign here, same expressed to sign by the designer wants to express feelings or certainty of vision. In the form of Chinese calligraphy and culture to create a new, can satisfy the design expression, this is a new manifestation of modern logo design and the development trend of the future, is also an effective way of the Chinese calligraphy nourishes the modern design.

Hospitality shandong LOGO using the calligraphy font"好客山东"subject and theme, reflected a cultural tourism brand qilu earth grounding, the hometown of Confucius and colorful qilu scenery and the people's enthusiasm, make the whole LOGO lively and unique cultural characteristics, writing, calligraphy, design integration, rich, dynamic, friendly, constitute a strong visual impact and cultural characteristics. The whole LOGO interpretation well the relationship between Chinese calligraphy and modern LOGO design bring out the best in each other, make a design more artistic. On this basis, the shandong province also has introduced a "wonderland coast", " Qilu style of the canal ", "The emotional Yimeng", "shuihu hometown", " Fountain City Ji'nan ", "China taishan" hospitality shandong ten cultural tourism brand, make the qilu charm, culture of shandong tourism image is more thick soil culture and ethnic and regional features. The LOGO of Chinese national academy of arts using the seal character in the Chinese calligraphy and seal cutting, the combination of reflects the China academy of art as art research institution attributes of the industry and cultural connotation, the standard font black calligraphy font, and sign body photograph echo, make whole LOGO is permeated with artistic flavor, is full of culture.

### **C.With the aid of the application of dynamic**

Since the ancient times, Chinese calligraphy "nine dynamics", the tang dynasty Zhang Huai guan comments CaiYong's calligraphy "Style change more, Very clever and wonderful, Very rare", So, the dynamic is very important in the status of Chinese calligraphy. Form is the external performance of calligraphy, as long as the form is the attitude. As long as there is the posture, text is with the bones,

muscles, flesh and blood, qi, not only have the function of the language symbols, and become the aesthetic value of calligraphy. Chinese calligraphy as long as have the posture, calligraphy had the vigor and the connotation, had his own character, we only know the "gesture" can be combined with the concept and connotation of modern logo design and the posture of calligraphy features designed to move feeling, concise.

China's manned space LOGO overall marks is concise and easy, focused, especially the sideways in the middle of the calligraphy brush strokes, give a person with the power of the movement, up, sends out of China's manned spacecraft rose in the sky, the spirit of courage to explore. The calligraphy brush strokes to bring here is other graphics than visual impact, this is the "gesture" that calligraphy. The 2022 Beijing Olympics Winter Games logo in a number of scheme is selected, its biggest advantage is "gesture", the entire symbol and calligraphy font "冬" the same word, calligraphy is fluent, beautiful harmony, the transition between the pen and changeable, like skiing athletes, passion, move feeling. The soul of Chinese calligraphy and the spirit of the Olympic movement, solidarity and cooperation to bravery in the sign is the perfect interpretation.

## V CONCLUSION

Chinese calligraphy art in modern logo design is not only the new Chinese calligraphy art, modern logo design is rooted culture fertile soil nourishing accept traditional calligraphy art, the interaction of both to Chinese modern logo design take root, pay more attention to the cultural connotation of the works and traditional features. Along with our country economy and culture is increasingly strong, confident from cultural consciousness to the culture, the future of the logo design will pay more attention to by Chinese calligraphy art form of Chinese traditional culture and art for the creative point and the final home to return to, thus creating more culture with Chinese characteristics of visual symbol.

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