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1.2 Demand for Bilingual Logo Designs
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04 Large Seal Script
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06 Clerical Script
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08 Cursive Script
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11 Hei Script
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(1) Hieroglyphs
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(3) Square Grid
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3.2.2 Type Anatomy

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(1) 32 Types of Chinese Strokes
(2) Connotations of Chinese Calligraphy Strokes
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c. shù Stroke
d. piě Stroke
e. nà Stroke
f. tí Stroke
g. zhé Stroke
h. gōu Stroke
02 The Anatomy of Letterform
03 Comparing Bilingual Similarities between Type Anatomy
(1) héng Stroke, Arm and Crossbar
(2) shù Stroke and Stem
(3) diǎn Stroke and Tittle
(4) gōu Stroke and Tail
(5) nà Stroke and Leg
(6) zhé Stroke and Shoulder
(7) Other Similarities

3.2.3 Type Structure

01 Structure of Chinese Characters
02 Structure of English Letters
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(2) Letters Spanning from the Lowercase Line to Baseline
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c. Square Shape
(2) Structure of Letters
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3.2.4 Stroke Order

01 Stroke Order of Chinese Characters
(1) 7 Basic Rules of Chinese Stroke Order
(2) Additional Rules of Chinese Stroke Order
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3.2.5 Reading Direction

01 Reading Direction of Chinese Characters
02 Reading Direction of the English Alphabet
(1) Top to Bottom
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(3) Vertically Stacked Letters

3.3 Typefaces Classifications

3.3.1 Classifications of Chinese Characters

01 Calligraphy Typeface and its Derivations
(1) Seal Script and its Typeface Derivation

a. Seal Script
b. Typeface Derivation of Seal Script: Jianzhuan

(2) Clerical Script and its Typeface Derivation
a. Clerical Script
b. Typeface Derivation of Clerical Script: Hanyixiaolishujian

(3) Regular Script and its Typeface Derivation
a. Regular Script
b. Typeface Derivation of Regular Script: Cangerjinkai

(4) Weibei Script and its Typeface Derivation
a. Weibei Script
b. Typeface Derivation of Weibei Script: Huawenxinwei

(5) Cursive Script and its Typeface Derivation
a. Cursive Script
b. Typeface Derivation of Cursive Script: Hanyichentizhangcao

(6) Semi-cursive Script and its Typeface Derivation
a. Semi-cursive Script
b. Typeface Derivation of Semi-cursive Script: Hakusyu Gyosyo Pro

02 Print Type and its Derivations

(1) Song Typeface and its Typeface Derivation
a. Song Typeface
b. Typeface Derivation of Song Typeface: Hanyizhongsong

(2) Fangsong Typeface and its Derivations
a. Fangsong Typeface
b. Typeface Derivation of Fangsong Typface: Wenyuegutifangsong

(3) Hei Typeface
a. Hei Typeface and its Derivations
b. Hei Type Family and its Derivations
c. Round Typeface

03 Handwriting and Script Typeface

(1) Handwriting Typeface: Yegenyou Gangbi Xing
(2) Script Typeface: Hanyitiaotiaoti

04 Modern Decorative Typeface

3.3.2 Classifications of English Typefaces

01 Classical Typefaces

(1) Humanist
(2) Garalde or Old Style
(3) Transitional

02 Modern Typefaces

(1) Didone
(2) Mechanistic
(3) Lineals
a. Grotesque
b. Neo-grotesque
c. Geometric
d. Lineal Humanist

03 Calligraphy Typefaces

(1) Glyphic
(2) Cursive Script
(3) Graphic
(4) Blackletter
(5) Gaelic

3.3.3 Similarities between Chinese and English Typefaces

01 Serif
02 Modern
03 Sans Serif
04 Rounded
05 Handwriting
06 Decorative

3.4 Attributes and Characteristics of Typefaces

3.4.1 Attributes of Chinese Characters

01 Comparison of Typefaces between Different Classifications
02 Comparison of Typefaces between Similar Classifications
03 Comparison of Typefaces within Same Classifications

(1) Hanyililianghei, Mengnachaoganghei and Hanyilingxin
(2) Hanyiqihei55S, Hanyizhonghei, Fangzhenglantinghei, Siyuanhei and Fangzhengyouhei

3.4.2 **Attributes of English Typefaces**
01 Historical Meanings
02 Appearance Meanings
(1) Comparison of Typefaces between Different Classifications
(2) Comparison of Typefaces between Similar Classifications
(3) Case Studies
(4) Comparison of Typefaces within Same Classifications
a. Bodoni and Didot
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c. Case Studies

3.5 **Principles of Type Design**
3.5.1 **Determining Design Direction**
3.5.2 **Comparing Chinese and English Design Principles**
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(1) Center of Nine-Squares Grid of Chinese Characters
(2) x-Height of English Typefaces
02 Centroid and Visual Balance
(1) Centroid of Chinese Characters
(2) Visual Balance of English Typefaces
03 Surface Area and Width
(1) Surface Area of Chinese Characters
(2) Width of English Typefaces
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(1) Weight of Chinese Characters
(2) Weight of English Typefaces
05 Counter of Chinese Characters and the English Alphabet
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4.1.1 **Definitions of Typeface Size**
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(1) Point System
(2) Number System
(3) Comparing Point and Number Systems
4.1.2 **Comparing Typeface Sizes**
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01 Horizontal Arrangement
(1) Same Heights
(2) Same x-Heights
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02 Vertical Arrangement
(1) Same Visual Size
(2) Top-heavy
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03 Other Forms of Arrangement

4.2 **Typestyles**
4.2.1 **Definitions of Typestyles**
4.2.2 **Combinations of Typeface Styles**
4.2.3 **Comparing Typeface Weight**
01 Same Weight
02 Chinese Characters Carry More Visual Weight
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02 Changing Typeface Size
03 Changing Number of Strokes

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4.4 Typographic Variants
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01 One Component
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03 Fully Enclosed
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05 Combined Sequences
(1) Spatial Sequences 1
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4.6.3 Factors to Consider
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4.7 Reading Direction
4.7.1 Top to Bottom
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01 English type left, Chinese type right
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02 Filling in the Space between Type Strokes
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4.10.1 Color Consistency

01 Monochrome

(1) Black

(2) White

(3) Other Colors

02 Consistency Across Multiple Colors

4.10.2 Color Inconsistency

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02 Color with Color

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5.1.1 The Importance of Design Strategy

5.1.2 Design Strategy Worksheet

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5.2.2 Consistency between Weight and Negative Space

5.2.3 Consistency in Typeface Direction

5.2.4 Consistency in Typeface Style

5.2.5 Consistency between Typeface Connotations

5.2.6 Integration

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5.3.1 Common Elements between Typefaces

5.3.2 Common Elements within Logos

01 Similar Typeface Classification

02 Similar Design Elements

03 Two Common Errors

(1) Weight Imbalance

(2) Unfocused Areas

5.4 Visual Contrast

5.4.1 Contrasting Typefaces

01 Supporting Contrast

02 Contrast with Wordmark

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04 Three Principles of Typeface Contrast

(1) Visual Difference

(2) Filling Visual Gaps

(3) Visual Reminders

5.4.2 Contrasting Sizes

5.4.3 Contrasting Weights

5.4.4 Contrasting Colors

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02 Color Intensity

03 Color Hue

(1) Similar Color

(2) Analogous Color

(3) Contrasting Color

(4) Complementary Color

(5) Double-Complementary Color

04 Color Temperature

5.4.5 Contrasting Directions

5.4.6 Contrasting Forms

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- 6.1.3 Excessively Heavy Type

6.2 Oblique Type Errors
- 6.2.1 Contrasting Directions
- 6.2.2 Messy Type
- 6.2.3 Ineffective Use of Connotation

6.3 Upper and Lower Case Errors
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- 6.3.2 Descender and Ascender Errors
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6.4 Logo Spacing Errors
- 6.4.1 Tracking Errors
- 6.4.2 Kerning Errors
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- 6.5.1 Excessive Large Spaces
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- 6.6.3 Bland Typefaces
  - 01 Overused Typefaces
  - 02 Lack of Design Process
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