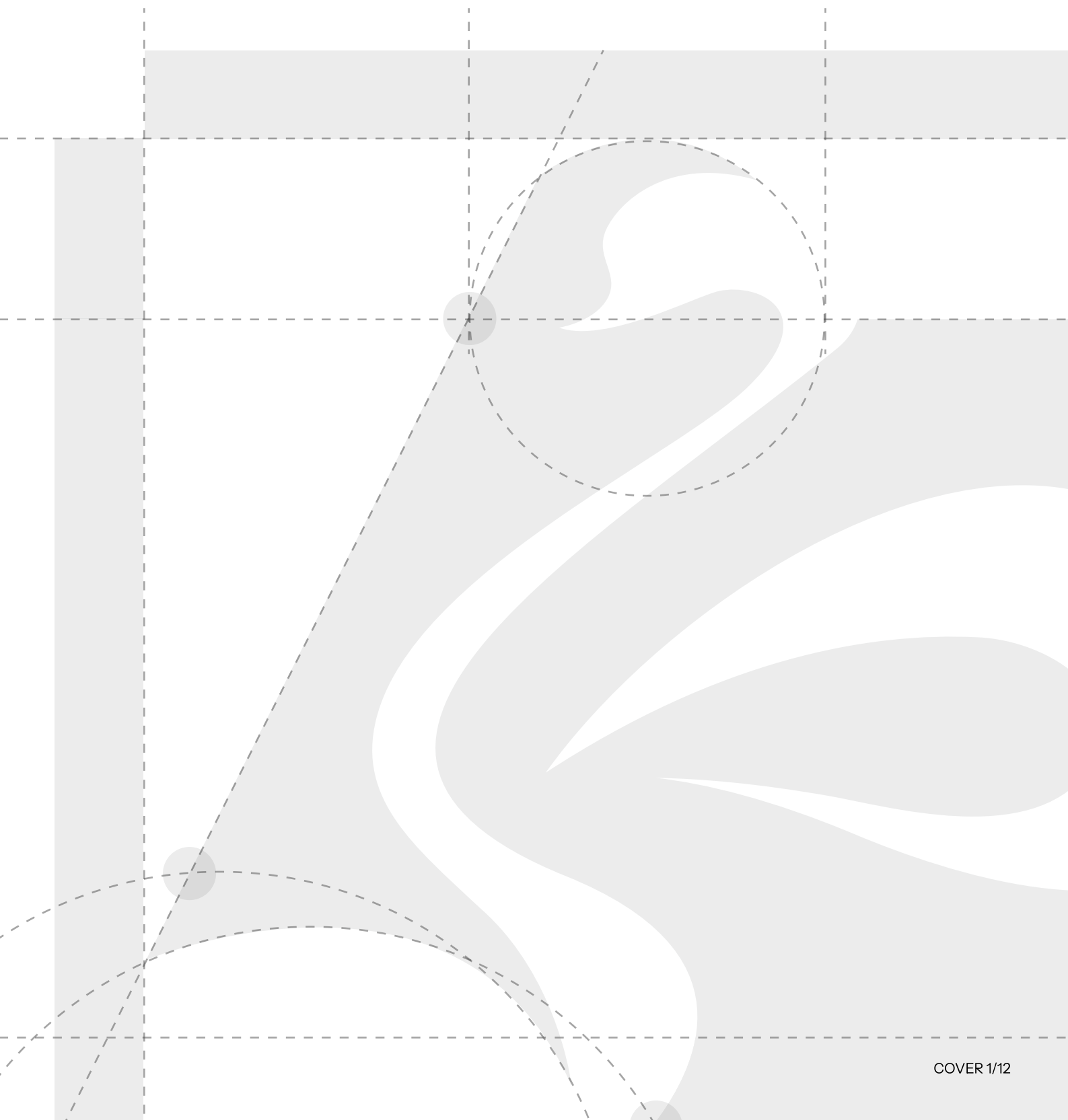


Designed by
Yancheng *Eric* Zhang

张衍成
设计作品

UIC 20TH
ANNIVERSARY
LOGO DESIGN





UIC 20TH
ANNIVERSARY
北师港浸大建校20周年

2005-2025



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设计理念 CONCEPT

标识以天鹅造型的数字“20”为核心元素，展现 UIC 二十年的发展历程。校园湖中的天鹅是近些年 UICer 的共同记忆，也成为了 UIC 的标志性元素。二十年来，一批批学子在 UIC 汲取知识，迈向社会和国际舞台，而天鹅也在校园繁衍生息，见证了一代代 UICer 的梦想与足迹。这种生生不息的延续，映照着 UIC 的教育使命与精神传承。

书本轮廓象征知识的积累与传播，契合校训“博文雅志”的追求，其开放形态寓意持续探索与创新。天鹅自书中优雅展翅，象征 UICer 在母校的培育下求真知、在实践中不断成长，呼应“真知笃行”。

标识色彩遵循 UIC 视觉识别系统标准，蓝绿渐变与学校视觉形象一致。书本底部的金色强化了结构感与视觉层次。

标识整体设计融合天鹅、数字 20 和书本三大元素，在展现 UIC 二十年来的积淀与成就的同时，也象征着 UICer 与其共同成长、代代相承。



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BOOK
书本

SWAN
天鹅

FIGURE
数字

The logo features the swan-shaped figure “20” as its core element, representing UIC’s 20-year journey. The swans in the campus lake have become a shared memory among UICers in recent years and a symbolic element of UIC itself. Over the past two decades, generations of students have acquired knowledge at UIC, made contributions to society, or stepped onto the global stage, while the swans have thrived and multiplied on campus. This cycle of growth and renewal reflects UIC’s educational mission and legacy.

The book silhouette symbolizes the accumulation and dissemination of knowledge, aligning with the motto “In knowledge and in deeds, unto the whole person”. Its open form represents continuous exploration and innovation. The swan gracefully taking flight from the book, signifying UICers pursuing knowledge under their alma mater’s guidance and applying it through action, embodying the principle of “in deeds”.

The logo’s color scheme follows UIC’s visual identity, with a blue-green gradient maintaining brand consistency. The golden base of the book enhances structural depth and visual balance.

This design integrates the swan, the number 20, and the book, showcasing UIC’s 20 years of achievements while symbolizing the shared growth and enduring legacy of UIC and its students.



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BOOK
书本

SWAN
天鹅

FIGURE
数字

图形与配色方案 GRAPHICS & COLORS



C97
M69
Y27
K0

45°, 38%

青

金

蓝

Gradient starts at
38% golden ratio
from the left.

C74
M0
Y40
K0

C14
M27
Y45
K0



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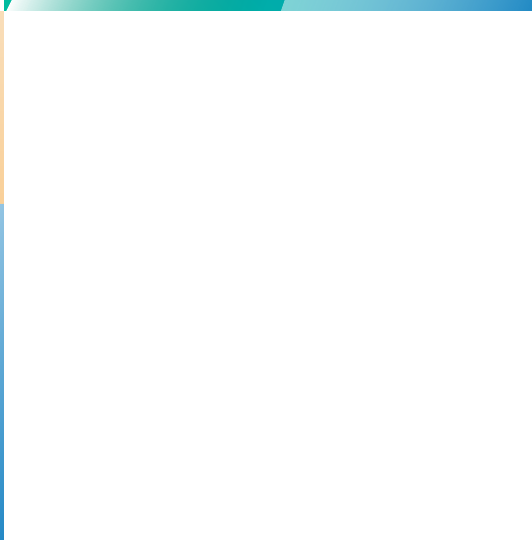


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校庆周边设计
MERCHANDISE











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Scan to view
Visual Identity Conceptual Brochure

扫码查看
视觉识别系统概念手册

link.ericzhang.design/UIC20

BOOK
书本

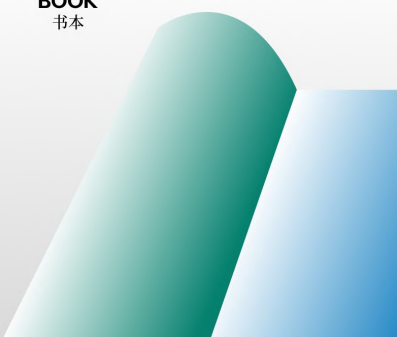


FIGURE
数字



SWAN
天鹅



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Designed by *Yancheng (Eric) Zhang*.

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