

Välkommen till

Sven
LJUNG
DESIGN



LOGOTYPER



MÄSSMATERIAL



BÖCKER

Sven
LJUNG
DESIGN

TRYCKSAKER



LOGOTYPER

DEN SKALL UNDERLÄTTA
EN OMEDELBAR
VISUELL IGENKÄNNING

VERKTYG:

TYPOGRAFI

GRAFIK

FÄRGER

NAMN

PAPPER, MATERIAL

(RÖRELSE)

SURREALISTISKA



Chups

1958

ESTD 1958
CHUPA
Chups

1961

CHUPA
Chups[®]

1963

CHUPA
Chups[®]

1969

Chups
CHUPA
Chups[®]

1978

Chupa
Chups[®]

1988

BESKRIVANDE





1976
By Ron Wayne



1977 - 1998
By Rob Janoff



1998
Translucent Version



1998 - 2000
Monochrome Version



2001 - 2007
Aqua Version



Current
Chrome Version

PAUL RAND

THE 7-STEP-LOGO-TEST

IS IT DISTINCTIVE?

IS IT VISIBLE?

IS IT ADAPTABLE?

IS IT MEMORABLE?

IS IT UNIVERSAL?

IS IT TIMELESS?

THEN, WHEN YOU HAVE SAID “YES” TO EVERYTHING
ABOVE, ASK THIS FINAL QUESTION: IS IT SIMPLE?

UNIK

one

TYDLIG





1961



1961



1978



WWF®

1986



WWF®

2000

ANPASSNINGSBAR

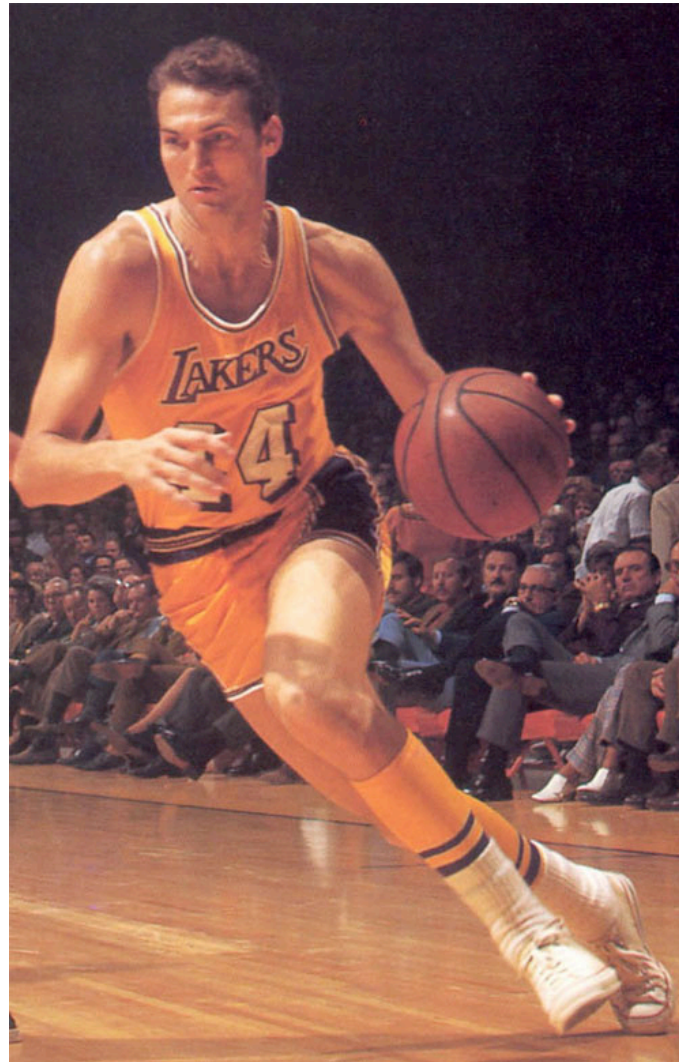


MINNESVÄRD

AV ALAN SIEGEL



JERRY WEST



UNIVERSELL

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' in blue, the first 'o' in red, the second 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.

TIDLÖS

AV ROB JANOFF



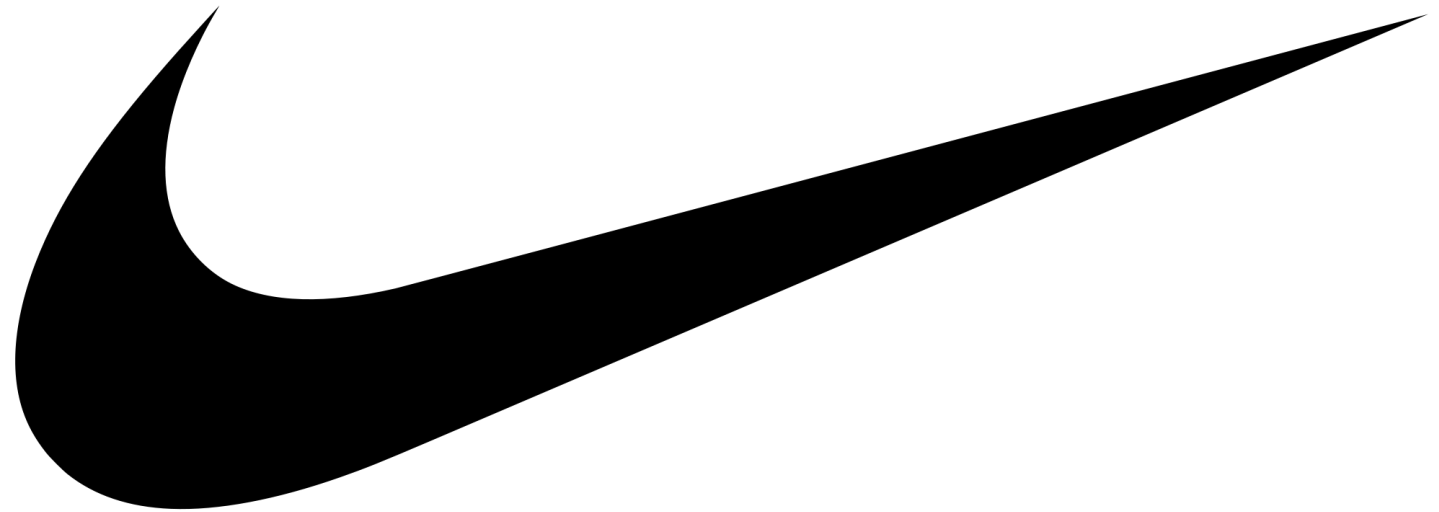
TIDLÖS

TROLIGEN AV MARKNADSCHEFEN
STEN NYSTRÖM 1945

ICA

ENKEL

AV CAROLYN DAVIDSON





1971



1978



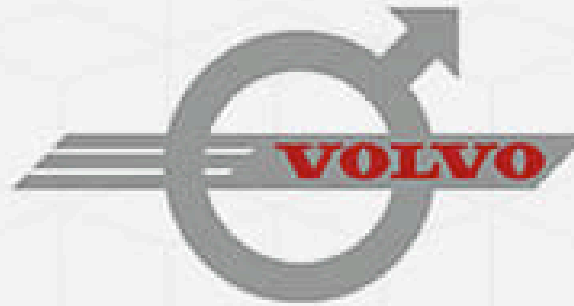
1985



1995



1927



1930



1959

VOLVO

1970



2006



1903

Ford

1910



1912



1960



2003



COCA-COLA.

1886

Coca-Cola

1887

AV FRANK MASON ROBINSON

Coca-Cola

1893

Coca-Cola

1940



1898



1905



1938



1940



1987



1996



2003



2008



Brand Pics Test är
50 bildkort och en hand-
bok med 7 övningar som
berättar hur du hittar
varumärkets vinnande
personlighet!



BRAND PICS
CARDS

BRAND PICS BOK
PERSONLIGHETS-
TEST
AV VARUMÄRKEN
KAJ RUTENLUND



INSPIRATION





EST. 2007
MILJARDINTÄKTER KAN INTE UTESLUTAS





Arndt's

BUSINESS CLUB

EST. 2007

















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Tack