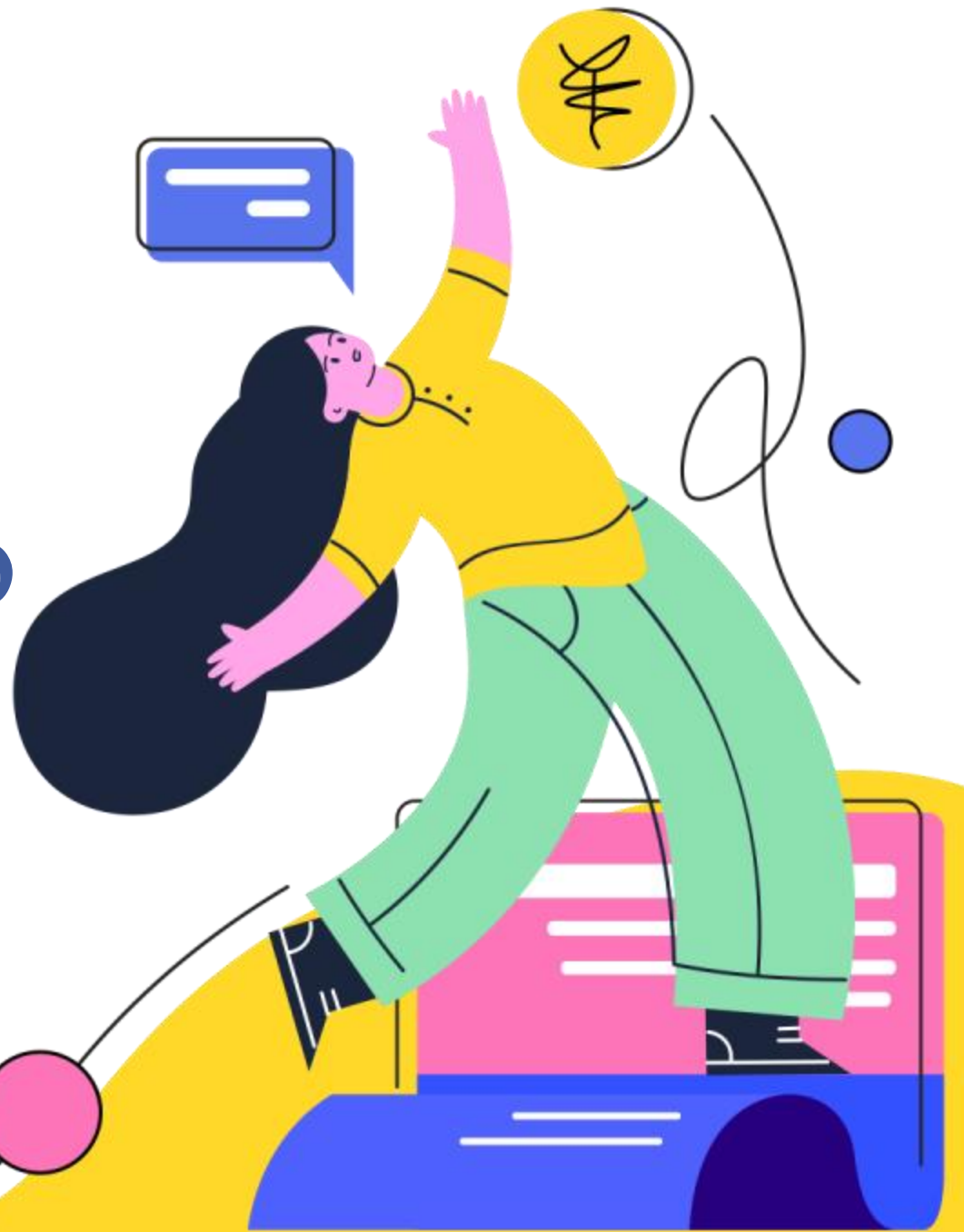




标志的功能 Functions of Logo





标志，是表明事物特征的记号。标志具有以下功能：

A logo is a symbol that indicates the characteristics of an entity. A logo serves the following functions:



1. 识别功能

1. Identification Function

- 表现出个性特点，直观形象，不受语言文字障碍约束。
- It showcases individuality and visual characteristics, and is not constrained by language barriers.
- 商业标志（简称商标）代表了商品生产，经营企业的信誉，是商品质量的保证，是消费者选择和购买商品时的重要依据。
- A commercial logo, commonly known as a trademark, represents the reputation of a product's manufacturing and trading company. It assures product quality and serves as an essential reference for consumers when selecting and purchasing products.



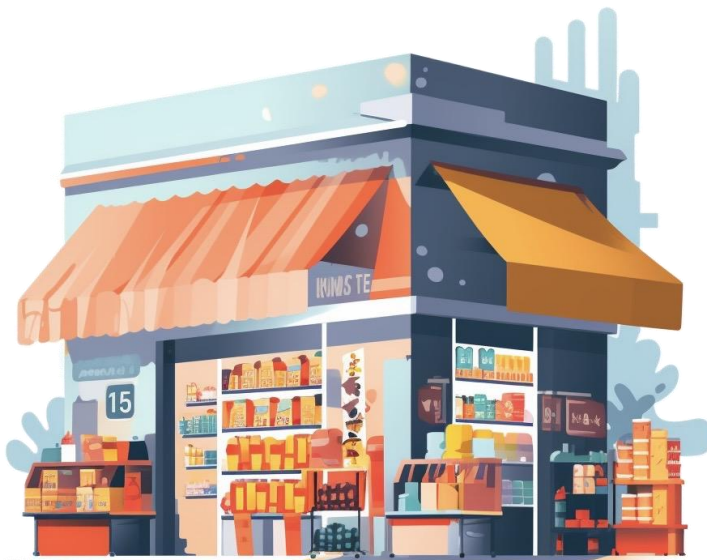
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1. 识别功能

1. Identification Function

- 在商品的海洋里，消费者只能根据不同的商标，区别同类商品的不同品牌和不同生产厂家，并以此进行比较与选择。
- In the vast sea of products, consumers rely on different trademarks to distinguish between brands and manufacturers of similar products, allowing for comparison and selection.





1. 识别功能

1. Identification Function

商业企业在经营商品时，有的也利用自己的商标表示各自的经营特色。商标的这种作用，是商标取得法律保护的主要依据，在国际贸易中这种作用也得到了普遍的承认。

Commercial enterprises use their trademarks to distinguish their unique business characteristics. This role of trademarks is the primary basis for obtaining legal protection, and it is widely recognized in international trade.



2. 传播功能

2. Communication Function

- 代表了某组织、某项活动、某企业或品牌的形象和精神，企业内部传播、增强凝聚力，企业外部传播，树立企业形象，提高知名度。
- It represents the image and spirit of an organization, activity, company, or brand. Internally, it enhances cohesion; externally, it establishes the company's image and increases brand recognition.



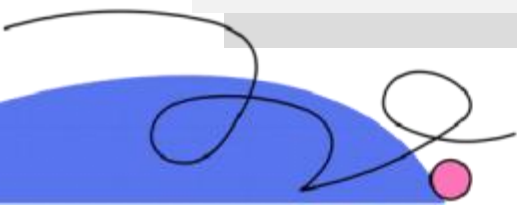


2. 传播功能

2. Communication Function

对于商品及商品的生产和销售企业而言，商标本身就具有信息浓缩的广告作用。同时也有利于强化商品和企业的品牌地位，增加其商品对市场的占有率。

For products and their manufacturing and sales enterprises, the trademark itself serves as a concentrated source of advertising information. It also strengthens the brand position of products and companies, increasing their market share.





2. 传播功能

2. Communication Function

企业以商标为工具，通过创著名品牌扩大商标的知名度，提高商标的美誉度，从而使商标在激烈的市场竞争中，能够起到无声的产品推销员的促销作用。

Companies use trademarks as tools to create renowned brands, expand trademark visibility, and enhance brand reputation, thereby allowing the trademark to act as a silent salesperson in the fiercely competitive market.



3. 权益保护功能

Rights Protection Function



- 商标注册使某组织、企业或品牌拥有某标志的知识产权，受到国家商标法的保护，也可以作为有形资产登入企业帐户。
- Trademark registration grants an organization, business, or brand ownership of a specific symbol's intellectual property, protecting it under national trademark laws. It can also be listed as a tangible asset in the company's accounts.





3. 权益保护功能

3. Rights Protection Function



- 在市场经营活动中，品牌本身就是一种无形资产。商标的知名度、美誉度越高，商标的含金量也就越高。
- In market operations, the brand itself is considered an intangible asset. The greater the trademark's recognition and reputation, the more valuable it becomes.

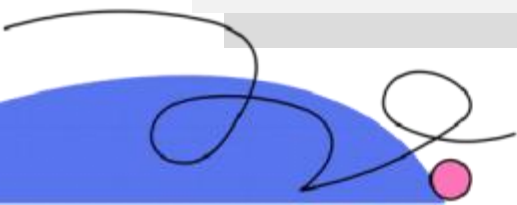


3. 权益保护功能

3. Rights Protection Function

在市场竞争的规则中，商品的生产企业，可通过注册商标的专用权，有效的维护其企业和商品已经取得的声誉、地位；企业可以注册商标为依据，利用有关商标的法律，保护企业的合法权誉和应得的经济利益不受损害。

In the rules of market competition, a company can use the exclusive rights of a registered trademark to effectively protect its established reputation and status. A company can also use its registered trademark and relevant laws to safeguard its legal rights and economic interests.





4. 审美功能

4. Aesthetic Function

有亲和力，讨人喜欢，耐看，易认易记，有装饰性，让人赏心悦目，给人视觉享受。

It is appealing, likable, pleasing to the eye, memorable, decorative, and visually enjoyable.





4. 审美功能

4. Aesthetic Function



标志具有装饰和美化的功能，这一功能在商标的使用中尤为显著。商标在产品包装造型的整体设计中，是一个不可缺少的部分。

Logos have a decorative and beautifying function, which is particularly evident in trademark usage. A trademark is an essential part of the overall design of product packaging.



4. 审美功能

4. Aesthetic Function

形式优美的商标可“画龙点睛”的起到对产品装饰美化作用。

An elegantly designed trademark can add the finishing touch to the aesthetics of a product.





感谢各位的观看
Thank you for
watching.

