Research on the Importance of Corporate Brand Design in the Development of Chinese Enterprises

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Mingjun Wang*
Nanchang Institute of Technology, Nanchang, China
*Corresponding author, e-mail: 113099676@qq.com

Abstract

Brand design is the most intuitive corporate visual communication signal presented to consumers by a company. It is the consumer's intuitive impression of the product and even the company. A corporate brand with strong visual impact, catchy cultural concepts, and strict and serious behavioral capabilities is very important to the company. Development is crucial. The visual recognition system embodies the artistic visual processing of the corporate cultural concept, and transmits it quickly and intuitively to consumers. With an excellent visual image, it forms a memory symbol in the consumer's psychology, which can enhance consumption and bring to the enterprise Economic benefits, to achieve the perfect combination between brand and enterprise development. Combining today's social cultural symbols and cultural concepts, creative design and research on corporate brands, enhancing consumers' visual memory, and achieving product recognition are the research on the importance of corporate brands in corporate development. Therefore, it is necessary to explore the relationship between corporate brand and corporate development. It is very important for companies to establish a good corporate brand image.

Keywords

Corporate brand; Visual recognition; Behavior recognition; Idea recognition; Corporate development

Introduction

Awareness of Brand Design Culture

Brand design is an important product of an enterprise's development process. Corporate brand

design is a way for an enterprise to conduct external publicity and packaging according to the characteristics of the product. It is the soul and main thread of an enterprise's development. In art disciplines, we usually call the corporate brand corporate CI. Corporate CI entered the Chinese field of vision in the 1980s and formed an integral part with China's earliest publicity image. Compared with Western European and American countries, China's research on corporate CI And the application started late, but domestic companies are developing rapidly, so corporate CI also relies on market advantages and has a strong momentum of development in the research and application of the domestic market. Corporate CI design is a good and comprehensive standard for corporate success, development and improvement, and good companies pay particular attention to the development and creation of corporate brands. With the development of society, more and more companies are applying and learning the experience of successful companies, paying more and more attention to the importance of corporate brands to companies, and are striving to perfect their own corporate brand design and use better corporate brands. Promote positively to consumer groups. Therefore, the corporate brand has been well developed in the domestic market, and because of this, the domestic market has put forward higher requirements for brand design researchers and designers.

The brand of a company is also an interpretation and display of the corporate culture. The corporate culture and the corporate brand image blend and penetrate each other. While bringing corporate products to consumers, it also indirectly brings corporate culture to the masses, bringing the corporate brand image to the public. Be deeply rooted in the hearts of the people, this is the true purpose of the corporate brand. This is also the case that the consumers' minds will enhance their memory of this company, and then they will have a strong understanding of the company.

Discusssion

Development and Application of Corporate Brand Design in Enterprises

Brand design changes with the development of enterprises in today's enterprise development. The premise of modern brand building is to sort out the company first, and first sort out the company's business model, including the company's business plan, business operations, and business strategies, as well as The business development plan of the enterprise, etc., these are the guidelines in the development process of the enterprise, and also the core development context of an enterprise. Therefore, brand design is very important. You must understand and be familiar with it before proceeding with the brand design. Lay the foundation for the subsequent building of corporate brand.

After a detailed understanding of a company's development plan, it is necessary to carry out brand planning for the company. The brand planning part is the main core part of the brand design. It is an important basis and foundation for the style, strategy and positioning of the company's later brand

design. Brand planning mainly includes brand core values, brand naming, brand DNA, determination of brand style, brand application strategy, brand development positioning, etc., which are all the basis for brand design. Therefore, follow-up investigations should be made from the input plan and material research. Brand design lays a solid foundation. All of these need to visit a large number of consumer customers, visit enterprise products, visit stores and other social research, use research materials and similar products, compare and learn from each other in the same industry, in order to draw the conclusion that your brand is in All aspects are better than the market competitiveness of other companies and products. Enlarging the focus and aura of market competitiveness is the essence of our brand planning part, and it is also the content of the follow-up brand design that needs to be optimized and visually expressed.

The visual image part of brand design is the visual sensory part that brand design directly presents to consumers. Therefore, it is an important part in the entire brand design, and it is also the part that consumers see at first sight. It is also the part that recognizes the concept and behavior. The recognition part is transformed into the part that is presented to consumers in graphics. Because the most intuitive contact with consumers, creative design must be carefully carried out. The idea recognition system is the core part of a corporate cultural concept, and it is also the most streamlined part of the corporate culture, including corporate slogans, advertising language, standardized publicity language and so on. The part that uses the corporate concept recognition system to standardize the management of the company is what we often say about the behavior recognition part, such as the management system of the company, including the daily work system, post management system, employee system, work system, etc. to standardize corporate behavior The planned system part.

However, the above two points finally form a visual recognition system. The visual recognition system includes two parts: visual recognition foundation and application. The basic part of enterprise visual recognition is the main element of the application part and the extension of the application part. It mainly includes the name of the company and the standard. Logo design, standard words and standard print, as well as standard colors and corporate symbolic shapes, patterns, corporate slogans, slogans, etc. The corporate publicity image extended from the basic part is called the application part of the corporate brand visual identity system, such as combining the corporate category part, the product appearance, product packaging, office supplies and equipment, transportation equipment image, advertising, etc. that the company needs to use. Dissemination, display, planning, etc. These contents are also the most accessible part of the consumer group to the enterprise and enterprise products, so the design of the visual identification system needs to incorporate more creative thinking.

The red VI in corporate brand design is the core part of the corporate image. The most important thing in the VI identification system is the corporate logo design. Logo design can test the creative

level of a designer. In logo design, designers must find corporate culture. And the most essential part of product culture, and then make graphic creativity and design thinking about it. The designed graphics must be considered comprehensively, and the graphics must be given the best artistic form and artistic expression, and the visual impact and perfection of the graphics must be improved. To express the language of the company and the product, the logo is a graphic that can't speak, but the designer wants the logo to replace the company's speech and performance, so it is necessary to give the graphic aura and recognition, so that the audience and consumers can feel that they have glanced at it visually. Don't forget, the memory is still fresh after seeing it. For example, for the Bank of China logo, the entire graphic uses the shape of a traditional Chinese ancient coin, which is connected with Chinese characters.

From the perspective of the overall pattern, the circles and squares in the ancient coins are appropriately and appropriately used, and the square holes and vertical lines form the Chinese characters. The relationship with finance can be seen at a glance, and there is a sense of harmony between heaven and earth. The two colors of red and white are the standard colors of enterprises. The entire graphic appears concise, generous, and steady, and it is also in line with Chinese culture and Chinese element symbols, and has a strong visual impact, so it will leave a strong visual impression. Therefore, the corporate brand design can be embodied and implemented through the application elements of all aspects of the enterprise, which plays an important role in the improvement of the development level of the enterprise.

The Importance of Corporate Brand Design to Corporate Development

The corporate brand can better improve the company's reputation, and for a company can create a bright and good corporate image, allowing the company to win in the market competition. The brand image of an enterprise is an intangible asset of an enterprise, and a good corporate brand image can bring huge economic and social benefits to the enterprise. A good corporate brand can be deeply rooted and recognized by consumers, thereby quickly occupying the market and creating economic value in the economic competition of the enterprise. With the sharp contrast between corporate brands and tangible assets in the market in recent years, more and more entrepreneurs have paid attention to the realization that corporate brand design strategies play a vital role in the survival and development of enterprises.

A brand is a combination of the benefits of a product, its core value, and the consumer's experience and perception. It can promote the renewal, iteration and innovation of the company's products. Products are consumables used by enterprises to satisfy the market, and brands are consumables purchased by consumers. A product can be updated and iterated, or even outdated, but a good brand will not be outdated. The quality of the product is good, it can only be said that the product is qual-

ified and the product is excellent, but the product may not have good sales and good market reputation, because the quality of the product is only one factor in the successful brand. On the contrary, a good brand is the guarantee and premise of quality.

In brand design, the successful positioning of a brand is often only the first step for an enterprise to build a brand. Once an enterprise has chosen the direction of success of its brand strategy, it must stick to it to the end, strictly control the quality of the product, and whether it can create a perfect The key to corporate brand image is to let the company gradually go to the market and succeed. Human life is limited, and a product may withdraw from the market over time. However, a company's brand can be long-lasting or eternal. It can bring consumers' visual memory and consumers' perception of one another. The recognition of a successful brand is the key to the success of a corporate brand.

The Adaptability of Brand Design in Enterprise Development

Brand image is an indispensable external face of an enterprise. It is a visual image that directly faces consumers. In the enterprise brand project, product packaging, product display, corporate promotion, corporate advertising, and even corporate image shops are all integrated An important window for image and brand communication. The value of corporate products under the market economy is realized by the psychological needs of consumers. Only the value of the brand can meet this psychological need, and the brand image and brand culture in the corporate brand are its The embodiment and manifestation of value. Good brand product image can leave deep memories for consumers. For example, McDonald's brand image slogan "More delicious, more laughter is at McDonald's". The heads of the characters are presented in red and white, making children as kind as when they meet Santa Claus. The eye-catching colors, simple shapes, and strong visual effects are its eternal characteristics. In addition, the Coca-Cola brand with a century-old glorious history has its brand value far exceeding its actual production value. For hundreds of years, Coca-Cola has been adhering to its "delicious and joyful" soda culture and has never changed easily. A simple Coca-Cola slogan is still fresh in the memory of "Delicious and refreshing, enjoy a happy drink, a symbol of good taste, Coca-Cola...good times, forever Coca-Cola". From the planning of the slogan, it is not difficult to see that regardless of the era, Coca-Cola has always been adhering to its "delicious and joyful" theme for promotion. It is precisely because of this that Coca-Cola has established a clear brand image in the minds of consumers. Established the myth that it will stand for a century.

Conclusion

It can be seen that the brand image of an enterprise is not just a perfect presentation of the brand

logo and visual system in the brand identity system, it is a complex and broadly inclusive concept. In order to perfect and shape the excellent brand of the enterprise, the majority of designers can simply attribute the excellent brand to: constituted by the quality that consumers trust, perfect service and unique image. If you want to achieve the brilliance of a corporate brand, brand design and building must spread the brand concept; shape the brand image; carry out brand actions; extend brand services. Compared with designers and entrepreneurs, it is the same. For them, this is the only way. In order to increase the cultural accomplishment and historical accumulation of the corporate brand, so as to obtain an excellent brand. Only with a good brand can companies keep their youth in the minds of consumers and allow branded products to continue to develop. This is the only way to ensure that the company does not make detours. Therefore, for an enterprise, the design of the corporate brand is very important. It is directly related to the relationship between consumers and the company, the relationship between the product and the market, and the success of an enterprise. develop.

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