

# Analysis of the Effective Integration of Visual Communication Design and Brand Image

Zhang Li, Su Zhuan

Department of Art and Design, Guangdong University of Science&Technology  
Nancheng District, Dongguan, Guangdong province, China

**Abstract**—In modern business, we always give priority to the brand of the product, and judge the value of the product through the brand image. Therefore, the image of a brand is particularly important. It is closely connected with the rise and fall of a company. Many products have high quality and low price, but because the image production of these brands has not received attention, it is difficult to attract customers' eyes and cooperation desires, it is more difficult to go abroad and have more room for development, so how to effectively The effective integration of visual communication design and brand image is the focus of this article.

**Keywords**—Effective integration; Visual communication; Design and brand image

## I. INTRODUCTION

Since the brand image is very important to the company, all major companies have begun to pay attention to this problem. Good quality will retain stable customers, but the refreshing brand image will bring a steady stream of customers to the company [1-3]. The visual communication design is effectively integrated into the brand's image design, which is more conducive to the operation of the company, allowing customers to realize that we not only have excellent product quality, but also a fascinating "facade".

In modern society, enterprises pay more attention to brands. It is not only an important weapon to distinguish products of various enterprises, but also a good display of corporate image. Brands are closely related to the development of the company, but their shaping is also inseparable from the design of visual communication. In this way, the visual communication is combined with the brand design, which makes the corporate brand more popular and attracts the public.

## II. AN OVERVIEW OF VISUAL COMMUNICATION DESIGN AND BRAND IMAGE

The so-called visual communication is to use various design principles to attract the public eye, which is also called graphic design, or decoration design. The main forms of expression are posters, packaging, logos, book bindings, etc. With visual as the main communication and expression, we use symbols, pictures and texts to display our ideas and convey certain information and ideas. The visual communication design includes all 2D graphic designs and is quite extensive. Among them, the main design content includes: three basic elements of creativity, composition and color. Creativity is the basic element in visual communication and the measure of its design quality. More and more brand designs are based on novelty and

creativity. The composition is based on the relationship between graphics, text and color, so that the works can achieve the harmony and beauty of the composition. The role of color should not be ignored. Excellent visual design emphasizes harmony, balance and attracts public attention in the overall color expression [4-5]. Nowadays, more and more visual designs are applied in various fields, and many art colleges have also developed visual communication design majors, which makes this research attract people's attention and pursuit, and is constantly being used by people.

Visual communication design is also called graphic design and decoration design. It includes poster design, packaging design, logo design, book binding design, etc. It uses "visual" as a way of communication and expression, combining symbols, pictures and words to make visual expressions for conveying ideas or messages. The English "graph heart contains graphics, the meaning of the pattern. The visual communication design basically contains all the designs on the two-dimensional plane, and the content is wide. The visual communication design mainly has three basic components: creativity, composition and color. Among them, the creativity is The primary element of visual communication design is the primary criterion for designing works. Nowadays, more and more design works pay attention to the novelty of creativity. The composition is to deal with the relationship between graphics, color and text, and strive to achieve balance and harmony. On the whole, the design works should strive to achieve the harmony and beauty of composition. The role of color can not be ignored. The excellent visual communication design works focus on the fusion, comparison and balance of colors. In modern design, regardless of products Design, environmental art design, fashion design or ceramic design are basically inseparable from design communication design. Visual communication design has been widely applied in various fields. Now more and more art colleges have opened visual communication design. Many comprehensive colleges have also opened this major.

The important reason for enterprises to develop in the market and be favored by the public is the brand effect. It shows unique characteristics in the hearts of the public and reflects the public's awareness and evaluation. Brand image and brand are different, but there is a close relationship. Image is the unique characteristic of brand and is the embodiment of brand personality. The brand is the name, the expression, the content, and the difference between the brand and other brands. When people choose to consume, they are usually based on brands, so the image of a company is mostly derived from the image of its brand. Brands such as MUJI are represented by unique words

as a manifestation of popular cognition. The brand image is based on living and home products. In the design process, Zen Beauty is the core, and the basic image is simple and inexpensive. The brand image created by MUJI is based on nature and is the brand that young people are pursuing. Its success is inseparable from the vivid visual communication design, which is inseparable from visual effects and brand image.

Brand image refers to the personality characteristics of a company or a certain brand in the market and in the hearts of the public. It reflects the evaluation and cognition of the brand by the public, especially consumers. The brand image is different from the brand but inseparable. The image is the characteristic reflected by the brand, which reflects the personality of the brand. The design of the brand name, logo, and logo is the content of the brand image, which is an important sign that the brand is different from other brands. The significance of the brand is that when consumers choose products, they use the brand name and the visual phenomenon of brand design to arouse the interest of the consumer groups. Image is the foundation of the brand, and the shaping of the brand image plays a key role in a company. For example, MUJI's "unbranded" image is its very distinctive brand recognition feature. MUJI is the main product of daily necessities. It is designed to adhere to the core of Japanese Zen aesthetics, reflecting the simple and non-contaminating, simple and returning to nature. The meaning of "no print" literally means that there is no exaggerated trademark. There is no luxury packaging. It is called "no brand". Good products refer to high quality products with good quality and low price. Therefore, no gorgeous packaging and decoration is the design of MUJI. core. The "unbranded" image created by MUJI conveys a life attitude of pursuing a better life and optimism, a lifestyle that returns to nature, and is sought after by the public, especially the young people of the moment. The success of MUJI's brand image is inseparable from visual communication design. The public's preference for the brand comes from visual effects and brand image. Therefore, a good brand image is essential, it can enhance the position of the company in the public mind.

### III. THE INTEGRATION OF TWO VISUAL COMMUNICATION DESIGNS ON BRAND IMAGE

Brand cognition refers to people's impression, recognition and discrimination of the brand. Under normal circumstances, visual communication design can-not make the public group and the brand have direct contact, but the brand concept and culture can be expressed through the unique design, so that the public group has a deep understanding of the brand and promote the public's recognition of the brand. Know efficiency. Just like the MUJI brand mentioned above, its brand culture reflects the Zen aesthetics of Japan and conveys the oriental cultural connotation of "empty" and "simplified". It advocates the pursuit of self-centered release and gives silence. , ethereal feelings. Muji chooses the natural unmarked packaging material on the packaging to remove all the extravagant decorations. Choose the elegant color in color, adhere to the people-oriented design concept, not impetuous, not artificial, simple and simple. The advertising content of MUJI is also very simple and simple, and the overall visual elimination eliminates cumbersome and freshness. The brand of MUJI is popular among the public in China and in Japan. Although many brands at

home and abroad imitate MUJI in style, they cannot surpass it. As can be seen from the above analysis, visual communication design has a very important role in promoting brand awareness.

Brand intent is the tendency of consumers to buy a certain brand of goods. Obviously, an important factor affecting brand intention is the demand of consumers, and turning consumers' needs into brand intentions is one of the important functions of visual communication design. The successful visual communication design will make the service brand stand out in the same kind of similar products, which will enable the watched consumers to quickly express their curiosity and desire for the brand, and form a unique love for the brand. Naturally, consumers will buy the brand's merchandise. For example, the Chanel brand, which is especially popular among young women, the classic double c logo, which has no other modifications except the two semi-circular lines, is visually easy to recognize. Among the many brands that were artificially made at the time, Chanel's simple and atmospheric design style was deeply loved by consumers, insisting on its own style and not drifting with the flow. This is the idea that Chanel founder originally founded the brand. Chanel's LOGO design conveys its elegant, refined and concise brand positioning to consumers. It represents a unique style that is timeless, which is one of the reasons why Chanel never discounts but is still loved by young women.

Brand value refers to the understanding, evaluation and emotional tendency of the masses to the brand, and can show the level of consumer preference for the brand. An important factor affecting brand value is visual communication design. Visual communication design can affect the public's choice of brand to a certain extent. Whether the brand image can enter the public depends on whether the visual communication design can impress the public and make it willing to buy the brand. The increase or decrease of brand value lies in the degree of purchasing power of the public. The increase in the purchasing power of a brand reflects the growth of the brand's value, and vice versa. Someone once said this sentence: "If a T-shirt itself is worth 5,000 yuan, I am willing to pay another 5,000 yuan for the value behind it." From this sentence, we can see the importance of brand value, and this sentence It is a perfect match for the Hermes brand. Hermès is one of the world's leading luxury brands. It has a long history of more than 170 years. At present, it has 17 series of products, and its products tend to be diversified, with branches all over the country. Beijing's first Hermès store opened in 1996 and has been sought after by most women in China since its inception. The Hermès brand has created the perfect product with the best materials and the most exquisite traditional craftsmanship. In design, the pursuit of true self, return to tradition. The Hermes brand, which adheres to rigorous quality, dedication to detail, and unobtrusive but attractive, leads the fashion trend.

### IV. THE ROLE OF VISUAL COMMUNICATION DESIGN AND BRAND IMAGE EFFECTIVE INTEGRATION

In the past, corporate habits focused on the quality of products, and single-mindedly made every detail of the products but ignored the design of the brand image. They believed that as long as the quality of the products is superior, they can have

good sales. People in modern society are considering the practical use of products. At the same time, the appearance of the product will also be considered. Some products are generally of good quality but well-packaged. The brand image captures the eye of the consumer, and the design of some colors and symbols that incorporate visual communication design will also cause consumers. The desire to buy, a good brand image is a stepping stone for a product to gain a bigger market, and also a key to unlocking the consumer market.

Many companies in China today ignore the design of brand image, and there is no obvious unique style for product packaging design and logo design. It is difficult to be remembered by consumers. The value of a brand is not only reflected in its service life. Also on, but also reflected in whether it has integrated artistic beauty, visual communication design started late in China, but in recent years, it has developed rapidly, and it has begun to be integrated into the brand image by major enterprises, and the value of the brand has been improved by more than one grade. The high-end design will also add value to the launch of the product. The increase in brand value is more conducive to the sales of the product. People's current consumption power is constantly improving, and they are also beginning to care about the value of the product.

As visual communication design is increasingly recognized by major companies, the requirements for visual communication design are getting higher and higher. The rapid development of China's economy has brought various business opportunities to this business, but at the same time it also gives Visual communication design brings new requirements. Integrating multimedia technology into visual communication design is a concern of all people. Incorporating technology into the design of brand image is undoubtedly injecting new vitality into enterprise products. The information age contains products with technology. Affecting consumers' feelings and concepts, technology changes our lives, so we also introduce them into our working methods and play an important role in the consumer market.

#### V. THE STRATEGY OF INTEGRATION OF VISUAL COMMUNICATION DESIGN AND BRAND IMAGE

Market research mainly plays an important role in many visual communication design and product design. If enterprises want to understand their competitiveness in the market, they must conduct market research, fully understand the advantages and disadvantages of the brand, and then carry out targeted rectification. The important part of brand image design in market research is the basis for the success of design.

Usually, in visual design communication, it needs to provide basic information to the design team, but the information does not fully display all aspects of the enterprise, so the design team needs to investigate and study the status and influence of the brand in the market. And then carry on the image design. Market research needs to investigate similar products of the brand and other types of products, and investigate consumer opinions and consumption of the brand. After the end of the work, the use of data to reflect the market demand of the brand, combined with the information provided by the company for visual communication design, and thus enhance the brand image.

In the visual communication design, color, pattern and text are the three elements of composition. The organic combination is an important influencing factor that affects the brand effect and enhances the brand concept and effect. Color is an important tool to bring people visual impact. Good design can convey relevant ideas and ideas only through color display, which makes the work have a deeper meaning and is an important means of visual impact. Through the color directly hitting the public mind, in the process of visual communication, the eyes are polished for the public and bring a bright feeling. Colors have features that are not available in text and graphics, and are a wonderful expression of design effects. In traditional art design, it is often filled with red and green as the color of the work. It seems that it is not harmonious, but it is this kind of disharmony that makes people shock, strengthen the impression of the work, and bring strong Visual impact and to some extent resonate.

Words are the foundation of language communication and thought communication. The accuracy of the information conveyed by the text will be much greater than that of the graphic. No matter what form the text appears, it will occupy a higher position in visual communication. Among the many products that have formed a brand image, the thought communication brought by Adidas is well known to the public. It consists of three major series: the PERFORMANCE of the sports series, the originals of the traditional series, and the style of the fashion collection. Adidas's classic slogan Impossible is nothing, which made the public form a strong impression on the brand. The endless efforts of hard work and struggle have attracted many young people to love it and formed a unique brand image.

Graphics, the first way to convey information, is more than text and color, which enables the public to make a first impression on it, and has a unique visual effect on the public. Although it is not as accurate as the information conveyed by the text, it can visually stimulate people to produce psychological reactions, and then realize the transmission of information, which is an important tool for quickly conveying information.

The ultimate goal of the design is to accept people's test. A good product is not only the designer's thoughts and ideas, but also a comprehensive analysis based on a variety of materials, brand strategy and visual language. What the designer needs to do. It is to study all the information and then design the goods that are in line with the concept of mass consumption. To a certain extent, creativity is the soul of design, and any product will be based on creativity and creative as a means of consumption. However, in any product, the search for creative points is more difficult. It needs to locate the target consumer groups, analyze the product structure, and then use the market situation to produce creative products. On the other hand, the mass consumer psychology is influenced by the social environment and the times. Therefore, there are many changes in the demand direction of the consumer groups, which is also the difficulty in designing ideas. In the market competition, the more similar products, the fewer creative points, so the company must follow the development trend of the consumer groups and the changes of market dynamics, constantly find the production direction and fully control the information through the designer. Collection, the divergence of thoughts, and the extraction of the essence and the essence, and then find the entry point of the

creative point 4 . For example, among the many diamond ring brands, all diamond rings are uniquely designed and popular. However, in the long-term development, the brand image of the diamond ring cannot be distinguished, and it is necessary to continuously find new entry points in light of the actual needs of the public. Here, the appearance of the Darry Ring brand has been known to the public in just a few years. The brand's creative point is that each man needs to provide an ID card when purchasing a diamond ring. After purchasing one, he will not be able to purchase a second one, and the girl does not have the right to purchase. Based on pure love, it is a creative point that only loves one person in life, and is widely praised by the public. In the competition of many diamond ring products, the brand is unique and widely popular. It can be seen that creativity is an important integration point for the formation of visual communication design and brand image design. Only unique creativity can make the public interested in it and generate strong purchasing power.

## VI. CONCLUSION

Brand image has only begun to emerge in various enterprises in recent years. The quality of enterprise products needs to be recognized by consumers. A good brand image is a good business card for promoting products, and it is widely loved by everyone. The brand image needs a process. This process requires our designers not only to understand the product characteristics but also to understand the market demand, understand the psychology of the consumer groups, and bring the brand image to the eyes of consumers through new ways of visual communication design. It not only contains the scientific and technological content, but also penetrates into the hearts of consumers more quickly. The competition of brand image is becoming more and more fierce today. When designing the brand image, we must actively integrate the elements of visual communication design to add to the development of the enterprise.

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