

Research on the Expression Tendency of Minimalism in Logo Design Under the Influence of Contemporary Aesthetic Trends

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Abstract—Minimalism design is one of the modern design styles that are popular with the public and aesthetic needs. This paper mainly studies the origin and development of minimalism, and analyzes the application of the minimalist design method in the logo design under its trend. This paper also analyzes the style characteristics of minimalism and its advantages and influences, experiences different minimalist ideas, masters the essence of minimalism, and lets the simple but not simple, get rid of the complicated design style deeply rooted in the hearts of the people.

Keywords—minimalism; logo design; style

I. INTRODUCTION

With the development of science and technology, human progress and fast-paced life have become the daily life of young people. The minimalist style is like a spring breeze in the big environment, soothing the prosperous life softly and warmly. As an important means of spread and communication, the logo has gradually begun to be taken seriously by people. How to make a conspicuous and extreme logo is what the author wants to explore. Logo design as an important design carrier has important in various fields. Applying minimalism to the logo design and excavating the individualized features of the logo design, and then awakening the Chinese people's deep understanding of the logo design, has certain significance for the development of China's future logo design.

II. THE ORIGIN OF MINIMALISM

The term "minimalism" first appeared in the 1965 American theorist Charlie Wuheim's "Minimal Art". Its predecessor was "minimum", but at the time it was a derogatory term. In the true sense, minimalism originated from the German architect Ludwig Mies Van der Rohe, who put forward the concept of "less is more" and then got a response from all over Germany and even the whole world. Culture is always closely related to the power of driving time, and at the same time it is against it. Until postmodernism, things slowly change from complex to simple, which also means that the "complex" era symbolizing rights is over. The phrase "less is more" can easily be tasted from thousands of years of traditional Chinese culture, such as landscape

painting, calligraphy, drama, etc. Chinese traditional painting is the most representative, and the most artistic place is the wide range of the blank space. Ming Dynasty furniture can be said to be a "simple" endorsement, with the principle of "simple, precise and elegant", rejecting the overelaborate, showing refined and elegant, simple beauty, which has shown the beauty of the East to the fullest and still affects the modern furniture design of the East. Taking the simple style of "less is more" as the origin, it has influenced the design of later generations. Removing the decoration, retaining the core and simplifying the design, it interprets the spiritual connotation of minimalism.

III. THE COMMONNESS AND CHARACTERISTICS OF CHINESE TRADITIONAL CULTURE AND WESTERN MINIMALISM

A. Minimalism in Chinese Traditional Culture

China's landscape paintings, calligraphy of all ages, and even traditional literature, music, and drama all have shadows of minimalism. Chinese ink painting emphasizes the combination of imaginary and real, imaginary, can be light ink or a blank with no ink. Blank is minimalism. Chinese ink painting echoes the gap between blanks. Painters imagine intangible and imaginary content in tangible creation with a large blank, bringing the viewers imagination and thinking. Similarly, the status of blanks in Chinese calligraphy is just as important. Whether it is an appreciator or a creator, people certainly would pay attention to the position of the pen and ink. The pen and ink are swayed in the blank. On the contrary, if there is no blank space, the charm of calligraphy can not be highlighted and manifested. The blank is not only a supplement to the pen and ink, but also an extension of the pen and ink.

B. Western Minimalism

Western minimalism aims to pursue simple beauty and advocate the design method of "making complexity to simplicity". One of the important features of Western minimalism style works is the simplicity of design language, by conducting visual transformation with a complete volume, unlike the surrounding objects, which gives a visual impact. American Ad Reinhardt began to use geometric composition

in the late 1930s. In the 1940s, he began to go beyond cubist patterns, flattening the creation of objects, and using a more relaxed pattern. He has some intrinsic images in the monochromatic block, with smaller rectangles, squares, or positive crosses in light or subtle different colors. Another important feature of Western minimalism style is the simplicity of color. Robert Ryman, he is a typical representative of minimalism. "Untitled" is his representative work. It looks like a white spot in the distance, but when people look closely at the close, they can see some blue and green traces on the white surface of the square canvas. Western minimalism design is in unique style and bright colors. They usually like to use solid color or a contrasting contrast color. The simplification of this color will not cause the picture to be cluttered, nor will it make people unable to distinguish visual highlights. The simplicity of color can maximize the associating potential, giving people a special visual effect and deepening their impression.

IV. DESIGN STYLE OF MINIMALISM MEETS THE PUBLIC AESTHETIC NEEDS

In this increasingly open and diversified era, minimalism design is more focused on important things. Its smooth and concise style or neat and unified state is the "stable" and "introguing" that people are pursuing under the fast pace. "Minimalism" is not a slap in the face. It is more of a refinement of beautiful things, getting rid of redundancy and focusing on the most basic things. The act of purposefully making the shape of the item is indeed the design, but the design is more than that. Everything around people has been designed. The deeper excavation design based on the design is the real design. The era of simplicity as beauty is not so rare. People enjoy the high prosperity as well as the high load brought by the fast-paced life in addition to the prosperity of the city. Therefore, most people pursue simple, brisk, simple and slow life. Minimalist is precisely the design style that caters to the public. It meets the design requirements on the one hand, clarifies the design goals, loyal to the functional needs, and rejects the slickness. On the other hand, it revolves around the design itself, returning to the simplest shape. Without too much decoration and color, it will minus all unnecessary design that is visually burdensome. This design style and concept cater to the spiritual needs of most people and is widely loved and respected.

V. FEATURES OF THE LOGO UNDER THE INFLUENCE OF MINIMALISM DESIGN STYLE

A. Graphical Features of the Logo

The logo in the minimalism design style is more accurate in terms of graphics. It is distinguished from the traditional logo design. The minimalism logo design uses more simple and specific shapes, a combination of squares, circles, triangles or a single arrangement. According to the characteristics of the design object, some design methods, such as repetition, symbiosis, variation, etc., are used to re-create, innovate and dig out new graphics that are more in line with the positioning of the design object. For example, the Nike logo in the United States, the Nike logo symbolizes the sense of speed, but also represents gentleness. The logo is simple and cumbersome, and it can make people feel the speed and passion of Nike products at a glance (see "Fig. 1"). The graphical characteristics of such signs are high recognition, more concise and clear for easy memory and use, reflecting the true connotation and "fine" of the design object.



Fig. 1. Logo of Nike.

B. Color Characteristics of the Logo

Color can make impact on people's sensory system, leaving a deep impression, and the logo color in minimalism style has a unified character: single, bright, distinct and clear. These features have greatly deepened the impressions people left after reading the logo, such as the yellow and red of the CNPC mark, the blue of the quality safety mark, the green of the Land Rover logo, and the red of the Coca-Cola mark (see "Fig. 2"). When consumers think of this brand, the first thing that comes to mind is the color of the brand logo. Even if these logos are single color, it can not be denied that they have strong recognition, strong color impact and more attention. This is also the original intention of the designer.



Fig. 2. Different colors of the logo.

C. The Characters' Features of the Logo and the Design
Analysis of MUJI

The letters in the minimalism style are often simple and have a strong visual impact. When the audience sees the logo at a glance, the brand features and brand entities appear immediately in the brain. This is a sign with high recognition. The minimalism style of the logo itself is more concise, delicate and rigorous. The logo can convey a clearer and more accurate brand image, such as: muji (see "Fig. 3"), evaluated as "none design" "simple" MUJI design, which was founded in Japan. Its logo and brand positioning match, simple white, with dark red, and the logo is composed of four letters. Its brand logo is in line with the natural, simple and simple lifestyle it advocates, and it is highly respected by tasters. The MUJI product is as simple as its logo. It is not simply removing the extra decoration for the simplicity of the appearance, nor is it a glimpse of modernity. It is to create an "empty" feeling. They are designed for integration, and even if all the kitchen items are put together, there is no sense of violation. Muji's logo, product or store design can reflect the beauty of minimalist design. Its concept of "minimalist" is not something unique to Toyo, but a concept that is universal and all over the world.



Fig. 3. Logo of MUJI.

VI. THE CHANGE AND DEVELOPMENT OF THE LOGO'S
MINIMALIZATION UNDER THE INFLUENCE OF THE INTERNET
INFORMATION ERA

The current era is a large information age, an era in which information can generate value. In the contemporary era, while information is prosperous, fast-paced consumption becomes the daily theme of people, the extremely simplified logo can be loved and appreciated by the public in the big environment. It also shows that the era is the era of people pursuing the beauty of briefness and simplicity. In the logo design of the minimalist design style, there are many excellent design works that are familiar to everyone. The evolution of Apple's logo undoubtedly represents the change and development of minimalism style. Apple's logo evolution is roughly divided into three major changes. In 1976, Ron Wayne designed Apple's first logo (see "Fig. 4"). This logo is very complicated. It describes Newton sitting under the apple tree and a gleaming apple is about to fall. This sign is to commemorate Newton's gravitation. In contemporary time, although the symbol is beautiful, it is complex and cumbersome. This may be one of the reasons for the slow sales at that time. In 1977, Jobs hired Rob Janoff to design a new logo that abandoned the characters, background, environment and other elements, flattening the

logo, which is Apple's second logo — a rainbow-colored apple pattern (see "Fig. 5"). From complexity to minimalism, this is a big leap of Apple's logo. Rainbow Apple has been used until 1998, when the imac was released, the rainbow color was removed and it became a single color. Apple's design evolution illustrates the highly refined design of minimalism design, the design style of reducing, reducing and reducing. The evolution of Canon's logo is also a simplified process of classical evolution into fashion. From the original illustration to the simple five-letter optimization, the font is fashionable, which has a high degree of recognition and memory, and has a very good brand temperament.



Fig. 4. The original logo of Apple.



Fig. 5. The second logo of Apple.

Judging from the evolution of many logos, the extremely simplified logo meets the emotional and psychological needs of consumers. It brings people a pure and simple test and scrutiny that can bear the change of the times. Not only is it easy for the public to remember, but it is also representative of the brand personality. The design of the logo is not as good as possible. It is also not that the more complicated the more beautiful. It is that the more accurate the better, which can better position the brand image in a simple and concise manner. The design process of the logo is also a process of simplifying. In current era, the development of logo, from the logo of the corporate company to the app logo, is a simplifying and concise process with less color to summarize the brand logo, in which way can make it a good logo that the public will favor and worship in current days.

VII. THE DEVELOPMENT TREND OF MINIMALISM IN LOGO DESIGN

Minimalism not only embodies its unique charm in logo design, but also has been recognized and applied in product design, interior design, and web design. But minimalism is often criticized by critics as a mechanical, ruthless, and simple design. They regard the beauty of purity and simplicity as a pale anti-human anti-functional comment. This is not the case. As it can be seen, minimalism requires artists to give up their emotions and design without any emotional color, reducing and decreasing. But this does not mean that minimalism is a mechanical beauty. Minimalism design is a simple design. Sullivan once said: "Form follows up function". Minimalism is to simplify the beauty while guaranteeing functionality. This does not completely deny the beauty of minimalism. Minimalism is still an art with temperature and connotation.

With its unique and distinctive style, minimalism has an important position in the art field. It also has been recognized and loved by people, and has achieved remarkable achievements. The development of minimalism has not only changed people's consumption concepts, but also changed people's perceptions of consumption. To make people in the material world turn from pursuing luxury to pursuing true spiritual emotions, minimalism has enabled people to find a pure earth beyond transcendence. The development of minimalism is the product of social development. The development of society is closely related to the development of people's mentality. Minimalism can help people explore the spiritual world. Minimalism provides people with ample space for thought. The broad road of minimalism will undoubtedly provide more opportunities and possibilities for its development. The road to minimalism is unseen, but it is believed that the road to the future must be broad and bright.

VIII. CONCLUSION

Minimalism has found a very harmonious intersection between the East and the West and between the early and late modern times, which makes the Eastern and Western cultures resonate with each other. Marx once said that philosophers only "interpret" the world in various ways, and more importantly, "change" the world. At the same time of design and production, honestly and objectively inspecting the scenery that people are familiar with, the environment that people are used to living, the environment I used to living and the connection between people's actions and things and re-understanding them in "other ways", are the progress of design, as well as the progress of the world. Perhaps philosophy will adapt to the needs of modern aesthetics, and may adapt to the needs of modern life. The unique charm of minimalism is to bring the greatest psychological and emotional needs of modern consumers so that they can convey visual and psychological information. This is also the spirit demand of people. The simple design style has brought the design into a new development trend. Now the art style is diversified, as well as the logo design. How to maintain the original heart and maintain the cultural characteristics in a diversified background is what deserves people's deep thinking.

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