Analysis of the Integration of Chinese Traditional Patterns in Modern Brand Image Design

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Abstract. In order to highlight the personality of modern brand image design and enrich its connotation, in this research, the Chinese traditional pattern is fully integrated into brand design. On the basis of traditional pattern theoretical knowledge and spiritual connotation, the traditional Chinese pattern and modern brand image design are integrated to reflect the formal beauty, image beauty and implied meaning beauty of traditional pattern in the design. The connotation of traditional pattern is optimized and innovated by means of modern brand expression and communication, and the trend of traditional pattern and modern geometric pattern is analyzed in each period of brand introduction. The results show that the application of traditional Chinese patterns in modern brand image design can be recognized and spread quickly, and show a relatively stable development trend, with good cultural competitiveness. Therefore, traditional patterns can be used as a good reference for modern corporate brand image design both in content and in form.

Keywords: Chinese traditional patterns; Modern brand; Brand image design; Implied meaning; Connotation.

1.　Introduction

With the rapid development of economy, Chinese traditional culture has been paid more and more attention. Traditional Chinese culture has a long history and profoundness. As one of the manifestation forms of traditional culture, traditional patterns have the characteristics of formal beauty, image beauty, and implied meaning beauty. The application of traditional culture in modern brand image design can not only inherit and protect the meaning of traditional culture, but also innovate and endow expression forms of modern new era to meet the aesthetic needs of the times [1]. Since the implementation of intellectual property strategy in China in 2008, the brand construction of China's trademark has achieved a leapfrog development. The degree of internationalization of trademark registration is increasing. In 2015, domestic applicants applied for 2,321 registered trademarks abroad through the Madrid international trademark registration system.

The change of times and the acceleration of industrialization make the brand image design of modern enterprises lose the traditional humanistic atmosphere. Therefore, the fusion of traditional pattern elements and modern brand should be carried out. The pursuit of traditional patterns is not the exact copy of the original, but the common progress of tradition and modernity on the basis of modern elements, so as to carry forward the excellent connotation of traditional national culture and highlight the value of the times [2]. It should not copy the original form of the traditional pattern copied, nor can it violate the connotation of traditional culture. People should look at the traditional pattern with the innovative vision of development, extract the traditional culture in line with the needs of modern brand image design concept, convey the traditional cultural meaning or spirit with modern brand expressions, and design patterns that are both contemporary and traditional.

2.　Methodology

2.1 Chinese Traditional Pattern

Chinese traditional pattern is created by the ancient people with unique Chinese national historical and artistic styles. Different modes of production lead to different expressions of corresponding traditional patterns. Compared with modern patterns, traditional patterns are mainly transmitted through oral communication in the process of historical continuity rather than theoretical large-scale dissemination. Traditional patterns reflect the historical and current social productivity, people's

ideology, and the use of tools, etc. [3]. The earliest traditional patterns were rock paintings painted on rocks in the primitive society, reflecting people's ideology and desire to avoid evil and seek good fortune. In each historical dynasty, there are traditional patterns of the current mainstream culture.

Chinese traditional patterns can be roughly divided into the following five categories: first, character patterns. This is the most widely spread of traditional patterns, such as the common fairy, god of longevity, mammon and so on. Each type of character pattern represents people's different longing for a better life. For example, the god of wealth is the desire for wealth, and god of longevity is a symbol of longevity. Second, animal patterns. Human beings and animals are part of nature respectively. In ancient times, people expressed their hopes by observing and studying animals in production and life, which contained people's expectations for a better life [4], such as kirin, dragon, and phoenix. Third, plant patterns. Plants are in every aspect of human life scene. The changes of spring, summer, autumn and winter bring about the changes of plants. According to the characteristics of plants, people have endowed different cultural images of plants [5]. Fourth, the text pattern. Chinese characters have gone through a long historical process with a large number and strong vitality. People produce different fonts, such as regular script, cursive script, running script, etc. In addition, Chinese characters have pictographic features, which are diverse in form and meaningful. Fifth, geometric patterns. The traditional geometric patterns are mostly used for decoration. People apply different patterns in clothes and ceramics, such as the traditional geometric patterns of auspicious clouds.

The beauty of Chinese traditional pattern is represented in the formal beauty, image beauty, and implied meaning of the pattern. Formal beauty is a generalization of the rule of beauty formed by historical accumulation [6]. That is to say, people's experience of life and nature is reflected in the design and production of patterns with beautiful wishes, including the application of colors, the grasp of rhythm, the expression of diversity and unity, and the transformation of the original single pattern type [7]. For example, the combination of dragon and flame and the combination of dragon and water pattern forms an organic whole. There is unity in the change and change in the unity, which expresses the aesthetic feeling of human subjective emotion brought by the layout and structure of the traditional pattern. In addition, the image beauty reflects the aesthetic experience brought by the content of traditional patterns, and the external expression image directly shows people's feelings of joy and expectation [8]. Finally, allegorical beauty is expressed in the form of imagination, symbol, comparison and other techniques, so that people can have emotional and things collision resonance, and thereby get spiritual joy, enrichment, and satisfaction. Implied meaning beauty is also the most valuable part of traditional patterns.

2.2 Traditional Pattern and Modern Enterprise Brand

Traditional pattern is the historical reflection of human social life, the concrete embodiment of values, and the manifestation of the correlation of economic phenomena. Economic activities are the most basic social relations. With the change of people's thoughts in the economy, new economic reforms are caused [9]. Economic activities are the most basic social relations. With the change of people's thoughts in the economy, new economic reforms are caused. Brand image design is based on corporate culture and value orientation. According to the brand definition of visual communication, it is the image entity that helps the enterprise to develop, the correct control of the internal brand direction of the enterprise, and the understanding and memory of the fast and correct image of the enterprise outside the enterprise. Figure 1 shows the components of the brand.
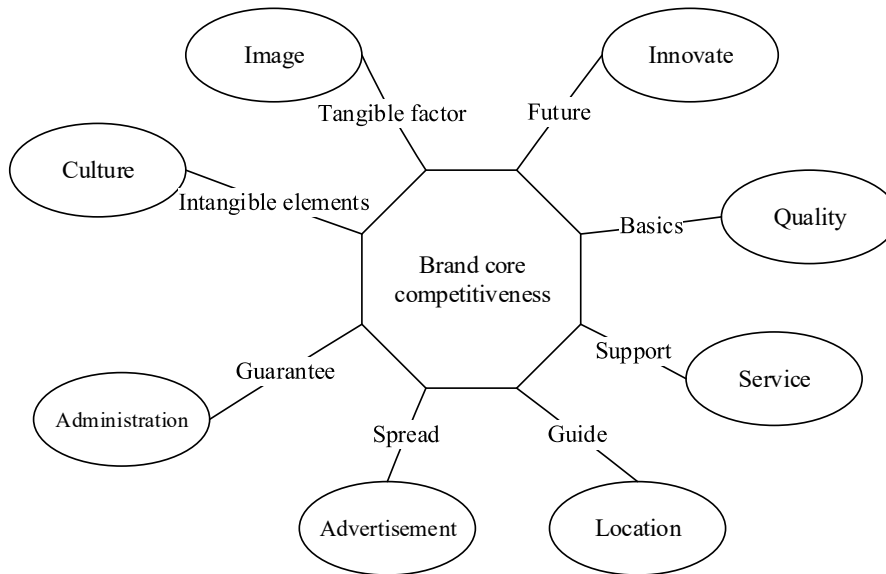
Figure. 1. The components and functions of the brand

The brand image is the enterprise's use of the media to spread the corporate culture, forming a cognition and general evaluation of the brand personality characteristics of the corporate products represented by the public. Brand image exists on the basis of brand and reflects the essential content of brand [10]. It forms an overall impression of the brand in the brain through the senses of sight, hearing, and touch. The subjective initiative of consciousness would make a direct impact on people's behavior in the case of brand recognition. Therefore, it is necessary to design a good corporate brand image and stimulate consumption to obtain profits.
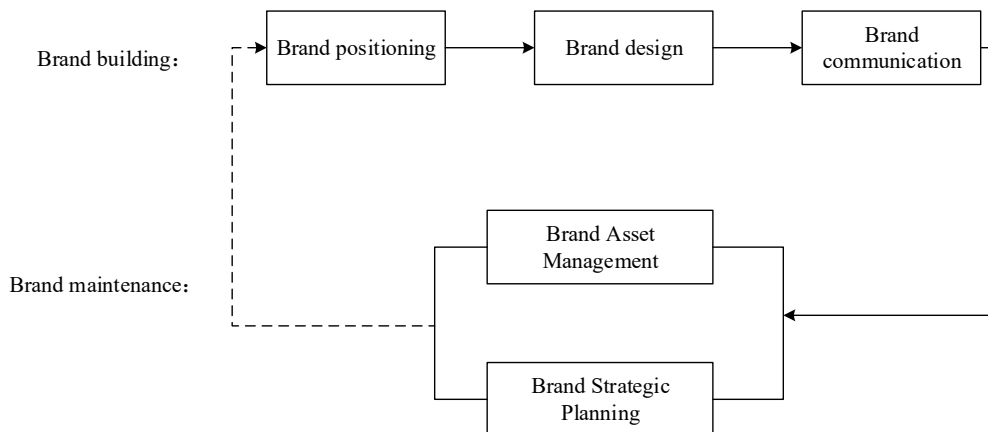

Figure. 2. Brand formation process

The birth of a brand needs to go through a long process. As shown in figure 2 above, brand growth involves two major stages of brand management: brand creation and brand maintenance. Brand design is based on the accurate positioning of the brand itself to correctly grasp the direction of the brand with an image entity to assist the development of the brand

Corporate image design has developed from the early 20th century to the present, which has been a historical process of nearly a century. The influence of corporate image design on the world economy has broken through the limitations of national boundaries and culture, and has become a kind of corporate culture and image design management strategy shared globally [11]. At the end of 1980s, corporate image design in China started to take off and became the more and more powerful weapon to shape corporate image, which strengthened Chinese enterprises and their advantages in the face of international competition. The brand image design of modern enterprises involves more

and more extensive application fields, and the depth of design has made a great leap. Adhering to the concept of keeping pace with the times, modern enterprise brands are more and more digitalized and enriched by the traditional pattern value, modern new media, and other technologies. In 2015, the number of trademark registration applications in China was about 2.88 million, four times that of 2008, ranking first in the world for 14 consecutive years. The capitalized operation ability of trademark brand is continuously enhanced. In 2015, 970 applications for trademark pledge registration were handled, and nearly 30 billion yuan was raised for enterprises.
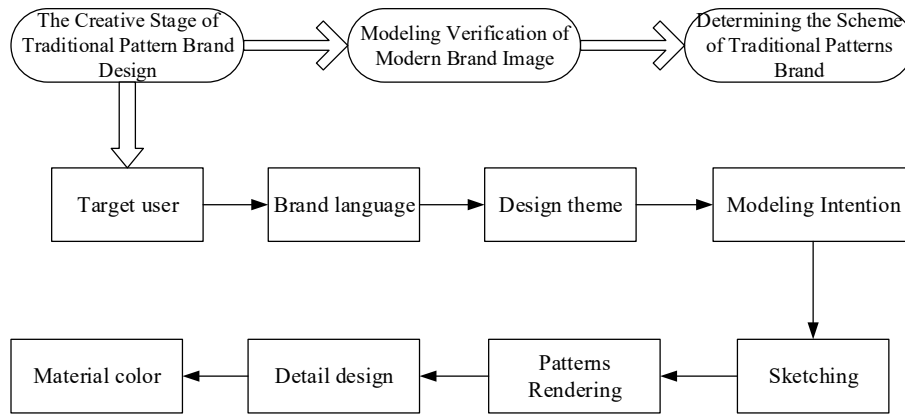
Figure. 3. The application mode of Chinese traditional pattern in modern brand image design

3. Results and Discussion

The way that traditional pattern acts on modern economy is to take modern brand image design strategy as the coincidence point and integrate the spiritual connotation of traditional pattern into brand visual image design. Under the condition that the basic idea of culture in the traditional pattern remains unchanged, it transforms the traditional pattern by means of modernization, so that it can spread efficiently and adapt to the development of modern economy
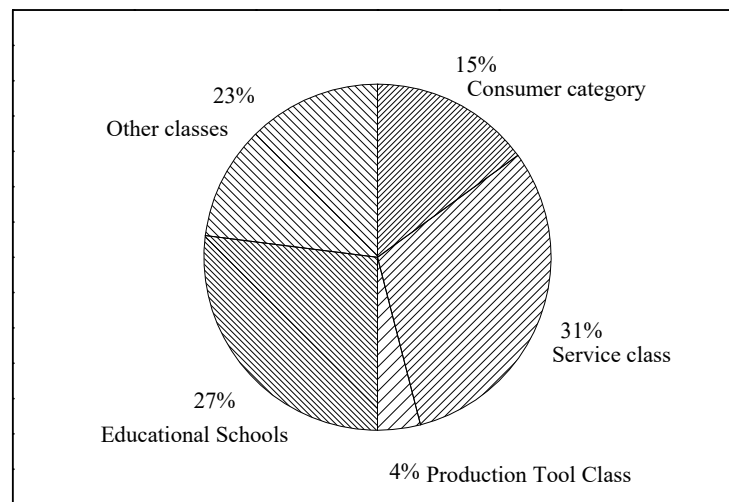
Figure. 4. Proportion of traditional patterns used in each brand category design

Figure 4 shows the proportion of traditional patterns used in the design of each brand category. It can be concluded that in the service category and education category, the use of traditional patterns accounts for a relatively large proportion, with the service category accounting for 31%. It shows that all kinds of brand image design are adopting traditional patterns, which enrich the cultural value of the brand connotation.
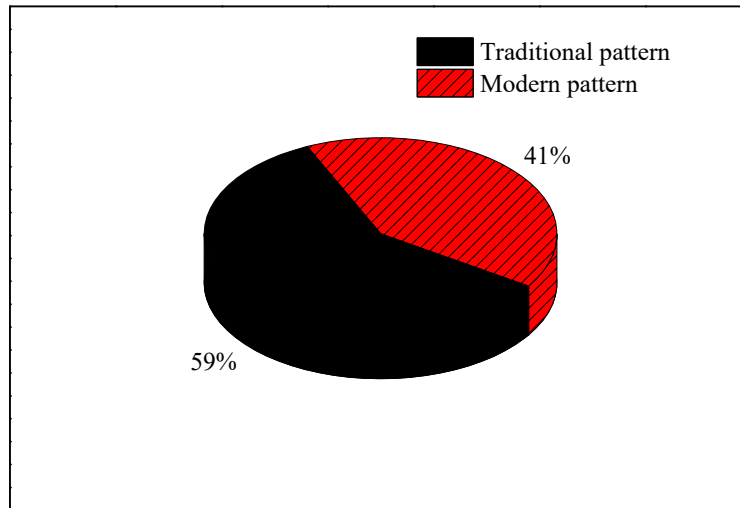
Figure. 5. The proportion of traditional and modern geometric patterns used in trademark brands

Figure 5 shows the proportion of traditional and modern geometric patterns used in trademark brands. The proportion of traditional patterns used in modern trademark brands is less than that of modern geometric patterns.
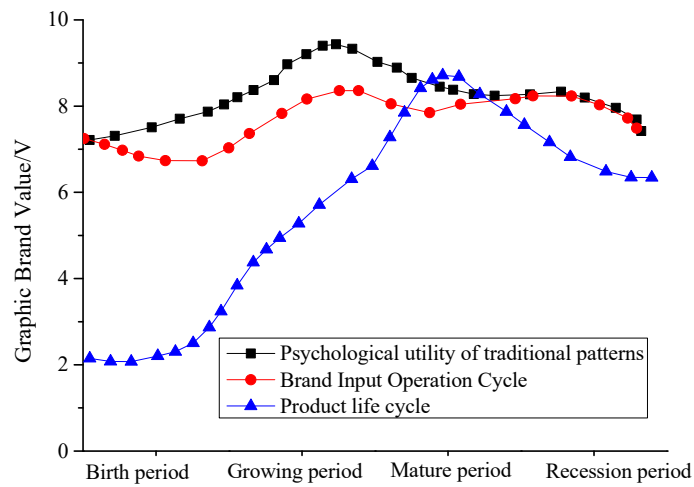

Figure. 6. The curve analysis of the psychological effect of traditional pattern in brand introduction

Figure 6 shows the curve of the psychological effect of traditional Chinese patterns in the brand introduction. It can be concluded that in the birth period and the early growth period of a brand, traditional patterns can be recognized and spread quickly, and the overall performance is relatively stable. In the decline period of a brand, it still maintains good cultural value competitiveness. It shows that Chinese traditional pattern has good value in modern brand image design.
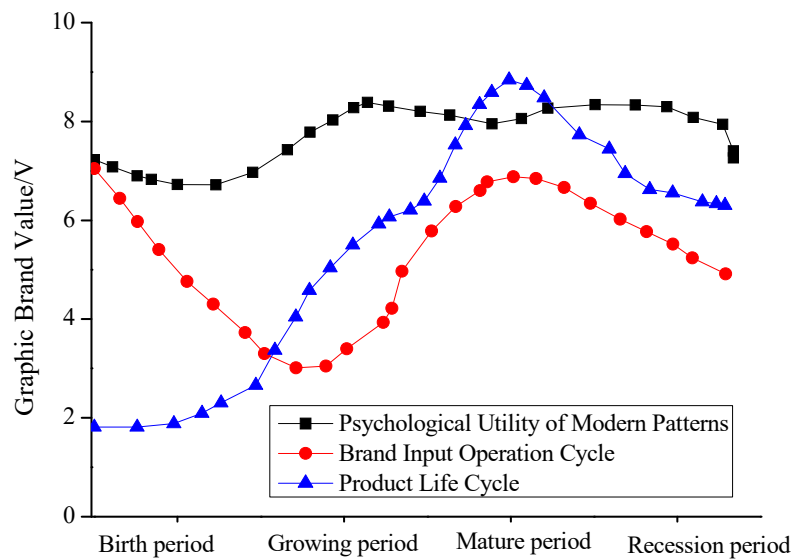
Figure. 7. Application analysis of psychological effect of modern geometric pattern in brand design

Figure 7 shows the application of psychological effect of modern geometric patterns in brand design. It can be concluded that the overall value fluctuates greatly, especially in the birth and early growth of the brand, and there is a lack of cultural and psychological construction. Therefore, compared with traditional patterns, brand recognition and dissemination have no advantages, and the brand value of products declines rapidly in the period of decline.

4. Conclusion

In this research, the application value of Chinese traditional pattern in modern enterprise brand image design is studied, the influence of traditional pattern and modern geometric pattern in brand design is compared, and the running trend and change of pattern in each period of brand introduction are analyzed. The result shows that Chinese traditional pattern can be recognized and spread quickly because of its good cultural foundation, which plays a good reference value for modern enterprise brand image design and has good cultural significance and economic value. The combination of the two achieves the purpose of protecting and inheriting the traditional national culture, and promotes the development of contemporary economy at the same time. Keeping pace with the times and continuing the cultural value of traditional pattern facilitates the dissemination of culture, and expands the application of traditional pattern and modern brand image design.

Traditional patterns are the common cultural heritage of mankind, reflecting the national customs, ideas, religious philosophy, and other national characteristics. The traditional patterns are beautiful in form, appearance, and meaning. No matter in the content, or in the form, it can play a reference value for modern corporate image design. The application of traditional Chinese patterns in modern corporate brand image design enriches the diversity of art and aesthetic differences. In addition, it can protect the inheritance of the traditional culture of the nation, and promote the development of the contemporary economy at the same time. In a word, the results of this study are conducive to the continuation of the cultural value of traditional patterns, which can facilitate the spread of culture and expand the application and value significance of the combination of traditional patterns and modern brand image design.

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