The Research and Application of Modern Brand Image Design

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ABSTRACT

In current era, the brand image design has become an integral part for enterprises to enhance their market competitiveness and to build unified systems. This paper takes modern leisure catering industry as an example to analyze the path and application strategy of brand image design. Based on the comprehensive research and discussion, the paper intends to explore the deep influence of brand image design on enterprises, to promote the core competitiveness of the corporate image and brand, and to expand the development space of the brand image design.

Keywords: brand image design, individuation, culture

1. THE CONNOTATION AND CHARACTERISTIC OF BRAND IMAGE DESIGN

1.1. The connotation of brand image design

Brand image design, namely CI corporate image identification, is a systematic project, consisted of corporate concept identification (MI), behavior identification (BI) and visual identification (VI). [1]Since 80% of the information acquired by people comes from their vision, VI is the most visual and intuitive part of brand image with the most impact. CI planning is also mainly planned by VI. As an important part of the unified system of an enterprise, CI is responsible for transmitting information, gathering spirit, shaping image and expanding communication.

1.2. The features of brand image design

What impression a brand leaves on consumers will be reflected through their behaviors, and the consumers' behaviors can reflect the value and image of a brand. The brand image mainly has the following features:

1.2.1. Identification

Brand identifying requires the brand should have a unique identification, which is mainly embodied in the recognition method or logo that should be simple, unique, vivid, concise and accurate. All of these will be applied to consumers' visual and auditory feelings as a concept, which helps the consumers rapidly recognize a certain brand in a wide range of similar brands.

Brand image is a comprehensive impression of brand concept, culture and other aspects in consumers' mind. A successful brand image not only includes product quality, appearance characteristics, price, cultural connotation, marketing strategy and other aspects, but also includes consumers' recognition, attitude, evaluation, loyalty to the brand, satisfaction and so on. Only when a brand has established a good brand image in the minds of consumers, can consumers have a sense of trust in the products it operates, and be assured to buy and use in comfortable. Therefore, the brand image is not only the projection of the external form of a brand in the minds of consumers, but also is affected by consumers' perception, experience and emotions.

1.2.2. Differentiation

Different consumers will have different feelings and views on the same brand, which is due to the differences in consumers' perception and evaluation of the brand, as well as the differences in consumers' expectations for the brand. Similarly, the way of publicity and publicity environment, as well as the intuitive experience of consumers will also affect the brand recognition, so consumers with different geographical environment and cultural background will have different interpretations of the same brand. Therefore, in order to improve the consistency of brand identification and image as much as possible, we need to pay attention to the perception of consumers, brand promotion environment and publicity methods.

1.2.3. Stability

Brand image has the features of relative stability and durability, which once formed, will keep certain stability in a relatively long time, and form a persistent penetration and influence in the process of long-term accumulation of the brand effects.

As the brand is in a dynamic environment composed of the brand itself, target consumers and competitors, it needs to make corresponding adjustments according to the situation. Nevertheless, we have to make considerations on the aspects of improving brand recognition and building stable brand loyalty. Although sometimes a brand's external image may be adjusted and constantly up datedin order to maintain the novelty on the vision of consumers, the basic elements of visual identification, the concept of the brand to be imposed on the consumers, the brand personality presented to the public must be stable, only in this way can the consumers trust the brand, which finally help strengthen the customers' loyalty.

2. THE PATH OF MODERN BRAND IMAGE DESIGN

2.1. Looking for the brand's breakthrough point

It is necessary for a brand to make accurate brand positioning, and to find out what makes the brand unique. Designers need to comprehend the unique feature and core concept of the brand, which is the basis of designing to highlight the brand's particularity.[2] When consumers make shopping, they will associate many characteristics of related brands, which represent the individuation of each brand, and this has become the main reason of consumers making choices.

The individuation of the brand, to some extent, means the breakthrough point of the brand, and the process of selecting the breakthrough point is highly

creative. The brand and the consumers are connected by the products, which becomes the foundation of selecting the brand's breakthrough point. Besides, the significance of the brand bringing to the consumers is another speciality of this brand.

2.2. Creating an expressive visual image

After the brand is established, it is time to start the visual packaging of the brand. The visual expression of the brand needs to be designed through graphics, texts, colors and so on. For example, the logo of the "Fairwood" restaurant is a very expressive visual symbol. We can see from this logo that it conveys a kind of cheerful emotion. The color of orange makes people to feel relaxed and joyful, which provides a vivid brand association to consumers. Besides, starting from the logo, the brand has made the logo as a decorative element in the space environment, not only as a visual symbol. In addition, the restaurant environment and lights all take the color of orange, which constitute the overall vogue and casual accordatura of the space environment. Therefore, the visual image of a brand should firstly coincide with the concept advocated by the brand, and secondly, make innovative designs in the graphs, colors and other aspects.[3]

2.3.Establishing a complete brand visual system

It is very important that a standardized and unified brand visual system is available when designing the brand image.[4] On the one hand, the complete, standardized brand visual system can help to strengthen the brand's identification, enabling the consumers to differentiate it from other brands. On the other hand, it is necessary for a brand to make its visual image correspond with the consumers' perception and experience on this brand. This can reduce the consumer's burden on the mind, so as to improve their cognitive efficiency. In order to make the brand keep visually consistent, the core elements of brand visual design must be interrelated, and should be consistent with the whole image of the brand. But the brand consistency is not rigid, for example, the graphics and colors can be taken out separately for re-design, which is reflected in the brand environment and advertisement, keeping consistent while presenting visually varieties.

3. THE APPLICATION STRATEGY OF MODERN BRAND IMAGE DESIGN

3.1. Individualized graphic design

Graphics is pictorial, amusing and vivid, and these features can not only magnify the visual information, but also make the most intuitive impression on the consumers. [5]Sometimes, we see different graphics and have different associations. For example, when we see

the graphics of peace dove, we will associate it with peace, and when we see the graphics of stamp, we will associate it with the Chinese calligraphy and Chinese traditional cultures. Therefore, the graphics can break through the limitations of general thoughts, and can spread wider in the space than other spreading methods such as text.

The graphic design in the process of brand image design mainly appears in the logo design and auxiliary graphic design of a certain brand. On graphic design, neither did not change, also cannot too single, the theme of the design need to fully consider the brand, according to the theme to personalized, innovative design, graphics to convey it through the theme of the graphic expression, and in many other brands stand out, to attract consumer attention and deep impression.

3.2. Differentiated color setting

Color has great influence on people's psychology and perception. When designing the brand image, the color, text and graphics play important roles in visual recognition system. [6]At present, there are more and more spreading ways of information, with faster and faster development. The standards setting for standard color are also gradually increasing, and attracting more and more attention. As in an information age, there are more and more spreading media of information, and the amount of information that people receive every day is increasing. It may take few seconds for people to notice a product and become interested in it. When people make consuming choices, the factor of color approximately holds the proportion of 67 percents, which has become an important factor in determining people's consuming choices.

In the process of conveying information to consumers, color plays an important role, not only because of the psychological effect and strong perception effect of color itself. In addition, due to the difference of people's living habits and the influence of some norms and rules in the society, people will unconsciously generate some associations after receiving color information. [7]Designers can use color association in the design of the correct use of color, to meet the purpose of consumer color feeling.

3.3. The package design that displays a brand's individuality

With the improvement of people's aesthetic level, the demand for beauty is becoming higher and higher. Consumers tend to choose the brand with beautiful and personalized packaging when making choices. From this point, nowadays the packaging is not only about wrapping things, but also helps advertise and promote its brand, especially when the packaging is distinctive. For example, the well-known KFC brand has many

kinds of packaging patterns. The designs of the packages are very distinctive, with various shapes, different colors, and appropriate graphics and texts. Even children who have not yet begun to read can identify KFC, which fully shows the importance of packaging to a brand.

Different brands have different packaging, according to the brand theme of packaging design, at the same time to pay attention to the design of originality and packaging. For example, McDonald's competitor KFC has launched a very dynamic package -- the accelerated KFC new package, which was designed by Ogilvy & Mather Bangkok to celebrate KFC's coverage in all regions of Thailand. This accelerated packaging shape is not only to reflect the fast coverage speed of the brand, but also to show that KFC has accelerated the pace of development in the world.

3.4. The environment design that expresses a brand's culture

The environment design is also a part of the brand image design. It means providing different environmental atmospheres according to different brands' cultures and themes. In the modern brand design, environment design has a very important role that reflects a brand's culture, connotation and concept. With the development of the times, we can find traces of a certain era though environment culture that is reflected in the environment design. The reason that designers take culture as a factor into account when making designs, is to meet people's increasingly stronger demand for experience and a higher level of self-actualization.

Coffee shops and teahouses are both places that provide leisure, but their styles are quite different. The style of the coffee shop is generally European style, soft and comfortable sofa, simple, wooden tables and chairs, decorations in harmony with the style of the cafe environment, and then put on an elegant music. The first step into a coffee shop will have a cozy, relaxed feeling. Here people can aimlessly browse the web, read magazines or chat. When it comes to tea, people usually think of culture first. In the Chinese philosophy, drinking tea is not only to quench one's thirst, but also contains a lot of tea culture. In different regions, the environmental design of different teahouses is also different due to human customs and geographical environment, which may have regional cultural characteristics in architectural or spatial design.

4. CONCLUSION

The brand image design has a pivotal effect for all enterprises and brands. It helps advertise and popularize the brand image, which makes consumers understand the enterprise's culture and concept, as well as

conveying the product information. Nowadays, if a brand try to stand out from numerous brands, it must have a complete, novel and unique brand visual system.

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