

On the Development of Logo Design in Enterprise Visual Identity

Jing Tian

Art Department, Tianjin University of Technology and Education, Tianjin, China

Abstract: As a kind of visual graphic with unique communication function, the logo design is a high degree of cohesion of the corporate spirit and target. It implies potentially the humanistic spirit, behavioral norms and business philosophy of an enterprise. With the diversified development of information dissemination, the use and presentation of corporate logos has since been more flexible. Nowadays, it is no longer limited to the static plane model, but has higher application and development requirements. The trend of specialization, dynamism, internationalization, humanization, and systematization is growing rapidly.

Keywords: Logo design, visual identity, communication, diversity.

1. LOGO DESIGN AND UNDERSTANDING OF CORPORATE VISUAL IDENTITY

A logo is a general term for visual elements such as marks, trademarks, and tokens, with obvious symbolic intent. In the Modern Chinese Dictionary, the logo includes two meanings. The first one refers to the sign indicating the characteristics, and the second refers to the indication of these certain characteristics. The corporate logo spreads the profound connotation with a simple image. With the public's cognition and imagination of symbols, it spreads special information and becomes a symbol of mass communication. The corporate logo is a visual symbol that expresses the profound corporate philosophy in a concrete form. Every good company has a symbol of fullness and distinctive personality. It not only represents the spirit, behavior, vision of the company, but also the unique visual identity of the brand, and is an important part of the corporate assets.

Corporate visual identity mainly refers to a series of projects planned around the spread of brand image, which runs through the operation of the entire brand. From the logo design of AEG and IBM as the beginning of visual identity concept, to the identification design of Coca-Cola, McDonald's, KFC and Holiday Inn in the climax, to the establishment of various corporate logos and identification systems, each stage is constantly being explored and perfected. The logo is an extension and expansion of the corporate philosophy. The corporate philosophy can be described as the heart of a person, which governs the development of corporate physical behavior. Corporate visual identity symbolizes a person's face, which is often the direct impression and concern of the first impression of the consumer. Therefore, the corporate logo is the primary design of corporate identity. It is expressed in a vivid, concrete and perceptual image that represents the corporate's philosophy. It is easy for consumers to

recognize, understand and distinguish a logo, so that the image and connotation of the company is recognized by the public and has a deeper market potential.

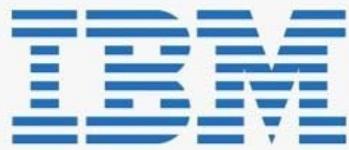


Fig 1.

The core part of corporate visual identity is the design of the logo. It is the most extensive and widely used representation of the corporate. Unchanging signs can't cater to the needs of today's multiple media communications. Therefore, some additional graphic design needs to be added to meet the demands of different media. In order to achieve a systematic and regular design pattern, an enterprise visual identity has a unique combination of basic elements, such as standard words, standard colors, auxiliary graphics and text.

2. THE VALUE OF LOGO DESIGN IN CORPORATE VISUAL IDENTITY

In the information age where business competition is increasingly fierce, the corporate logo represented by the market image has surpassed the simple meanings of traditional understanding, such as marks, names, symbols, etc. It stands on the dominant position of communication. In today's far-reaching influence of the brand effect, the corporate logo is not

only the carrier of corporate philosophy and cultural communication, but also represents the service concept, development direction and expectations of the future. Its value reflects the following three aspects.

2.1 Spiritual and cultural value

Nowadays, as businesses are increasingly in pursuit of attention, the masses need emotions, and society needs human care. Only by grasping the psychological characteristics and consumption trends of consumers and integrating the humanistic connotation of the enterprise into the symbolic communication, can enterprises and designers have the effect of infecting the audience and encourage them to choose the products of the brand in the dazzling array of commodities. The affinity and interactivity of the logo visual language can express its unique value and win the trust of the audience. In some successful communication cases, it can reflect the corporate connotation and the cultural concept conveyed.

For instance, Nestle's logo is a combination of name and graphics. Its graphic shows a bird feeding its young chicks in the nest, showing the brand's function and emotional positioning. The meaning of Nestle in English is "comfort to settle down" and "dependence", which means "small bird's nest" in German. Now people see signs or mention the name not only with the maternal warmth, but also with the infants to be fed signifying the safe and nutritious product factors. This kind of figuratively conceived images, incorporating the spirit of the enterprise, also have a certain "human touch", which can arouse the goodwill and trust of the consumer groups.



Fig 2.

2.2 Brand image value

The competition in today's business is actually the competition of the brand. A brand represents a concept, culture and spirit. The brand first presents the logo, color, packaging and style to the public. The interpretation from the deep level is not just a name and form, but a more attention to quality service and high quality products. Every company and logo has its own culture and uniqueness. The choice of consumers is related to the market popularity and influence of corporate brands.

Some people in the United States have done an experiment on Coca-Cola and Pepsi. During this research, in the absence of a brand label, the number of people who wanted to drink the colas is two. However, in the case of labels, the number of people who chose Coca-Cola is

more than 100. This result is due to the fact that Coca-Cola, which is known as a national brand, is rooted in American culture. On the other hand, it is derived from the unique symbolic language. The brand's reputation and logo can influence the sales of its products, and its logo language can inject vitality into the spread of the company.

2.3 Intangible asset value

The assets of a company can be divided into two types. The first is an intangible asset and the other is a tangible asset. Intangible assets include trademarks, patents, service rights, copyrights and other non-physical assets of the enterprise. On the other side, tangible assets include the company's machinery and equipment, workshops and stored materials. For some famous companies in the world, the intangible assets is higher than the sum of the value of tangible assets. In the era of information industry development, although the logo image cannot directly participate in corporate transactions as a commodity, it can establish its own corporate image leaving a deep impression on the public. This can further open the product sales channels, and promote product sales and profit margins. Hence, it can directly improve the comprehensive capabilities of the company.

According to the assessment of international economists, "Coca-Cola" reached a brand value of 67.39 billion yuan. "McDonald's" on the other hand has reached a brand value of 25 billion yuan, and "Microsoft" has a brand value of 61.37 billion yuan. This value exceeds the sum of all their respective tangible assets. The intangible asset effect of the Coca-Cola logo image has reached an incredible value. A president of Coca-Cola once claimed that even if the global factory became ashes overnight, it could rely on its logo image to obtain any bank-backed loan recovery and reconstruction. The importance of the logo image in corporate assets is self-evident. The corporate logo with good image and reputation is actually the intangible assets of the enterprise.

3. DEVELOPMENT STATUS OF CORPORATE LOGO DESIGN

The development of an open economic market has brought about a tremendous transformation in the way companies operate and people's consumption. Enterprises are paying more attention to the influence of visual image, and the public tends to choose the brand they know. In turn, companies have well accepted the importance of corporate visual information, paying much attention to the image to the core of the visual. For the purpose of utilitarianism, the requirements for logo design are mostly the same requirements for good looks. On the one hand, the recognition of the identity and uniqueness of the logo is not deep enough, ignoring the connotation of its own corporate spirit. On the other hand, it also has limitations on the designer's work, so that the designer's creativity needs to adapt to the constraints of the outside world, adding some complicated conditional factors to the design. This can influence the designer to make the work beyond the intention. Logo design has a variety of application forms and expressions, mostly composed of graphic characters such as figurative, abstract and imagery. Designers may choose two "safe and reliable" design methods when the enterprise's hard conditions require it. One is to directly select the name or letter of the enterprise for

mutual association design. The other is the "taking" method, which is, the slogan of carrying forward the national culture, and directly adopting the traditional pattern elements to meet the requirements of the enterprise. In both cases, the designer only needs to select the appropriate pattern in the font library or the pattern material library, and then add some concepts. These concepts can be added in the development and definition of the logo so that a sound, rich and vigorous logo can be generated.

With this demand pattern and design approach, the degree of similarity of logos is getting higher and higher. There are thousands of companies with the same initials in the company name. If you use the letters as the logo or the beautiful pattern elements to design the logo, it cannot reflect the unique business philosophy and potential cultural connotation of different enterprises. The blunt image cannot cause consumers' emotional resonance. It can further hinder the establishment and development of corporate reputation, and lose the basic meaning of corporate logo communication.

The logo is a symbol of the enterprise and the key to the consumer's cognitive brand. The design of the logo needs to be combined with the entrepreneurial spirit and corporate philosophy. In the early design process, it should be based on market research. The core of corporate culture is constantly scrutinized and combed to make it truly recognizable, symbolic, contemporary and artistic. Design is re-creation rather than collage and imitation. In order to meet the needs of the development of the times and the transformation of popular concepts, new thinking and new methods under multimedia technology are worthy of further study and thinking by designers.

4. THE TREND OF CORPORATE LOGO DESIGN

4.1 Spatialization and dynamization

Due to the continuous development and changes of information transmission channels, and the transformation of modern people's aesthetic concepts, the traditional two-dimensional plane corporate logo communication cannot meet people's aesthetic needs. It is further gradually breaking through the simplification of the past to a more complex three-dimensional space. The transformation of the angle is also changing the designer's creative model, trying to explore the pattern of symbolic communication with spatial thinking. The visual shift from plane to solid creates a powerful spatial perspective, more impact, and a novel and unique way to enhance visual appeal. The design should try to clear and concretely convey the corporate connotation and humanistic spirit, which is more in line with the psychological needs of modern people who are pursuing fashion and feeling creative space.

The application of visual space in logo graphics is mainly grasped by people's understanding of spatial perception. Moreover, its expression is flexible and changeable. For example, the change in the shape of the object is used to express the sense of spatial perspective. The difference between the visual difference and the shape is used to express the texture of the space and the contrast between the light and the shadow is used to produce a strong visual impact so that the change between different colors is utilized. Emphasizing the sense of space

and other forms can express the symbolic connotation of both modern and contemporary. For instance, Sony Ericsson Mobile's "Green Elf" logo is mainly composed of a sleek green glass texture with silver-gray balls. There are also three points from large to small light spots. The three-dimensional sense reflects the high degree of combination of technology, art and beauty in the era. It can be seen how strong this design is from the overall feel.



Fig 3.

Electronic and interactive media continue to develop and deepen, and traditional printed products can no longer satisfy people's pursuit of aesthetic taste. Design is the forefront of market development, and people's demand orientation is the biggest driving force for design innovation. In the era when digital media can enable people to receive information from multiple sources, visual, tactile, auditory, and olfactory can all be ways to disseminate information. The development of corporate logo has gradually shifted from two-dimensional planarization to three-dimensional spatialization, and from static to dynamic. The symbolic dynamic communication has gradually become an important development trend. For example, the logo image of the Hannover 2000 World Expo in Germany, has pioneering innovations in the original inherent mode behind the design concept and visual performance. The corrugated pattern of the logo can display a variety of movement states in color and structure according to the needs of different occasions. It has the feeling of being unpredictable and mysterious. The elements of sport and vitality fit the theme of the "human, nature, science and technology" of the Games, and are the demonstration of science, technology, and civilization. Phoenix TV uses the animation software to create technology, which forms the effect of the integration of the logos. It has caused a dynamic trend of logos. Web search engines such as Google and Baidu have also adopted the dynamic transformation logo to increase the interaction between their logo and the public.



Fig 4.

4.2 Internationalization and humanization

The continuous expansion of the international exchange market is hampered by the numerous barriers of the world's languages. It symbolizes the symbolic graphic language that serves as a bridge for communication. The logo conveys a clear corporate orientation and purpose with a refined symbolic image. Its recognition is not restricted by language and characters and has an international vision with a broad sense of identity. As a language of international communication, English has become a trend in the use of English alphabet design marks. For example, the yellow "M" logo of McDonald's is well known throughout the world. The image of the Coca-Cola logo, which is called the national assets of the United States, is also recognized by consumers. The logo of the Kodak Company of the United States, based on the letter "K", uses the name of the company. The brand name "Kodak" is embedded in it and has a high symbolic recognition in the international market. The internationalization of the logo of the trend of the times can promote the spread of brand image and promote the development and progress of corporate culture.

Commodity market needs humanized sales. As such the field of design communication also needs humanized thinking. The humanized design ideas and language in the corporate logo communication are actually the interpretation of the visual symbols of fashion mainstream. The logo graphic embodies the information of the times. With its constant demonstration and change, people's aesthetic concepts are also subtly transformed. In the life where practical functions meet people's needs, the higher goal is the pursuit of aesthetic sentiment. As a designer, one must fully understand this need and pursuit and sublimate in this mode to make the design of the logo more comfortable and refined. Only by giving the atmosphere of humanistic care, can one meet the needs of the masses in all forms of expression.

4.3 Nationalization

As a unique symbol of mass communication, the corporate logo is widely used in all aspects, even in the international economic exchange to catch up with the application of the word

language. Modern design is the extension of the national cultural connotation. The image communication of the corporate logo cannot be pursued in a single way to cater to the trend of internationalization. This results in the loss of its own national characteristics. It is necessary to cross the nation, transcend national borders, and include national identity. It has its own distinct cultural characteristics in international cultural exchanges and competition to develop for a long time. The wide influence and persistence of the logo itself can promote the dialogue and exchange between Chinese and Western cultures and integrate the national culture into the logo of the enterprise. Strong emotional belonging and cultural identity are easily accepted by local audiences. For non-local audiences, exotic cultures with unique styles and strong personalities will cause them to actively explore the curiosity. This can bring a broader market to the enterprise and enhance the image of the country and the nation. In communication, internationality and nationality are not contradictory. The relationship between the two must be corrected.

In the era of information diversification, logo design and corporate visual communication have difference in design concepts and application development. The spread of corporate identity under the new media technology has moved towards a diversified path. While pursuing individuality and connotation, paying attention to rich forms and diversified visual effects has gradually become a new trend of symbolic communication.

REFERENCES

- [1] Ji Xianghong. Logo and corporate image design [M]. Beijing: Tsinghua University Press, 2011.
- [2] Jin Daiqiang. China Graphic Design 3 Corporate Image Design [M]. Shanghai: Shanghai Literature and Art Publishing House, 2000.
- [3] Xu Hengchun. Design Aesthetics [M]. Beijing: Tsinghua University Press, 2006.
- [4] Shi Hua. The Performance of Visual Symbols——Discussion on VI Design in Enterprise Identification System [D]. Tianjin: Tianjin Polytechnic University, 2007.
- [5] Rudolf Arnheim. Art and Visual Perception [M]. Chengdu: Sichuan People's Publishing House, 1998.