

Brand Design and Development Trend under the Background of “Internet +”

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Abstract: Brand is not only the rational and perceptual comprehension of the appearance, quality and price of enterprise products, but also the psychological identification of the connotation of enterprise culture and concept. Under the background of internet era, the competition of homogeneous products is increasingly fierce. The unique brand design can solve this problem well. At the same time, with the development of today's computer network technology, the way of digital media communication is more and more extensive, and has penetrated into all areas of people's lives. With the help of the new communication mode of digital media, the brand image of enterprises can be disseminated to customers through a variety of ways, promote the cognitive unity of customers, and complete the transformation into transactions. In view of this, from the perspective of the characteristics of brand design under the background of “Internet +”, this article discusses the brand design and development trend under the background of “Internet +”, with a view to helping enterprises to achieve the multi-channel profit through brand design, avoiding homogenization competition in the market.

1. Research background

1.1 Literature review

The Internet has changed people's lives and is an inseparable part of people's lives. Large-scale e-commerce platforms such as online shopping, finance, daily travel and other online service platforms have promoted the arrival of the Internet era in China (Sheng, 2019). The government work report proposes that the Internet + plan hopes that the Internet can combine organically with traditional industries to form an innovative industrial ecological environment. Practice has proved that the development of information technology has given birth to new industries, boosted the development of traditional manufacturing industry and led to new changes in society. In this context, the effectiveness and systematicness of brand design is an important issue in corporate brand design and communication (Jian and Zhang, 2018). Consumers' perception of products including quality, appearance, price and other factors through brand can help customers form their identity with products' culture, concept and service (Ma and Sun, 2019). In the market environment under the background of Internet, effective brand image design can make enterprises' products stand out in the homogeneous competition, highlight the personalized characteristics of products, and increase customers' recognition of enterprises' products (Xie and Ding, 2016). Internet thinking must unify and coordinate consumer behavior and organizational ability to create more practical brand design prospects (Li et al, 2017). The image design of enterprises under the environment of “Internet+ can not only satisfy the cycle of products and transactions, but also pay attention to the intersection of each link of industrial ecology and customers. Enterprises should seize the opportunity of contact with customers through various marketing means, display the well-designed brand image to consumers, help enterprises transform target customers and deal with customers. In this process, a good brand design can greatly meet the spiritual consumption experience of customers. The brand logo combines with the experience in the Internet environment to create a good brand image.

1.2 Purpose of research

“Internet+” refers to the integration of Internet and traditional industries, the innovation of traditional business models, the creation of new industrial ecology, and the promotion of rational

allocation of social resources. “Internet +” can not only improve the production efficiency in various fields, but also promote the transformation and upgrading of traditional industries. Therefore, in this context, brand design and promotion also ushered in changes and new trends of development. By analyzing the successful cases of brand design and promotion transformation of large enterprises at present, this paper sums up the new characteristics of brand design, puts forward the way of brand design under the background of “Internet +”, and probes into the new trend of brand design and popularization under the background of Internet technology.

2. The characteristics of brand design under the background of “internet+”

2.1 Interesting Brand Design

In the Internet era, brand design incorporates the characteristics of information entertainment in new media, takes advantage of people's curiosity about new things and meets customers' interest in participating and interacting in a timely manner. Brand design requires that the public be guided to disseminate and discuss the designed brand, express their views on the self-Media platform, establish brand-centered small groups, and create a collective awareness (Wang, 2018). With the technological development of new media such as Weixin, Weibo and Tieba, brand design has transited from website design to design for new media dissemination, and fragmented information on the network has been transformed into productivity tools of brand design through positive energy elements in mobile terminals and network media. Brand design by recording the trivial pleasures of life through new media can quickly establish links with society and get psychological recognition with the public, which is more conducive to the spread of brand.

2.2 Interaction of Brand Design

With the development of computer technology, computer has become an important technical tool for brand design. The development of design software has changed the design methods of designers and improved the manifestations of brand design. Traditional brand design through two-dimensional graphic display, in the Internet era, the development of technology can use 3D technology to design brand image, so that brand design has a three-dimensional sense, more close to the visual sense of human living environment. From the interactive experience of customers, the virtual realization of new Internet technology can make the products designed through three-dimensional model so that customers can experience the virtual experience on the internet, experience the process of brand production and processing or the development of brand, etc. Through this technology, the distance between customers and products is shortened, and the customer's understanding of brand image is deepened (He et al, 2018).

2.3 The Rise of Mass Culture

Popular culture is a kind of visual culture, which develops from symbols to pictures and becomes more and more visual. Therefore, the characteristic of popular culture is that it can be appreciated by most people without prior study and training, and it has wide dissemination. Popular culture can also be understood as a culture with entertainment as its main theme. Its content is relaxed and it meets the needs of people in contemporary society to relax in the tense and heavy work life. Therefore, it can cater to people's preferences and get rapid dissemination (Wang, 2017). The era of the Internet is also an era of entertainment. In the network, some works reflecting the real society appear through entertainment and are recognized and disseminated by the public. These cultures can be visualized by brand design and have good brand publicity effect. As more and more brand designs incorporate the entertainment elements of popular culture, the images of popular culture displayed by brand designs have become the material resources in design and production. The rise of popular culture has impacted the “font logo” in brand design, and people are more receptive to those intuitive and beautiful “graphic logo”.

3. Development trend of brand design under the background of “internet +”

3.1 Integration of brand design and media communication

The Internet has broken people's traditional living and consumption habits, and has also changed the way people access information. The change of people's access to products from single to multiple leads to the integration and common development of brand design and communication. With the change of marketing ideas, brand design has increased experiential marketing and community marketing, enriched people's experience dimension of products, and then enriched the dimension of brand design. If a company has a single brand design and a single mode of communication, it obviously can not satisfy the brand marketing strategy. Through individualized and diversified design, the company caters to more platforms and integrates communication channels, and can launch brand highlights and innovations according to different communication channels, so as to realize the integration strategy of brand communication under the background of the Internet.

3.2 The form of brand image design presents “diversification”

Brand design in the context of the Internet is a customer-centric production relationship. Its manifestation is that enterprises use the Internet to disseminate brands, and consumers understand enterprises through brands. So the design and dissemination of brand is particularly important. The change of brand design originates from the change of computer software technology, which is mainly manifested in the innovation of technology and the innovation of design method. The change of brand communication media in the network has led to the change of brand design form. Nowadays, the media of brand communication include paper media, video, audio, Internet platforms, etc. The production technology of brand design, such as multi-color printing, interactive multimedia, computer three-dimensional sculpture, has realized better display of brand image design. Technological progress goes beyond that. Brand trademarks can also present multi-dimensional dynamic images, which can not only enrich people's ornamental experience, but also increase people's appreciation of the brand. Many high-tech enterprises have realized the importance of dynamic brand, and put forward the dynamic demand for brand design, requiring design companies to change from plane logo to three-dimensional logo, to meet the three-dimensional and dynamic sense, and to be able to disseminate in various media can have a good adaptability.

3.3 Brand design elements emphasize “brand experience”

Product consumption experience is very important for the brand to attract customers, so brand consumption experience is the core to win. Through customer participation in product marketing experience activities, the distance between brand and customer can be shortened, and brand can optimize the contact between consumers and brand through big data analysis, and realize the combination of online and offline. The Internet has realized the mode of brand communication connecting consumers and consumers, enriching consumer experience can also help enterprises to increase contacts with customers. Many enterprises succeed through experiential marketing, and form word-of-mouth marketing by accumulating customer contacts and feedback. Make use of people's preference to contact new things and turn them into customers through experience.

3.4 Brand design highlights popular culture

Popular culture has increasingly become a fast food culture, consumer culture. Popular culture has the characteristics of popularity, entertainment and wide dissemination, so that it has good productivity characteristics, is an important element of brand design, and becomes the core value of brand economy. However, while popular culture occupies the advantage of communication, it also encounters the negative situation of popular culture, so when building brand image for brand design, it should be close to life without touching the bottom line of culture and morality, and disseminate the values of interesting positive energy. We should not forget that elite culture is the underlying

force of brand design. In order to cater to customers and ignore the spread of their own brand cultural values, brand design should consider the integration of brand culture, popular culture and traditional culture. Just like those centuries-old enterprises, mass cultural elite should be disseminated. For example, we are familiar with Coca-Cola Company, which integrates popular Coke into the elements of the American spirit, making Coca-Cola a big brand symbolizing the American spirit. It is not only close to people's lives, but also can use the popular star to promote the brand. It is welcomed by people and can bring spiritual strength to people.

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