Explore the emotional expression in brand visual design

Xinniu Zhang

Sichuan Agricultural University, Chengdu, Sichuan, China

18190886085@163.com

Keywords: brand; Visual design; Emotional expression; Emotional design

Abstract: with the development of The Times, products tend to homogenize the trend of development, aesthetic needs from the material to the spiritual level. In addition to the functional benefits brought by product services, emotional satisfaction should be emphasized. As a medium for emotional communication between consumers and manufacturers, people who like a brand will buy it again because of its powerful functions and unique emotional experience. Therefore, emotion becomes an important part of the core competitiveness of a brand. In modern brand design, "emotional" as an important development strategy of brand design, therefore, based on emotional brand design is to use the design management concept to carry out a new brand image, shape the brand to play a good price premium, more spiritual civilization and material culture development better and stronger.

1. Emotional design theory research

Emotion is the stimulation of the external things that people get through their senses when they collide with the outside world. People's common emotions are joy, anger, sadness and joy. Therefore, emotions need material support. Human behavior and external environment have a great relationship. According to the classification of emotion categories, the first proposed "emotion dichotomy" divides emotion into positive emotion and negative emotion. The famous "evolution of emotional psychology" can describe the emotional and spiritual manifestations of human beings with different intensities. As can be seen from the emotional wheel in FIG. 1, three emotions, such as expectation, trust and happiness, can be fully utilized in the design. Their emotions affect and contain each other.

Therefore, emotion is the external manifestation of human beings due to the change of external environmental factors, objective things and inner experience, which can profoundly affect human psychological activities. Strictly speaking, emotion comes from need but is higher than need. According to maslow's hierarchy of needs theory in FIG. 2 and the classification theory of emotion according to the hierarchy of values, the first layer of physiological needs produces the satiety needs brought by food. The second layer and the third layer are reflected in the safety and health emotions generated by the belonging love. The fourth layer refers to the feelings of self-esteem generated between people. The fifth layer refers to the emotion of self-value realization produced by human beings through self-value and realization of needs. Different levels have different levels of emotional needs, so each level has a progressive relationship, so human beings are emotional. Brand design in the sense of progressive through emotional communication with consumers to close the distance to produce resonance.
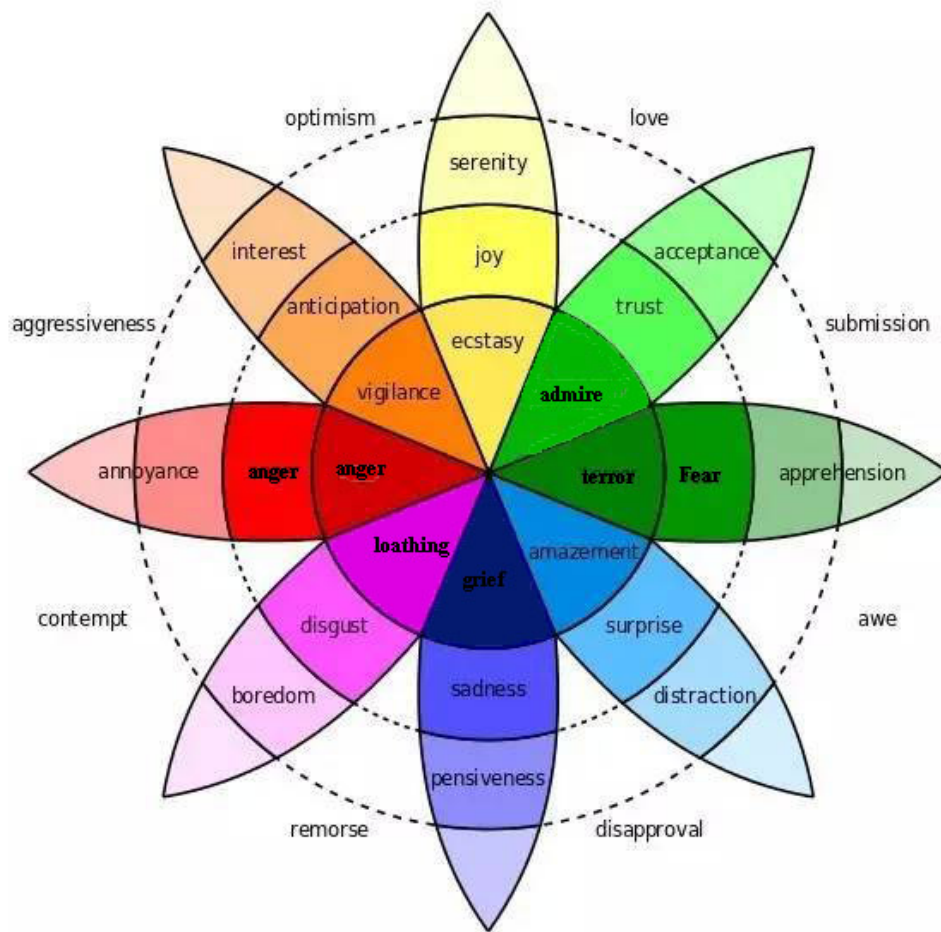
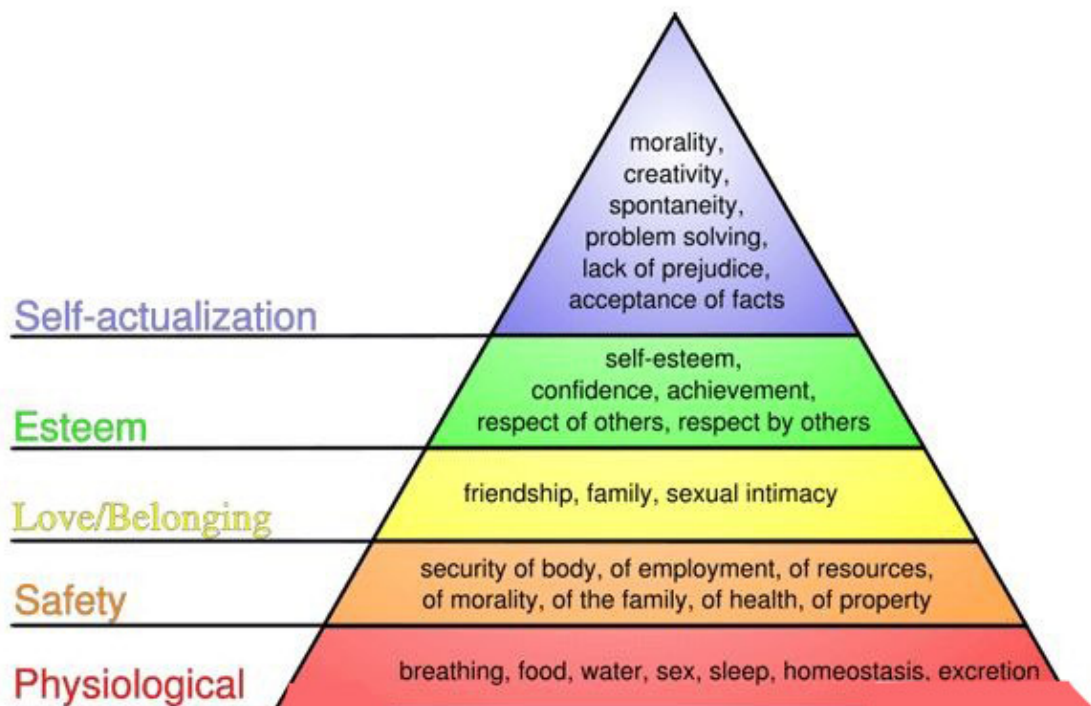Figure 1 emotional roulette picture source www.woshipm.com

Fig. 2 Maslow's theory of hierarchy of needs and the theory of classification of emotion according to the level of value

2. Emotional design expression

2.1 connotation of emotional brand design

Emotional design is reflected in three aspects. The first is emotional design aimed at instinctive design, which refers to the design generated by the collision between human beings and objects directly felt by their five senses. At this level, human beings will directly respond to external stimuli. For example, bright colors and fashion shapes can generate sensory attention. Therefore, emotional works can be designed in brand emotional design. For example, in figure 3, consumers are familiar with scene props and elements through the game to stimulate their emotions.

Figure 3 QQ Game Brand Station Photo Source www.uisdc.com/game-visual-emotion-design

The second layer of emotional design in the behavioral layer, consumers can intuitively feel functional comfort through the senses and experience. The brand products designed and produced should not only have the first color of fashion appearance, but also stimulate the emotional demand of consumers' safety and comfort in the process of use. As shown in figure 4, the rotation diagram of Thunderbolt is guided and introduced in the form of introduction to lovely cartoon characters, so that users can have a pleasant mood in the process of use.

Figure 4 thunderbolt carry-on dish figure image by http://www.knowsky.com/725548.html

The third layer is based on the reflection of emotional design, refers to people through the brain thinking activity involved in product symbols and environment brings people the enjoyment of

emotion, perception of people and ideas and the embodiment of the self value, its design can achieve the resonance of the mind, with people as shown in figure 5, Aug 29, 2009 - Michael Jackson 's Birthday, Google browser, under the Michael Jackson celebrity blessing, will make consumers have a deeper emotional resonance.

Figure 5, Aug 29, 2009 - Michael Jackson's Birthday, Google browser, photo at
http://www.knowsky.com/725548.html

2.2 Expressive elements of emotional design

Emotional design is mainly aimed at product function, color, material and packaging and other four elements for the connotation. Aiming at the product function, it refers to the product elements directly felt by human beings. In the process of emotional product design, it combines people's aesthetics on the basis of consumer acceptance, and skillfully combines functions and forms on the basis of aesthetic principles. Color is able to make the appearance of products with aesthetic and symbolic, and can profoundly affect people's intuitive visual perception and emotional state, so as to ensure that people can produce different reactions. In the theme of product expression, different colors can be used for product design. In terms of material, can this person psychology bring delicate emotions, choose woodiness material can show products of natural guileless, can reflect the natural affinity of products, with bamboo material selection can reflect product soft cotton material, choose cloth art materials can reflect the warmth that products, through material inner feelings products can reduce the distance between consumers and products. Packaging as a visual communication tool, is the face of the product. When consumers see different colors and different styles of packaging, they will have different associations, brand logo is a more kind of packaging.

2.3 Case analysis

The improvement of human spiritual civilization can help people relieve the emotional imbalance caused by the pressure of modernization. As the carrier of information, brand can integrate rationality and function to help people express their emotions, and use scientific concepts to reflect humanistic feelings in visual language. One of the more successful emotional brand design cases to promote progress is an essential move. As shown in FIG. 6, guerlain lipstick integrates female elegance and temperament in the form of packaging. The addition of mirror design into the packaging can solve the needs of women to wear lipstick and meet the emotional needs of consumers. This move conveys an important brand message through the packaging, conveying the overall feeling of the emotional characteristics of guerlain's elegant women.

Picture 6 guerlain lipstick, www.xiaohongshu.com

In terms of materials, as shown in figure 7, the glass bottles of classic old brand Coca-Cola make

use of human sense and touch, and use curvy bottles to make consumers feel comforTable and considerate. The touch of glass brings consumers closer to each other and increases their affinity.

Picture 7. Coca-Cola glass jars. Source: www.agri35.com

Using color associations as shown in figure 8, FedEx uses orange, which is already purple, to enhance consumers' awareness of visual senses, hoping that couriers can attract consumers' attention when they arrive.

Figure 8 fedex packaging material. Photo by baijiahao.baidu.com

In its visual marking, as shown in figure 9, Mercedes-Benz visual recognition sign is a star sign with three sharp corners surrounded by circles. As the guarantee of high quality engine, it is also the symbol and logo of pure value of automobile. It has the symbol of consumer taste already status behind it, and its label emotional design makes the brand have soul and more advocates.

Figure 9 Mercedes Benz visual identification logo, photo source: www.sc-vis.com

3. The application research of brand emotional design

Products provide consumers with a variety of services, many of its brands in this subtle connection between the brand, convey the emotions will inadvertently touch our hearts directly. In the categories that we must use in our life, the case study of successful brands is conducted in the category of food and clothing.

3.1 Research on the emotional design application of food brands

Food is the life of the people, so we must contact with food in life, therefore, the brand involved in food can not only ensure the basis of people's survival and development, but also meet people's personalized needs. Some successful emotional design of food brands are summarized, as shown in Table 1 below.

Table 1 Summary of food emotional design

The brand name	Summary of emotional design
Toblerone	Three prismatic shape and form of the same line, classic packaging,The color maintains the stability, the mold forever climbs the peak
Oreo	Unique way of eating, tender advertising, black and white matching products,Dark blue packaging, fine carving, interesting emotions
Evian	Natural and pure products, the pursuit of youth and happiness
Coca-cola	Classic arc bottle, red and white color matching, sports, vitality, kinship

In the emotional design of food, starting with color, packaging and food form, emotional design can effectively improve the success rate of emotional appeal of brand building. In terms of color, generally used for solid food, brand can be designed emotionally for food itself and packaging of two parts, in the food itself for some natural food, to pay attention to the food originally color. Outer packing should choose white transparent color to reflect its purity. In processed foods, choose strong colors for packaging. For example, oreos, the food itself is black and white. In its packaging, choose blue plastic packaging molding. Its characteristics can be highlighted in the position of similar biscuits, as shown in figure 10.

Figure 10 oreo special blue package from m.jd.com

In terms of packaging, it is one of the most important elements for food brand to build emotions.

For example, as shown in figure 11, toblerone is formed into a triangle shape in the food itself so that people can feel the familiar taste, and the Matterhorn peak in the Alps can be sensed through the packaging of toblerone. Be able to reflect on the value of the brand in gratitude feedback.

Figure 11 Triangle chocolate food morphology, photo source www.yhouse.com

3.2 Application research on emotional design of clothing brands

With the development of modernization, clothes can fully reflect people's aesthetic style and life attitude. Therefore, integrating emotions into clothes is the key point for people to resonate with clothes and emotional design of modern clothing brands. Table 2 below summarizes the successful brand emotional design of clothing, as shown in Table 2.

Table 2 Summary of clothing emotional Design

The brand name	Summary of emotional design
Adidas	Young age lifestyle, design sense, functional all good, cost-effective
NIKE	Understand the needs of young people, their lifestyle and realistic psychological aspirations
MUJI	"Sex apathy" style, zen culture, empty, create fresh, simple emotional experience
Chanel	Elegant, free, open, elegant, simple, elegant

For clothing brand emotional design according to the different needs of clothing to carry out emotional design, for the sport and leisure type, for the clothing itself and trademark to achieve simple, dynamic, in line with the needs of the clothing itself. As shown in figure 12, in Adidas' emotional brand design, the design of its classic trademark has a strong position in the hearts of brand users. When the elements of youth are added, as shown in figure 13, it will become dynamic and youthful.

Figure 12, Adidas classic logo design, photo source: www.dianping.com

Figure 13, Adidas logo design, photo source: www.dianping.com

In high quality luxury clothing brands, emotional communication should be carried out with the fabric material, appropriate cutting and accessories to meet people's emotional needs in pursuit of high quality and high standard of life. For example, as shown in FIG. 14 and FIG. 15, the expensive fabrics used in the designs of Chanel and Burberry and the repeated use of classic elements, under the blessing of celebrity effect, shape the independent and elegant demands of modern women by emotional design.

Figure 14:2017Chanel fashion show, source of picture: zswxy.cn

Fig. 15.Burberry fashion poster display, source zswxy.cn

4. Routine application of brand emotional design

Brand in the brand design should bear in mind, product is the internal core of brand design, is the foundation of building brand culture. Its product emotion shaping can fully express brand emotion in product form, color and material. The following Table 3 gives a general summary of the three categories.

Table 3 general summary of emotional brand design

Form	Design manifestation	Expressive emotion
	cuboid	Safe
	cube	Regular, square
	The cylinder	Harmony and stability
	spherical	Mellow, soft
	Mitsubishi column	Breakthroughs and innovations
color	red	Warm
	orange	warmth
	white	Pure, simple, sacred
	black	Dignified and serious
	yellow	hope
	gray	plain
	purple	Mystery, nobility
The material	Pure cotton	ComforTable, warm and fresh
	hemp	ComforTable and loose
	silk	noble
	coarse	Thick and warm
	metal	noble
	glass	Transparent and clean

5. Conclusion

Brand emotional design should pay attention to the brand core and market segmentation. Brand core culture application design, emotional communication with consumers. A large number of successful brands are based on users' understanding of the details of the supply chain to better

understand the product's function, form, color, material and other aspects of the accurate emotions, express through the brand and products in the emotional transfer for consumers.

References

[1] Yaxiong. Wu Marketing strategy, brand awareness and consumer premium payments will [J/OL]. Commercial economy research, 2019 (15): 60-63 [2019-08-19]. http://kns.cnki.net/kcms/detail/10.1286.F.20190806.0854.030.html.

[2] Libin, Chen zixuan,zhang   Lin. jiangThe influence of traditional culture integration on consumers' brand cognition from the perspective of semiotics [J]. Enterprise economics, 2019(07):83-91.

[3] Shunjun, Zhang   shengwu.liao Cultural memory theory interpretation dimension of urban brand communication [J]. Contemporary communication,2019(04):71-75+89.

[4] Yichen, Liao   chuanzhe,   xu   xuan. gong Does advertising nostalgia contribute to the word-of-mouth spread of brands in the network environment? Based on emotional double dimension perspective [J/OL]. Journal of psychology: 1-13 [2019-08-19]. http://kns.cnki.net/kcms/detail/11.1911.B.20190624.0928.018.html.

[5] Kang.Zhang   Research on marketing strategy of short video web celebrity in the era of we media [J]. Young journalist,2019(17):98-99.

[6] Qian-Qian. gu Exploration and thinking on emotional design of brand advertising [J]. Art work,2019(03):95-96.

[7] Yiweng, Yang guohui, sun   xiaobo. taoMeasure of Beijing's cognition, emotion and intention of city brand image [J]. Urban issues,2019(05):34-45.

[8] Genqin, Liang   lingli. fan Analysis of the influence of traditional culture into consumers' brand cognition -- from the perspective of semiotics [J]. Research on business economy,2019(08):57-61.

[9] Xinyu,Han   xiangda.zhang Research on interactive relationship between online brand and consumer online experience -- analysis based on comprehensive evaluation model of online brand experience [J]. Price theory and practice,2018(07):123-126.

[10] Anxia,Wang   yingzhi.   liu New thinking on packaging design of bottled drinking water based on emotional experience [J]. Packaging engineering, 2019,40(06):56-61.

[11] Depeng, Zhang mengfei, Lin chunfeng, Chen iu si. Will emotion and relationship in brand community inspire recommendation? -- research on the influence of customer psychological attachment on reputation recommendation intention [J]. Management review, 2019,31(02):155-168.

[12] Haiyang, Huang   jiaxun, he   liangjie. zhu Research on the influence mechanism of the effectiveness of global brand mixed positioning strategy [J]. Journal of management, 2019, 16(02):238-248.

[13] Rujun,Jian Yingmao.   zhang   Research on brand reconstruction and product innovation driven by emotional design -- taking nut brand design strategy as an example [J]. Decoration, 2018(12):25-31.

[14] Jia, Liu ting. wu Mascot design -- the "spokesperson" of corporate image communication based on brand emotion [J]. Grand view of fine arts,2018(12):88-89.

[15] Yawen.   zhou Research on brand marketing strategy of agricultural products based on network community and emotional construction [J]. Agricultural economy, 2018(12):135-137.