

On The Relationship between Corporate Brand Design and Enterprise Development

Mingjun Wang

Nanchang Institute of Technology

Abstract. Brand design is the most intuitive corporate visual communication signal presented by the enterprise. It is the consumer's intuitive impression of the product and the enterprise. It has a strong visual impact, a cultural concept, and a strict and serious corporate brand. Development is crucial. The corporate brand consists of three parts: corporate culture concept recognition, behavior recognition and visual recognition. In daily use, consumers generally start to recognize products from the visual image of the enterprise to the enterprise. Corporate brand design is the enterprise CI design, and is also an enterprise identification system. Usually, enterprise CI is composed of MI (ideology recognition), BI (behavior recognition), and VI (visual recognition). The visual identity system will be the corporate culture. Part of the concept has been visualized and visually processed, and transmitted to consumers quickly and intuitively. The excellent visual image forms a memory symbol in the consumer psychology, which can enhance consumption, bring economic benefits to the enterprise, and realize brand and enterprise. The perfect combination between development. Therefore, it is necessary to explore the relationship between corporate brand and enterprise development. Establishing a good corporate brand image is of vital importance to the enterprise, because brand awareness can transform the company's products into economic benefits, so the creation and innovation of corporate brands. There is a certain development value.

Keywords: Corporate Brand, Visual Identity, Behavior Recognition, Concept Recognition, Enterprise Development

Brand design is an important development process of an enterprise. Enterprise brand design is also a way to publicize and package according to the characteristics of enterprises and products. It is the soul and main thread of enterprise development. In the discipline of art, we usually refer to corporate brand as corporate CI. In the 1980s, corporate CI entered the Chinese people's vision and memory, and integrated the traditional image of China's earliest publicity. Compared with Western Europe and the United States, China. The research and application of CI is relatively late, but the domestic enterprises that cannot be ignored are developing rapidly. Therefore, the enterprise CI also has a strong development momentum in the research and application of the domestic market by virtue of the market advantage. Whether the enterprise is successful or not, development and improvement, corporate CI design is a good and firm standard. In a good enterprise, it also pays special attention to the development and creation of corporate brand. With the development of society, more and more enterprises apply and learn the successful experience of enterprises, pay more and more attention to the importance of corporate brand to the development of the enterprise, and do their best to complete the brand design of their own enterprises, with a better corporate brand. Consumer groups do positive energy propaganda, so corporate brands have developed very well in the Chinese market, and because of this, they have put forward higher requirements for brand design researchers and designers in China.

The brand of the enterprise is also an interpretation and display of the corporate culture. The culture of the enterprise and the brand image of the enterprise blend and infiltrate each other. When the enterprise products are brought to the consumers, the corporate culture is brought to the masses in disguise, and the corporate brand image is taken. Deep into the hearts of the people, this is the essential purpose of the corporate brand. It is also in this way that the masses of the masses of the masses will go to the complex and enhance the memory of this enterprise, and thus have a strong understanding of the enterprise.

Application development of enterprise brand design in enterprises

Brand design must change with the development of enterprises in today's enterprise development. Therefore, the premise of modern brand building is to sort out the enterprises first, and then sort out the business model of the

enterprise, including the business plan of the enterprise, the business operation of the enterprise, and the business strategy of the enterprise. It also includes the business development plan of the enterprise, etc. These guidelines for the development process of the enterprise are also the core development of the enterprise. Therefore, it is very important to understand and familiarize the brand before designing it. Subsequent corporate branding lays the foundation for the foundation.

When a detailed understanding of a company's development plan is carried out, it is necessary to carry out brand planning for the enterprise. The brand planning part is the main core part of the brand design. The style, brand strategy and brand positioning of the late enterprise brand design are all detailed basis. And the main basis, brand planning mainly includes brand core values, brand naming, brand DNA, brand style determination, brand application strategy, brand development positioning and so on. These things are based on brand design, so we should lay a solid foundation for the follow-up brand design part from the input project and material research. These contents also require a large number of consumer customers to visit, enterprise product visits, store visits and other. Social research and common materials, using research materials to carry out similar products, and comparing and learning from each other in the same industry, can we conclude that our brand has superior market competitiveness in other aspects in other aspects, and the market competitiveness and aura. The enlargement process is the essence of our brand planning part, and it is also the content that needs to be optimized and visually expressed in the subsequent brand design.

The visual image part of the brand design is the visual sensory part that the brand design directly presents to the consumer. Therefore, it is an important part in the whole brand design, and it is also the part that the majority of consumers see at first sight, and also the part of the concept recognition and behavior. The identification part is transformed into a part of the graphic presentation to the consumer, because the most intuitive contact with the consumer, so serious creative design. The concept recognition system is the core part of a company's cultural philosophy, and it is also the most streamlined cultural essence of the company, including the company's propaganda slogan, advertising language, standardized propaganda language and so on. The part of planning management with enterprise concept recognition system is the part of behavior recognition that we often say, such as the management system of enterprises, including daily work system, job management system, employee system, work system, etc. The system part of corporate behavior planning. But in the end, the above two points form a visual recognition system. The visual recognition system includes two parts: visual recognition foundation and application. The basic part of enterprise visual recognition is the main element of the applied part, and it is also an extension of the application part, including the enterprise name and standard. Logo design, standard words and standard prints, as well as standard and corporate symbolic shapes, patterns, corporate slogans, slogans and more. The corporate propaganda image extended from the basic part is called the application part of the enterprise brand visual identity system. For example, combined with the category part of the enterprise, the product appearance, product packaging, office equipment, transportation equipment image, advertisement, Communication, display, planning, etc. These contents are also the most accessible part of the consumer group for business and enterprise products, so the design of the visual identity system needs to incorporate more creative thinking.

The VI of the corporate brand's design is the core part of the corporate image. The most important thing in the VI identification system is the corporate logo design. The logo design can test the creative level of a designer. In the logo design, the designer should find the corporate culture. And the most quintessential content of the product culture, and then carry out graphic creativity and design thinking, the design of the graphics should be comprehensively considered, to give the graphics the best art form and artistic expression, enhance the visual impact of the graphics and perfectly showing the language of the company and the product, the logo is a graphic that does not speak, but the designer wants the logo to replace the company for speech and performance, so it is necessary to give the graphic aura and recognition, so that the audience and the consumer can visually glance at it. Do not forget, after reading it, the memory is still fresh. For example, the logo of the Bank of China uses the shape of Chinese traditional coins and uses Chinese characters to penetrate. From the perspective of the overall pattern, the circles and squares in the ancient coins are properly and appropriately cut, and square holes and vertical lines form Chinese characters. At a glance, it can be seen that the

relationship with finance, and the meaning of heaven and earth, the red and white two colors and use, is the standard color of the enterprise. The whole graphic is presented to people with simplicity, generosity, stability, and also conforms to Chinese culture and Chinese element symbols. It has a strong visual impact effect, and therefore will leave a strong visual impression. Therefore, corporate brand design can be embodied and implemented through application elements in all aspects of the enterprise, which plays an important role in the development of the company.

The importance of corporate brand design to the development of enterprises

Corporate brands can better enhance the visibility of enterprises. For a company, it can create a clear and good corporate image, and let enterprises win in the market competition. The brand image of an enterprise is an intangible asset of an enterprise. A good corporate brand image can bring huge economic and social benefits to the enterprise. A good corporate brand can make consumers deeply rooted in people's hearts and recognition, thus quickly occupying the market and creating economic value in the economic competition of enterprises. With the sharp contrast between corporate brands and tangible assets in the market in recent years, more and more entrepreneurs are attracted and valued by entrepreneurs, and they all recognize that corporate brand design strategies are vital to the survival and development of enterprises.

The brand is a combination of the product's interests, core values, consumer experience and feelings, which can promote the product's product renewal and innovation. Products are consumables used by companies to meet the market, and brands are consumables purchased by consumers. A product can be iteratively updated, even outdated, but a good brand will not fall behind. The quality of the product is good, it can only be said that the product is qualified and the product is excellent, but the premise is that the product may not have good sales and good market reputation, because the product quality knowledge is a factor in the successful brand. On the contrary, good brands are the guarantee and premise of quality.

In brand design, often the success of a brand positioning is only the first step for a company to build a brand. Once the company has chosen the successful direction of the brand strategy, it must adhere to the end, strictly control the quality of the product, can create a perfect corporate brand image which makes it the key to the company's gradual market and success. People's lives are limited, and a product may also exit the market over time, but a company's brand can be long-lasting, and it can also make it eternal, it can bring consumers visual memory and consumers a recognition of successful brands is the key to the success of corporate brands.

Brand image is an indispensable external face of a company. It is a direct visual image of consumers. Product packaging, product display, corporate promotion, corporate advertising, and even corporate image stores are all in the enterprise brand project. An important window of image and brand communication, the value of enterprise products in the market economy is realized by the psychological needs of consumers. Only the value of the brand can satisfy this psychological demand, and the brand image and brand culture in the corporate brand is the embodiment and expression of value. A good brand image can leave a deep memory for consumers. For example, McDonald's brand image slogan "More delicious, more laughs at McDonald's." The red and white color of the character's avatar makes the children feel as intimate as the encounter with Santa Claus. The color is conspicuous, the shape is simple, and the visual effect is its permanent feature. In addition, the Coca-Cola brand, with its 100-year history, has a brand value far exceeding its actual production value. For hundreds of years, Coca-Cola has been adhering to its "delicious, joyful" soda culture, which has never been easily changed. A simple Coca-Cola slogan can't be underestimated. "Delicious and fresh, enjoy a happy drink, a symbol of good taste, Coca-Cola... Good times, Forever Coca-Cola" and so on. From the planning of slogan, it is not difficult to see that no matter what era, Coca-Cola always adheres to its "delicious, happy" main thread for propaganda. Because of this, it is only in this way that consumers have established a distinctive brand image. It has established a myth that Coca-Cola has stood up for centuries.

It can be seen that the brand image of a company is not only a brand logo in the brand recognition system, but also a visual system. It is a complex and broadly inclusive concept. In order to better improve and shape the excellent brand of the enterprise, the majority of designers can simply attribute the excellent brand to: the quality that the

consumer trusts, the perfect service and the unique image. If you want to achieve the brilliance of a corporate brand, brand design and creation must spread the brand concept; shape the brand image; carry out brand action; extend brand service, the same as designers and entrepreneurs, for them only in order to increase the cultural cultivation and historical accumulation of corporate brands, and to obtain excellent brands. With excellent brands, the company can keep the youth in the consumer's mind and let the brand products continue to develop. Only in this way can the company be protected from detours. Therefore, for a company, the design of the corporate brand is crucial, directly related to the relationship between the consumer and the enterprise, the relationship between the product and the market, and the success of a company.

Acknowledgement

This thesis is the 2017 Science and Technology Research Project of the Provincial Department of Education. The project number is GJJ171046.

The project name: The research results of the phased research series of the research on the development of Hanhai faint lacquer art under the modern Internet maker design environment.

References

- [1] Shen Wei, "The History, Current Situation and Prospects of Chinese Enterprises CI", Journal of Lanzhou University (Social Science Edition), 2004
- [2] Zheng Xin, "Thoughts on Introducing CI Design into Chinese Enterprises", Hunan Packaging, 2005
- [3] Huang Lili, The Importance of VI in CI, Science and Technology Information, 2005
- [4] Cui Yinhe, "Advertising Creative Research", Yuanfang Publishing House, 1999
- [5] Lu Taihong and Li Shiding, "Advertising Creativity - Cases and Theory", Guangdong Tourism Press