

Research on the Function of Visual Communication Design in Brand Building

Shu Cao

Shenyang City University, Shenyang, China

Keywords: Brand Building, Visual Communication, Function

Abstract: with the Development of Market Economy, Brand is the Symbol and Representative of Enterprises or Products in the Market Economy Environment. Brand Image Plays an Important Role in the Business Activities of Enterprises. with the Fierce Competition in Various Industries, Advertising, Design and Production Have Become Good Methods to Improve the Value and Competitiveness of Commercial Brands. Brand Has Gradually Proved to Be the Key to Enhance the Competitive Advantage of Enterprises. However, There Are Still Many Problems in Brand Building in Most Enterprises, Such as Low Brand Value or Little Communication Influence of Brand Image. the Root of These Problems Lies in Ignoring the Integration of Visual Communication Function into Brand Design. This Paper Analyzes the Relevant Overview of Visual Communication Design, the Embodiment of Visual Communication Function in Brand Building and Specific Path of Visual Communication Design.

1. Introduction

As an important carrier of brand value, whether the brand can play its due role will determine the communication effect of brand information. From the essence of brand visual design, it pays more attention to consider communication as the goal, so that consumers are able to form a good communication with the brand. If the enterprise fails to do well in visual communication design, it will not only lead to the failure of brand building, but also waste too much human and material resources. Therefore, a correct understanding of visual communication function is of great significance to improve the level of brand building. This topic takes the practice research as the main body and the market as the guidance. In this paper, the concept of reasonable implementation of design in brand building is analyzed and studied, trying to systematically analyze and study the problems in visual communication under the test of market economy, and trying to explore and summarize new theories and opinions, so as to guide the design practice and promote the further development of visual communication design.

2. Key Points of Brand Image Visual Communication Design

2.1 Image Recognition Takes Brand Building as the Starting Point

The basic task of image recognition is to create a brand. Therefore, enterprises should take brand as the goal of development. Brand is a process of communication through identification, which is the result of social market value. Consumers form a variety of social needs through different personal needs. Enterprises must keep pace with the times, adapt to market demand, segment consumers, and aim at positioning demand. This is not only the positioning of market factor of enterprise products. Sometimes, enterprises need to create market demand to reposition market, consumer, product, concept, management, value, brand segmentation and brand extension. Brand is a consumer centered concept. No consumer, no brand. Its value is always reflected in the relationship between the brand and consumer. This is the externalization of internal quality of enterprises. Its general establishment model is also divided into three parts, namely, the essence of brand corresponding to MI, the brand behavior corresponding to BI and the market impression of brand corresponding to VI. These three parts take products and services as the direct object, and consumers as the basic object. They solve the problem of how enterprises create value for consumers in their own research, production and marketing services and win consumers' full trust

in sales. It reflects quantity, profit margin, brand reputation, loyalty and other market terminal indicators.

2.2 Design Management of Brand Image

As a kind of culture, packaging design attracts more and more people's attention because of its practicability and visual value. Since entering the commodity society, people have found a popular and vivid communication way of work achievements. As far as the meaning of packaging is concerned, it has become an important medium to transport goods, ensure the quality of goods and convey information. Packaging itself is the product of human material civilization and spiritual civilization. Human beings have created new behavior patterns. As the carrier of cultural symbols, packaging design not only embodies the regional characteristics, but also plays a role in the dissemination of cultural characteristics. Packaging design is a branch of design field and a subsystem of design culture system. As a cultural phenomenon, its cultural connotation is not only the embodiment of specific cultural symbols, but also reflects the designer's understanding and experience of nature, society and human culture. As a cultural form, from the concept of internal design culture to the form of external material design, packaging design should be substantive, contemporary and national. It can be recognized by buyers in a very short period of time, playing an important role in sales. Therefore, in order to improve the market share, enterprises have made a lot of efforts in packaging, but many are confused in the use of packaging design brand.

2.3 People-Oriented Brand Image Design Concept

Although visual communication design is a kind of "design for people" and "design for information", due to different ways of solving problems, different knowledge structures are needed. Nowadays, in the purchase and display of goods, symbolic value is considered to have the same important role as exchange value. Symbolic value has become the most important component of goods and consumption in the consumer society. People's commodity consumption not only concludes the use value, but also the consumption image. Enterprises have realized that it is the marketing trend to establish a good emotional communication channel with consumers and improve the symbolic value of products. The values of enterprises have been changed from "enterprise-centered theory" to "customer-centered theory". Most enterprises have established a brand strategy with consumers as the core. In the past, they tried their best to convey their strength, long history and other information to consumers while modern enterprises spare no effort to show their affinity to shorten the distance between them and consumers.

In the era of humanization, the humanized demand of design is the key to test whether the design is excellent. Design is for people, taking serving people's life demand as the ultimate goal. Visual design art questions the pure rationality and indifference of modernism, no longer following the serious, unified and indifferent modernism style. More concern for people shapes the brand image with affinity, and establishes a people-oriented design concept, which is mainly reflected in the emotional description of brand design, creating a relaxed and happy atmosphere.

3. Embodiment of Visual Communication Function in Brand Building

3.1 Visual Communication Function in Brand Identification

In addition to the external characteristics of brand, the function of visual communication in brand identification also conveys the internal characteristics to consumers. External characteristics identification of the brand mainly includes the visual characteristics such as brand logo, image, name and packaging. Take product packaging as an example. If the image of the packaging meets consumers' aesthetic requirements, it will leave a deep impression. Here is another example. In packaging design, several numbers can be used to depict the image of products, so as to attract the attention of consumers, and actively explore the value of products. As far as the internal characteristics of products are concerned, most enterprises integrate the connotation of products such as emotion, belief and culture into brand building, which makes consumers produce certain

psychological feelings by observing brands. However, it is difficult for consumers to find such internal characteristics. Therefore, it is necessary to consider brand publicity through public relations, advertising and other forms of visual communication, so as to make products more acceptable to consumers. In a word, visual communication can guide consumers to identify brand actively in function. Once the brand system of an enterprise is formed, it will bring more benefits.

3.2 Visual Communication Function in Brand Building

The content of brand building is mainly reflected in the positioning, planning, image building and expansion of brand. In the past, in the construction of these contents, visual communication design usually appears in the form of logo, reflecting a very obvious “image formalism”. Most enterprises completely duplicate this form, resulting in the same form of visual communication design as virtual image, which fails to really create more value. From the perspective of brand building content, the introduction of visual communication function is firstly reflected in brand planning. In this respect, the corresponding countermeasures can be put forward according to the past brand building problems of enterprises. On this basis, comprehensive building can be carried out. In this stage, visual communication design plays its due role, which not only makes the external characteristics of products meet the needs of brand building, but also makes the brand integrate value into brand connotation. Finally, in the process of gradually expanding brand influence, it is essential to give full play to the visual communication function, so that consumers are able to recognize the brand of enterprises, and achieve the purpose of improving brand value.

3.3 Visual Communication Function in Brand Image Building

In brand image building, its basic elements are reflected in the image, such as brand logo image and other auxiliary graphics. When consumers think of the brand, they directly form relevant visual graphics in the mind. For example, for Apple computer, it directly represents the imperfect image of an apple. As long as Apple products are mentioned, apple image will naturally appear in the brain. From this perspective, in brand image building, it is difficult for most text contents to replace visual graphics. In the process of establishing brand image, enterprises are required to make full use of visual communication function to make brand image more vivid.

4. Application of Visual Communication to Brand Building

4.1 Graphic Design Promotes Brand Identification

Graphic designers usually make use of typography, visual color, related technical software and other professional methods. Logo locomotive, product packaging, printing and advertising belong to the graphic design categories. Through color, style and layout of graphic design, the audience is under visual impact, so as to realize the effect of thinking information exchange. It makes consumers remember its existence. The background color of the product is green. Green is the representative color of nature, so the background tends to be more natural, fresh and environment friendly, reflecting the environmental protection theme of the brand. The top of the water drop corresponds to the taste of yogurt. The value of fresh fruit well shows that the product has a natural taste and organic ingredients. This simple and generous product packaging effectively attracts consumers, and enables consumers to realize the brand's environmental protection and green organic concept.

4.2 Environmental Design Creates City Brand Image

Environmental design is to use the surrounding environment of buildings in related art design to renovate and meet people's sensory appearance. The styles and colors (such as doors, walls, etc.) can be changed to create a space environment that meets the brand image. The building of a city brand is different from the general commercial brand building. It is about the creation of living environment, so environmental design plays a more important role in visual communication design.

4.3 Multimedia Design Enhances the Brand Popularity of Games

Multimedia design uses multimedia tools to design products and provides favorable conditions for receiving media information (including pictures, animations, videos and sounds). Games have entered people's lives. People put forward higher requirements for game experience, which leads to the change from traditional effects to 3V of many large-scale games and makes the characters more lifelike. In recent years, VR games become more popular. For example, both roller coaster and driving simulator can be realized by VR technology.

5. Conclusion

Brand image strategy is of great significance to enterprises. Image trademark is the main part of brand strategy. Without image strategy, the whole brand strategy will lose its foundation, the performance of brand strategy will hardly be recognized by the market and the brand strategy cannot last forever. Therefore, enterprises must understand the importance of image strategy, gradually implement image strategy, and carry out related activities. Without image design, enterprises' continuous operation is impossible. It is successful to rely on image design and maintain brand consistency at the overall contact point of consumers. Today's image strategy of the market requires us to give full play to the functional application and communication of design, to enrich the connotation and value of brand, and to let the audience actively accept the brand culture, participate in the brand enjoyment and pay the brand price.

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