

Study on the Combination of Chinese Modern Logo Design and Traditional Cultural Elements

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Abstract: The reconstruction and shaping of traditional Chinese culture in logo design has created a new creative field in modern logo design. This article takes the relationship between traditional culture and logo design as the starting point for research, further elaborates the influence and significance of traditional Chinese cultural elements on modern logo design, and analyzes the application of traditional Chinese cultural elements in modern logo design and the development trend of modern logo design.

1. Introduction

A sign is a symbolic communication symbol with a unique meaning. It can not only express certain information subtly and figuratively, but also use people's perception of the symbol to express the information that the subject wants to inform the public. In addition, the sign has a strong ability to directly convey information. Under special geographical and other environmental conditions, it can even be stronger than the familiar languages. It is not only simple and clear, but also has a beautiful image. It is widely used in modern society. Of various fields. For many historical reasons, the starting point of modern logo design in China is relatively late. The logo plays a vital role in the brand and corporate visual image. However, some people have gone wrong in the market competition because their understanding of the logo is not correct. Only when Chinese companies integrate organically with Chinese characteristics can they stand out in the international market and be refreshing. Nowadays, some companies blindly learn from foreign cultures, which not only loses the tradition, but also loses its original meaning and charm in the recognition of Chinese characteristics. With the development of society, the concept of innovation has promoted the development of modern logo design in China. Therefore, China's modern logo design and creation must fully absorb the essence of Chinese traditional culture and walk out of a road with Chinese characteristics.

2. Chinese Traditional Elements Integrated into Modern Logo Design

Throughout the world, our ancient writings full of mystery have undergone constant evolution and change, which has taken thousands of years to form a unique artistic charm. Modern simplified Chinese characters have evolved from the original oracle bones, inscriptions, big cymbals, and small cymbals, etc. It records and expresses human behaviors and thoughts with unique image symbol language, and its word-making concept is connected with the inner art of Chinese civilization. It fits the aesthetics of the Chinese nation for thousands of years. Since the 21st century, the world economy has developed vigorously and society has made rapid progress. From the perspective of intelligent information, media visualization, and art, Chinese characters are a new type of representative and potential, and they can be widely used in the new era. In modern icon design, it has become a monument in modern visual communication design. For example, the emblem of the 2010 Shanghai World Expo, the designer skillfully integrated the Chinese character "World" into the design of modern elements, thereby creating a unique and distinctive logo. The emblem consists of three people embracing to form a new picture, which is easy to remind people of the meaning of "you, me, him", symbolizing all human beings, and delicately and cleverly conveying the concept of "understanding, communication, togetherness, cooperation", condensed

The spirit of the Chinese nation of peace, harmony, mutual assistance and unity.

Engraving is the sublimation of Chinese characters and the improvement of literature and art. It has a history of thousands of years. Engraving, in short, is a seal carved from a seal on a special material. The seal is an enrichment of the traditional culture of the Chinese nation and embodies the essence of Chinese art. For example, the emblem of the 29th Olympic Games held in Beijing, China in 2008 was created by combining traditional Chinese seal carving and calligraphy art. The designer's mind is wide open, and the horse is imaginative. Combining the seal and calligraphy, the emblem looks like walking and running, dancing and dancing, exaggerating the image, and finally turns into a symbol of braveness and dancing. This emblem not only embodies the theme of the Olympics, but also looks like the simplified "Beijing" character, symbolizing the Chinese people's open arms and open arms to welcome guests from all corners of the world. At the same time, the seal is used as the main pattern of the emblem, and the color reference is positioned as the traditional Chinese red, which symbolizes the warm and universal celebration. The layout of the seal itself and the carving technique of the seal have specific specifications and particularities, such as "lightness, squareness, sparseness, falseness, and reality." The seemingly contradictory can be reconciled, and it is vividly displayed in the square inch range. Structure and other aspects highlight strong national aesthetic characteristics.

Traditional patterns are not only profound, but also rich in content, which can combine huge information into tiny patterns. For example, the ancients used the abstract graphics to express Taoism's Taiji gossip, and used specific patterns such as dragons and phoenixes, peony, and Ruyi to express specific meanings. The designer integrates continuous pattern shapes into the logo design, which can fully reflect the application and inheritance of traditional culture. As shown in Figure 2, this pattern is a loop-through, representative pattern of the ancient Chinese auspicious figure "Panchang", which has been continuously modified and evolved, which has extraordinary significance. This roundabout red line just rightly visualizes the modern communication network, implying that China Unicom's communications business is clear and fast, and at the same time symbolizes its long-term career and prosperity. China attaches great importance to innovative visual sensory design in the process of logo development and research. For a long time, the graphics with strong impact on the visual senses have always played an irreplaceable role such as information translators, pointing lights, and diverse visual styles. They exude very strong Chinese characteristics from the inside to the outside, overflowing with ancestors the unique and incisive cultural essence left behind reflects the aesthetic concepts of the Chinese nation at different levels. Therefore, when studying and understanding the traditional culture of our country, people should first deftly intercept the "shape" on the basis of understanding, and then deeply study the "meaning" and continue it, so as to achieve the effect of transmitting its "god". . In short, it is to convey the artistic essence of thousands of years of Chinese traditional culture in modern language, and to deeply and subtly integrate the representative elements of traditional Chinese culture into modern design, so as to make the Chinese national cultural spirit and globalization Trends and authoritative design languages are perfectly integrated and alternated, and developed into the mainstream of modern design art, making our modern design more literary and social.

3. Application and Inheritance of Traditional Chinese Cultural Elements

China's diverse and long-standing traditional cultural elements are a powerful backing for new era design. In daily life and design practice, if designers are exposed to topics related to traditional culture, they should consult a large number of materials passed down by their predecessors at the first time, streamline their encounters, sees, and smells, and then clever and appropriate To integrate relevant traditional culture into design. The designer's exploration of traditional Chinese culture gradually changed from ignorant to ignorant, and then gradually promoted his ideological cognition to a deeper level of research, thereby forming his own characteristics and the art passed down from the ancients. The essence merges with the conceived ideas, so that the traditional cultural elements and the modern design elements are complementary and integrated into one, to realize the inheritance of culture and art. , China's traditional cultural elements are the foundation of new era

design materials. China's traditional culture not only has a long history, but also has a complete heritage. Numerous legends and patterns provide sufficient materials for modern design. On the one hand, China's traditional culture is unique, with thousands of years of history and unique cultures of ethnic minorities, which are quite different from other single ethnic cultures in the world. On the other hand, the core position and strong influence of China's traditional culture in the design world have long been recognized by designers in the industry. Only a unique and influential national culture can be called a global culture. Therefore, cleverly drawing on China's diverse and connotative cultural elements in modern design will draw a heavy stroke in the history of modern design.

Traditional patterns are the essence of Chinese art and culture. They are different from any decorative elements. They integrate the historical context of historical development, convey the evolution and progress of Chinese culture with unique and rich constitutional forms, and inherit the faith and essence of the nation. Traditional patterns are more “shaped” and more “meaningful”. Behind each traditional pattern is a beautiful moral meaning, which is the best testimony of Chinese culture. To apply the “shape” in traditional patterns to modern logo design, we must first extract the appropriate elements, and then continuously decompose and reconstruct the original shape to derive new things from its changes. Modern design should retain the charm and meaning of traditional art on the basis of innovation, and infiltrate traditional culture into the design while embodying modern ideas, so that personality and weight coexist. In the application of traditional pattern elements, attention should be paid to the combination of nationality and modernity. Only in this way can the entire design be appropriate and unfettered.

Chinese characters are the crystallization of the great wisdom of the Chinese people. Chinese characters, with their unique structural forms, show the modeling charm and artistic aesthetics of the Chinese nation. In the thousands of years of history, Chinese characters have gradually developed from the earliest hieroglyphs to the present beautiful square style, and constitute a traditional art form—the art of calligraphy. Chinese characters convey specific expressiveness through pictographs, comprehension, and other structural means. In addition to the “graphical” and “symbolized” performance characteristics, it can be said that they are the most primitive basic forms of signs. On the other hand, in modern logo design, the art of calligraphy is used to express the basic elements and visual effects of logo design through the artistic expression of different fonts, such as Oracle, Li, Kai, etc. Modern design for packaging and sublimation.

Due to the continuous influx of new trends in foreign countries, we have lost our right to speak, and our designs have become increasingly far from traditional culture and national personality. How to coordinate the coexistence and development of modern design and traditional culture and balance the relationship between the two are the key issues to be solved in the field of modern art design. In the context of internationalization and interconnection, the development trend of logo design should be the re-excavation of Chinese culture, not just imitation and creation in form, because it is the last word to facilitate the dissemination of information and uniqueness. Excellent logo design is a common sublimation of form and inner spirit. The organic combination of design and culture should be handled well in order to give people a sense of relaxation and enjoyment. In fact, design itself is a language that can be understood by anyone, which is exactly the original intention of logo design.

4. Conclusion

Chinese culture has a long history and is profound. With the development of reform and opening up, Yan and Huang's descendants are constantly striving to learn from and absorb the core culture inherited from the Chinese nation for thousands of years, which has become a new trend in the development of modern logo design. The sustainable development of modern high-tech and highly civilized society is difficult to leave the traditional culture peculiar to a nation, and the Chinese traditional culture has developed, improved, and inherited for thousands of years of Chinese descendants, and is the wisdom and experience passed down by countless ancestors. Modern logo designers must have the spirit of advancing with the times, dare to innovate, and dare to question

while inheriting the ancients. They must not only have rich experience and practical experience, but also have to set themselves apart, be strict with themselves, and constantly challenge themselves. Create new designs.

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