

## Research on Logo from the Perspective of Archetypal Theory

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**Abstract:** Nowadays, with the increasing international competition, an important issue for enterprises to consider is how to improve the brand recognition. This paper mainly explores the cultural connotation, and how to apply the original image in the brand identification design, so as to explore how brands can achieve the international cross-cultural communication.

### 1. Introduction

With the rapid development of economy, the establishment of distinctive brand is very important. When products and services are difficult to distinguish, logo, as an important form of brand image, is particularly important in competition. Images mean much more than words. An idea that the richest language can't express, logo can. Behind the brand is culture. With the expansion of the globalization, cultural conflicts caused by cultural differences have become a major obstacle to brand communication. Under the background of global integration, how to create a brand identity with national characteristics is a problem that enterprises have been thinking about. Archetypal theory provides us with a way to solve problems.

Archetype wakes up a stronger voice and talks with us with the whole human voice. So it has an eternal charm. It is an unconscious process to activate the archetype image. We can consciously try to absorb the psychological heritage left by our ancestors, apply the original image to the brand logo design. And effectively realize the information transmission of different nationalities, countries and different times, so as to promote the international development of the brand.

### 2. The Theory of Archetype

The word archetype originates from Greek word. It first draws from cultural anthropology, represented by James George Frazer and his *The Golden Bough*. *The Golden Bough*, an encyclopedia of cultural anthropology, talks about the evolution from witchcraft to religion then to science. The views of Frazer have been extremely influenced the construction of myth-archetypal criticism.

Carl Gustav Jung is the founder of analytical psychology. His theories are influential not only in psychology but also in the other fields like philosophy, anthropology and literature. Carl Jung connects the term archetype with psychology, putting forward his theory of collective unconsciousness. Long before the advent of human civilization, people have to do agricultural work to satisfy their basic needs. Our ancestors once live together to share some experiences in a period of time. Their descendants leave their homes and expand into the rest of world. Jung derives the meaning of archetype from Platonic idea and shapes it in the perspective of psychology. The unconsciousness cannot be observed, it needs some vehicles to express. Archetypes are the embodiments of the psychological experiences in the prehistoric period and are inherited by people from generation to generation biologically

Herman Northrop Frye notices that the repetition of the certain image, theme, character and situation is not merely a coincidence, which must be dominated by some general rules. Archetypes are frequently appeared in mythologies. Studying archetypes is the process of associating the individual to the general. Frye's archetypal theories provide a new approach to interpret literary work and his achievements have far-reaching impacts on literary criticism.

The image can play the similar function as the language. This kind of primitive thinking mode still has its important significance in modern society. Images often express more meanings than languages. Sometimes it is difficult to express a clear idea with the most abundant language, but a special visual image logo can do this. However, there are essential differences between the general image and the original image. That is the archetype. The meaning of general image is very limited, while the original image has universality, collectivity and depth. It reflects the universal experience and behavior mode of human beings, and contains rich metaphors.

### **3. Tree Archetype**

Human beings live together with trees in nature. There are many myths about trees in the world. In Chinese mythology, trees are the connection between heaven and earth, playing a role of ladder. Nearly all countries have the tradition of tree god worship. Evergreen trees represent eternity and longevity, and deciduous trees represent rebirth and regeneration. Ancient people believed that many gods gave trees supernatural power, which is the source of mysterious power.

In the Bible, there are two trees in the garden of Eden, the tree of life and the tree of knowledge. God took Adam to the garden of Eden to watch over it and work. God said to him, you may eat all the fruits in the garden, but you must not eat the fruit on the tree of knowledge. If you eat it, you will die. Eve was tempted by the snake to eat the forbidden fruit, and shared it with Adam. Then they immediately could distinguish good from evil. At the same time, they broke the commandments of God and was expelled from heaven. From then on, human beings have opened the door of wisdom. It can be seen that trees can not only produce fruit to meet human material needs, but also the source of human spiritual growth. The images of trees in customs and literary works all convey the meaning of prosperity and fertility.

Farmers believe that trees symbolize the God, who are in charge of the prosperity of plants and can bless the harvest. The fruits on the trees are the symbols of harvest. As the primitive image shared by human beings, trees convey a profound collective unconsciousness: they symbolize world peace, vigorous vitality, abundant harvest of the earth, endless human reproduction, etc. These messages are deeply rooted in the human mind. When the image of trees come into people's mind, the message of the tree will naturally burst out, evoking the infinite connotation.

### **4. Archetypal study of the logo of Apple Company**

The logo of Apple Company has been updated several times, but its basic image has not changed. It is still "the big Apple with a bite.". Apples have a friendly feeling and inspire endless associations - they are sweet and healthy. However, the apple already has its subconscious divinity. It reminds us of the forbidden fruit in the garden of Eden - the fruit of wisdom that can distinguish good from evil.

However, it is because of stealing the forbidden fruit, human beings were expelled from heaven, thus open up their world; It is because of stealing the forbidden fruit that mankind has walked out of the darkness of ignorance and obedience and opened the light of reason. Thus, it can be seen that stealing the forbidden fruit is a challenge to God. Apple company takes the prototype of apple as its logo, which shows its business philosophy of challenging authority and daring to take the first step. With the motto of "think different", apple shows its spirit of continuous innovation.

One cannot help thinking that Eve tried the forbidden fruit because of the temptation of the serpent. It's not. Most of the reasons why the ancestors of human beings risked their lives to steal the forbidden fruit lie in God's taboo. It is this taboo that stimulates people's rebellious psychology and stimulates their desire to break the routine and try new things. That's apple's archetypal magic. Therefore, the combination of archetype into the design of logo will cross the limitation of language and culture, and finally realize the cultural communication.

## 5. Conclusion

China's logo design must follow the international road, and integrate the profound Chinese tradition into the logo design, so that it has a richer cultural heritage. Trees has existed in the world long before the birth of human beings. Whether it is repeated in primitive society or civilized society, it is deeply engraved in everyone's memory and melt into human blood. It's an unconscious process to activate the prototype image, but we can consciously try to absorb the psychological heritage left by our ancestors and apply the original image to the brand logo design.

Effective visual image can attract the attention of the outside world, so as to improve the brand recognition. Eventually, obtaining corporate benefits will be realized. Enterprise visual recognition is the first recognition system that comes into our eyes, and it is also the most effective way to convey information. The prototype undeniably dominates the deep psychology of modern people and provides a new way of thinking for logo design. If the prototype theory is applied to logo design, the logo will have extraordinary cultural charm. If we find the prototype of the brand, we can effectively highlight the brand advantages and improve the brand recognition, so as to promote the brand development and be widely recognized by consumers at home and abroad.

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