

The redesign of brand visual identity in the information age¹

WENYAN ZHAO¹

Abstract. To deal with the change of modern brand visual identity coming up with the information age, this paper studied the basic theory of brand visual identity design in the internet era. And combined with the specific brand of the case, the visual image recognition was researched, analyzed and summarized. After that, the traditional brand redesign was discussed. This paper focused on the new strategy of visual identity. From the point of view of design management, the change of brand design in the information age was summarized. And the improvement of the brand image design space, which consists the creative points of the paper, was explored. As the result, it is found that the Internet platform provides a wide opportunity for the brand in product design, marketing and communication design. And the use of systematic way of thinking can enhance the image of the traditional brand in all aspects.

Key words. Information age, brand image, visual identity, design strategy, redesign.

1. Introduction

The technology of the Internet has brought a new vision for the life of all mankind. The great changes have been made in various fields, such as science, economy and so on. In the traditional sense, as a relative concept to the rapidity and innovation of the Internet, "Brand" needs to maintain its long-term, classic, so as to create the corresponding value. In the Internet era, the visual identity of the modern brand also has a new development space, which needs to make a brand new culture. Some of the new Internet brands, such as Amazon, Facebook, Tencent, Baidu and so on, are springing up, bringing a new visual identity. And some of the traditional brands, such as Chanel, SIEMENS, BMW, Audi, Coca-Cola and so on, have also used the Internet technology. By using its transcendence, revolutionary technology value and concept value, the brand image is successfully re designed. At present, many scholars at home and abroad have paid great attention to the research of Internet information technology. In the study, they have summarized Internet's help to brand image design, and discussed the redesign of the visual identity of the brand in the

¹School of Art and Design, Jingdezhen Ceramic Institute, Jingdezhen, 333001, China

information age.

In Crilly's article, a complete framework for the formation of product vision is discussed. The corresponding understanding of aesthetics, semantics and notation in design is emphasized. The effects of incidental emotional and behavioral reactions are discussed, and the effects of these reactions in the design process are analyzed. The advent of the Internet era has brought about a change in the way people interact, which has been discussed in this paper [1]. Van and others have explained the corporate image design, defined the corporate image, and explained the basic principles of corporate identity management. With the development trend of the Internet age, the redesign of corporate brand image is analyzed and discussed [2]. Orth and others have realized the expected response of consumers by selecting and modifying the visual image of the brand. In this paper, seven key types of packaging design are listed, and the influence factors of the packaging design are discussed. The author believes that mature brand image design should be refined and natural [3]. Keller and others have proposed that, in the past decades, the brand had been increasingly recognized as one of the most valuable intangible assets. Therefore, it is necessary to make a corresponding exploration of its image management. From the academic point of view, the problems of brand positioning, integration and asset measurement are studied in the paper. Through the study of the brand image design in the Internet age, the role of brand in the enterprise competition is explored [4]. In Park and others article, the brand image design of online products is studied. Electronic brand personality is an important factor in the business enterprise to obtain a unique identity. In this paper, the four main dimensions of the visual properties of the online leather brand are studied by constructing a feasible objective, and the influence, restriction and future prospect of brand visual identity redesign are given in the information age [5].

In this paper, based on the great background of the information age, combined with the previous research results, the basic theory of brand design in information age is studied. And combined with the specific brand of the case, the visual image recognition is researched, analyzed and summarized. In the second part of this paper, the impact of the Internet information age on the redesign of visual brand image is generally introduced, which lays the foundation for the analysis of the text. In the third part, the strategy of the visual image redesign of the brand in the information age is analyzed and explored. In the fourth part, combined with the successful case of corporate brand redesign, taking Yantai apple as the analysis object, the feasibility of the brand design and related issues are analyzed. In the fifth part, the summary of the whole paper is made. Through the combination of theory and case method, this paper hopes to provide valuable suggestions for the redesign of the brand visual identity image in the development trend of the new era.

2. State of the art

In this part, a concrete analysis of the influence of the technology change and the behavior pattern of the Internet information age to the brand's visual identity design will be made. The so-called brand is the specified name, mark, term or the

combination of the design elements, to identify the product of one or more categories [6]. In the representation of these symbols, this one or a class of products will be different from other products and services. Figure 1 contains a number of famous brand image designs.



Fig. 1. Examples of famous brands

A complete brand needs to have a wealth of meaning to support its value, so that it will have a long lasting appeal. The famous scholar Philip Kloet has proposed that a complete brand image design should include six meanings [7], as shown in Fig. 2.

These six meanings are: it can give people the impression, bring the benefit, express the practical value and the value of the function, carry on the enterprise culture, give people the psychological set, and reflect the target consumer groups. These aspects must be considered in the traditional brand design. Among them, the impression given by the physical properties is the most closely related elements to the audience layer. It is directly expressed as the product design form, which is the ultimate outcome that the designer should show to both the buyers and merchants. At the same time, the other five elements should be internalized and contributed to the visual design. They shoulder the spiritual parts of the whole brand visual forms. Obviously, there has been a long history for the participants of the field to attach the six meaning to high attention. But the coming of the informative age has opened a new way for brand design. This part will introduce the brand design

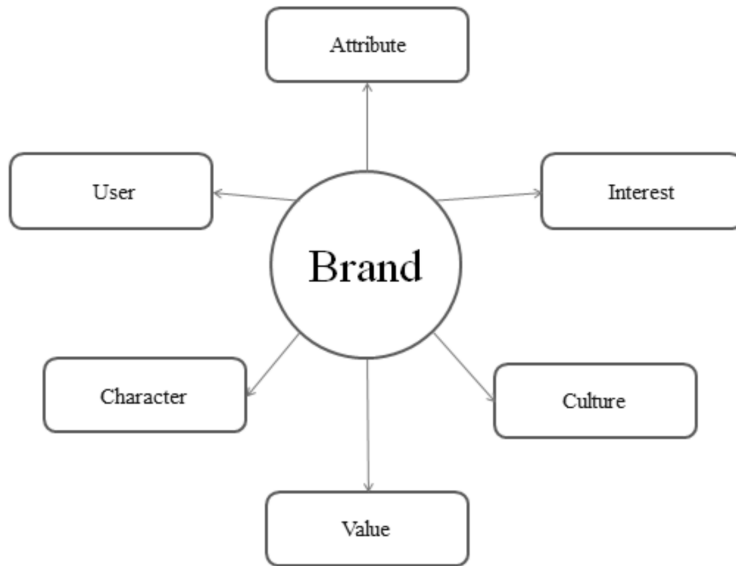


Fig. 2. Six meanings of brand

method after the "Net".

2.1. Ideas and methods of product development

In the traditional sense, product development mainly refers to the original made by technical personnel or the introduction, improvement, or the combination of the two. And then after market research, products will be put into the production stage, and finally put into the market. According to the user's feedback on the product, after collecting the relevant information, the developer will cycle the improvement. This process is relatively long and easy to lose customers, resulting in huge economic losses. The way of information technology can shorten the production cycle, so that the enterprise brand has timeliness, information feedback is in time, and the product individuation is obvious [8].

2.2. Ideas and methods of brand communication

The traditional brand media is mainly advertising, print etc. However, these industries have received a huge impact in the Internet age. In order to provide better service and more reasonable products, and meet the needs of users more accurately, through the network technology, the Internet brand and the traditional brand can use the network resources to make the corresponding improvement to the brand image design as well as the communication way [9].

2.3. Ideas and methods of brand marketing

The main way of traditional brand marketing is store sales, which has a long history, and has the characteristic of stability. However, online business marketing is now in vogue. In addition to physical stores, the electricity suppliers also occupy the majority of marketing. In brand design, this marketing approach should be taken into account. Combined with the store sales, and combined with the characteristics of online and offline, the marketing ideas with the times and the vanguard can be developed [10].

2.4. Ideas and methods of brand service

Traditional brand store sales methods make the service model more stereotypes, mainly including one to one service and self-service. Internet brand users are more emphasis on user experience, taking the user as the center, which has characteristics of interactive, low cost, and high efficiency. Therefore, in the traditional brand image design, the service's innovation and improvement can be considered [11].

2.5. Changes in design and style

Under the impact of the information age, the brand image design has a new style and form of expression. First of all, a significant change is the change of the brand image from the plane to the three-dimensional [12]. As early as 2011, Valentino began to run the digital museum. Users could experience the design world of Valentino by the information technology. With a little click, the history of a design work and other relevant information could be understood. In addition, the design style from the realism to the flat change was also a major bright spot [13]. Because people's Internet mobile devices have different requirements with the traditional media, the flat design can be more easily spread by the information platform, which is also consistent with the trend of the development of art.

3. Methodology

Based on the theory of brand design, a strategic study on the redesign of the traditional brand image in information age is carried out. The traditional brand has a long history and culture, and in people's minds, the brand image has a profound memory. In the development of the moment, the traditional brand also has a complex structure. Enterprise strength is strong, the product category is also various, and the industry is usually larger [14]. However, the Internet technology has brought a different opportunity and crisis to the traditional brand. Therefore, the traditional brand needs to face the trend of this technology, and plan their brand culture and image redesigns by drawing on the experience of the Internet brand image design.

3.1. The common thinking path of the traditional brand image redesign in the information age

A technology can bring about a universal direction and strategy for a time. In the trend of information technology, the development of the Internet makes the traditional brands with a common characteristic in the aspect of image redesign, summarized in Table 1.

Table 1. Four common features

Uniqueness	The so-called unique is that the brand culture, brand related products, as well as the brand's promotional culture are unique. In these three, the most important is the brand culture, which is the core of product originality. In the era of information, the brand needs to register trademarks, select the independent domain name with the brand characteristics, and protect their own website and other ways to ensure their uniqueness.
Interactive quality	Interactivity is the interaction between the enterprise and the related users. This interaction is not simply the interaction between the purchase and sale of the process, which needs to remove all communication barriers between consumers. In this process, independence and creativity are the most important.
Timeliness	Timeliness not only refers to the timeliness of product information updates, but also includes the use of product information in the timeliness of feedback. Product information mainly needs to include the technical information of the product as well as the updating information of the product. Social information and product information are closely related, which has important significance to the adaptability of the product. These two must be in a timely manner through a variety of media and consumer interaction, to enhance the user's sense of participation.
Diversity	In this category, the diversity is mainly the diversity of brand expression. Usually, the brand's cultural expression will make people think of the brand's Logo, store display and website design, etc. However, the brand's publicity should also have diversity, which can use VR technology, or simple animation technology to achieve a sense of immersive user experience.

3.2. The product design strategy of the traditional brand image redesign in the information age

Product is the core competitiveness of enterprises, and also the basis for the survival of corporate brands, and brand is able to enhance the user's awareness and understanding of the product. Traditional brands usually have a guarantee of product quality. After a long history of the test, it has a wide range of influence, forming its own family characteristics [15]. Therefore, the traditional brand image design should learn from each other, and hold their own inherent advantages of consumer groups and family characteristics, constantly adding new design elements.

First of all, the traditional brand image redesign should ensure the quality of the product. Secondly, in the innovative design, the traditional brand should consider the needs of the current customer, and conduct in-depth investigation in terms of technology, color, appearance, emotion, material, function, experience and environ-

mental protection, and so on to reflect the personality of the brand. In addition, the information technology should be used to collect user feedback in a timely manner and make an analysis. On this basis, the user's demands can be understood, so as to improve product design and service provision.

3.3. The product communication strategy of the traditional brand image redesign in the information age

In the design process of the brand visual identity, the design of the product is the core of the brand. But how can the product be popular, and get a wide range of consumer support, more communication strategies are required. In this paper, combined with the characteristics of the technology and thinking of the information age, in the process of brand image redesign, the product communication strategy is summarized in Table 2.

Table 1. Four common features

Complementary communication tools	The information age has brought the multimedia communication mode, which can deepen the user's memory of the brand through the diversification of the communication channels, so as to effectively improve product awareness and consumer groups to brand recognition. The traditional brand has a good line, which can double the integration of online and offline resources, and continue to carry forward the traditional media print, television and other advantages. At the same time, it can use the website, social platform for online communication, so as to make the brand's publicity more interactive and durable, and establish a long-term relationship with consumers.
Consistency of communication information	Internet era has brought a lot of opportunities for traditional brands, making the traditional brand have a wide range of choices in the media. However, regardless of the choice of platform for publicity, the consistency and accuracy of the information determine the effectiveness of brand communication. The design of the brand image not only has the aesthetic feeling, but also should reflect the brand philosophy. Flat visual communication style should take into account the times and lasting, so as to be in the hearts of the people, to deepen the core values of the brand to convey the values.
Use design to tell the story of the brand	Brand story is a big advantage in the spread of traditional brands. A long history makes the traditional brand in the process of growing up with more cultural heritage. When a proper narrative has been widely disseminated, the brand image will be able to have affinity and persuasion, to stimulate the emotional identity. The spread of the story of the brand can use print ads to integrate into the film and television design.
The scene of the real and virtual experience	Technology has made it possible to make all sorts of illusions. In the use of virtual scenes to provide customers with relevant experience, the brand can break through time and space constraints, and make people feel more intimate services and more personalized brand culture expression, so as to reduce the user's time cost, and enhance the user experience.

4. Result analysis and discussion

In this part, taking Yantai apple as an example, a case study is made on the visual recognition image redesign of the traditional brand in the information age. Yantai apple is the most representative brand of Shandong province, has been walking in the forefront of brand design for many years. According to the enterprise's own strategic planning, the core content of the product is to do a good job of brand totem design and the corresponding protection.

In the variety of culture, Yantai Apple has reached the international leading level. For a long time, Yantai has continued to quote and develop excellent varieties at home and abroad, and has established a nursery stock breeding base with high level, so as to actively update and transform the old orchard. According to the relevant regulations, the use of the trademark of Yantai Apple should have a certain size and reach the standard of non-pollution businesses. Before using the trademark, first of all, businesses need to apply to the Apple Association of Yantai city. After a series of strict on-site inspection, the relevant departments will review and approve, and finally, a contract will be signed and submitted to the State Administration for Industry and Commerce Trademark Office for the record. This series of measures are able to effectively guarantee the quality of Yantai apple, and also can ensure the quality of Apple's trademark in Yantai.

In the new strategic plan, Yantai Apple has designed and released a new brand image, as shown in Fig. 3.



Fig. 3. Brands of Yantai apple

The first logo on the map is the new brand image of Yantai apple, the later five pattern are the brand value. Yantai Apple launches a new slogan "China's first apple, Yantai apple", using a sense of historical narrative way to increase the charm of the brand image. Thumb Apple's shape design is with a cartoon effect, which can make people remember. The thumb in the cultural context is the first meaning, which is just in line with Apple's image. Different brand graphics have different content, including the first in history, the first brand value, the world class natural conditions, planting level priority, and sweet and sour taste, expanding the amount of information about the brand image.

In this case, the company use a series of new brands. It can be an outbreak because that traditionally a single icon can be the only choice for the companies. With the six pictures, the Yantai Apple shows a dynamic trend. Six different apples refer to different characteristics of the commodity so as to make the brand's publicity more interactive and durable, and establish a long-term relationship with consumers. When a proper narrative has been widely disseminated, the brand image will be able to have affinity and persuasion, to stimulate the emotional identity. The form of various pictures is similar to telling a story so that the icon turns to be more

persuasive.

5. Conclusion

With information technology as the background, how to redesign the visual identity of the brand in the Internet environment was discussed in this paper, which focused on the new strategies to make brand design. Based on this background and concept, the basic theory of brand design in the information age was studied. And combined with the specific brand of the case, the visual image recognition was researched, analyzed and summarized. Through the case study, it is found that the Internet platform provides a wide opportunity for the brand in product design, marketing and communication design. And the use of systematic way of thinking can enhance the image of the traditional brand in all aspects. Taking Yantai apple as an example, the present situation was investigated and analyzed. It is considered that in Shandong's agricultural brand, Yantai Apple has forward-looking brand awareness. Yantai Apple brand image redesign has enhanced the level of the brand, and enriched the content of the brand culture, which is worth learning. Before the icon revolution, the Yantai Apple is usually ignored by people, though it is widely sold and promoted. Few people would pay attention to the brand. However, with the new brands, the special form is thus attractive and both the history and culture of the products are obvious exhibited. Therefore, the paper showed that the coming of the informative age has opened a new way for brand design, and the strategies mentioned could be lighting suggestions. By the limitation of space, this paper still has the problem of lack of refinement in theory and case analysis. But through the combination of theory and case, this paper has provided valuable suggestions for the redesign of the brand visual identity image in the development trend of the new era.

References

- [1] N. CRILLY, J. MOULTRIE, P. J. CLARKSON: *Seeing things: Consumer response to the visual domain in product design*. *Design studies* 25 (2004), No. 6, 547–577.
- [2] C. B. M. VAN RIEL, J. M. T. BALMER: *Corporate identity: The concept, its measurement and management*. *European Journal of Marketing* 31 (1997), Nos. 5–6, 340–355.
- [3] U. R. ORTH, K. MALKEWITZ, CHAIR: *Holistic package design and consumer brand impressions*. *Journal of Marketing* 72 (2008), No. 3, 64–81.
- [4] K. L. KELLER, D. R. LEHMANN: *Brands and branding: Research findings and future priorities*. *Marketing Science* 25 (2006), No. 9, 740–746.
- [5] S. PARK, D. CHOI, J. KIM: *Visualizing e-brand personality: Exploratory studies on visual attributes and e-brand personalities in Korea*. *International Journal of Human-Computer Interaction* 19 (2005), No. 1, 7–34.
- [6] T. M. KARJALAINEN, D. SNELDERS: *Designing visual recognition for the brand*. *Journal of Product Innovation Management* 27 (2010), No. TOC. 1, 6–22.
- [7] C. A. BOUDREAUX, S. E. PALMER: *A charming little Cabernet: Effects of wine label design on purchase intent and brand personality*. *International Journal of Wine Business Research* 19 (2007), No. 3, 170–186.
- [8] R. ABRATT, T. N. MOFOKENG: *Development and management of corporate image in South Africa*. *European Journal of Marketing* 35 (2001), Nos. 3–4, 368–386.

- [9] K. LIM, A. O'CASS: *Consumer brand classifications: An assessment of culture-of-origin versus country-of-origin*. *Journal of Product & Brand Management* 10 (2001), No. 2, 120–136.
- [10] C. RANSCOMBE, B. HICKS, G. MULLINEUX, B. SINGH: *Visually decomposing vehicle images: Exploring the influence of different aesthetic features on consumer perception of brand*. *Design Studies* 33, (2012), No. 4, 319–341.
- [11] P. V. HENDERSON, J. A. COTE, S. M. LEONG, B. SCHMITT: *Building strong brands in Asia: Selecting the visual components of image to maximize brand strength*. *International Journal of Research in Marketing* 20 (2003), No. 4, 297–313.
- [12] D. M. FRÍAS, M. A. RODRIGUEZ, J. A. CASTAÑEDA: *Internet vs. travel agencies on pre-visit destination image formation: An information processing view*. *Tourism Management* 29 (2008), No. 1, 163–179.
- [13] S. T. E. WANG: *The influence of visual packaging design on perceived food product quality, value, and brand preference*. *International Journal of Retail & Distribution Management* 41 (2013), No. 10, 805–816.
- [14] R. A. SHANG, Y. C. CHEN, H. J. LIAO: *The value of participation in virtual consumer communities on brand loyalty*. *Internet Research* 16 (2006), No. 4, 398–418.
- [15] B. MERRILEES, M. L. FRY: *Corporate branding: A framework for e-retailers*. *Corporate Reputation Review* 5 (2002), Nos. 2–3, 213–225.

Received May 22, 2017