The Image Shaping of Brand Vision in Digital Environment

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Abstract: Starting from the concept of brand image and brand visual image design, this paper discusses the shaping and promotion of brand visual image design under the influence of multimedia technology and Internet in the digital era, and mainly discusses the trend of brand visual image design from the aspects of shaping dynamic, interactive and flexible image and multi-faceted form communication.

1. Introduction

Brand image is a collection of images and concepts about various elements of brand existing in people's mind. It is mainly the brand knowledge and people's attitude towards the brand, which is a product or service differentiation integration of the brand in the competition. Brand image design is to design the carrier and way of conveying brand image information, so that the information conveyed by the carrier can move consumers. The object of brand image design is all the specific things that convey brand information in the process of commodity circulation. In general, it is a complete and systematic visual expression system with logo, standard word and standard color as the core, which integrates brand concept, brand culture, service content and enterprise rules Fan and other abstract concepts are transformed into specific symbols to create a unique brand image, and on the basis of symbols to express the brand's business philosophy and spiritual culture. In the brand image design, visual image is the most powerful and infectious, and it is most easily accepted by the public, which is of great significance. The visual image design of brand is affected by various factors, especially the development of economy and technology, the popularity of digital multimedia and tile network technology, which makes the brand pay more attention to design and image of the market competitiveness.

2. The Status Quo and Development Trend of Brand Visual Image

The dissemination of information is the key factor for people to understand new things in today's society, and the visual image design is the most infectious way of information expression, which occupies a dominant position in this way of expression. Therefore, shaping, upgrading and redesign is very important for new brands. According to the survey, the visual image of local brands is mostly designed in a static way. At first, from the complex and trivial concrete graphics gradually simplified into easy to identify, abstract graphics; from the three-dimensional graphics gradually simplified into plane, simple graphics. Static logo design only depends on graphics and colors. It

puts aside the complex and trivial decoration, and mainly appears in the form of abstract geometric modeling and flat design. The delicate and simple style of brand image makes it stand the test of time and make the information express accurately[1]. But for consumers with different education levels, flattening can not bring them a certain amount of information intuitively, which may make it difficult to identify the logo. The design of local brand visual image is to attract consumers at all levels, and strong regional and national culture should be integrated into the visual brand image. If a brand wants to stand out, it must have its own uniqueness. It can promote the visual image of local brands to a new height, so that people can understand its meaning and feel its value and uniqueness.

In the early 1990s, with the application of computer and Internet, many designers began to try to break through the usual design forms and techniques in logo design, in order to let people feel the dynamic expression between various modeling elements. The dynamic sign of two-dimensional space is a sign form that transforms static graphics into dynamic graphic elements through graphic design. The dynamic sign in multimedia is the integration of the concepts of "time" and "space" into the traditional graphic elements, which integrates various means, various forms and different media. The specific performance of dynamic logo design is that the logo no longer exists in a single form and color in different occasions and media, but through the use of synaesthesia to make the graphics produce "force" and "field", making it become dynamic graphics, thus causing some intuitive impact on people's vision and psychology. Dynamic graphics exist in plane, stereo and digital graphics[2].

Plane dynamic graphics mainly use the contrast relationship between "figure" and "Earth", "positive" and "negative", "real" and "virtual", so that graphics convey a kind of dynamic tension; while three-dimensional dynamic graphics break through the expression form of general two-dimensional elements, and use rich space visual language in two-dimensional graphics, so as to form a kind of visual illusion and contradiction space, which is unique The digital dynamic graphics mainly exist in the image with multimedia technology as the media, which is integrated as a basic pixel unit to process, display and convey all kinds of information. The dynamic graphics in logo design can be divided into "static dynamic" and "dynamic dynamic". In the expression form of "static dynamic" and "dynamic dynamic", there are differences between abstract and concrete. When some design elements of a logo are displayed through its changing shape and illusory color, the logo will have a new meaning and make its original expressive force richer and deeper. Using the dynamic logo of multimedia digital technology, its color change, graphic change and material change are the design elements[3]. Dynamic logo design will become a new trend of logo design in the digital age. Dynamic visual image will cause a boom in brand image, because dynamic publicity has more rendering power. The function of dynamic logo is to express brand elements in all aspects. Flat information dissemination is often limited, static signs are mostly the use of color, shape and other stimulating visual elements, and the technique is relatively simple. With the development of modern multimedia, dynamic brand image will lead the trend of brand publicity.

3. The Image Shaping of Brand Vision in Digital Environment

3.1 Create Dynamic Visual Image

At the beginning of traditional brand image design, due to the limitations of technology and media. The shaping form itself stays in the stage of solid color or static, the simpler the color of the logo, the easier it is to identify, and the lower the cost. In the design process, the use of gradient color is rarely advocated, and the design of visual image mainly stays in the print. However, the emergence and wide application of new media in the digital era has given designers unlimited possibilities in design. The ever-changing multimedia technology such as Internet and video makes the performance of gradient colors and dynamic graphics and images become a reality, and the

brand image also begins to present in a dynamic way. Looking at the performance techniques of today's brand image design, it can be said that they are rich and colorful, three-dimensional, gradient and transparent Designers are keen to break through the limitations of traditional printing media, and begin to use photography, animation, high-definition images and other new brand visual culture to stimulate people's memory and visual experience, especially the use of dynamic logo extension. This digital logo design is composed of unique functions, which will develop according to the specific form of the media itself Students have corresponding changes, but still have a strong identification.

In March 2011, netia, a Polish telecom operator, released a new dynamic corporate identity, which was designed by white cat studio, a Polish local brand image promotion and design organization. Due to its unique dynamic display effect, this work won the red dot award in communication design category. The main design elements of the new brand logo launched by netia are a group of colorful dots. Although the circle of dots is the "default version" of the logo, it is definitely not the only and the same version. These dots will constantly change their position and arrangement, and dynamically display various patterns. The dynamic display of flash in the logo is: heart shape, dialogue bubble, smiling face... Compared with its old logo, The new logo can better reflect the sense of modernity and fashion, and it is easier for people to remember and recognize. And it is easy to apply to other promotional occasions of the brand. On its website, the dots of these copies can be used as decorative patterns, which can better extend the logo effect. From the perspective of visual image communication effect, dynamic visual communication can have stronger impact[4]. It absorbs the expression means and skills of film, literature, painting, music and other arts. It is a comprehensive art form, which makes the brand image more personalized, more complete, easier to identify, more expressive range and depth, and more extensible.

3.2 Create a Flexible Image of Interactive Communication

As the Internet in the digital era brings us an unprecedented rich and colorful world, every day, various dynamic visual media departments are communicating information, and in a short time, a large number of information is transmitted to the audience in the form of audio-visual synchronization. From the perspective of the direction of visual image communication, no matter how the traditional media form changes, consumers can only accept it in one direction. Internet breakthrough The traditional media one-way communication mode has the characteristics of bidirectional communication. Consumers can keep and communicate on the enterprise website on the Internet, and even express their own preferences and dislikes. "Interactivity" has become one of the most unique characteristics of the Internet era. In this way, the graphic design of brand visual image has been broken through repeatedly. The printed matter such as business card, envelope, letter paper and so on can not meet the needs of the communication in today's society. In order to meet the essential characteristics of the Internet world, interaction becomes another core means of brand design. The brand acceptor is no longer the passive object of acceptance, but rather, the brand that he likes is closely connected with his active enthusiasm. Consumers can obtain the appearance feeling of the brand through the example pictures on the brand promotion website, or obtain the product's stereoscopic feeling through three-dimensional pictures Feeling, even can carry on various drag and rotation changes to the brand products, for example, Levi's Cowboy brand can let consumers "try on" on the Internet to get the real feeling of the product. While GM provides the consumers who want to create personalized cars with a platform to design their own favorite cars on the website[5]. The high degree of participation of this interaction makes consumers feel comfortable The service and the fun of creation, thus drawing close to the distance with the consumers, grasping the emotional demands of consumers, creating a pleasant and relaxed atmosphere, showing the

concern for consumers and showing the affinity of brand visual image.

3.3 Multifaceted Form Communication of Brand Image

In the past design era dominated by print media, brand image design should be fixed, only, the correct communication of the brand must be inseparable from the fixed norms, but in the digital era, facing the complex media and curious consumer psychology, many brand images try to present the image in an irregular form, in which the overall image is unified, regardless of the environment Different time for different objects. To convey their brand image in a multi-faceted visual form, to bring a new look to the brand.

In 2000, Wolff Olins planned a complete set of visual image for Tate Art Museum. The design concept is "only one Tate, but there are also multiple Tate". The brand concept is "in Tate, what you experience is not only culture and art, but also entertainment and enjoyment." In this brand creativity, Wolff Olins used different degrees of fuzzy signs to identify the logo. How can fuzzy signs be recognized? But the logo of Tate art museum is full of a sense of obscurity and mystery because of its fuzziness, which makes people have a desire to never give up. There are four different visual effects between wolfze and Tate, which are different from the random use of logo Olins uses the words in the upper right corner to distinguish {in the whole system of brand image design, woff Olins uses a lot of different colors, which makes the practical application lively and vivid. It is worth noting that the changing colors reflect the changing future. After this famous design, various brands compete to use multi-faceted expression to meet the needs of different environments, different times or different groups of people.

The image design of Obama's presidential campaign in 2008, which perfectly integrates digital marketing and traditional mode, won the 2009 Cannes Advertising Festival titanium Lion Award and Integrated Marketing Award. In addition to the positive and courageous tension of Obama, American flag, sunrise and horizon line, the circular logo designed by Obama team can be applied to various occasions, and the corresponding "state logo" has been customized for the voters of each state[6]. On Obama's personal website, the logo can be used for various purposes Ethnic groups and voters who hold no political views on various affairs deduce corresponding logo patterns. However, no matter what kind of graphic combination or form is adopted, brand image promotion emphasizes consistency. The multi-faceted communication of all signs must be unified with local signs, and all details in the implementation process must be unified.

4. Conclusion

In short, in the era of highly developed technology and rapid information dissemination, brand visual image design is definitely not a simple symbol image design, but a kind of strategic design. With the development of various new media driven by multimedia technology and Internet in the digital era, the shaping and promotion of brand visual image will develop in the direction of digital, personalized, diversified, interactive and even intelligent. Designers inevitably have to face a variety of visual information and make different visual image changes according to different scenarios. These will inevitably expand the scope of brand visual image design, the ways and means of visual image communication will also have a revolutionary change, and its form of expression and space will be broader. Maybe in the future, you don't need to go out of the house and directly use new media in front of the computer to experience the new brand image, including the real touch, taste and visual experience of the product, and even the most real service operation and enjoyment of the brand. Therefore, the new era has put forward higher requirements for designers. They should not only have artistic quality, but also master the knowledge of multimedia technology, marketing, psychology and design aesthetics, so as to better serve the brand visual image design under the

ever-changing technology.

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