

# The role of VI design in enhancing corporate brand strategy

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**Abstract:** The pursuit of aesthetics and the understanding of design in VI design are inextricably linked with the design thinking of current corporate advertising. VI design is the carrier of the brand image of the company, and it is the embodiment of the corporate symbol and cultural concept. The outstanding VI design wins the trust and recognition of the market and consumers. It starts from the visual system, sensory emotions, cultural concepts and other aspects, and obtains the success of the brand strategy from the perceptual and rational through the visual multidimensional elements.

**Keywords:** VI design; visual recognition; corporate brand strategy, First, VI design overview

The logo of the enterprise is the core of the VI system. It is the refinement of the corporate culture, business philosophy, corporate purpose and objectives. In the VI system, the logo is the most widely used and frequently occurring element, and it has the leading role in launching all visual design elements. Usually, as an additional component of the corporate image is the auxiliary mark of the enterprise, that is, using some visual graphics, supporting corporate logos, strengthening corporate character, and expressing the characteristics of products and services. VI design generally includes two major elements: the basic element system and the application system. Among them, the basic element system generally includes: the name of the enterprise, logo design, logo, standard font, standard color, auxiliary graphics, and prohibition rules. Application systems generally include: signage, office supplies, environmental design, office clothing, special vehicles, and so on. VI design has the following effects on corporate promotion:

1. A large number of effective communication companies' cultures and business ideas, and publicize enterprises in the form of visual identity.

2. The company uses its own unique visual identity symbol system to attract the public's attention and let the public generate the brand memory of the company, which can increase the consumer's highest brand loyalty to the company's services and products.

Second, VI design to enhance the main aspects of corporate brand influence

**Uniqueness:** refers to the special status of corporate brands in people's minds, and this uniqueness is crucial for corporate brands. For example, BP has emphasized technological advances in environmental protection through a new slogan and logo; there is also an advertising slogan that is well known to the public, and the slogan

“Let's do better” makes Philips famous. world. Advertising slogans have been widely publicized by traditional media. One is to showcase a style of business and a commitment to consumers.

**Visibility:** refers to the extent to which consumer groups recognize corporate brands in people's minds. It can be a list of public welfare activities, outdoor advertising, and corporate brand value. Third, the important role of VI design in the creation of corporate brand

1. Application of color dimension in the creation and development of corporate brand

Color has a certain symbol and meaning of the gun, different visual feelings and different colors and associations, and reflects the characteristics and nature of different corporate brands. VI design can convey and reflect the concept, culture, marketing, and Operational categories and corporate style information are communicated to the public. According to the analysis of psychologists, in the process of visual perception, the sensitivity to color is higher than the sensitivity to specific morphological perception, and the direct transmission of light waves is the color, the identification and summary of the light transmission in the body cavity.

2. The application of emotional dimension in the creation and development of corporate brand

We can achieve visual stimuli through colors and symbols, which can resonate emotionally. In addition, color can also express different ideas, have an important connection with people's emotions, black can express mystery, seriousness, stability, elegance; blue can express confidence, tranquility, trust, coordination and common language electronic technology, Chemical, transportation, medicine and other fields; green can express health, environmental protection and other emotions, red is a warm color, expression of warmth and passion; other colors and so on will bring a special feeling.

Fourth, the conclusion

As far as the current domestic economic development trend is concerned, VI will have a golden period of development in China's small and medium-sized enterprises in the next few years. VI design is an important strategy to realize corporate brand. Brand is the lifeline of enterprise development. The successful shaping of brand VI will enable enterprises to obtain the golden key to the international market.

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