

Research on the logo and its development form in the new era

Weiwen Yang

Communication University of China, Nanjing, Nanjing, Jiangsu 211172

Abstract: with the rapid development of social economy, the construction of enterprise culture has been paid attention to, and the symbol is the image and culture of the enterprise, which has developed rapidly in recent years. Under the background of the new era, this paper will carry out in-depth exploration around the logo. While exploring the concept, origin and characteristics of the logo, it can predict the development trend of the logo in combination with the characteristics of the times and economic conditions, so as to comprehensively elaborate the historical evolution and future prospects of the logo, and finally give full play to the impact value of the logo in the enterprise market, So as to promote social and economic development. How to study signs and their development trend based on the background of the new era is one of the important issues that researchers need to solve urgently. This paper will carry out in-depth exploration around this topic.

Key words: new period; Signs; Development form

Logo is a highly personalized, commercial, characteristic and spiritual abbreviation. If national development or enterprise competition requires the establishment of brand image, it is necessary to formulate special logo on the theme, management mode and enterprise culture, so as to convey the connotation and spiritual appeal of enterprise culture to the world with the help of logo. In the context of the new era, a variety of brands have emerged, among which the unique design can highlight the good image of the company or individual, and is also an important cornerstone for the success of enterprises or individuals. In addition, logo is an important part in the field of visual communication design, which has significant characteristics of the times and culture. A large number of design needs make logo design more extensive and novel, making the logo design market more standardized and strict. In view of this, this paper takes the author's practical experience as the starting point to analyze the concept, origin and characteristics of signs, and should also focus on analyzing the forms of signs, and finally put forward the development forms of signs.

1. The concept origin and characteristics of signs

First, signs are signs or trademarks that can express the characteristics of things, and are collectively referred to as intuitive complementary elements with objects, graphics and words, that is, in addition to expressing specific objects, they also have the functions of expressing meaning, expressing emotions and issuing instructions, which can also be called logo. Second, starting with the analysis of the origin of signs, we can see that logo, signs, logos and trademarks are the products of modern economic development, which are different from the ancient imprints. They carry a large number of intangible assets and are important media for enterprise information transmission. Logo is an important part of the strategic plan formulated by enterprises, which is related to the establishment of corporate image and cultural construction, and is widely used in the transmission of corporate image. The overall strength, management mode, products and services behind the enterprise can be covered in the logo and remain in the audience's mind after repeated stimulation and portrayal. The purpose of logo design is to condense concrete things, practices, scenes, and abstract spirit, ideas, and culture into special graphics, so that people can associate with the logo and identify with the enterprise at the same time. It indicates that it is closely related to the operation and management of the enterprise. The logo is an important element in the process of business activities, advertising, cultural construction and external communication of the enterprise. It will continue to add value with the development of the enterprise. Through the design, it reflects the spirit of the enterprise, industrial characteristics and service advantages, and is recognized and favored by the public, and ultimately can obtain higher economic benefits for the enterprise.

2. Manifestation of signs

2.1 Special pattern

This form of expression belongs to the representation symbol, and its unique and eye-catching group is easy to distinguish and remember, and can express the marked body through association, generalization and metaphor. Among them, the logo in the form of patterns can summarize the expression of ideas. If it is not closely related to the marked object, and the masses need a lot of time to remember the marked object, but after establishing a relationship, it can remember the marked object for a long time. Therefore, it is necessary to design special pattern images, such as Apple's dental imprint apple, Nike's checkmark, etc., and grasp the pattern logo very well. In addition, some enterprises hope that users can establish the company's image in a short time. At this time, mascots should be designed, such as the snow prince in the snow ice city, to widely publicize the company's culture and image.

2.2 Special text

This form of expression belongs to ideographic symbols, that is, the name of the identified object or product name that will be repeatedly mentioned in the communication and dissemination, and unified requirements in the form of text. The text mark should be clear and direct in connotation, and can be closely linked with the marked body, understood and recognized by the masses, and obtain the ideas expressed in the text. Because the characters themselves have certain similarities, it is easy to blur or even weaken the memory of the masses

with the marked object. Based on this, the text mark is generally a supplementary description of the pattern mark, which requires that the style of font and pattern should be consistent, and on this basis, the creation should be differentiated. The complete logo design of domestic enterprises, especially the design with Chinese characteristics, needs to be designed according to the requirements of international standards, which at least includes the bilingual form of Chinese and English, and the proportion of Chinese and English fonts should also be considered. Generally, it should include patterns in English, patterns in Chinese, patterns in Chinese and English, as well as individual patterns, Chinese combinations and other forms. In addition, some enterprises will consider traditional Chinese characters or other national languages. On the basis of ensuring that the design content is comprehensive, we should also consider whether it is harmonious and beautiful, so as to have a good design effect.

2.3 Compound text

This form of expression belongs to the effective combination of representation and ideography, specifically refers to the logo design combining text and pattern, which has the text attribute and pattern attribute, but it will virtually weaken the influence of related attributes. In general, for different object orientations, there will be great differences in the expression of logo design, whether it is in favor of pattern or text. If it is just a simple modification of the printed font, or the text programming decoration modeling, it needs to let the audience guess, and ultimately can not achieve the desired publicity effect.

3. The development form of signs in the new era

First, nationalization. Graphics belong to the visual language, which can be recognized by people. The national logo design is reflected in the design creativity, thinking angle, understanding degree and so on. According to the author's practical investigation, a certain level of logo design needs to be consistent with the expression of the graphic language of the times in terms of conception and performance. Signs should have unique national characteristics, which can make signs easier to identify and remember. At the same time, the logo design should also comply with international standards, so as to maximize the understanding and nationality of the logo.

Second, symbolization. At this stage, the signs designed by various enterprises are developing in the direction of practicality and universality, and the characteristics of internationalization are more obvious, that is, the modern sign design is more in line with human aesthetics, that is, it has more symbolic characteristics. In other words, symbolic logo design has strong recognition and memory, which can arouse the audience's understanding and form a deep impression. Based on this, some symbols designed to be recognized by all countries in the world will be translated into national languages in order to meet the needs of the international market when their pronunciation and patterns remain unchanged.

Third, conciseness. The logo design process is also a kind of creative behavior, that is, it should not only meet the actual needs, but also have application value. Designers need to be fully aware that the essential demand of human beings in the process of development is to return to nature, that is, to design with a small number of elements, simple ways and simple techniques, and to show their life in the design process. The logo should be concise and generous with rich connotation, so that people can understand its hate in the process of viewing and using, which is a good way for enterprises to communicate with users. Based on this, modern logo design should gradually develop from complexity to simplicity, so as to meet the aesthetic needs of modern people.

Fourth, diversification. With the rapid development of science and technology, graphic design gradually develops from two-dimensional space to three-dimensional space or even multi-dimensional space. At the same time, it also makes the form of logo design more novel and unique. Nowadays, the market competition of enterprises is increasingly severe. Logo design should be suitable for different environments, which needs a variety of advanced technologies to support. Such as television, neon lights, buildings, electronic screens, vehicles and other materials. The logo designed by designers should be applicable to all kinds of carriers. Therefore, it is necessary to introduce advanced processing technology and concepts, so that the logo can be applied to all kinds of occasions.

Fifth, personalization. This development trend refers to the designer's unique view of the logo, which can indirectly express the designer's creative desire and innovative consciousness. Designers can achieve unique design ideas by means of structure, configuration and evolution, and the logo designed has more impact and influence. At the same time, designers need to have the professional knowledge and basic skills of design, so as to be able to design the logo that meets the needs of enterprises, has unique charm and is applicable to the market situation.

Sixth, environmental protection. In order to implement the concept of environmental protection, designers should integrate green design into logo design, in which green design can highlight the excellent environment and healthy life, and also contains the concept of green environmental protection. Based on this, when designing green signs, designers should start from the perspective of resource conservation and energy utilization, so as to emphasize the harmonious relationship between enterprise development and ecological environment, and ultimately promote the sustainable development of social economy.

Seventh, naturalization. With the continuous change of the international form, the world is developing in the direction of multi polarization and diversification, which also makes the logo design get a qualitative change, from the previous single mode to the multi-dimensional perspective. At the same time, it also makes the sacred symbol transform into the equal symbol, and makes the logo design evolve into a new mentality. Nowadays, logo design not only has outstanding symbolism, but also can give people enthusiasm and pleasure through natural methods.

Conclusion:

In a word, in the context of the development of the new era, in order to further increase the publicity and influence of enterprises, we can carry out in-depth research on logo design. Researchers need to understand the connotation, origin and characteristics of the logo in combination with its development process, and then can analyze the future development form based on this, that is, the logo will move towards nationalization, symbolization, conciseness. The direction of diversification, personalized environmental protection and Naturalization is constantly developing, which can provide reference for other enterprises to carry out logo design,

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About the author: Yang Weiwen (November 1994), female, Han, native place: Nanjing, Jiangsu Province, education background: Master, professional title: Lecturer, research direction: advertising, visual communication.