A Study on Brand Visual Design Based on Internet Technology

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Abstract: The Internet era has brought great changes to people's lives, it promotes the continuous development of the economy, but also promote the overall upgrade of the brand, so that the brand visual image communication has more media. Under the era of the Internet technology development, the requirement of brand visual design is higher than before, it can not only limited to the visual level, at the same time it has to combine with modern new way of media communication based on the brand culture, and to enhance brand experience. Brand visual design can be feasible, at the same time promoting the development of brand implementation. This paper will mainly discuss the development path of brand visual design under the background of Internet.

1. Introduction
In recent years, with the development of the Internet (5G), great changes have taken place in people's consumption concept and behavior, and new opportunities have been brought to the development of corporate brand image. Brand visual image in the form of Internet communication, not limited by time, space, region, and strong openness and other characteristics, if enterprises can grasp the enterprise brand positioning and design strategy, effectively shaping the brand image under the background of the Internet, they will has a positive significance for the development of enterprises.

2. An overview of content related to the Internet and brand visual design
The Internet originated in the United States in 1969. After nearly 20 years of development, it became popular in 1989. Computer technology and network technology have enabled mankind to enter the era of data communication. Mankind has effectively enjoyed the convenience brought by the Internet, and the quality of life. The social productivity have been effectively improved. The Internet is called the "fourth media" and "fifth media", which effectively promotes the production and life of human beings. Growing people are beginning to use the Internet. The statistics shown in Figure 1 below show that the number of Internet users in China has been rising, from 50.06 million in 2013 to 831.4 million in 2019. It can be seen that China has increasing people to use the Internet, and the popularity of the Internet continues to rise. Figure 1 shows the growth rate of internet users in China over the past 7 years.
Brand visual design mainly includes brand name, logo and slogan, and publicity design. They are important signs to distinguish the brand from other brands. A brand name is usually composed of words, symbols, patterns or a combination of the three, covering all the characteristics of the brand, and has a good publicity and communication function. Markers can help people identify and associate, so that consumers have positive feelings, likes and preferences. Logos can provide associations for products as well as strengthen names and identifiers. In order to enable consumers to choose the company's products among many products, companies will actively use brand names and visual phenomena of brand design to attract consumers' attention and interest, so that brands can truly enter people's hearts and be well-known by consumers.

3. Changes of Brand visual design in the context of the Internet

As the age grows, the older generation groups begin to enjoy life, but they still care about their children. They are used to saving in consumption, and still show loyalty to traditional brands. From the perspective of brand visual design acceptance in the Internet era, most of the post-90s groups have financial capabilities, and have accepted the convenience provided by modern Internet technology. They have shown great interest in emerging things. Therefore, this type of the crowd began to become the target market of corporate brand visual design in the Internet era. The brand visual design of modern Internet companies is designed to be viewed by young people and to capture the attention of young consumers. Taking the well-known snack brand BESTORE as an example, this brand is an emerging brand in recent years. With the help of the Internet, the visual design of the brand has been continuously developed. It has also absorbed a lot of audience groups. According to the survey, the age of the main audience groups for brand visual design remains between 10-25 years old. Figure 2 shows the percentage of brand visual image audience of BESTORE.
The rapid spread of brand visual image Internet technology has brought great convenience to people's lives. It carries the labels of "convenience" and "high speed", which effectively speeds up the spread of brand visual image. Receiving massive amounts of information online has promoted the effective dissemination of brand visual image. At the same time, when all brand visual image designs flood into the public eye, how to ensure that the brand is recognized by consumers? It needs to rely on personalized and beautiful brand visual image design. Therefore, this requires companies to fully grasp the aesthetic needs of consumers, integrate brand culture and personalized modern elements, use the media to quickly spread to the audience, and bring more consumer groups to the brand.

Brand visual design is more interactive. Under the background of the Internet, the form of visual expression has changed, from newspaper to mobile phones and computer screen. And the visual performance has become more refined and dynamic. For brand visual design, new media can help brands create more visual customs and styles. Various flat graphics and changeable colors bring a lot of inspiration for brand visual design. At the same time, it also urges brand visual design to focus on interactive experience in pre-sales. For example, KFC brand integrates AI (artificial intelligence) technology when designing visual image. Audiences can interact with the brand by mobile phones, and the visual expression of the brand is continuously improved, which can be seen in Figure 3.
4. Brand visual design strategy based on Internet technology

Digital brand visual image design is an inevitable product of the development of modern society. Various types of information technology provide a wealth of expressions and design concepts for corporate visual design. Breaking traditional design ideas and using Modern information technology can effectively help brands and consumers to have emotional communication, create a brand-new brand image for enterprises, and improve their competitiveness in the market. In the context of the Internet, brand visual design can start from the following points. Table 1 showed the Brand visual design strategies under the Internet background.

| Design Method                              | Main Features                                                                 |
|--------------------------------------------|-------------------------------------------------------------------------------|
| With the help of various computer software | Photoshop, AI, CorelDRAW and other computer software are fully used. Each software has its own advantages and can effectively achieve different design visual performance. |
| Incorporate new science and intelligent technology | With the help of new technologies to break through the "two-dimensional space" and transform into a "multi-dimensional space". Combined with the use of digital VR panoramic roaming technology, AR augmented reality technology, 3D virtual technology, etc., to bring consumers a different visual experience. |
| Enhance the generation of new interactive design | New technologies have provided many ways to promote brands, and the information received by consumers has gradually been transformed into a dynamic and interactive all-round view. Interactive design expression can make the audience reach the awareness level needed for publicity emotionally, and can produce a good brand effect. |

5. Conclusion

In a conclusion, through studying brand visual design in the context of the Internet, this article believes that the development of modern Internet technology provides solid technical support and communication support for brand visual design. Therefore, in the process of brand visual image design,
modern computers should be actively used. Incorporating a variety of intelligent technologies, and focusing on interactive experience can effectively promote the development of brand visual design, and then contribute to the corporate development.

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