The Innovation and Application of Brand Design in the Self-Media Era

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Abstract. In recent years, with the continuous development of society, China has officially entered the era of Self-media, and brand design is facing unprecedented challenges and opportunities. The article first introduces the definition and characteristics of Self-media, and analyzes the current status and essential elements of brand design. Finally, it proposes innovation and application countermeasures for reference. It aims to enhance the core competitiveness of corporate brands and promote them to a healthier direction.

Keywords: Self-Media, Brand, Brand Design, Brand Innovation

1. Introduction
In the context of rapid technological development, Self-media has become the main way for enterprises to promote their brands and increase their popularity. Although it puts forward higher requirements for brand design, it also brings unlimited development space. Therefore, how to design a brand that meets the requirements of the development of the times has become the primary problem that designers need to solve at this stage. Relevant personnel must change the design concept in time and constantly break through themselves in practice [1].

2. Definition and Characteristics of Self-media
The so-called Self-media represents an environment in which everything is a media. Specifically, it refers to the use of digital technology and Internet technology to provide entertainment services and information to the public on the network and some media platforms. The way. Compared with traditional media, it has more distinctive features, such as sharing, interactivity, timeliness, flexibility, and diversity [2]. This hypertext model can fully demonstrate the personalization of Self-media and meet the requirements of modern society [1].

3. Brand Design Status and Essential Elements

3.1 Integrity
To measure whether a brand is designed successfully, it mainly depends on whether it can integrate the aspects of enterprise service, spirit, management and operation. In the design process, if unified standards and methods can be used to deliver information as a whole, it will leave a unified impression
in people's minds, greatly enhance the credibility of information, and thus enhance the position of the enterprise in the market [2].

The key to the introduction of brand design is to build a unified visual identification system, to replace or change the unreasonable situation of corporate information dissemination, and to achieve the unity of vision, awareness and behaviour. Therefore, we must ensure that we design Keynote coordination and outstanding themes [3]. On the contrary, it cannot be recognized and accepted by the general public and employees. Designers must fully consider the relationship between the environment and the enterprise, remember the brand design concept, and apply it to all links.

3.2 Purpose
Brand design has a very obvious intention, it is not a random behaviour, and creating a corporate image is its fundamental goal. The corporate image is the company's use of colourful publicity activities to communicate to people through different media, and then establish its overall understanding and views of the enterprise. The purpose of creating an exclusive image is to enhance the company's own reputation and strive for more benefits to the greatest extent.

If the company has a good corporate image, it will not only help people quickly feel the influence of the corporate personality, but also improve its core competitiveness and shape a good image inside and outside the company. In view of this, companies must correctly use the brand design as an image-shaping tool to continuously increase social visibility [3].

3.3 Persistence
An excellent brand design is bound to fully reflect the inherent culture and spirit of the times. In different eras, brand design has different styles and characteristics. It is not a temporary work, but a long-term plan. For modern enterprises, brand design is the most critical part of their work, and most enterprises have a common problem, namely how to meet the development requirements of the new era. The so-called persistence is not to follow the old rules, but to maintain relative stability and change with social changes to achieve sustainable development [4].

4. Innovation and Application of Brand Design in the Self-media Era

4.1 Continuous Innovation of Corporate Culture
In the Self-media era, corporate brand design puts forward higher requirements for cultural innovation. Nowadays, the entire society is developing towards a diversified trend. If companies do not pay attention to brand design and continue to use traditional brand culture, they will eventually be eliminated by the market. This requires companies to strengthen innovation in brand image and culture, and gradually improve their comprehensive strength. Follow the changes of the times to update existing brands in real time, so that enterprises can adapt to the development of Self-media. In addition, it is necessary to innovate the brand culture on the basis of considering the public's values and consumption concept, and design more excellent works [5].

4.2 Strictly Control the Brand Quality
Whether a brand can open the market depends on its products. For enterprises to obtain a good brand effect, they must have some guarantee in terms of product quality, so as to develop in depth in the context of Self-media. Assuming that a well-known enterprise brand, its products are not only well-known, but also very attractive in appearance, but after people purchase and apply, some quality problems often occur, or they lose their value in the application process, then in the Self-media environment, People will inevitably expose this product through various channels. As a result, such products cannot create a good corporate image in society [4]. Therefore, when designing and innovating a brand image, an enterprise must take quality assurance as a prerequisite. The two are interdependent and indispensable. Therefore, enterprises should continuously improve the quality of the brand and lay a good foundation for establishing a good brand image.
4.3 Design the Brand with Consumers and Media as the Center
For modern enterprises, the innovation and application of brand design play a decisive role in achieving sustainable development. Therefore, enterprises must understand people's consumption concepts in the Self-media era in real time, plan them correctly, and create a good brand image. Mobilize people's desire to buy. Relevant designers should make good use of various emerging technologies in the context of Self-media, pay close attention to consumer dynamics, deeply analyze and explore the two major elements of consumers and media, and build a suitable brand image based on this result. The principle of service first, to win more customers for the company, so that they have a better understanding and understanding of the company and the brand created [3]. In addition, we must correctly use these information technologies to strengthen corporate brand publicity work and improve social visibility.

4.4 Ensure the Visual Coordination of the Brand
If an enterprise wants to be invincible in the fierce market competition, it must ensure that its business operation matches the brand's visual image. For the latter, it must not only be unified but also creative, so as to deepen the consumer's impression. It can be started from the following aspects [6]:

First, in the design process, graphics and text should be unified to give people a sense of orderliness. Second, according to the actual requirements of the public and the media constantly optimize and improve the design brand, and there must be novelty.

Only in this way can people be deeply impressed by the company's brand image. In the Self-media environment, designers must improve the stability of the image and present the most prominent features of the enterprise in the most concise way to people's eyes.

4.5 Brand Design should Take the Usual Path
When designing a brand, relevant personnel must be brave to break the routine, change with people's lifestyle, aesthetic requirements and the development of Self-media, and innovate continuously. Enterprises are like children who are growing up. Designers must match them with clothing in time, so that they can give people a fresh feeling, attract a large number of loyal customers for the company, and then achieve long-term development in the Self-media environment [7].

Starbucks Coffee, which has a good reputation, is popular with consumers mainly because it is good at innovation and improves its plans by building a brand strategy. After 4 times of brand image design, its brand image is not only simple and eye-catching, which is convenient for people to remember, but also has a profound meaning, which leaves a good impression for people and wins more market share for enterprises.

4.6 Enhance the National Character of Brand Design
At present, if companies want to lead their competitors in the market, they must pay attention to the cultural value of brand design and enhance their nationality. For example: In some cosmetics brands, there are many brand design logos with Chinese classical charm, with a striking red as a background, with a colourful Facebook logo, or adding some green elements such as aloe, bamboo, etc., not only to make the product elegant and solemn, the oriental colors can also highlight the use of green plant raw materials to meet people's personalized requirements, which can effectively stimulate consumers' consumption behavior and thereby improve the economic and social benefits of enterprises [4].

4.7 Strengthen Emotional Communication with Consumers
When designing a brand, designers must maintain good emotional communication with consumers, make the brand image tend to be cartoon and personalized, and shorten the distance between each other. Taking Meituan takeaway as an example, the yellow kangaroo image designed fully demonstrates the expression characteristics of the imitation artefact, which can more vividly and accurately locate this enterprise, and can convey that the enterprise can deliver meals to customers in a very short time Information [6]. This cartoon design that promotes others and wins with wisdom has formed a close emotional connection between people and brands, which not only increases the cultural value of the
image, but also enhances its position in the hearts of the public. In addition, this artistic performance can also strengthen brand recognition and recognition, expand the consumer ranks, and enhance the market competitiveness of enterprises [7].

5. **Summary**
In summary, with the rapid development of society, the use of Self-media in various fields in China has made great achievements, which not only creates a lot of economic benefits for enterprises, but also promotes its development in a good direction. Brand design is an important part of enterprise development. Relevant personnel must change the design concept in time, starting from aspects such as innovating corporate culture, strictly controlling brand quality, ensuring brand visual coordination, and enhancing the nationality of brand design.

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