

## Analysis on the Development Status of VI in China under the Background of Internet

Chong Ma<sup>1,a</sup>, Yufang Dong<sup>1,b</sup>

<sup>1</sup>School of Literature and Journalism, Shandong University of Technology, Zibo 255000, China.

<sup>a</sup>mc\_chongchong@163.com, <sup>b</sup>1819349634@qq.com

### Abstract

**In the context of the rapid development of the Internet, media resources are particularly rich, digital technology continues to upgrade, to which has brought new opportunities and challenges to the VI design of corporate image. Corporate image VI design is influenced by changes and developments from the Internet. Based on the influence of technology, media, communication and other factors on corporate image VI design, this paper analyzes the good development trend and current problems of corporate image VI design, puts forward solutions at different levels, and summarizes the development trend of VI design according to the existing technical conditions and media environment.**

### Keywords

**Corporate Image VI Design; Internet; Brand Communication; Dynamic Trend.**

### 1. Introduction

China is the largest Internet country in the world. As of December 2020, The number of Internet users in China has reached 986 million, accounting for one fifth of the world's Internet users. 45.3% of enterprises carry out online sales nationwide. The Internet has become an indispensable marketing promotion channel for enterprises and plays a key role in the trend of the integration of traditional media and new media. With the growing of new media, wechat, micro-blog, tiktok provides a good soil for brand communication, and have broken away from the fixed and single transmission mode, which makes enterprises notice their potential.

The use of digital media, new technical means and the change of artistic concept make the VI design of enterprise image has a breakthrough development and progress in the new social background, towards the direction of diversification. Enterprises gradually adapt to the multimedia environment in the dissemination of VI design, making the presentation of VI more creative, visual and aesthetic, thus making up for the regret that VI started late in China.

### 2. Highlights of Current VI Design of Corporate Image

#### 2.1 Integration of Ethnic Elements

With the rise of China's economy and cross-border cultural exchanges, China's corporate culture has gradually gone abroad to the world. The development of enterprises is inseparable from the cultivation of local culture. When enterprises establish their corporate culture, they integrate into the excellent national spirit, morality, benevolence and dedication condensed for thousands of years. When these cultural elements are transformed into visual elements, they are added to the design of corporate image VI such as: Chinese poetry, calligraphy and painting, landscape, four major inventions, Xiang Yun, Chinese knot and so on, showing different national flavors. The integration of ethnic elements is not just copying the traditional Chinese elements, but integrating elements into their own corporate culture to form a unique style. On the basis of deep understanding of national traditional culture and ingenious combination with corporate philosophy, the VI design of corporate image is designed to meet the needs of enterprises and make consumers feel good.

## **2.2 Focus on Brand Tonality**

The image of brand external communication should be based on the brand's own positioning and corporate culture, starting from the characteristics of the brand itself, the enterprise's business philosophy should be spread concisely. After entering the mobile Internet era, consumers' behavior mode has changed into S-I-P-S, that is resonance, confirmation, participation and sharing diffusion. In the increasingly competitive market, enterprises perceive that consumers' concerns and behaviors are changing and picky when choosing brands. Therefore, in order to catch the attention of consumers, it is necessary to show distinctive personality characteristics in the VI design of the corporate image, which is identifiable and can be distinguished from competitive products. Corporate image is the intangible assets of the enterprise, only when consumers in the selection of goods through the VI system associated with the brand and service of the enterprise, is the successful VI design.

## **2.3 Combination of Aesthetics and Innovation**

Enterprises pay more and more attention to the development of their own corporate image VI design, and actively seek ways to upgrade and reshape VI, and find suitable forms of expression, which also promotes the development of the design industry. A group of new Chinese local designers gradually stand out, they dare to innovate and inject new vitality and strength into the Chinese design industry. The development and upgrading of design software has given designers more convenience to turn inspiration into reality. Chinese enterprise VI design gradually breaks away from mediocrity and vulgarity, and begins to enter the right track, gradually approaching the category of art. Many enterprises also constantly change their corporate image style, hoping to catch up with the increasing aesthetic needs of consumers.

## **2.4 Adaptation to Multi-channel Media Environment**

The integration of traditional media and new media brings new opportunities and challenges to the development of enterprises. Due to relatively fixed audience and relatively stable communication effect, traditional media still have a position that can not be underestimated, which is an effective way to strengthen brand impression and reputation. In addition, enterprises can sell products and spread images by online advertising or establishing their own official websites or mobile clients. The APP online stores are established, and the products and packaging are displayed to consumers through store beautification, product display and activity marketing. The purchase behavior is generated by consumers' active click. Therefore, VI is injected into the new content, mobile icon has become one of the new VI design form, which is an important way of corporate image propaganda. Enterprises make full use of online and offline channels to spread their image, which not only adapts to the trend of social development, but also is extremely beneficial to the development of enterprises.

## **2.5 Wide Range, Fast and Effective**

Compared with traditional media, Internet spreads faster and wider. Whether topic marketing or marketing communication around selling points, as long as the information points are creative enough and consumers can be attracted, topics and traffic will be generated immediately, driving more consumers to contact the information points. Once a hot topic is formed, it will spread more widely and have a better effect, which can not only make a first impression on the audience who do not know the brand, but also drive potential consumers to form sales behaviors. And online media spends much less propaganda cost and time than offline.

# **3. Problems in VI Design of Corporate Image**

## **3.1 Trend of Blind Westernization**

Foreign brand logo in recent years are moving in the direction of simplicity, with adhering to the principle of "less is more". Affected by these factors, domestic brands blindly pursue western style when they don't do a good job in brand positioning, such as Wei Long hot strip, They abandon the packaging style with no style and slightly low-end, begin to follow Apple's simple style. Whole white packaging, products and copywriting amplification as packaging subject. Although it seems that the entire level of the product has become high-end, it also lacks the unique style of the hot strip itself

and the typical characteristics different from other products. However, this change is hard to say good or bad, only consumers love and form a clear corporate image style is really a good change.

### **3.2 Serious Assimilation and Template**

With the development of the Internet era, enterprises have more ways to learn the excellent culture of other enterprises, which also provides a lower cost for plagiarism and imitation. Some brands are eager for quick success and instant benefit, and directly imitate other brands to design their own brand image, resulting in the similarity of the same industry logo. The assimilative design makes it difficult for consumers to identify and form their memory, thus transforming it into purchasing power. The intelligent development of the Internet has also derived the industrial chain of intelligent design. The development and use of websites and software such as "one click to generate enterprise logo", "free registration to send enterprise logo" have made the threshold of design very low. However, behind this extended industry is the impact of VI design industry and the disrespect of enterprise philosophy. The mark of the same industry can be selected in the website generation related elements are consistent, and the final effect is likely to be the same, which is also an important reason for the serious assimilation.

### **3.3 Blind Pursuit of Creativity and Lacking of Connotation**

Information must be creative and attractive enough to get consumers' attention. However, some enterprises excessively pursue creativity and ignore brand connotation in VI image design. For example, they excessively pursue fancy effect, and add too many details and shadows to the logo, resulting in difficulties in implementation in the later implementation process. And VI design is too creative and complex, but it is difficult to associate with the brand imagination, resulting in consumers difficult to identify. VI design should be simplified, refined design content, to meet the needs of communication as clear as possible, concise level, optimize the system structure.

### **3.4 Limitations of Design**

Before designing corporate image VI, enterprises need to conduct preliminary research on factors such as corporate philosophy and corporate behavior, corporate vision, and corporate positioning. Therefore, they are also subject to many pressures and constraints in the design, such as the requirements of enterprises beyond the normal range, the interference of corporate leaders, aesthetic differences and so on. The results after many reasons will be different from the expected ones. Integrating the various requirements of the enterprise into the design often affects the designers. So in order to meet the demand, designers can only try their best to throw away new ideas and choose more secure, that is, more mediocre solutions.

### **3.5 Unable to Make Full Use of the Technical Advantages of New Media**

The development of network media provides sufficient technical conditions for the spread of corporate image. There are more ways to spread corporate image, and the design trend has changed. But many companies still spread their image on the print media, unable to use favorable media conditions. The existing rich media resources have also brought difficulties to the choice of channels for corporate image communication. The investigation of media weight is not in-depth, the deviation of media selection caused by factors such as media fraud, and the waste of funds caused by the emphasis on a certain form of media, and the communication effect cannot reach the expectation.

## **4. Way Out and Future Trend of VI Design**

### **4.1 Enterprise Level**

Enterprises should pay attention to the importance of corporate image VI design and brand connotation in brand communication. Starting from corporate culture and business philosophy, defining the positioning and characteristics of the brand, they should integrate creative elements, learn foreign culture and take its essence to discard its dross, avoid blind westernization, adhere to the influence of local culture on the brand, and integrate national spirit and the humanistic concept of sustainable development to make their brands more identifiable and attractive. At the same time,

enterprises should also safeguard their own rights and interests, respond to relevant departments in a timely manner when encountering violations, safeguard their original rights, strive for their own interests, and purify the environment of the design community. They should also enhance originality, avoid plagiarism, and jointly create a good design environment.

In the establishment of VI system, the pursuit of creativity should be moderate, so as to avoid too many visual effect requirements, which makes it difficult to identify and confuse the corporate image, and there will be various problems in the later implementation process. Enterprises should keep pace with the times in the selection of media in image publicity, and should also consider the media environment with the most contact with the target consumer groups. With the development of mobile terminals and online media, more and more new media show their communication advantages. In order to maximize the communication effect, we should pay more attention to new media. But we should also consider the stability of print media and the relatively stable audience.

#### 4.2 National Level.

The state should also constantly improve relevant laws and regulations, the use of relevant laws and regulations, severely punish piracy and copy infringement, the relevant departments to strengthen supervision, protection of original copyright designers, so that piracy and plagiarism is no longer available.

#### 4.3 Designer Leve

Designers should improve their own quality and the artistic connotation, constantly enrich learning, strengthen their original ability. They should also abide by the industry standards and ethics, stick to the professional bottom line, do not copy, do not imitate, purify the design environment. In the design do not excessive pursuit of effect, ignore the cultural connotation of the enterprise, pay too much attention to form and ignore the content of the research. but start from the enterprise culture and business philosophy, sum up the essence and integrate into the design concept of the enterprise. And when there are many interference factors, should be rational thinking, adhere to their professional accomplishment.

#### 4.4 Future Trends

The upgrading of design technology and the improvement of designers' level, as well as the richness of media resources and the increase of competition among industries, more enterprises find new ways to make the brand image more attractive, such as the effect of dynamic media. This is to adopt the dynamic deductive publicity form of signboards, billboards, flags, light boxes, etc., place a variety of electronic devices in the enterprise, change the traditional static plane presentation into a dynamic playback form with multi-dimensional display effect, break the previous rigid and conservative static presentation, and change the visual feeling and communication mode of the public from a new perspective. Some outdoor, LED display, neon advertising and other media joint the effect of dynamic display, add the form of circular page display and dynamic play, enhance a certain sense of interactive experience, and truly realize the multi-functional contact feeling integrating seeing, listening and touching. In addition, VR panoramic experience, which is particularly popular in recent years, can experience the effect of products in the interaction of new media.

Dynamic design makes the similar logo that cannot be avoided among enterprises different. When original visual images and dynamic effects meet, users can perceive them in a new way. Moreover, dynamic graphics are much easier to be understood and remembered by users than static graphics, and have sufficient interaction and attraction, so they have higher brand recognition. Pleasant first impression makes effective corporate image can attract customers' continuous attention. Dynamic corporate image VI design forms will become a new trend. Multidimensional development and dynamic deduction form is not only a simple form of change, but also combined with an efficient way of communication in the process of corporate image communication to change the way people accept information and habits. In addition, VI can also have more breakthroughs in the form of expression. Within the scope of technical support, it can increase the experience of consumers' hearing, smell

---

and touch, or the experience of combination, so that VI is no longer limited to the plane media, becoming more humanized and attractive, and the communication effect is better.

## 5. Conclusion

The design of corporate image VI should have corresponding change trends according to the development of the times, reflect the culture and spirit of the times, and constantly adjust itself in the new environment to meet the changing need of the times. Enterprises should also take the initiative to catch up with consumers and perceive the changing trend of the times, so that VI design can have a better and longer-term development.

## References

- [1] Li Yan: Application Norms in Modern Design, (Yi Hai), (2018) No.7, p.102-103.
- [2] Wei Bing: Research on VI Design of Enterprise Image Based on Multimedia Technology [D], Tianjin, Tianjin University of Technology, 2017.
- [3] Wang Siqu: on the VI Design in the Development of Modern Enterprises, (Literature Education), (2015) No.4, p. 146-147.
- [4] Zhang Feifei: On the Trend of VI Design Form under the Background of Internet, ( Western Forum), (2019) No.23, p.106-107.