

# Research on the Application of Visual Communication Design in Brand Communication

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## Abstract

With the development of the economy and the intensification of market competition, brand communication has become an important means for enterprises to improve brand awareness and influence. Visual communication design, as an important component of brand communication, plays a crucial role in shaping brand image, enhancing brand awareness and reputation. This article aims to provide theoretical support and practical guidance for brand communication in China by studying the application of visual communication design in brand communication.

## Keywords

Visual communication design  
Brand communication  
Brand image  
Awareness

## 1. Introduction

In today's highly competitive market environment, brand communication has become a key link for enterprises to shape their image, improve their visibility, and expand their market share. Deeply studying the application strategies and effects of visual communication design in brand communication is of great significance for improving brand communication effectiveness and enhancing brand competitiveness. This article will elaborate on the concept of visual communication design, clarify its position and role in brand communication, analyze the importance of visual communication design in brand communication, and explore how visual communication design affects brand image, recognition, and reputation from both

theoretical and practical levels.

## 2. The Application of Visual Communication Design in Brand Communication

### 2.1 Application of Visual Communication Design in Brand Identity Design

Brand identity design is an important element of brand communication, conveying brand information and value to consumers in the form of visual symbols. The application of visual communication design in brand identity design is mainly reflected in the following aspects: through visual communication design, brand identity can more intuitively and vividly convey the brand's culture, concept, and positioning, enabling consumers to quickly understand and remember the

brand. A good brand logo should be able to clearly express the uniqueness, connotation, and value proposition of the brand through visual elements, so that consumers can quickly develop awareness and interest in the brand. Visual communication design can improve the recognition and uniqueness of brand logos, making brands stand out among numerous competing brands, thereby enhancing brand awareness. A successful brand identity should have high recognition and uniqueness, so that consumers can quickly find and recognize their own brand among numerous brands. Visual communication design can showcase the brand's personality and style through elements such as color, shape, and font, thereby enhancing the brand's reputation and loyalty.

## **2.2 The application of visual communication design in brand advertising promotion**

Brand advertising is one of the important means of brand communication, which conveys brand information and value to consumers through various media. Through visual communication design, brand advertising can more intuitively and vividly showcase the characteristics and advantages of products, attract consumers' attention, and stimulate their purchasing desire. A good advertising design should be able to clearly express the main selling points of the product through visual elements, helping consumers quickly understand the functions and advantages of the product. Visual communication design can improve the communication effect of advertisements, making them stand out among numerous advertisements, thereby enhancing brand awareness and reputation. A successful advertising design should have high recognition and uniqueness, so that consumers can quickly find and recognize their brand among numerous advertisements. Visual communication design can showcase the brand's personality and style through elements such as color, shape, and font, thereby enhancing the brand's reputation and loyalty.

## **2.3 Application of Visual Communication**

## **Design in Brand Packaging Design**

Brand packaging design is one of the important links in brand communication. Through visual communication design, brand packaging can more intuitively and vividly display the characteristics and advantages of products, attract consumers' attention, and stimulate their purchasing desire. Visual communication design can improve the communication effect of packaging, making it stand out among numerous products, thereby enhancing brand awareness and reputation. A successful packaging design should have high recognition and uniqueness, so that consumers can quickly find and recognize their brand among numerous products. Visual communication design can showcase the brand's personality and style through elements such as color, shape, and font, thereby enhancing the brand's reputation and loyalty.

## **3. Analysis of the Effect of Visual Communication Design in Brand Communication**

### **3.1 The impact of visual communication design on brand awareness**

Visual communication design plays a crucial role in brand communication, especially in improving brand awareness. A unique and easily recognizable visual symbol can help consumers distinguish and remember brands among numerous brands, thereby increasing brand awareness. For example, both McDonald's yellow "M" logo and Apple's Apple logo have high recognition and memory, making it easy for consumers to recognize these brands. Visual communication design can strengthen the brand's information and value, making it easier for consumers to understand and remember the brand. For example, through advertising design, packaging design, etc., a brand can convey the characteristics and advantages of its products or services, making consumers have a deeper impression of the brand. Visual communication design can also showcase the brand's personality

and style through elements such as color, shape, and font, thereby enhancing brand recognition. A visual communication design with personality and style can enhance consumers' trust and favorability towards the brand, thereby making them more willing to choose and recommend brand products or services.

### **3.2 The impact of visual communication design on brand loyalty**

Brand loyalty refers to the sustained support and trust of consumers towards a certain brand. The impact of visual communication design on brand loyalty is also crucial in brand communication. Through visual communication design, brands can establish deep emotional connections with consumers, thereby enhancing their loyalty. Visual communication design can enhance consumers' emotional identification with the brand. An attractive and recognizable visual symbol, as well as a consistent brand image and style, helps consumers establish emotional connections with the brand in their hearts. This emotional identification can lead consumers to trust and rely on the brand, thereby improving brand loyalty. Visual communication design can enhance the brand's position in the minds of consumers. High quality and creative visual communication design can enhance consumers' respect and respect for the brand, making them more willing to choose and recommend brand products or services. A good visual communication design can resonate with consumers and encourage them to generate positive feedback when sharing brand experiences with others.

### **3.3 The impact of visual communication design on brand image**

Brand image is the overall perception and impression of a brand by consumers, and is one of the core competitiveness of a brand. Visual communication design plays a crucial role in brand communication and can directly affect the brand's image. Visual communication design can shape brand recognition. A

unique and recognizable visual symbol, such as logo, color, shape, etc., can help consumers quickly identify a brand among numerous brands, thereby improving brand awareness and reputation. Visual communication design can showcase the characteristics and value of a brand. Through advertising design, packaging design, and other means, brands can effectively convey information about product functionality, quality, and service, enabling consumers to trust and recognize the brand. This effective communication helps to establish the professional image and authoritative position of the brand. Visual communication design can also strengthen the brand's personality and style. Through unique visual expression techniques such as color matching, layout design, visual elements, etc., brands can showcase their unique aesthetic and cultural connotations, thereby attracting consumers' attention and love.

## **4. Strategic Suggestions for Visual Communication Design in Brand Communication**

### **4.1 Improve the innovation of visual communication design**

In brand communication, the innovation of visual communication design is of great significance in attracting consumer attention, enhancing brand image, and enhancing market competitiveness. In order to improve the innovation of visual communication design, the following strategies are worth considering:

(1) Designers should pay attention to industry trends and design trends, and understand the latest visual communication design techniques and forms of expression in the market. Through continuous learning and practice, designers can master more design skills and provide more innovative visual solutions for brand communication. (2) Designers should have a deep understanding of the core values and target audience of the brand, so that visual communication design can accurately convey brand information while meeting

the aesthetic needs of consumers. Only by grasping the characteristics of the brand and consumers can visual communication design be targeted and innovative. (3) Designers should focus on exploring and refining creativity. In the design process, methods such as brainstorming and mind mapping can be used to stimulate creative thinking, thereby providing more innovative elements for visual communication design. At the same time, designers should learn to draw inspiration from traditional culture, art, technology, and other fields to make visual communication design more unique and creative.

#### **4.2 Emphasize the unity and diversity of visual communication design**

In the process of brand communication, the unity and diversity of visual communication design are important factors in shaping brand image, improving brand awareness and reputation. In order to achieve a balance between the two, the following strategic suggestions are worth paying attention to: to maintain the unity of visual communication design, brands should establish a complete set of design norms and standards. This includes setting the brand logo, color, font, layout, and other aspects to ensure consistency and recognition of the brand image in various communication channels and application scenarios. A unified design style also helps to enhance consumers' sense of identification and trust in the brand. To showcase the differences in visual communication design, brands should flexibly adjust their design strategies and creative elements based on following design standards and targeting

different markets, products, consumer groups, etc. This helps brands stand out in fiercely competitive markets and attract more consumer attention. Brands should pay attention to the sense of the times and fashion of visual communication design. With the development of the times and changes in aesthetics, brands need to constantly update their design concepts and expression techniques to adapt to market demands and consumer preferences.

#### **5. Conclusion**

This article conducts in-depth research on the application of visual communication design in brand communication, and concludes that visual communication design plays an important role in brand communication. It is an important transmitter of brand value proposition, cultural connotation, and market positioning. Through visual symbols, images, colors and other elements, visual communication design can effectively shape brand image, improve brand awareness and reputation. The empirical analysis combined with specific cases further confirms that the application of visual communication design in brand communication can effectively enhance brand image, recognition, and reputation, thereby bringing higher market competitiveness to enterprises. Enterprises should fully recognize the importance of visual communication design in brand communication and adopt effective strategies to combine visual communication design with brand communication to achieve maximum brand value.

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