

# Postmodernism and Logo Design: Take the Memphis Style as an Example

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**Abstract:** In the context of the post-industrial era, the comprehensive development process of transforming the design purpose into a design concept is particularly prominent in terms of breadth and depth of the impact on product design. Its postmodernism aims to better adapt to the material foundation and spiritual needs of human spiritual and cultural development, and between manufacturing and design. the intersection of the product is the core, so that the performance between the product and the design becomes more and more profound. Using the literature research and analysis method, the comparative research method is used to analyze the changes in the performance of art symbols in postmodernism and summarize the expression methods of Memphis design. The humanization, diversification, personalization, color, etc. of the performance have the characteristics of Memphis style, which fully reflects the needs of human life diversity. The pursuit and performance are also in line with the characteristics of the popularization of art ubiquitous in society. At the same time, the logo performance constantly draws on and adopts the orthogonal spirit of humanism, which closely combines traditional art theory and real cultural life, and closely combines the theory of traditional art with the actual life of modern art, so as to fully oppose Reflecting the pursuit of the universal life of mankind and the increasing needs of social material civilization and real cultural survival.

**Keywords:** Postmodernism; Logo Design; Memphis Style.

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## 1. Introduction

In today's highly developed socialist commodity economy, the setting of corporate logos is crucial for any kind of organization, company or product. The enterprise logo is a graphic symbol of a visual language. With its unique aesthetic charm, it contains a lot of information between square inches, and it conveys a clear message in a very accurate visual language. At the same time, it shoulders the mission of publicizing corporate image, product marketing concepts, corporate culture, and even corporate business strategies. However, due to the development of the economy and society and the improvement of people's living standards, the setting of enterprise logos is more personalized, the distinction between many product logos is more unclear, and many enterprise logos have a sense. in the Z era, it promotes the further emancipation of enterprise design ideas and the optimal development of performance techniques. Some enterprise design scholars say that modernity is the peak of "postmodernism". In today's diversified and vigorous development of the art field, Memphis design, which has learned a lot from post-modern art, has also penetrated into various fields of art design. In this context, the innovation of logo brand design is to shape the humanization, modernity and enhance the company's brand image, so as to improve the company's competitiveness and Great value.

## 2. Postmodernism

The artistic characteristics of postmodernism are summarized as: deep loss, plane dominance, de-historical sense, innovative structure and emotionalization of creative relationship. One of the characteristics of postmodernism is the disappearance of key boundaries and the mixing of various styles in various works. At the same time, it also provides for further thinking about post-modern space-time and the subject. Learn from it and develop towards the

characteristics of humanization, personalization and liberalization. Postmodernism advocates the purpose of people-oriented design, takes all design with human survival value as the core, and develops into an innovative behavior. Product design is not only a product, but also a survival model and spiritual concept. On the core issue of product design, modernist design emphasizes "reasonable", and then Modernism emphasizes "comatism" and at the same time, it also emphasizes the design logo graphics of multi-dimensional space, diversification, ambiguity, irregularity, and two-way integration. However, post-modernist design is not a single thing. It is a thing that quotes, purizes and repeats the past. The design process is comprehensive, not analytical. The design language is also independent, tolerates ambiguity, conflicting incontinence and suspicion, but does not deny everything.

## 3. Logo Design

Logo design is the interpretation of corporate culture and the mark of corporate leadership. In the domestic development, the visual image design of enterprises is influenced by various artistic trends and is expressed through artistic design styles. At the same time, there are few domestic researches on postmodernism and logo design in some research literature. Most of the books explain postmodern or logo design separately, such as Zhang Xue. The discussion on the relationship between the two and the development trend in Postmodernism and Logo Design is of reference value to the author. According to foreign research, there are books on postmodernism theory, such as C. Barry Chabot's Postmodernism, which only elaborates on contemporaryism, but there are fewer books that combine postmodernism and logo design. Others are historical theories or talk about signs alone. Analysis and discussion of design. Logo design under postmodernism pays more and more attention to the "people-oriented" design idea and the principle of equality and justice of public service in logo graphics. In today's 21st century

brand fashion, logo design has become one of the basic elements of brand design, while highlighting the traditional civilization and modern civilization. Combined to establish product uniqueness and differentiated design, thus improving the brand thinking and new consciousness. Logo design under postmodernism pays more and more attention to the "people-oriented" design idea and the principle of equality and justice of public service in logo graphics. In today's new era of the 21st century, logo design has become one of the core points of brand design, while paying attention to the connection between traditional civilization and modern civilization. In order to establish brand personality, differentiated product design is adopted to enhance brand thinking and new awareness.

#### **4. The Correlation between Postmodernism and Logo Design**

Postmodernism uses the eclectic method to integrate tradition and fashion, elegance and popular, new art and free style to form its own "style freedom and free style". Among the main configuration methods of post-modern logo style, it is summarized as follows 1. Real presentation 2. Image variation 3. Regain the decoration 4. Fragment collage 5. Poetic game 6. Random configuration 7.. Recast the tradition 8. Absurd and weird 9. Center digestion 10. Graphic deconstruction 11. Humorous and witty 12. Graphics stack 13.. Symbol combination 14. Contradictory graphics 15. Change of outlets 16. Graphic break 17.. Positive and negative 18. The head of the picture is stacked 19. Invisible shape 20. The word diagram isomorphic 21. Visual Illusion 22. Romantic and vulgar. Today's VI has abandoned the modernist way with logo as the core, paid more attention to auxiliary modeling, organic forms, traditional textures and broader visual expression, and proposed that things caused by the rise of postmodernism must be reversed. The explosion of vision will lead to a reduction of concentration and patience for people, and the weakening of communication functions. And for the illusory world of AI "Luban" caused by postmodernism spawned by informatization, the traditional visual design has unconsciously turned into a beautiful incarnation of the background, and the flattened faster and smaller 2.5-dimensional C4D is also regarded as a visual flood. Therefore, more virtual expressions have been born in the new society. In order to cope with greater social changes, people also need more interaction between consensus and empathy. Whether it is enterprises, brands or individuals, they should be more active in expressing together.

The modern logo design is dominated by a large number of post-modernist styles, towards style freedom and free style, the organic combination of history and fashion, emphasizing people's consensus and empathy communication. The expression will stagnate in simple images that are indifferent, flat and lack human taste. At the same time, changes have been made in lighting stunts, material special effects, light images, etc. in the design of the three-D logo, emphasizing the uniqueness of the fragmentation of creativity, opposing the "whole" concept of traditional modernism in the context of postmodernism, the logo design is simpler, abstract, and the random change integrates the sense of hand-drawn mind map, looking for the best fulcrum between tradition and vanguard, reason and emotion. It is full of aesthetic meaning in the change of the level of visual characteristics. In the future, the development direction of logo is bound to be more

human The change of direction.

#### **5. Postmodernist Logo Design in Memphis**

Memphis is a postmodernist design group formed by a group of young Italian artists. After the 1980s, it gradually formed a force that directly affects the artistic design ideas of the whole Western society. It is an outstanding representative of the globally recognized postmodernist design ideas. Memphis style fully integrates aesthetics with product design, criticism and creation. Among Memphis designers, it is believed that the function, form, material and color of the product can appear separately, and the form can not only serve the function, but also metaphor or express certain humanistic meanings. At the same time, the visual language of Memphis style It lies in the use of geometric images, decorative colors, graphic font design, and free and disorderly layout, forming a new positioning to break the rational and conventional design thinking of the Memphis style, and showing open, interesting and symbolic product design emotions. Through the exploration of the Memphis style, Special attention is paid to avoid visual fatigue caused by complex pictures, the sense of cheapness of color, and errors in the level of message transmission.

Memphis style is an open product design concept in the whole product design industry, a new interpretation of product functions, combs the connotation of product semantics, analyzes the humanistic significance of items, decoration is not evil product design concept, advocates that color is the fastest and most intuitive emotional way to express product functions, and pays attention to product personality. However, in postmodernism, it is emphasized that the product design must be reasonable, scientific and technical "Memphis" product design, using the wrong ratio and size, the perceptual combination of materials, contrasting geometric shapes and other strange product design methods, which reflects the "Memphis" design in the logo design of postmodernism. The basic spirit of the concept of planning marks the central position of "Memies" for modern design hegemony. It strongly breaks through functionalistic illusions and bravely integrates the designer's personality and interest. For today's design world, there is still a huge post-modernist logo design under the Memphis style. It should combine art and life. The perfect combination of criticism and innovation breaks the horizontal and vertical lines in the composition, and expresses the design emotions of open and interesting symbols with the random mobility of common squares, triangles and circles. At the same time, it is necessary to avoid paying attention to the vulgarity of color and the fatigue of aesthetic color matching.

#### **6. Sum up**

Postmodernist works emphasize diversity and individualized creative styles. For example, Venturi's works are "less is boring". Jenks proposed that postmodernism should pay attention to the inheritance of history and culture and "double translation". The main feature of postmodernism is to pay attention to the metaphor of symbols, the evolution of symbols and the evolution of development, emphasizing the integration and inclusiveness of the old and the new. At the same time, a large number of symbolic words are used. According to the specific value orientation of goods and the development of human physiology, psychology and social

relations, there are many rich, complex and diverse symbolic art forms.

However, the theoretical foundation of logo design has become more and more complete and mature under today's technological development, and has formed a relatively complete design practice and application system. Comprehensive consideration of the uniqueness and recognizability of the logo, rationality and sensibility, individuality and commonality, etc. is the most effective way for designers to pursue results. In the post-modern corporate logo design, the diversity, openness, arbitrariness and mobility of Memphis design are integrated, which shows that the current corporate logo design is paying more and more attention to the infiltration of art, and it is becoming more and more scientific. It has become the most intuitive representative of various modern design ideas. Similarly, these designs also reflect the expansion of tolerance for contemporary design, and also reflect that the trend of diversified design is an important manifestation of historical development and enterprise growth. Such designs will be more modern, and at the same time, the historical development of enterprises can remain eternal.

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