

# The Application of Visual Communication Design in Brand Image Shaping

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**Abstract:** With the continuous upgrading of market competition and the ever-increasing standards of consumer choice, modern enterprises, if they want to develop stably in intense industry competition, should pay close attention to the shaping and maintenance of brand image. In brand image shaping, visual communication design, as an essential component, holds an undeniable position within brand strategy. The importance of brand image is self-evident, as it is closely related to the development of a company, and its shaping is inseparable from visual communication design. However, under the diversified background of visual communication design, many domestic enterprises in our country do not pay enough attention to brand image design, making it difficult to enhance the value of the brand. Therefore, based on the current development situation, by employing scientific visual identification design and organically integrating corporate characteristics with brand construction, enterprises can comprehensively enhance their brand image, thus achieving more significant achievements in fierce market competition.

**Keywords:** Visual Communication Design; Brand Image Shaping; Innovative Strategy.

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## 1. Brief Discussion on Visual Communication Design and Brand Image

### 1.1. Visual Communication Design

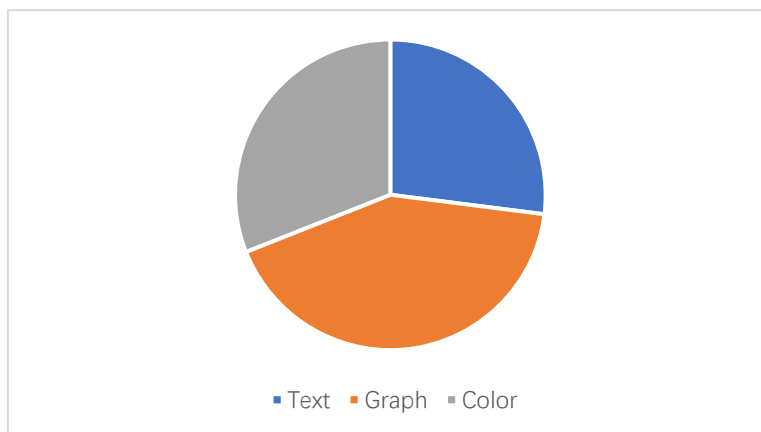


Figure 1. The proportion of the three basic elements of packaging design

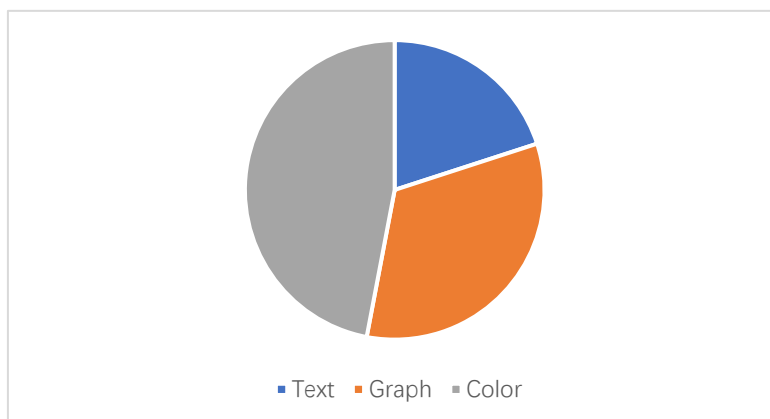


Figure 2. Proportion of three basic elements of brand design

Visual communication design, as an art form that uses visual elements as the primary means of communication based on specific design purposes, involves typographic arrangement, drawing, and illustration in two-dimensional space and has long been deeply rooted in every corner of modern society. It skillfully combines basic elements such as form, color, graphics, and text to achieve effective communication and dissemination. Text, graphics, and color are the three fundamental elements of visual communication design and the main aspects of its artistic creation, covering packaging design, brand design, advertising design, and environmental design, among others (Figure 1 and 2). The proportion of these elements varies based on specific design projects and target audiences. As a form of artistic design, visual communication design serves in modern business and acts as a bridge and bond between enterprises, products, and consumers. With China's increasing comprehensive strength and the rapid development of digital technology, various technologies are widely used in real life, playing an important role in people's daily lives and modern commercial fields.

## 1.2. Brand Image

Brand image holds a pivotal position in the development of a company. It is not only crucial for gaining public attention and favor but also fundamental for sustainable development. Establishing and shaping brand image is a long-term management accumulation process, maintaining consistency across visual carriers such as brand logos, brand culture, and brand philosophy [1-3]. This consistency gradually solidifies the brand image among the audience, thereby strengthening and enhancing their recognition and evaluation of the brand. Brand and brand image are closely linked yet distinct; brand image is the visual representation of a brand's personalized characteristics, while a brand is a name and an identifier in the visual recognition system, serving as the main marker distinguishing different brands. In today's society, both brand names and visual images influence people's consumer behavior and shopping interest. Shaping a good corporate brand image can deepen people's recognition and promote sustainable corporate development.

## 2. Characteristics of Visual Communication Design

### 2.1. Commercial Nature

Visual communication design plays a significant role in modern commercial services, providing visual solutions for corporate logos, city emblems, and television advertisements, endowing these elements with distinct personalities and unique charms, and highlighting their commercial characteristics. Business brand concepts can be transformed into visual images under the positive influence of visual communication design, allowing people to have a more intuitive understanding of corporate brand images and concepts, thereby effectively narrowing the distance between consumers and enterprises and enhancing the company's status and influence in consumers' minds. The process involves a strategic synthesis of color, form, and typography that not only attracts attention but also facilitates brand recognition and loyalty. This transformation is particularly evident in competitive markets where visual distinction can be pivotal. Visual communication design not only supports the aesthetic appeal but also reinforces the brand messaging,

making it a critical tool in strategic marketing and consumer engagement.

### 2.2. Modernity

In an era of information explosion, uniform static information can no longer meet people's aesthetic needs and may instead cause boredom and aversion. However, with the rapid development of new media technology, visual communication design can use and leverage new media technology to design and present dynamic visual effects with strong visual impact, such as dynamic posters, scrolling pages, and interactive interfaces. The modern characteristics of visual communication design enable it to meet people's diverse needs by keeping up with social and technological developments, continuously advancing as a unique art form, adding more color and vitality to people's lives. This adaptability allows visual communication to stand at the forefront of technological integration, pushing the boundaries of how brands interact with consumers. It transforms traditional viewing experiences into interactive and engaging activities that capture the imagination and enhance user engagement, making visual communication an indispensable element of modern digital marketing strategies.

### 2.3. Diversity

Diversity is one of the main characteristics of visual communication design, manifesting as interdisciplinary integration, diversity of expression, extensive media and platforms, efficient information conveyance, resonance of aesthetics and emotion, fusion of culture and social backgrounds, display of innovation and creativity, and the blending of art and business [4-5]. This multifaceted nature allows visual communication to transcend traditional boundaries, adapting to various cultural contexts and appealing to a broad audience. The incorporation of diverse artistic disciplines enhances the richness of the visual narrative, making each design uniquely effective in conveying targeted messages. This diversity not only broadens the scope of creative possibilities but also enhances the adaptability of visual communication in global markets, ensuring that messages resonate across different cultural and social landscapes.

### 2.4. Communicative Nature

As a bridge between products and audiences, visual communication design helps consumers better understand the brand philosophy and ideas through the brand's visual image, creating high-quality products and displaying a good corporate image with advanced equipment, technology, and service concepts, thus gaining consumers' acceptance and favor. However, every individual is different, and in modern society, differences in interests, personality traits, and life experiences among people make the emotional resonance triggered by visual communication design uniquely characteristic. This personal touch is crucial in building brand loyalty, as it taps into the emotional and psychological aspects of consumer behavior. By effectively communicating a brand's ethos and values through visual elements, visual communication fosters a stronger and more meaningful connection with the audience. This aspect of design emphasizes the role of visual aesthetics in forming consumer perceptions and decisions, making visual communication a powerful tool in strategic branding and customer relations.

### 3. The Impact of Visual Communication Design on Brand Image Shaping

#### 3.1. Enhancing Brand Recognition

Through carefully designed visual elements, a brand can form a unique personality, leaving a lasting impression on consumers. Brand recognition is a key indicator of consumers' ability to identify core elements such as brand logos and names. To enhance recognition, visual communication design employs unified colors, graphics, and fonts to build a highly recognizable brand visual image (Table 1). These visual elements appear repeatedly during the brand dissemination process, continuously strengthening consumers' perception and memory of the brand. When consumers encounter these visual elements again, they can quickly associate them with the specific brand, thus achieving rapid brand recognition, helping the brand occupy a favorable position in the market, and effectively preventing imitation and infringement by competitors. A well-established brand can leave deep memories and emotional resonance in consumers' hearts[6-7]. Visual communication design creates unique and attractive visual images, injecting vibrant life into the brand and enabling consumers to quickly recall the brand and feel a strong sense of emotional resonance and identification upon encountering relevant visual elements.

**Table 1.** Strategies for improving brand recognition

Key points	Description
Unique visual image	Design recognizable colors, graphics, fonts, and other visual elements
Repeated propagation reinforcement	Visual elements are frequently used in the process of brand communication to deepen consumers' memory
Consistency maintenance	Maintain consistency of visual elements across different communication channels and mediums
Emotional connection building	Convey brand attitudes, emotions and values through visual images to establish emotional resonance with consumers

#### 3.2. Strengthening Brand Emotional Connection

In today's highly competitive market environment, brand emotional connection has become a core element of brand building. Visual communication design displays its unique charm in this process, allowing brands to shape unique personality traits and establish deep emotional bonds with consumers. Brand personality is the soul of brand image, reflecting the brand's core values and differentiated features. Visual communication design selects and designs visual elements meticulously, presenting the brand's characteristics in an intuitive and vivid way to the audience. These visual elements not only convey brand information but also transmit the brand's attitude, emotions, and values. Through the perception and interpretation of these visual elements, consumers can deeply feel the brand's unique charm and personality traits, forming a unique recognition and impression of the brand. Emotional connection is a deep-level link between the brand and consumers. Visual communication design creates visually impactful and resonant images, deepening consumers' loyalty to the brand and bringing lasting competitive advantages to the brand.

#### 3.3. Enhancing Market Competitive Advantage

In an era filled with brands, the importance of visual communication design in brand shaping and dissemination has become increasingly prominent. It is the direct presentation of the brand image and a profound expression of the brand's core values and personality traits[8]. When consumers face multiple brand choices, this unique visual image can quickly stimulate their recognition and memory, thereby promoting the realization of brand differentiation. Market competitive advantage is the favorable conditions and positions that a company possesses in the market relative to its competitors. Visual communication design enhances the brand's differentiated features, indirectly improving the brand's market competitive advantage. Therefore, a unique visual image helps the brand establish higher recognition and favorability in consumers' minds, thereby attracting more potential customers' attention and choice. Visual communication design can also form a clustering effect during the brand dissemination process, further expanding the brand information's coverage and dissemination strength, enabling the brand to occupy a favorable position in intense market competition and achieve sustainable development and growth.

### 4. Application Strategies of Visual Communication Design in Brand Image Shaping

#### 4.1. Clarify the Role of Visual Communication Design

In the course of modern enterprise development, the brand belongs to intangible assets. Visual communication design, as an important part of brand strategy, has been recognized for its value by enterprises. Therefore, in the development process, it can use carefully designed visual elements to attract consumers' attention, enhance brand recognition, and simultaneously convey the brand's core philosophy to establish emotional resonance and increase consumer loyalty. Integrating visual design into the brand strategy helps enterprises create a sustainable brand image and bring more economic and social benefits. However, to strengthen the value of visual design in brand strategy, enterprises should also incorporate it into their overall development strategy, considering it an essential content of brand design rather than an independent part, ensuring good coordination and cooperation between brand strategy and visual design to provide solid support for conveying core ideas.

#### 4.2. Clarify the Value of Creative Design

The ultimate destination of design is to pass the test of consumers. In this process, top-notch brand strategy execution and precise design positioning are required. Good design is not solely the designer's personal will. Based on the collected data and integrating the brand strategy's philosophy, the strategy is visually designed, which truly represents the designer's tasks and requires the designer's dedicated research. To some extent, creativity is the soul of design. Good creativity can instantly attract attention through visual communication design. The creative point is derived from the optimal combination of the target consumer group's needs, product structure positioning, and market situation. Although the direction of consumer group needs is diverse and the product's attractiveness to the consumer group is multifaceted,

the design's narrative is one-sided, directly increasing the difficulty of finding creative points. Therefore, full control over the consumer group, market dynamics, and production positioning, through processes such as information collection, divergent thinking, and inductive integration, is crucial in precisely determining the creative entry point, posing the most significant challenge for designers.

### 4.3. Conduct Regular Market Research

In any design field, market research should be conducted according to development needs, especially in key areas such as visual communication design, product design, environmental art design, and clothing design, to understand the brand's competitive strength in the market. Comprehensive market research is a fundamental part of brand image design and should not be overlooked. Whether the research is comprehensive significantly affects whether the design can proceed smoothly. Generally, in visual communication design, information is basically provided by the enterprise to the design team, but these data are not comprehensive, requiring the design company to arrange relevant personnel to conduct professional and comprehensive market research [9-10]. The scope of market research is relatively broad, not only covering similar brands but also including other types of outstanding brands and consumers' consumption situations for various brands. After completing the research, the data is comprehensively analyzed and integrated, clarifying existing issues at this stage and making targeted improvements and optimizations.

## 5. Conclusion

In brand image shaping, the importance of visual communication design cannot be overlooked. Not only can it shape a good brand visual image, but it can also deeply influence the brand's cognitive framework, and its potential advantages have received high attention from enterprises. As design trends continue to evolve and consumer preferences become increasingly diverse, brands must continuously innovate visual communication design strategies, gradually enhancing brand recognition and disseminating brand philosophy. In today's development background, visual communication design is increasingly applied in various industries, but due to objective factors, some urgent problems also exist in brand image shaping. In the future development

course, enterprises need to integrate visual communication design into the brand strategy, strengthen cooperation with designers, and continuously optimize design schemes to help enterprises develop stably in intense industry competition.

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