Scientific Research

Branding of Corporate Identity Design

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Abstract: This article on how to use communication "5W" in the design of corporate identity design is briefly described. The five aspects of "5W" theory and corporate identity are consistent; the two have similarities in expression. With the theory of corporate identity design guidance, the design of the recognition system has more purpose and the corporate identity design is more branding and typed.

Keywords: "5w" mode; corporate identity design; branding

Identity of a corporate image design is to establish a unique corporate image recognition system for the corporate that is CIS, the abbreviation of Corporate Identity System. Its main function is: Through the business philosophy and corporate culture integration, design the unique and complete visual for the corporate, communicate to the internal staff and the public, so that the internal staff has a sense of belonging of the corporate and the awareness of corporate identity of the community public, form a fine corporate image, promote the sound development of enterprises. A large part of the CIS is done through the visual identity system that is VI, the abbreviation of Visual Identity. VI is the static identifier of the corporate identity, through text, images and elements, such as a standardized, systematic approach to convey the corporate philosophy and corporate culture to create a good corporate unique visual image.

Image is one important way to identify the visual information. W.J.T. Mitchell said: "The image is the image of the concrete appears to be the object of reproduction." [1] With the development of society, image has become a symbol more accessible than the language of visual symbols. Human become more dependent on image the creation of image has become a code, also people's identify have become a decoding activity. When we study communication, we also study the people--of human relations as well as their respective groups, organizations and society; study how they interact, affected, inform others and to be informed, teach others and being taught, entertain others and entertained by others. To understand human communication, we must understand how people establish contact with each other.

U.S. political scientist Harold Lass well (H. Lass well) summarized transfer information activities of human beings into five broad areas, namely, "Who Says what In which channel) →To whom With what effects". In this model, the first letter of the five elements are "W", this is the communication of the famous "5W" mode. It is in the communication of five parts of information that is, communicators, information, media, by the communicator, communication effects. For successful design the CIS, also should consider the "five W" model, that is, for cor-

porations, we must understand the business culture and business philosophy, and then express this culture, philosophy, by way of visual communication, display to the public to enable them to identify with the enterprise.

Each company has its own concept of corporate culture, the idea of recognition is quite important. We must first fully understand it; only complete understanding can make the expression accurate. For example, the familiar catering—KFC.A genuine American restaurant, but in China it is so successful. It relies on its corporate culture and business philosophy. It gives people a new attitude to food - fast food culture, providing a complete dinner for the family who do not have time to cook. It is the customer groups targeted at young people, only young people are more receptive to new things. Also, considered Chinese parents favor children's psychology and then the whole family interfered by the children. In the standard service, there are also distinguishes. Keep the restaurant clean and tidy, good equipment, provide quality products, and so on. A good corporate culture identity system should be the spiritual power of the company's management and strategic development. The performance of an enterprise is not just the enterprise itself, also including history, geography and so on. For example, when it comes to Coca-Cola we think of the United States immediately.

The content and way of communication are the most important parts of the Corporate Identity System. The content of the information is not universal; it refers to all the information conveyed through the media. In the expression of this concept, it aims to reflect the nature, reflect the company's core values. For example, Matsushita Electric issued a "Declaration on the Environment" and "Green Plan 2010" and other relevant environmental objectives, so that the public understood the business culture, which resonated consumers in the hearts and improved the recognition. However, competition must also be considered, should show the characteristics of the enterprise, note that the performance of the concept of personality traits. Many companies have their own unique service body language, or cultural ceremonies. And the internal staff education is the most important ritual; the staff is the

server and also the communicator of the external image. In foreign contact, he represents not only himself, he is more the image of the entire enterprise, and his behavior will affect the enterprise. Such as Ito-Yokado department store, the cashier received money and goods with both of her hands and showed her thankfulness after the cash registered and so on. It reflects a typical Japanese ceremonial culture; people can be identified through the behavior characteristics of the company.

The Medium is the intermediary or mediators, presents in the process of movement of things. The dissemination medium refers to the dissemination of information symbols of subject. Ideas can be conveyed by the way of vision and vision is the bridge with external transmission. Logo design should be as concise as possible, through the brand colors and logo fonts to strengthen the brand's personality, to differentiate the brand vision. And the application system is a continuation of the basic system, it contacts with the audience directly so that Enterprise's brand philosophy, core values can be spread through the application process. Visual identity system is not a simple visual means of expression; it is a systematic, scientific, design and communication project. To summaries, refine, abstract the information and convert visual symbol into enterprises successfully is the key to the whole design. The concept of corporate image has a corresponding design concept. Design concept is an organic combination, which consists of various relevant elements. The results of the composition of a typical individual have distinct characteristics. Achieving corporate identity, the elements of visual image should consistent with corporate personality. Selecting the appropriate subject matter and style design elements are also very important to form the organic vitality of a unified design system.

The acceptation of the audience should be taken into account in the process of design. Research and analysis of the audience mainly focus on the audience characteristics, motivation, value and significance of these aspects of social commenced. A corporate image needs a few years, decades, even centuries to cultivate out. Although the image of the intangible assets as a enterprise can not be easily changed, the rapid development of modern busi-

ness activities and people's lifestyle, fashion-oriented, consumer attitudes change make us follow the trend of the times in design. Corporate Identity is the feedback effect of the message transmitted to the audience by the media caused the audience thinking, behavior and other changes. Such as "McDonald's culture", with McDonald's around the world are able to open thousands of stores worldwide dissemination. For Chinese, "McDonald's, "" Kentucky "as a symbolic significance in American culture is more important than as a symbol of the meaning of fast food, when go to McDonald's or KFC, rather than fill the stomach, it would be more to feel a modicum of "American atmosphere." When the foreign culture spreads in a country, due to differences in their economic development level, there will be cultural variation, may even be the third cultural patterns between the foreign culture and the culture of the states. In the United States, people patronize McDonald's, is to save money and save time, while in China, due to no money but have time, McDonald's is more as a special ceremony held in places such as birthday party, farewell party, children careers celebration and so on. Chinese people spend more time eating there than Americans, McDonald's has been localized in China. This change in ideology produced good results, and promotes rapid development of enterprises.

Corporate image design uses communication to combine design with reality and establishes a clear corporate identity system. So that enable enterprises achieve good publicity, quickly establish its corporate image, making corporate identity system brand and typed.

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