

The Enlightenment and Impact of Western Culture in Brand Design on the Cultural and Creative Industry

Yi Lin*, Jing Zhou

College of Communication and Art Design, University of Shanghai for Science and Technology (USST), Shanghai 200093, China

*Corresponding author: Yi Lin, linyi@usst.edu.cn

Copyright: © 2022 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: As one of the important aspects of cultural life, brand has obvious cultural attributes. As an important branch of the cultural and creative industry, brand design is not only the concrete expression of human wisdom, but also a product in the process of continuous cultural development, which can positively interpret human's innovative spirit and innovative concept. Therefore, a systematic study on the effective use of western culture in brand design and a detailed analysis on the impact as well as enlightenment of the use of western culture in brand design on the cultural and creative industry are carried out, so as to lay a solid foundation for the improvement of the cultural innovation level in the field of brand design and the all-round development of cultural and creative industry in China.

Keywords: Western culture; Brand design; Cultural and creative industry

Online publication: April 29, 2022

1. Introduction

Under the background of China's all-round social and economic development, the capability of international brands to stand firm depends largely on the richness of their cultural connotation and the uniqueness of their cultural value. Brand consumption is widely favored not only because the consumers highly trust the quality of these brands, but also recognize the cultural connotation of these brands. Many international well-known brands have boldly integrated western cultural elements, including well-known historical stories, familiar myths and legends, as well as world-famous literary works, in the process of designing signs and names. Beginning with the automobile industry, clothing industry, beauty industry, and coffee industry, a detailed analysis on the effective application of western cultural elements in the process of brand design is made, and the connotation and role of Chinese and western culture in logo design and brand naming are comprehensively revealed, so as to provide reference for the cultural innovation and development of brand design as well as the improvement of the cultural and creative industry in China.

2. Application of western culture in brand design

2.1. Application of western culture in brand logo design

2.1.1. Application of western culture in automobile brand logo design

As the synonym of British luxury car brand, Rolls Royce carries high reputation and popularity with its exquisite charm as well as its noble and elegant temperament. The flying goddess is the symbol of Rolls

Royce, which was inspired by the sculpture of the goddess of victory on the Greek island of Samothrace. The sculpture is considered to be synonymous with good luck, success, and victory. In the process of designing the logo, the beautiful posture of the goddess of victory and the image of her, spreading her wings to fly, came into the designer's mind. Since then, a flying goddess with extended arms and elegant clothes was born for Rolls Royce.

2.1.2. Application of western culture in clothing brand logo design

As an international well-known clothing brand, Versace's brand logo was inspired by metamorphosis in Greek and Roman mythology. The elegant and magnificent snake-haired Banshee, Medusa, can immediately petrify those who look at her, representing supreme power, magic, attraction, and deterrence. These ideas help Versace fully reflect its pursuit for beauty. In the process of product design, whether noble and elegant accessories or beautiful and moving clothes, Versace is trying to present a destructive beauty. The full integration of Greek cultural elements contributes to Versace's irresistible charm.

2.1.3. Application of western culture in coffee brand logo design

The brand logo of Starbucks, a famous American coffee chain, shows a double-tailed sea demon with the image of a mermaid. The inspiration of the design mainly came from the Siren Banshee in ancient Greek mythology. In ancient Greek mythology, the Siren Banshee is known to sing. She usually used songs to attract passing sailors, confuse them, and then conquer them. Seamen can only escape by plugging their ears with beeswax and tying themselves to the mast. By integrating the image of Siren Banshee into the brand logo design of Starbucks, the beautiful singing of Siren Banshee can be reflected as the aroma of coffee, thus attracting people.

2.2. Application of western culture in brand naming

2.2.1. Application of western culture in automobile brand naming

As a high-quality car launched by Honda, the inspiration of Honda Odyssey's brand name mainly came from *Odyssey* of Homer's epic, a masterpiece of ancient Greece. This epic is about Odysseus, a famous hero of ancient Greece, who overcame many difficulties and hardships through unity and cooperation after conquering Troy, and finally returned home. Honda used *Odyssey* as the name of this car, indicating that this car can escort and ensure the safety of the driver in his or her exploration journey, thus proffering the brand a beautiful meaning of wisdom, exploration, and success ^[1].

2.2.2. Application of western culture in clothing brand naming

As one of the world's most famous sports brands, the inspiration of Nike's brand name mainly came from the goddess of victory, Nike. In ancient Greek religion, Nike has always been regarded as the medium of success, representing success in the arena and battlefield, as well as great success in career, making Nike's image synonymous with success and victory. As a well-known sports brand, Nike used the name of the goddess of victory, indicating that it can bring good luck to people in work and in life ^[2].

2.2.3. Application of western culture in cosmetics brand naming

As one of the world's most famous cosmetic brands, the inspiration of Avon's brand name mainly came from a river in Shakespeare's hometown, Avon. Shakespeare was a poet and dramatist with high popularity all over the world, and he was born in Stratford-upon-Avon, England. This was the reason for Shakespeare's nickname – the "swan on Avon." Usually, when people mention the term "Avon," one would easily relate to Shakespeare. Avon regards "Avon" as its brand name, which is not only a tribute to Shakespeare, but

also to add the intellectual, elegant, beautiful, and noble characteristics of Shakespeare to the brand and clarify its brand positioning ^[3].

2.2.4. Application of western culture in coffee brand naming

As a giant in the American coffee chain industry, the inspiration of Starbucks's brand name mainly came from *Moby Dick*, written by the famous American novelist Melville. In this novel, Starbucks, the first mate of the ship Pequod, not only handles things calmly, but also has an extreme preference for coffee. A large number of symbolic techniques and classic stories are used. Only those who have received good education can read and thus understand the meaning behind Starbucks. Therefore, Starbucks is named after a character in the book, so that its customer group is accurately positioned as a group of well-educated senior intellectuals with high cultural taste and calm in case of trouble ^[4].

3. Enlightenment and impact of western culture in brand design on China's cultural and creative industry

3.1. The brand design of cultural and creative products should be based on traditional Chinese culture

China has a long history and profound traditional culture. Thousands of years of traditional culture can provide a steady stream of materials and inexhaustible creative inspiration for the all-round development of China's cultural and creative industry. Therefore, in the process of designing the brand of China's cultural and creative products, traditional Chinese culture should always be considered as the basis, elements with cultural and creative value should be excavated, and the common memory of the Chinese nation at the cultural level should be fully presented to these cultural and creative products, so as to ensure that the designed products have high brand characteristics and cultural connotation ^[5].

3.2. The brand design of cultural and creative products should be highly consistent with China's strategic direction

In order to ensure that the brand design of cultural and creative products can be highly consistent with the strategic development goal of "Chinese culture leading out," it is necessary to ensure that the brand name and logo design can highlight Chinese characteristics while carrying obvious international style. Therefore, in the process of designing cultural and creative brands, it is important to take Chinese cultural elements with high international recognition as the basis, pave the way and accumulate strength for cultural and creative products with Chinese characteristics to be shared with the world, as well as ensure that the traditional Chinese culture goes to the world in the process of cultural exchange and cultural communication ^[6].

3.3. The brand design of cultural and creative products should find their own positioning

When designing the brands of cultural and creative products, we should stop imitating the cultural and creative styles of developed countries but accurately grasp our own product positioning to ensure that the designed cultural and creative products have obvious Chinese characteristics and western aesthetic characteristics. The design concept of China's cultural and creative products should always be in line with the principle of comprehensively creating "influential Chinese cultural symbols." Only by fully interpreting the charm of Chinese culture through cultural and creative products can we provide guarantee for the continuous development and innovation of China's cultural and creative industry, achieve long-term prosperity, and maintain strong vitality ^[7].

4. Conclusion

In the context of modern society, branding has become one of the indispensable aspects of people's daily life. With the increasing number of audiences, the influence of brand has increased, and the importance of brand design is becoming more obvious. However, the development of China's cultural and creative industry is relatively late, and its foundation is relatively weak. In order to ensure that its role and value can be fully reflected and remain invincible in the international market, it is imperative to strengthen the positive reference to the successful experience of the west in the process of developing and designing cultural and creative products, continuously absorb and internalize the successful experience of the west from the perspective of cultural innovation, fully integrate the unique traditional cultural elements of China with the brand design and logo design of cultural and creative products, create world brands with Chinese characteristics, walk in the Chinese path, speak the Chinese language, create the Chinese mode, as well as give full play to Chinese values.

Disclosure statement

The authors declare that there is no conflict of interest.

References

- [1] He J, Zeng G, 2019, Dynamic Mechanism of Creative Industry Agglomeration Driven by Urban Comfort – Taking Nanjing Brand Design Industry as an Example. *Economic Geography*, 2019(3): 136-144, 163.
- [2] Qin D, 2017, Born in the East and Developed in the West – On the Application of “Chinese Style” in Western Modern Creative Design. *Beauty and the Times: Creativity (I)*, 2017(4): 19-21.
- [3] Yan L, 2020, Enlightenment of the Application of Western Culture in Brand Design to Cultural and Creative Industry. *Art and Design: Theory Edition*, 2020(11): 26-28.
- [4] Liu X, 2018, Brand Name of “Guangdong Style Real Estate” Under the Influence of Western Culture. *Fortune Today*, 2018(3): 40.
- [5] Cui Y, 2019, Research on the Development of Cultural and Creative Industries: From the Perspective of Cultural Roots. Beijing: Economic Management Press, 2019(5): 64.
- [6] Wang S, 2017, Psychological Construction of Color in Product Design Under Chinese and Western Culture. *Computer Fan*, 000(014): 265-266.
- [7] Mao Y, 2019, On the Application and innovation of Shanghai Style Cultural Elements in Brand Design. *Art Education*, 2019(4): 207-208.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.