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EMOTIONAL COMPONENT IN THE FORMATION OF VISUAL BRAND IDENTITY

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This study focuses on enhancing the emotional connection between consumers and brands through visual elements, exploring their critical role in brand recognition and their impact on the development of brand style. Research indicates that emotional visual design can effectively elevate brand recognition and foster the personalized development of brand image. The study will delve into the composition of visual elements, the mechanisms of emotional connection formation, pathways to enhance brand recognition, and the influence on brand style development. By incorporating case studies, it aims to provide theoretical foundations and practical guidance for brands to construct emotional visual identity systems.

Key words: Visual Elements, Emotional Connections, Brand Identity, Style Development, Personalized Development.

INTRODUCTION

In today's fiercely competitive market, a brand has long transcended a simple logo or name; it is more like a presence with warmth and emotion, establishing an intangible bond with consumers, a situation inseparable from the use of visual elements. Whether it's color, shape, imagery, or typography, these seemingly simple design elements actually carry the brand's personality, story, and values. In the 2023 financial report of JNBY, "unconventional visual deployment" has surpassed advertising expenditure for the first time to become the primary cost of brand communication, marking the visual competition entering a new stage of "quantifying emotional value" [1]. The core contradiction currently facing brand building is: how to maintain the cultural purity of visual identity amidst the digital wave while satisfying Generation Z's demand for "social currency design"? This study selects 27 cases of brand revitalization completed between 2000 and 2023 for longitudinal comparison and identifies two key turning points: In 2015, the "Entertaining Translation of Traditional Cultural Symbols" was initiated by the "Emperor Yongzheng Moaning" images on the Forbidden City's Tmall store; after the COVID-19 pandemic in 2020, emotional color strategies such as "Assuring Blue" and "Isolation Pink" experienced a concentrated outbreak [2]. These phenomena point to a hypothesis in urgent need of verification: the emotional



conveyance efficacy of visual elements is positively correlated with the cultural consensus of their symbolic signifiers.

PURPOSE

The 2023 "China Consumer Trends Report" shows that 78.6% of Generation consumers list "cultural resonance" as the primary criterion for brand selection. This shift has plunged many traditional brands into a dual dilemma: on one hand, the modern translation of cultural heritage such as Dunhuang caisson patterns and Jingtailan craftsmanship faces a symbolic disconnect; on the other hand, blindly chasing the "national trend" label has led to the homogenization of visual expression, with one well-known heritage brand's brand recognition confusion rising by 37% due to the overuse of blue and white porcelain patterns (China Brand Research Institute, 2022). Finding a unique positioning for businesses, avoiding blind conformity, and the constant revamping have become urgent issues that need to be addressed. Under the dual impact of globalization and digitalization, brand building has entered the era of the "experience economy" (Pine & Gilmore, 1999).

RESULTS AND DISCUSSION

McKinsey's 2023 report indicates that brands with strong emotional connections have a Customer Lifetime Value (CLV) that is 52% higher than the industry average[2]. As the "first language" of dialogue between the brand and consumers, visual elements play a core role in value transmission and emotional awakening. There is a need to maintain the visual DNA formed from the accumulation of five thousand years of culture, while also addressing the rapidly evolving aesthetic demands of Generation Z consumers.

1. Combination of Chinese ink painting with modern fashion.

JNBY's "National Trend" collection is not a simple replication of traditional elements, but rather an achievement of cultural translation through deconstructionist techniques. Taking the 2023 Fall and Winter collection as an example, the designers transformed the concept of "liubai" (negative space) from Song Dynasty landscape paintings into the language of garment structure. In terms of material selection, JNBY presents a unique perspective of "New Traditionalism."

To blend JNBY's minimalist style with traditional ink wash painting, various elements and design techniques can be employed to achieve an aesthetic that is both Eastern and contemporary, balancing artistry with wearability.

2. Combination of ancient mural elements with stage performance costumes.

The Dunhuang Well Algae Image has led to the establishment of the "Eastern Aesthetics Research Center," which systematically studies the modern translation paths of traditional patterns. In collaboration with the Palace Museum, a "Digital Cultural Relics" series has been developed, involving spectral analysis of the ceiling patterns in 45 representative caves of the Mogao Grottoes (with a total of 2,317 sampling points). Utilizing the principle of "warm and cool complementarity," color combinations such as stone blue and cinnabar red appear with a frequency of 67%. The "blurring technique" is employed to achieve a natural transition of colors, with the color scale controlled to 3-5 levels. The patterns are mostly symmetrical or



circular in distribution, providing an aesthetic enjoyment. The vibrant and bold use of colors is beneficial in attracting consumer spending.

The rich visual elements of Dunhuang murals provide abundant inspiration for modern stage costume design. The oxidized muted tones (such as smoky purple and brownish green), along with intricate flame patterns, lotus motifs, and ruyi scrolls, infuse an air of mystique. Stage costumes combine these elements by recreating the murals' original color palette, embellished with gold or silver threads to imprint the caisson patterns onto various fabrics. Techniques such as 3D printing or bead embroidery are employed to craft exquisite garments. By transforming the visual symbols of Dunhuang murals into wearable art, stage costumes not only preserve cultural heritage but also create an aesthetic dialogue that transcends millennia (Fig.1).



Fig. 1. JNBY Design with Chinese Style Elements. From JNBY Magazine; Inspired by Dunhuang murals, frequently adapted for stage costume design [4]

CONCLUSIONS

This article researches from the perspective of visual communication, linking brands with emotions. It cites the example of JNBY, which transitioned from ordinary clothing to a national trend with rising sales by incorporating traditional Chinese elements. This shift aligns with the development of the times. However, as the general quality of the citizens increases, so does the demand for spiritual fulfillment. Only by continuously deepening the understanding of Chinese culture can a brand sustain its growth. The research indicates that the brand's premium rate is significant, and the consumer loyalty index is higher than the average. Particularly among the Generation Z consumer group, the cultural identity is continuously increasing, which helps to propel national trend brands from "symbolic consumption" to "value recognition" transformation.



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КРОВА Т., ЧЖАН Юнхой ЕМОЦІЙНИЙ КОМПОНЕНТ У ФОРМУВАННІ ВІЗУАЛЬНОЇ ІДЕНТИЧНОСТІ БРЕНДУ

Це дослідження зосереджено на питаннях посилення емоційного зв'язку між споживачами та брендами через візуальні елементи, на аналізі його ролі у розпізнаванні брендів та впливі на формування стилю бренду. Результати досліджень свідчать, що емоційно насичений візуальний дизайн може ефективно підвищити впізнаваність бренду та сприяти персоналізованому розвитку його іміджу. Розглянуто структуру візуальних елементів, механізми формування емоційного зв'язку, шляхи покращення впізнаваності бренду, а також вплив цих процесів на еволюцію стилю бренду. Окреслено теоретичні основи та практичні рекомендації для створення емоційно-орієнтованих систем візуальної ідентифікації брендів.

Ключові слова: візуальні елементи, емоційні зв'язки, ідентичність бренду, еволюція стилю, персоналізований розвиток.