Research on Logo Design and Development of China New Energy Automobile Association

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Abstract: *The information age is also an era of information flooding. People receive a lot of logo information every day, which makes it difficult for the traditional and static logo image to attract the audience's attention, while the novel dynamic logo can produce a strong visual impact. It attracts the attention of the audience and meets the psychological and aesthetic needs of the audience, so it is favored by people. Modern aesthetics believes that all beautiful things should be pleasant and acceptable to human senses, and it is difficult to express vivid and vivid artistic images with too straightforward visual images.[1] The dynamic logo, with its unique shape and changing visual image, has produced a strong visual impact and received a good information communication effect.*

Keywords: *New Energy; Automobile car club logo; development*

1. Introduction

With the development of automobile electrification, car manufacturers not only have to change the design style of the interior and exterior of the car, but also re-evaluate their logo design. This includes the logo design of the New Energy Automobile Club. By analyzing the new trend of car logo design style, it is found that in today's increasingly popular digitalization, the new car logo design gradually tends to be simplified, flattened, digitalized, integrated, internationalized and inherited. The logo of the China New Energy Automobile Club is no longer an individual symbol, it has become an overall image and extends its own connotation and meaning.

2. Positioning of Logo Design

LOGO design has a strong commercial color, so it must have a clear and clear market positioning, and the selection of its design style must be consistent with the company's target strategy, specifically what kind of consumer group the company is facing, and the target market. How about the characteristics, the statistics of competitors, and then extract a simple and visual super symbol to summarize the expression. LOGO design has a strong commercial color, so it must have a clear and clear market positioning, and the selection of its design style must be consistent with the company's target strategy, specifically what kind of consumer group the company is facing, and the target market. How about the characteristics, the statistics of competitors, and then extract a simple and visual super symbol to summarize the expression.[2]

3. The origin of Logo Design

The origin of LOGO can be traced back to the "totem" in ancient times. At that time, each clan and tribe had an animal or natural object that had some kind of mysterious relationship with itself as a special mark (that is, called a totem) of the clan or tribe. For example, the Nuwa clan used snakes as totems, the ancestors of Xia Yu used yellow bears as totems, and others used the sun, moon, and crows as totems. At first, people carved totems on the caves and labor tools they lived in, and later they became the flags and emblems of the family as a symbol of war and sacrifice. After the country came into being, it evolved into the national flag and the national emblem. In production, labor and social life, the ancients constantly created and widely used various types of marks, such as road signs, village

signs, steles, seals and coats of arms, in order to facilitate contact, indicate meaning, and distinguish the type, characteristics and belonging of things. Broadly speaking, these are logos.[3]

4. Scope of application and form of expression

4.1 Scope of application

4.1.1 Text class

Characters are the fonts used in our daily life. They are designed as logos. They are visual symbols of language, which are concise and clear and easy to remember.

The manifestations of text logo design include: seals, handwriting, patterns, graphics, art fonts, etc. Different expressions convey different brand styles. Such as: quaint, elegant and luxurious classical style, as well as rigorous, lively and natural modern style.
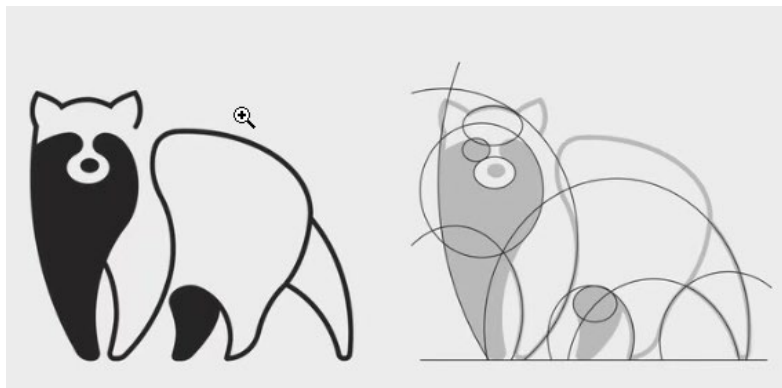
4.1.2 Figurative class

Figure 1: Figurative class

The figurative class has very obvious visual distinguishing elements, and is often designed with the characteristics of a certain industry as the basic material. The figurative logo design, because of its figurative modeling method that directly depicts the morphological characteristics of the objective object, is highly recognizable, and can obtain more intuitive, substantial and perceptual visual effects. Appropriate use can realize the personalization, stylization, Artistic, it is easy to convey the central idea of the logo with a fresh and bright visual image and be accepted by the masses.

Figure 2: Stylized and artistic

For example, the logo of the automobile service industry usually uses the outline of the car, the wheel hub, the steering wheel, or the dashboard, etc. as the material. , combined with the characteristics of the company itself, and finally processed into a usable logo through professional graphic design techniques

4.1.3 Abstract class

Figure 3: Abstract class LOGO

Abstract logo design is composed of dots, lines, surfaces, and bodies, and designs of different forms of graphics. Abstract graphics give people a sense of reason, order and clarity. It arouses people's psychological and logical associations with intriguing different modeling forms such as neat, standardized, rigorous, concise, changeable, and intense.

Figure 4: Beijing Ideal Cheyou Club

Abstract graphics have a distinct sense of the times and formal aesthetics, and are mostly used for logo designs in the high-tech field.

4.2 Expressions

4.2.1 Representation in plane graphics

Figure 5: Beijing Ideal Cheyou Club

In plane graphics, it is very common to express dynamic logo designs with static graphics. We often see that many logos are expressed with very simple concrete or abstract plane graphics. The expression of "movement in stillness" seems simple, but in fact it requires great creativity.

4.2.2 Representation in three-dimensional graphics

Figure 6: Representation in three-dimensional graphics

The application of logo design in plane graphics is limited by the limitations of process materials and production conditions. It should be said that the dynamic of logo design in plane graphics has the characteristics of simplicity and eye-catching, but it has to be admitted that the dynamic in plane graphics The application of logo design is the primary stage of logo design dynamism. With the development of the times and the advancement of science and technology, it is necessary to further update logo design dynamism. On the basis of the gradual improvement of designers' awareness and the rapid development of science and technology, logo design has gradually developed into a three-dimensional dynamic. The three-dimensional logo design is not a three-dimensional three-dimensional like sculpture, but a three-dimensional change formed on the basis of a plane.

5. The influence of art trends and user behavior on the design of the car club logo (logo)

5.1 The influence of art trends on the design of new energy vehicles

5.1.1 Technology Trends

No matter what era, the influence of technology on design cannot be ignored. The design concept in the context of the technological era can be combined with the development of the era to design bolder and more creative products. Touching creative products, feeling new technologies, new materials and new visions, also touched the creative passion of young designers. Technology is the most eye-catching element and the most valuable technology. It is a technology that every designer will continue to innovate and develop. The impact of new technologies on styling design is multi-faceted. The first is the choice of materials, such as polymers, new energy, etc., which have changed everyone's senses. Secondly, some new technologies, such as in the design of the car, such as in the design of the car, such as in the rearview mirror, will bring better visual effects to the user.[4]

5.1.2 Environmental trends

In recent years, the growing "green trend" is actually a kind of environmental protection thinking, and the birth of new energy vehicles is also inseparable from this trend of thinking. With the increasing awareness of environmental protection in countries around the world, new energy vehicles will surely become the main force in the future automobile market. In the future, new energy vehicles with low carbon, environmental protection and low fuel consumption will undoubtedly become the mainstream of automobile development. Therefore, in appearance design, designers are more inclined to use the

concept of green environmental protection to establish a good image of energy saving and environmental protection for new energy vehicles. The core concept of "green design" is: "minimize the consumption of materials and energy to the environment, classify and recycle products and parts as much as possible, and reuse them." It is not only conducive to saving resources, but also conducive to Environmental protection and social security are conducive to the healthy development of my country's new energy vehicle industry and promote the construction of ecological civilization. The impact on car design is mainly manifested in: "Minimize the consumption of materials and energy, and also reduce the emission of hazardous substances." The specific effect of this trend of thought is reflected in the material of the building exterior, the use of renewable renewable resources, so as to achieve the purpose of saving energy and reducing environmental pollution. Because many new energy vehicles use energy converters, their shape is not limited by space, which can ensure a more perfect shape of the body and can effectively protect the internal components.[5]

5.1.3 Fashion trends

Fashion trends have always been an important factor affecting the design of people's daily necessities, so fashion is favored by designers, and there are popular trends from design to daily necessities. With the continuous development of human civilization, the development of the fashion industry in today's world has also undergone tremendous changes. This is undoubtedly a huge impact on the design of the car. At the same time, with the continuous development of technology, the design industry is constantly changing and updating. Its specific effect is reflected in the handcrafted, traditional appearance and decorative details of the car, all designed under the influence of a variety of fashion trends. People's requirements for automotive products are getting higher and higher, more and more diversified, and more and more high-end.[6]

5.2 The influence of user behavior on the design of the LOGO (logo) of the New Energy Automobile Club

The so-called interaction between people and vehicles is the so-called user experience. The traditional interaction between people and cars is divided into several stages, and the user's experience is also different. Some people like luxury, some people like business, young people like excitement, and middle-aged men like calm. In order to meet the needs of different users, the design tends to be personalized and one-way. However, in the information age, driven by factors such as rapid acquisition, transmission, communication, and entertainment, the shape design of new cars has developed in two aspects. The first is convenience, especially for small cars that can only be used in urban areas, because of the limited parking space, the only way to keep the car smaller is to keep the whole traffic stable. The second is the internal design, which requires more equipment to communicate with the outside world, rather than the simple internal structure of the car, there are more applications, such as intelligent transportation systems, semi-autonomous driving, automatic driving, etc., which will give new Energy vehicles bring a whole new experience. Fundamentally, designers design cars for themselves, so the ultimate goal is people. Therefore, "people-oriented" or "people-centered" is the primary consideration of designers, and it is reasonable that the user's behavior will affect the logo design of new energy vehicles.[7]

Most of the styling designers of new energy vehicles are designed according to the traditional car styling design, and my country's automobile industry started relatively late, so there is still a big gap between the styling design and foreign advanced countries. Therefore, in order to occupy a place in the field of new energy vehicles, we need to invest a lot of time, energy and resources in the development of power batteries, drive motors and electronic control systems. Only by improving the technology of power batteries, drive motors and electronic control systems, we Only new energy vehicles can take a place in the competition. The development of new energy vehicles must first put environmental protection first, and all activities and designs must be green as the core, including logo design, so as to maximize the advantages of new energy vehicles. Therefore, in the modeling design of new energy vehicles, various factors need to be considered comprehensively, and the internal design must show the high-tech of electric vehicles; in order to gain more consumers' recognition, not only must we have the courage to break through the limitations of traditional internal combustion engines, Also introduce new design ideas.[8]

6. Logo design of China New Energy Automobile Club

6.1 Logo Design of e-Road Peer Club

The logo design of the e-Road Peer Club adopts the golden ratio as a whole. The enclosure has cleverly formed an artistic English letter "e" in the image of a wheel well, which is in line with the theme of "e road peer club". The small circle in the center and the solid far-reaching rules are like a navigator. The waypoints on , further tie in with the theme. At the same time, the drawing room presents a spiraling visual effect: the green swirl reflects unity, and the upward spiral directly expresses the spirit of the e-Road Peer Club's "not invading hardships and bravely rising to the top". A theme color between Yuji Green and Jingli Green, which reflects the pursuit of "green environmental protection, low-carbon travel" of the e-Road Peer Club.

6.2 Chaohe Club logo (logo) design

Figure 7: Chaohe Club logo (logo) design

The Chaohe Club logo (logo) design forms the Chaohe Club through the shape of the car and the sleek font design, which is simple and stylish. Combined with the main color of the Chaohe logo, as a sub-logo of the company, the warm color golden color is used, which is beautiful and plump, making the logo more connected and appealing. Simple but not simple, the elements of the car are used to reflect the industry attributes.

6.3 Zhengzhou Mercedes-Benz Club logo (logo) design

Figure 8: Zhengzhou Mercedes-Benz Club logo (logo) design

The Zhengzhou Mercedes-Benz Club logo (logo) uses a combination of two "z" letters. First, it caters to the Zhengzhou Club. Second, the two letters are put together to form a curved street, which is as complex and changeable as the road conditions. The color uses a gradient from green to blue, mainly to highlight the youthful vitality of this car series, the blue is low-key, luxurious and calm, and more importantly, green travel makes our earth bluer.

7. Development and innovation of LOGO (logo) design of China New Energy Vehicle Club

7.1 The new trend of new energy vehicle club logo design

With the development of automobile electrification, car manufacturers not only have to change the design style of the interior and exterior of the car, but also re-evaluate their logo design. This includes the logo design of the New Energy Automobile Club. By analyzing the new trend of car logo design style, it is found that in today's increasingly popular digitalization, the new car logo design gradually tends to be simplified, flattened, digitalized, integrated, internationalized and inherited. The new trend of new energy vehicle club logo design is briefly summarized as follows:

①From complex to simple.

②There are scattered to the standard.

③From figurative to abstract.

④From the level of only marking and aesthetics to the level of reflecting the connotation of the enterprise.

⑤From the level of image enhancement only for selling car products to the level of promoting corporate philosophy.

The logo of the China New Energy Automobile Club is no longer an individual symbol, it has become an overall image and extends its own connotation and meaning.

7.2 The main functions of computer technology in the process of LOGO design of the New Energy Automobile Club

Computer technology, as a traditional communication medium, is subject to the development of technology at that time, so that the design of dynamic logos is mostly carried out on a two-dimensional plane. Later, under the rapid development of multimedia technology and computer technology in the digital age, logo design broke through the shackles of the original technology and media, and became more diverse, more visually impactful and more creative. It provides more technical possibilities for a variety of dynamic logo designs.[9]

7.3 The important impact of technological progress on the design of the LOGO (logo) of the New Energy Automobile Club

The information age is an era of information flooding, and people have become accustomed to passively accepting information, which puts forward new requirements for logo design: from static and complex traditional logos to modern logos with concise graphics and rich connotations, and unique and novel logos. Dynamic logos are even more popular. In the digital age, logo design is developing in a diversified direction, and the dynamic logo design conforms to the development law of the times and meets the information needs of the timesWith the popularization of computer technology and digital technology, the design method and production process of logo design have been fully optimized, making complex and dynamic logo production possible. In addition, technological progress has also promoted the innovation of design concepts and enriched visual expressions, which has laid a solid foundation for the dynamism of logo design.[10]

7.4 Constant changes in design concepts

A good idea and design concept is one of the important factors for the successful development of the new energy vehicle club logo design. Under the influence of traditional design concepts, the logo design is mostly emphasized and fixed, and the logo design cannot be easily changed, so as to maintain people's long-term recognition of it.It should be said that the traditional design concept limits the development of logo design to a certain extent, and also makes people feel the aesthetic fatigue of the original design. With the development of the times, the design concept is also undergoing constant changes, and finally reached a consensus on the pursuit of innovation and development.[11]

8. Conclusion

New energy vehicles come with the development and development of the times. The rapid development of the automobile industry is inseparable from the engineering technology, styling design, logo design and other factors of the automobile, which are all important factors affecting the styling design of the automobile. As for new energy vehicles, although most manufacturers focus on the styling of mainstream models, with the intensification of market competition, the styling design of new energy vehicles has also begun to show a trend of "a hundred schools of thought contending", ranging from the lowest-end to the most advanced models , the designers are full of passion for the design of shapes and logos, which is why the development of new energy vehicles is so fast.

Acknowledgement

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