

# Research on the logo design of stamp form and its visual communication benefits

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**Abstract:** Through the analysis of the humanistic value and communication form of the stamped form, combined with the update and alternation of the modern commercial brand image publicity method, the case analysis and connotation of the stamped form of logo design are studied, and the stamped form is used to summarize the modern commercial brand image publicity and brand. The function and value of visual communication. Based on the humanistic value and graphic aesthetics of stamped elements, and with reference to the original commercial brand image shaping methods, the formal aesthetics of stamped elements and the advantages in brand promotion methods are summarized. Summarize the inspiration of stamp printing form to modern commercial brand image publicity methods, and put forward a theoretical basis for exploring the application, inheritance and innovation of stamp printing form elements in modern commercial brand image publicity methods.

**Keywords:** Stamp form, Logo design, Visual communication, Brand image, Design value

## 1. Introduction

The stamp form is a culture with a certain humanistic and aesthetic value formed on the basis of stamps and seals. The postmark is one of the typical forms of stamping. As a stamp used by the post office to mark the place and time of arrival of the letterhead, it is mainly used to cancel stamps. It represents a way of marking messages and distinguishes various post offices. Between responsibilities. At the same time, the stamping forms in different places also have distinctive features such as the scenery and humanities of different places [1].

With the frequent communication and exchange of information, the forms of stamping are varied, and the content has also been expanded from text to text plus pictures, and even colored stamps have appeared. Stamp printing has the value of collection and discussion. The value of stamping form is manifested in three aspects: one is the graphic beauty and formal beauty of the stamping form itself, that is, aesthetic value; the second is a kind of honesty, trustworthiness, and credibility represented by stamping in the modern human sense. Humanistic concepts are ethical values; the third is the value of communication and communication between different regions and cultures that are reflected in the design, use and circulation of stamping forms, that is, the value of information transmission. Stamping culture in the modern sense is more used to express historical and humanistic atmosphere, convey information and culture, and show different cultural and geographical features.

## 2. Development of stamp form

The stamp form is a form that covers all kinds of stamps and seals, expressing the culture of time and place, commemoration and remembrance and humanity. The discussion of stamping forms cannot be separated from the postmark culture, because as a typical representative of stamping forms, postmarks are required to be clearly, completely, and properly stitched on stamps and postcards. Postmarks were born much earlier than stamps. Previously, the postmark has become a form of payment for postage, and its function is the same as that of a postage stamp. The earliest postmark design originated from Henry Bishop in England, so it was called the "Bishop Postmark". At that time, postmarks were mostly simple words. At present, postmarks are widely used in public welfare activities, sports competitions, and local tourism brand building. For example, the Olympic cultural postmark is shown in Figure 1 [2]. With the development of telephone and Internet information in modern times, the letterhead method has rarely been adopted by people. The development of stamping forms is to commemorate a certain event or

character and express the humanistic atmosphere. The historical and humanistic value and aesthetic value possessed by the stamp printing form still have a certain reference value for modern commodity brand image design. The commercial use of the original stamping form is the inheritance and innovation of the postmark culture. The products containing stamping elements are shown in Figure 2, which already contains the branding elements of stamping. The discussion and research on postmark culture is a prerequisite for drawing on, absorbing and applying the stamping form and the marking method of stamping this kind of information to modern commercial brands.



Figure 1 Olympic Games Memorial Postmark



Figure 2 Products containing stamped elements

### 3. The special function of stamping form in shaping commodity brand image

#### 3.1. The connotation of the stamped letter and seal helps to enhance the sense of integrity of the business

The stamp itself has a strong humanistic atmosphere, which shows the way of information transmission and communication [3]. The use of stamping as a propaganda method in the image of the product on the one hand strengthens the humanized atmosphere of the product. For example, the outer packaging of each product is stamped with slogans with stamped words. This method can produce a serious attitude of producers towards commodity production in the minds of consumers, which in turn can lead consumers to develop consumer psychology and facilitate the conclusion of transactions. On the other hand, stamp printing has a connotation of "credibility" and "integrity" since ancient times. The same is different from the seal engraved seals of ancient literati. Stamping is more expressed as a way of communication about information and culture. The former expresses more personal and author identity information, and the latter expresses a kind of communication and processing of information. Way. For

example, the use of stamping elements in commercial brands can produce a sense of integrity and credibility in consumers to a certain extent. Compared with other common printed product labels, trademarks, slogans and other products, the probability of consumers choosing the product increases on a certain psychological level [4]. The psychological hints of the brand logo containing stamps to consumption are also the focus of product brand image promotion. Enhancing the psychological hints of consumers has a positive effect on the conclusion of the transaction. Similarly, whether to enhance the sense of credibility and integrity of the business is also an important reference factor for evaluating the success of product brand image promotion and the success of advertising methods.

### ***3.2. The geographical timeliness of stamping shortens the psychological distance between the product and the consumer***

As a kind of culture with a long history, stamping forms more or less certain humanistic information in the minds of consumers. This kind of humanistic information can enable consumers to have a certain psychological prediction of the choice of commodities during the consumption process. Consumer psychology guided by a kind of "nostalgic" thought is an important topic for modern consumer psychologists [5]. Among the many commodities, the more humanistic flavor and historical value connotation of commodities can undoubtedly stand out in the commodity group. For example, the product logo is designed by stamping, showing a certain humanistic connotation and unique cultural brand. This method can generate a sense of psychological identity in consumers' minds, enable consumers to produce psychological judgments about product positioning, and narrow the psychological distance between consumers and consumer products. This kind of product forms a significant contrast with the product that is only full of commercial information, deepens consumers' impression of the brand, and promotes the effective memory of the product brand, which also promotes the conclusion of the transaction to a certain extent.

### ***3.3. The stamped mark message is attached to the product with a humanistic value.***

Humanistic value has always been the focus of commodity demands in business models and in a commoditized society. Only when the value of the commodity itself and the value of the commodity's spiritual connotation are effectively combined can it be regarded as a kind of commodity that tends to be complete. In addition to the quality and its own value of a good product, the human value contained in its brand should also be the characteristic of packaging and sales. The way of stamping slogans and stamping signs can make products show more humanistic flavor and add humanistic value to product value. For example, in wine packaging, marking with a stamped date and stamped date of production can show the intention of the producer and the perfection of the production process of the product. What's more, this way of marking messages conveys a psychological sense of identity, long-term and credibility. In the packaging of Moutai, there is a packaging method in which a red cloth wraps the bottle, and the red cloth has a stamped production location, date and slogan. This packaging method adds more humanistic value to the product, increases the total value of the product, and improves the market positioning of the product in the eyes of consumers.

### ***3.4. Stamp the unique sense of form to create a simple and unique brand culture***

Stamping is simple and not simple. It uses the various relationships between graphics and performance to portray the object to be expressed in a simple but not simple way [6]. Just like the use of seals, the use of stamps is also full of simple beauty and formal beauty. The classic example of seal carving as a logo is undoubtedly the logo of the 2008 Olympic Games, as shown in Figure 3. Stamp printing becomes a kind of logo and it will surely become a unique trend of logo development. This unique trend is manifested in two points: First, the uniqueness of the logo. Each stamp must be printed manually, and all stamps are consistent on a general level, but are different in subtleties. The second is the uniqueness of the brand. Modern commercial brand logos tend to be three-dimensional, colorful, and mass production. To a certain extent, this ignores the basic requirement of the brand: let the target of communication produce effective memory. Stamped logos and slogans are very rare methods used in modern commodity brands, and more stamping methods are used in charity and sports competitions. Commercialization of stamp printing can bring consumers a refreshing feeling, and can also convey simple graphics to consumers as a unique and unique brand image. Enable consumers to produce effective product memory, and then guide them to make consumer psychological judgments. This method can greatly promote the promotion of product brand image and deepen the promotion and shaping of brand image.



Figure 3 Beijing 2008 Olympic Games logo and sports icons

#### 4. The way and way of stamping form in product brand image design

##### 4.1. Pass the idea by stamping

It is feasible to apply stamping elements to the promotion and shaping of product brand image. Because stamping itself has the value of information transmission in the process of information transmission and cultural communication. The extension of this value to the publicity of commodity brand image is undoubtedly a reasonable and effective unity of the value of stamp form and the publicity of modern commercial brand. The earliest use of stamps to convey the corporate philosophy was the stamped slogan made in 1876 when the American Jarrett and Palmer Corporation opened express trains: "Express trains across the north and south". These slogans have been circulated around the world with the delivery and circulation of stamps and have gradually become household slogans. This is undoubtedly a lucrative advertising coup, and it is an extremely effective way to promote the brand image. In modern times, more and more commodity brands have combined the corporate philosophy propaganda in stamp printing, and the short and easy-to-remember corporate concepts are circulated and transmitted in the form of stamp printing, which has achieved extremely effective transmission of corporate concepts and brand image.

##### 4.2. Design VI with stamped logo

Stamp printing has the humanistic connotation of "promise" and "reputation" since ancient times. The combination of stamp printing and the shaping of commercial brand image shows the reliable quality and human value of products. In modern commercial brands, stamped signs and stamped slogans are extremely rare brand building methods. Polish ARTENTIKO studio's corporate image design works appropriately use stamp elements, as shown in Figure 4. The business cards and logos are simple but not simple, with great formal beauty and simple beauty. The use of red and white graphics and the combination of stamping elements and printing methods enhance the shaping of the commercial brand image and improve the aesthetic positioning of the commodity brand. This kind of business card is unique, and the same stamped mold can also be given as a small gift. This brand communication method not only expresses a kind of respect for customers, but also shows the uniqueness of the product brand. Therefore, stamped logos and business cards, as one of the ways to shape the brand image, are extracted and used from stamped forms. One of the ways to shape the image of modern commercial brands [7][8].



Figure 4 Polish ARTENTIKO studio used stamps as the design work of the corporate LOGO image

#### 4.3. Promote the brand with creative stamps.

The human value and aesthetic value of the stamped brand image is to be discussed. The application of stamping elements to the promotion and shaping of commercial brand image has certain uniqueness and creativity [9]. The creation of commodity brand image should be based on the combination of various elements of modern visual communication design. Stamped signs and stamped advertising slogans have already possessed a certain degree of representativeness. Brand visual image design, whether it is external form or internal connotation, shows the historical trajectory and cultural tradition of a nation[9][10]. It is a way of propagating creative commercial brand image based on stamping form. This shows the brand positioning and humanistic value of the product to a certain extent, and is an innovative exploration based on the stamping form [11][12].

#### 5. Conclusion

The stamp form, as a comprehensive information expression form with humanistic value, aesthetic value and commercial value, can inspire people in the way of commercial brand image publicity [13]. The use of stamping in commercial brand image shaping can greatly increase the human value of commodities, deepen the effective memory of commodities in the minds of the audience, and achieve the psychological prejudice of commodities in the minds of consumers, which in turn guides consumers' consumption and facilitates the conclusion of transactions[14]. The discussion of stamping form and the commercial value of the research can be regarded as one of the characteristic elements in the design of commercial brand image. Stamping this characteristic element has positive significance for the expansion of brand culture and the spread of brand cultural methods. Through this characteristic brand image design method, the brand's awareness of the audience and the strength of visual communication can be deepened. At the same time, brand is a high degree of combination of spiritual culture and material civilization, and brand image design is a cultural phenomenon, which contains rich cultural connotations [15]. Designing the visual image by stamping can also inspire contemporary designers in brand image design[16]. In-depth reference and inheritance of stamp printing forms and applying stamp printing methods to brand image design are of positive significance for the protection of stamp printing forms and the discussion of the value of stamp printing forms.

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