

Cultural connotation and artistic expression of logo design

Li Baonan

Xi'an Fanyi University, Xi'an, Shaanxi, 710105, China
libaonan23@163.com

Abstract: Logo, as the core symbol of visual identification, not only carries the practical function of transmitting information, but also contains profound cultural connotation and artistic expression. This paper discusses logo design from two dimensions: on the one hand, it analyzes in-depth the cultural connotation of logo design and shows its regional, national and symbolic significance; on the other hand, it analyzes the artistic expression of logo design, such as the beauty of simplicity, the beauty of meaning and the beauty of form, and shows its unique visual charm. On this basis, it is proposed to pay attention to cultural inheritance and innovation, realize the harmonious unity of logo content and form, and appropriately use emotional resonance and symbolic elements, so as to realize the harmonious symbiosis of culture and art.

Keywords: logo design; cultural connotation; artistic expression; integration strategy

1. Introduction

Logo, as an important visual communication method, has long exceeded the scope of mere symbols and signs, and it has become an important carrier of brand concepts, cultural connotations and social values. In today's information explosion, logo design plays an indispensable role in various fields, such as business, culture and education. Logo design is not only a symbol of corporate and brand identity, but also a bridge connecting consumers and brand emotions. Through a unique visual image, logo can quickly convey the core value and cultural connotation of the brand, trigger the emotional resonance of the audience, and thus stand out in the fierce competition in the market^[1]. In recent years, logo design has ushered in new challenges and opportunities. Traditional design concepts and expression methods have gradually merged with modern design thinking to form a unique design style. Designers have begun to explore the deep cultural connotation of logo design, and try to transform these cultural elements into infectious and artistic visual images through modern design methods. In this process, logo design has gradually become a kind of art language that crosses the boundaries of culture, language and region, which not only carries the image information of the brand, but also conveys the deep cultural accumulation and spiritual connotation. From the theoretical level, through the excavation of cultural connotation and analysis of artistic expression methods in logo design, the theoretical system of logo design can be enriched and improved, providing designers with more systematic theoretical support and design ideas^[2]. Secondly, from the practical level, in-depth study of the cultural connotation and artistic expression of logo design can help to improve the quality and influence of logo design, so that it can better serve the development of enterprises and brands. From the perspective of domestic research, scholars mainly focus on traditional cultural elements, color application, text and font design and graphic symbols in logo design. For example, some researchers have explored the integration of traditional culture and modern design by analyzing the use of traditional Chinese patterns in logo design; others have analyzed the cultural connotation and communication effect of color in logo design from the perspective of color psychology^[3]. These studies provide valuable theoretical support and practical experience for the cultural connotation and artistic expression of logo design. This paper not only focuses on the traditional cultural elements in logo design, but also tries to explore the deep cultural connotation and spiritual meaning behind these elements. By analyzing the integration of traditional culture and modern design, it explores the unique charm of logo design in inheritance and innovation.

2. The cultural connotation and artistic expression of logo design

2.1 Cultural connotation in logo design

Logo design, as the essence of visual communication, is not only the core element of brand identification system, but also a unique expression of the intersection of culture and art. It is not only a practical tool for information transmission, but also contains rich cultural connotation and artistic expression, and becomes a link between the brand and consumer emotions^[4]. The cultural connotation in logo design is a comprehensive manifestation of national, regional, organizational and commodity attributes, which cleverly conveys the deep cultural meaning behind the brand through visual elements such as graphics, colors and symbols.

The cultural connotation in logo design is reflected in the profound excavation and reproduction of national culture. Ethnic culture is an important source of inspiration for logo design, which contains rich historical deposits and ethnic flavor. For example, the integration of traditional ethnic patterns, totems or colors in logo design can not only effectively enhance brand recognition, but also make consumers feel a strong sense of cultural identity and belonging. This design technique is not only the respect and inheritance of traditional culture, but also the promotion and innovation of national spirit. Through the logo design, we can clearly see the unique charm and diversity of different national cultures, and feel the new vitality brought by the cultural fusion and collision. At the same time, the use of regional characteristics in logo design also highlights the deep cultural connotation. Regional culture not only includes natural landscape, local customs, but also includes historical traditions, religious beliefs and other aspects. In logo design, the skillful integration of regional cultural elements, such as local architectural features, natural landscape or folklore, can not only make the brand more regional characteristics and affinity, but also enable consumers to produce strong cultural resonance and emotional connection. This design approach not only enhances the cultural connotation of the brand, but also promotes the dissemination and inheritance of regional culture.

2.2 Artistic expression in logo design

Logo design, as the core element of brand identification and communication, its artistic expression is the source of visual charm, but also the visual embodiment of brand spirit and cultural connotation^[4]. In the artistic expression of logo design, the beauty of simplicity, the beauty of meaning and the beauty of form complement each other, and together constitute the unique charm and profound connotation of logo design.

The beauty of simplicity is the foundation and core of the artistic expression of logo design. In the complicated visual environment, simple and expressive logo design can quickly attract people's attention and convey the core information of the brand at the first time. This kind of simplicity is not simply omitted or piled up, but a kind of precise refinement of information and skillful use of visual elements. Through simplified graphics, clear outlines and bright colors, designers create a visual image that is easy to identify and remember, so that the logo can still stand out in a complex environment. Behind the beauty of simplicity is the designer's deep understanding and precise grasp of the brand's spirit, as well as a high degree of sensitivity to and skillful use of visual language. This design approach not only enhances the recognition of the logo, but also strengthens its impression and memory in the minds of consumers.

The beauty of meaning is the soul and depth of the artistic expression of logo design. Logo design is not only a pile of visual symbols, but also a profound expression of brand story, corporate culture and values. Through symbolic graphics and colors, designers can stimulate the viewers' association and resonance, and guide them to explore the richer connotation and meaning behind the logo. The embodiment of the beauty of meaning requires the designer to have a deep cultural heritage and keen aesthetic insight, and to be able to skillfully integrate the brand's cultural essence with artistic elements to create a logo with a sense of the times and without losing the cultural heritage. This kind of design not only enhances the artistic value of the logo, but also gives it a deep emotional and humanistic concern, which establishes a closer emotional connection between the brand and consumers.

Formal beauty is an important part of the artistic expression of logo design. Formal beauty creates a harmonious and rhythmic visual experience through the skillful use of symmetry, contrast, gradient and other design principles. In logo design, the pursuit of formal beauty is not only the ultimate pursuit of beauty, but also attaches great importance to functionality. A good logo design can ensure clear communication and easy recognition of the message while maintaining the sense of beauty. Through

careful layout and composition, as well as the clever matching of colors, the designer makes the logo visually present a harmonious and tense sense of beauty. This design not only improves the visual effect of the logo, but also enhances its competitiveness and influence in the market.

3. The significance of showing traditional national culture in logo design

The cultural connotation of logo design is a dynamic system of continuous development, the passage of time, historical changes, the deepening progress of civilization, the cultivation and sublimation of artistic temperament, and the continuous extension of the diffraction, absorption and integration, to form the heavy foundation and strong support of modern logo design, this system has condensed the essence of the national wisdom, and taken over the lifeblood of the national culture. If Chinese logo design wants to go out of its own way, it is inevitable to build on the foundation of Chinese tradition, gradually excavate and develop the traditional culture of 5000 years up and down and combine it to find out a new image of its own.

The Beijing Olympic bid logo combines the traditional Chinese handicraft "Chinese knot" with a human figure practicing Tai Chi, reflecting the spirit of unity and cooperation, showcasing the beauty of sports and sportsmanship. The logo adopts the colors of the Olympic rings, demonstrating China's respect and active participation in the Olympic Games, and integrating Chinese cultural characteristics, showcasing China's long history and culture, adding new cultural connotations to the Olympic Games, and reflecting China's cultural confidence.

Showing traditional national culture in logo design helps to enhance the brand's differentiated competitiveness. In the fierce market competition, brands must have unique recognition and differentiation advantages if they want to stand out. Integrating traditional ethnic culture elements into logo design not only makes the brand stand out among many competitors, but also gives the brand unique cultural connotation and emotional value. This differentiated competitiveness is not only reflected in the visual uniqueness, but also in the depth of the brand story and emotional connection. Through logo design, brands can establish a closer emotional connection with consumers, thus enhancing brand loyalty and reputation.

4. Logo design cultural connotation and artistic expression integration strategy

4.1 Cultural heritage and innovation

In the rapidly iterating modern design context, realizing cultural heritage and innovation is the key to enhance the cultural connotation and artistic expression of logo design.

Digging deep into the essence of traditional culture is the foundation of cultural heritage of logo design. Traditional culture is the crystallization of a nation's wisdom, and its rich artistic expressions and deep historical heritage provide endless inspiration for logo design. Designers need to have a keen insight and deep cultural heritage to extract unique visual symbols and aesthetic concepts from traditional cultural elements such as ancient totems, calligraphy, paper-cutting and Peking Opera face painting^[5]. For example, by utilizing the smooth lines and unique strokes of the art of calligraphy, it is possible to create a logo work that has both traditional flavor and meets modern aesthetic standards. This kind of design not only retains the essence of traditional culture, but also gives it new vitality and sense of the times through the interpretation of modern design language. In addition, it is also necessary to combine traditional cultural elements with modern design techniques. While retaining the spiritual core of traditional culture, designers need to be brave enough to try new design techniques and technologies, such as 3D modeling, motion graphics, etc., to recreate and sublimate traditional cultural elements. For example, combining the hollow effect of traditional paper-cutting art with the color matching and composition skills in modern graphic design can create a logo symbol with a sense of hierarchy and three-dimensionality. This kind of design not only enriches the visual expression of the logo, but also shows the contemporary charm and diversified value of traditional culture through innovative methods.

By focusing on new expressions of cultural elements in modern society, logo design can be made to follow the trend of the times. Designers need to maintain a keen insight into new technologies and cultures and integrate them into logo design to create logo works with a sense of the times without losing their cultural heritage. For example, using virtual reality technology, traditional cultural elements can be combined with modern technology to create a logo design with a sense of immersive experience,

injecting new vitality and attraction into the brand.

4.2 Harmonization of form and content

Logo as the visual core of brand identity, its success lies not only in the beauty of the external form, but also in the deep integration of the internal content with the brand concept and value. The harmony and unity of form and content is the key for logo to effectively convey brand information and establish brand recognition. From this perspective, we will discuss the integration strategy of cultural connotation and artistic expression in logo design.

The choice of form should closely match the communication needs of the brand content. In the process of creation, designers need to deeply understand the core values, concepts and market positioning of the brand, and based on this, choose visual elements that can accurately reflect the characteristics of the brand. For example, for a brand that focuses on environmental protection, designers can use natural elements such as leaves and water drops to convey the brand's commitment to environmental protection through simple lines and fresh colors. This kind of design is not only aesthetically pleasing, but also forms a close connection with the brand content on the visual level, enhancing the brand recognition and memory points.

Artistic expression needs to serve the transmission of cultural connotation. Logo design is not only a visual art, but also a reflection of culture. In the creation, designers should dig deep into the cultural connotation behind the brand, and skillfully integrate it into the logo design through colors, shapes, lines and other artistic means. For example, the use of traditional cultural elements combined with modern design techniques to create a logo with traditional flavor without losing the sense of modernity, which can not only arouse people's memory of traditional culture, but also show the brand's innovative spirit. This design not only enhances the artistic value of the logo, but also invisibly conveys the cultural heritage and concept of the brand. Designers also need to consider the expression of the logo in different media and environments to ensure its consistency and recognizability in various application scenarios. This requires designers to pay attention to the scalability and adaptability of the logo in the design process to ensure that it can maintain a clear and eye-catching visual effect in different sizes, materials and light conditions. At the same time, designers also need to pay attention to the acceptance of the logo in different cultural backgrounds to avoid misunderstanding or negative associations due to cultural differences.

4.3 Emotional Resonance and Symbol Symbolization

In logo design, the clever utilization of emotional resonance and symbolic meaning emphasizes the importance of stimulating the target audience's emotional response through design. By incorporating symbols with significant symbolism, a profound connection between the brand and the consumer can be established, thereby achieving twice the effect with half the effort in visual communication.

Emotional resonance is the key for logo design to touch people's hearts and leave a deep impression. Designers need to understand the emotional needs and preferences of the target audience, and through the selection and combination of design elements, create a logo that can trigger emotional resonance. For example, the logo design of a brand focusing on family health might use a warm family scene, soft color palette, and rounded lines to create a warm, reassuring atmosphere, allowing consumers to visually feel the brand's care and commitment. This kind of design not only conveys the value concept of the brand, but also establishes a connection with consumers on an emotional level, enhancing brand loyalty and sense of belonging.

Symbol is an indispensable element in logo design, which can not only simplify information transmission and improve identification efficiency, but also carry rich cultural connotation and symbolism. In the creation, designers should dig deep into the cultural story and historical heritage behind the brand, refine the symbols with symbolic meaning, and skillfully integrate them into the logo design. For example, the logo design of a brand with a long history may use traditional patterns, emblems or totems, which are reinterpreted through modern design techniques, retaining the historical heritage of the brand and giving it a new sense of time and vitality. This kind of design not only enhances the cultural connotation of the logo, but also strengthens the historical heritage and identity of the brand in an invisible way. On the basis of retaining the symbolic meaning of the symbol, appropriate innovative design is carried out to make the logo not only have traditional flavor but also not lose the sense of modernity, so as to satisfy the aesthetic demand of consumers. When considering the acceptance of a logo in diverse cultural backgrounds, it is crucial to avoid using regional or

culturally sensitive symbols in order to ensure its widespread dissemination and recognition on a global scale.

5. Conclusion

Through the in-depth discussion on the cultural connotation and artistic expression of logo design, this paper not only clarifies the theoretical vein and practical path of the research in this field, but also deeply understands its important value and far-reaching significance in the context of contemporary society and culture. Logo design, as a communication bridge between brands and consumers, not only shapes the unique identity and personality of a brand with its rich cultural connotation and diversified artistic expression, but also transmits the essence of culture and the style of the times in an invisible way.

Acknowledgment

The 2024 Project of Shaanxi Province's Education Science "14th Five-Year Plan" (General Project)-Research on the Teaching Innovation of Visual Communication Design Specialty Courses in the Digital Age-Taking "Design Technology (PS + AI)" as an Example (Project Approval Number: SGH24Y2425).

References

- [1] Xu Na. *On the Communication of Cultural Connotation in Regional Logo Design [J]. Journal of Shengli College, China University of Petroleum*, 2019, 33 (02): 92-95.
- [2] Gao Gang. *Research on the Application of Traditional Chinese Cultural Elements in Graphic Design [J]. Appreciation of Works of Art*, 2024, (20): 67-70
- [3] Yu Qihong, Zhang Guangxiang. *The Integration Strategy of Visual Communication Design and Traditional Color Elements from the Perspective of New Media [J]. Color*, 2023, (10): 125-127
- [4] Lu Weian. *Explore the cultural connotation of the logo design from the cultural gene of the pre-Qin characters [J]. Packaging Engineering*, 2023, 44 (14): 291-296 + 326.
- [5] Ye Dehao. *Research on automobile brand logo design and its cultural connotation [D]. Soochow University*, 2023, 28 (09): 54 + 56.