

The Specific Application of Brand Cultural Elements in Cultural and Creative Product Design

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Abstract: With the vigorous development of cultural and creative industries, people pay more and more attention to the design of cultural and creative products. In this context, brand culture, as one of the core competitiveness of enterprises, plays a crucial role, especially in the design process of cultural and creative products. This paper aims to explore the specific application of brand cultural elements in the design of cultural and creative products, and strive to provide theoretical support and practical guidance for improving the quality and competitiveness of cultural and creative products. Through the analysis and summary of the practical application of brand cultural elements in the design of cultural and creative products, this paper aims to provide useful inspiration and guidance for designers and enterprises, in order to fully tap and show the unique charm of brand culture in the design of cultural and creative products, so as to give products higher value and wider market recognition.

Keywords: Brand culture; Cultural and creative product design; Specific application

Introduction:

In the design of cultural creative products, brand cultural elements refer to the cultural connotation and characteristics contained in the enterprise brand, including the core values of the enterprise, brand image, historical inheritance and other aspects of the elements. These elements are unique cultural symbols of enterprises and important tools for enterprises to shape and transmit brand image in market competition. In the design of cultural and creative products, the specific application of brand cultural elements refers to the incorporation of representative and characteristic elements in corporate brand culture, such as logos, slogans, core concepts, etc. into the design concept, appearance, packaging, content expression and other aspects of the product, so as to highlight the brand characteristics of the product and enhance the market competitiveness and brand recognition of the product.

1. Overview of the connection between cultural and creative product design and brand cultural elements

1.1 Brand culture is the core component of cultural and creative products

Brand culture is the core component of cultural and creative products, which represents the core values, management ideas and brand image of enterprises. In the design of cultural and creative products, brand cultural elements play a crucial role, they are not only the source of product uniqueness, but also the key component of building brand recognition. By subtly incorporating brand cultural elements, designers can give products a unique brand personality that makes them stand out in the market. For example, if a company's brand culture emphasizes innovation and environmental protection, then the design of cultural and creative products can choose materials and design concepts that are consistent with these values, so as to reflect the core characteristics of the brand culture. Such a design can not only attract the attention of consumers, but also enhance the market competitiveness of the product. The clever use of brand cultural elements can make the product more in line with the needs of target consumer groups and brand image, so as to achieve better market results.

1.2 Cultural and creative products are the carrier of brand culture

Cultural and creative products are the concrete expression of corporate brand culture, carrying the elements of brand culture and spreading the core concept of the brand. Through cultural and creative products, enterprises can show their own brand cultural

connotation and extension to consumers in the form of products, thus affecting consumers' cognition and attitude towards the brand. The design of cultural and creative products should pay attention to reflect the unique charm and core value of brand culture, so that the product becomes a vivid expression of the brand image. This kind of design can help enterprises establish a positive brand image, enhance brand awareness and influence, and gain greater competitive advantages in the market.

1.3 Cultural and creative products and brand culture integration

The design of cultural and creative products should be integrated with brand culture to better convey brand culture and enhance brand recognition and influence. This integration is not only a simple addition of brand cultural elements to the product, but also requires designers to deeply understand the connotation of brand culture and run it through all aspects of product design. For example, in the appearance design, the logo color and graphics of the brand can be used, as well as the pattern elements related to the brand, so that the product is visually compatible with the brand image and enhances the brand recognition. In the packaging design, the cultural connotation and story of the brand can be integrated, and the unique charm of the brand culture can be conveyed through the patterns, words and other elements on the packaging, and the emotional and attractive of the product can be enhanced. In the content expression of the product, the core values and concepts of the brand can be reflected through the function and use scenario of the product, so that consumers can feel the value of the brand culture in the process of using the product.

2. Specific application of brand cultural elements in cultural and creative product design

2.1 Application of brand cultural elements

2.1.1 Research on the orientation of cultural and creative products should be done

In the initial stage of cultural and creative product design, it is very important to study the orientation of product positioning. This research includes an in-depth understanding of the target audience, including its characteristics, needs and preferences, as well as identifying the elements of the brand culture that the product is intended to express. For example, suppose that the target audience of a cultural and creative product is young people who care about environmental protection and sustainable development. In product design, designers can focus on reflecting the company's environmental protection concept and sustainable development values. For example, you can choose environmentally friendly materials as the main raw materials of the product, design green packaging, or emphasize the environmental protection characteristics of the product and the environmental protection actions of the enterprise in the promotion of the product. Through such design, the product can better fit the values and needs of the target audience, so that it is easier to get their recognition and love. The research and application method of this orientation can help the product to better resonate with the target audience and enhance the market competitiveness and brand recognition of the product. In the process of product design, designers need to deeply understand the needs and preferences of the target audience through market research, user research and other means, as well as the degree of concern for environmental protection and sustainable development. Based on these research results, designers can determine the orientation of the product and integrate the brand cultural elements into the product design. For example, environmentally friendly materials can be used in the appearance design of products, and simple and fashionable appearance styles can be designed to attract environmentally conscious young consumers. In the packaging design of the product, you can use a fresh green tone, with simple design language, to highlight the environmental protection characteristics of the product and brand image. At the same time, in the promotion of products, we can emphasize the environmental protection concept of products and the environmental protection actions of enterprises through social media, offline activities and other channels to enhance consumers' cognition and emotional connection to products.

2.1.2 Main design methods and processes

In the process of cultural and creative product design, choosing the right design method and design process needs to ensure that the brand cultural elements can be effectively applied to the product, so as to achieve the desired effect. For example, in the design of the product appearance, the design concept based on the brand image can be adopted. This means that designers can use the brand's logo colors and graphics, as well as patterned elements associated with the brand, to design the look of the product. Such a design can enhance the brand recognition and visual appeal of the product, making the product more competitive in the market. In the design process, it is necessary to fully consider the integration and expression of brand cultural elements. This means that designers should fully understand the core values and image of the brand during the design process, and integrate these elements into the product design. For example, when determining the visual design of a product, it is necessary to consider how best to convey the core concept of the brand and how to make the product fit with the brand image. Through this design process, designers can ensure that the design scheme can accurately convey the core values and image of the brand, thereby enhancing the market competitiveness and brand recognition of the product.

2.2 Specific application of brand cultural elements in cultural and creative product design

In the specific design of cultural and creative products, brand cultural elements can be concretely reflected in a variety of ways, including product appearance design, packaging design, content expression and so on. For example, in the visual design of the product, the logo color and logo graphics of the enterprise can be used to design the appearance of the product, so that it is compatible with the brand image in appearance and enhance brand recognition. For example, if a company's logo color is blue and white, and the logo graphic is a flying bird, then the designer can use these elements in the appearance design of the product, such as using blue and white as the main color on the product packaging box, and adding the bird pattern or image in the design, such design can make the product easier to be recognized by consumers. Enhance brand image. In the packaging design of the product, the cultural connotation and story of the enterprise can be integrated, and the unique charm of the brand culture can be conveyed through the pattern and text on the packaging, and the emotional and attractive of the product can be enhanced. For example, some cultural and creative products will be printed on the packaging of the company's historical story or core philosophy, as well as cultural elements related to the product. This design method can convey the unique charm and story of the brand through vision and text, attract the eye of consumers, and enhance the emotional and attractive of the product. Designers can choose the right story or cultural elements and cleverly integrate them into the product packaging, making it fit with the brand image, thus deepening consumers' cognition and emotional connection to the brand.

Concluding remarks:

Brand cultural elements play a vital role in the design of cultural and creative products. Through the clever use of brand cultural elements, we can improve the quality and competitiveness of cultural and creative products. With the continuous development of cultural and creative industries, the application of brand cultural elements in cultural and creative product design will become more important and complex. Designers and businesses need to work closely together and constantly innovate to meet the growing needs of consumers. Only through continuous exploration and practice can we better integrate brand cultural elements into product design, create more competitive and influential cultural and creative products, and promote cultural and creative industries to a more brilliant future.

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Fangfang Jing, (1983.05--), female, born in Zhengzhou, Henan Province, graduated from Shandong Institute of Light Industry (now renamed Shandong Academy of Science, Qilu University of Technology) with a master's degree in design art. Currently, she is a lecturer and intermediate craft artist at the School of Art, Zhengzhou Business University. Her research direction is product design, toy design, brand building and promotion.