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## PECULIARITIES OF THE USE OF MARINE CULTURAL SYMBOLS IN THE CREATION OF THE DESIGN OF THE CORPORATE STYLE OF THE BRAND

**The purpose** of the work is to study the characteristic features of marine style, elements that are used in the design of marine-themed products for further use in the design of brand corporate style.

**Methodology.** The methodological basis of the research is a systematic approach, methods of literary-analytical, systemic-structural, comparative analysis, as well as the historical method.

**The results.** The relationship between symbols of marine culture and brand design based on visual elements such as color and graphics, examined from the perspective of semiotic theory, is explored. With the help of practical cases, the characteristics of marine cultural symbols were analyzed, their spiritual meaning and role in the formation of the design of products in the marine style was investigated, and the ways of using these symbols in the design of the corporate style of brands were studied. It was found that the use of marine style symbols in the design of products related to the theme of the sea (production of products, cafes, restaurants, etc.) adds regional and specific features to the product design, because the concept and awareness of openness and inclusiveness of maritime culture subtly influence consumers. On the example of the design of the restaurant brand "N36", the perception, application and expression of marine symbols in the design of the corporate style were analyzed and an own design project was developed. It has been established that thanks to the use of abstract expression, simplicity, figurative and plastic characteristics of marine style symbols, it is possible to effectively emphasize the unique advantages and characteristics of the brand. The use of nautical symbolism provides an opportunity to establish an emotional connection between the product and the consumer, as well as spread local culture, thus creating products with marketable value.

**Scientific novelty.** Characteristic symbols of the marine style and their use in the design of corporate style of brands are studied.

**Practical significance.** The results of the research can be used in graphic design for developing a corporate style.

**Keywords:** design; symbols; industrial design; marine culture; semiotics; brand design; corporate style; souvenir products.

**Introduction.** In the course of rapid economic development with the product industry, the definition of branding has evolved from the original single name, nomenclature, symbolic graphics or design to a greater focus on cultural communication and visual aesthetics. The logo identity and standard colours, as visual expressions of the brand, can express both unique functions and meanings, as well as a wealth of meanings, and the combination of these elements also constitutes a symbolic cultural expression. Starting from the core values of the brand as the basic concept, the theory and concept of in-depth exploration of the characteristics of the brand, brand attributes, visual image and positioning

connotations are analysed and practised to achieve better marketing results [1].

In brand image design, a distinction needs to be made between generic and distinctive brand image design, and it needs to be explored and clarified how to create a brand image with uniqueness in a specific region and what aspects to focus on. In-depth research is carried out in terms of artistic design and maritime cultural symbols in order to better present the strengths and characteristics of the brand. The use of these symbols can add regional character and charm to products and give consumers a sense of the openness and tolerance of marine culture. By digging deeper into the essence of marine culture and incorporating it into the brand design, thus

creating unique marine cultural symbols, ideas, etc., and combining them with modern brand design concepts, thus achieving brand innovation.

**Analysis of previous researches.** After intensive research, we have found that the visual symbolisation of marine elements in brands has become an important topic. Although there is a considerable amount of research in this field at home and abroad, the application of marine cultural symbols in brands is still somewhat lacking. To this end, works such as Xu Hengyou's Design Semiotics [2] and Miranda Bruce's Signs and Symbols [3] have provided important references. An in-depth exploration of the connections between maritime cultural symbols and brands provides us with a new perspective to better understand and apply these theories.

Marine culture symbols can be expressed in a variety of ways, they can be expressed either through abstract graphics or through concrete content, all of which can combine form and spirit in a perfect way, thus demonstrating a unique artistic charm. The use of a variety of colours, lines, shapes and symbols allows for a better understanding of the spiritual content of maritime culture. These symbols are able to accurately convey information and construct emotion and meaning through the human senses [4]. The essence of marine culture is better interpreted by transforming its elements into symbolic symbols.

Marine culture symbols are not only a design theory, but also contain deep cultural connotations. They are not only a traditional art form, but can also be used as a cultural carrier, such as brand advertising and souvenirs, adding more meaning to the design. This allows people to clearly recognise the core components of a brand, as well as its uniqueness, function and positioning [5].

It has been proven that the style of a brand allows consumers to easily recognise goods or services with a good logo. In addition, the importance of brand image can significantly enhance the effectiveness of advertising. Advertising is an effective form of

communication that helps companies connect with consumers and convey their emotions, attitudes, ideas and greetings, thus enhancing public perceptions. It can shape not only the image of a product but also the image [6].

**Statement of the problem.** The purpose of the study is to analyze the peculiarities of the use of marine symbols in the creation of the corporate style of the brand. For this purpose, the following tasks were solved in the work: an analysis of the evolution of the maritime style in art was performed, an analysis of the corporate styles of brands that use elements of the marine theme in their corporate style was carried out, an own design project of the marine style of the restaurant was developed based on a reasonable choice of characteristic elements, color combinations with taking into account the specifics of the restaurant and the type of consumers.

**Results of the research.** An excellent logo can be more effectively remembered and widely disseminated. It represents a deep cultural heritage and spiritual connotation, and can be said to be like "a small body carrying great energy". By refining the graphics of marine cultural symbols, combining them with the right colour scheme and giving them a deep cultural and spiritual connotation, they can be made more vivid and elegant in the brand, thus conveying a unique contextual beauty [7]. Marine cultural symbols and the visual image of a brand should be closely integrated to show the culture, emotion and connotation they embody in the form of a product. It is therefore particularly important to integrate marine cultural symbols subtly into the brand to make the product more meaningful.

**1. Perfect graphic beauty.** The symbols of maritime culture can be seen in terms of their appearance, and they can be divided into concrete and abstract. Concrete in the sense that they are presented in various forms, such as the flora and fauna of the sea, the choppy shores and the profound meanings they imply, while abstract in the sense that they are presented in different elements, such as lines,

curves and curved surfaces, to express the author's emotions and the results they desire.

The Japanese brand Ocean Teabag has joined forces with a bookshop called Village Vanguard to create a series of animal-themed teabags (Fig. 1). The teabags have a clearly visible character and are full of elements of marine culture. The first step in the process of designing the tea bags was to follow the archetypes of the sea creatures themselves, as a way of showing the uniqueness of maritime culture. The second was to improve its appearance by adopting a symmetrical design to make it look more aesthetically pleasing and comfortable. In this way, we have retained the original graphic image while adding the creativity of the designers.

The design of the maritime culture symbol on the salt products of Newport Sea Salt Co., a veteran small artisanal sea salt company, sought to echo the classic nautical style of New England with a modern and simple application that works in a variety of formats, combining elements of latitude and longitude with wave patterns (Fig. 2), and a clean and neat design that gives it a sense of rhythm and sense of rhythm, enabling consumers to experience the unique charm of the sea when buying sea salt, thus better protecting the marine environment and contributing to the heritage of marine culture. We can feel the strong nautical culture.

"What you see is what you get" is a key idea of Andy Warhol's, which also had a profound influence on Pop Art. This objective form of expression is presented to the viewer through visual symbols that make a strong visual impact.

**2. Use of colour beauty.** Colour is a direct visual perception of beauty, not only as a visual effect, but also in the way it can be combined to give a rich variety of colours. Each colour has its own unique meaning and helps people to better understand their surroundings.

The seafood brand "Fresh Tide" (Fig. 3) visually uses the deep blue of the sea and the appetising orange as its main colours, a bold

clash of colours that reflects the brand's youthful and dynamic DNA, and the quality and high quality of the seafood is perfectly expressed through the use of copper prints to meet the needs of consumers. A better presentation and extension of the brand series. Calgee – a nutritional brand with a marine ecology theme (Fig. 4). The packaging uses environmentally friendly and recyclable or compostable materials whenever possible, visually based on the marine ecosystem, using green, which is the colour of life, and blue, which represents the 'beginning' of the ocean, extracting marine elements and using recyclable and eco-friendly materials to reflect the brand's personality, sustainability, innovation and high quality.

Colour is a rich source of fascination and can convey messages, emotions and ideas in a variety of ways. In semiotics, colour not only suggests the content of an image, but also symbolises its subject matter. Through the use of colour, we are able to present the meaning of an image more visually and vividly, and can help us to better understand the meaning of the image.

**3. Transmission of spiritual beauty.** A brand should not only be beautiful on the outside, but also have a profound connotation in order for consumers to feel the appeal of it. Symbols can therefore be an effective medium to convey the profound ideas and emotions they contain to consumers, allowing them to deeply understand and experience this unique art form.

In the public service campaign, we can see the many lives that have been polluted by marine plastic. Dolphins entangled in plastic bags, turtles stuck in plastic rings at a young age, seals with fishing nets embedded deep in their skin ..... These victims have not only suffered, but also had fatal consequences that are heartbreaking. Corona has teamed up with German artist Ella Ginn to create the "Corona Ocean Shaped Bottle Collection" (Fig. 5), inspired by the devastated marine life, to raise awareness of the dangers of plastic waste to marine life and to encourage a concerted effort

to reduce the use of plastic products and reduce pollution. emissions. Corona and Blue Ribbon Ocean Conservancy have joined forces to offer consumers who are interested in protecting the oceans more options in the form of online social communication and limited sets for charity. All proceeds from the campaign will be invested in the Blue Ribbon Ocean Conservation Project to realise the common dream of ocean conservation.

While designing a symbol, it is actually not just designing a symbol alone, but also incorporating certain emotional factors and ideological connotations into it. By placing the symbols with emotion and culture in the brand, the product will not only be visually pleasing, but will also be unique in its contextual beauty, that is, a product that is meant to be practical in its own right but also has a certain order and regularity to it [8].

Compared with some concrete marine culture symbols, some products will also incorporate text elements into the design, through careful modeling processing, the essence of marine culture is presented, but this expression is more abstract, some words are directly related to "sea", "ocean", and some are indirect, such as "fishing" boats.

Cuttlefish Crisp Cookie «OCEAN» is a snack product, the text elements used in this product are derived from the "ocean", each letter forms a separate package, put together to form a complete "ocean" (Fig. 6, a).

The "Beautiful Island" commemorative book abstracts this word, adding some marine element symbols on the basis of the text, making these four characters closer to the island and more oceanic (Fig. 6, b).

Japanese restaurant OCEAN brand design, the logo graphic is composed of text disassembly, vivid image, letters and fish pattern combination, symbolizing the marine element, conveying a message of sharing food (Fig. 7), so this symbol actually contains a unique cultural connotation in it, the letters and fish shape with lines to make it look contrasting, more eye-catching.

It is also not uncommon in some brands that the element of ocean waves is also uncommon, since it is also one of the elements that best represent the sea. Poplavok restaurant brand design, classic marine style, the designer used the classic blue ocean pattern and floral pattern, the whole design is very bright and impressive (Fig. 8).

The brand design of the "Qiju" homestay aims to incorporate the theme of turtles into Japanese humor and use it as a mascot, in order to change the limited expression of the previous related theme. In the design of the business card, the roof-shaped rolling processing is combined with the hand feel paper, which not only reflects the witty fun, but also shows the warm and simple brand tone, so that people who come to Hengchun can «swim freely in this ocean of life» (Fig. 9).

The conducted research became the basis for the development of the own design project of the corporate style of the restaurant in a marine theme. The seafood restaurant industry in China is developing rapidly as people's consumption structure changes and consumption levels rise. As the market becomes more competitive, seafood food and beverage consumption in first-tier cities is gradually shifting towards formal and fast food, and an increasing proportion of takeaways. With the development of technology, the way people consume is changing dramatically and more and more people are using the internet to shop. The N36° restaurant should therefore adopt a modern marine restaurant design to meet the consumption habits of the younger generation and thus transform the brand.

The restaurant offers a wide range of seafood for guests alike to enjoy fresh seafood. "The core philosophy of the N36° brand is «eat – we strongly recommend that everyone with a busy schedule eats regularly for a healthy body and a warm heart».

After careful planning, preliminary research, and in-depth analysis, a unique brand image of the restaurant "N36°" was developed (Fig. 10).



Fig. 1. Marine tea bags in Japan 2018: a – nishikigoi tea bags Ginger black tea; b – jellyfish tea bags "Kita Yuu Klei Lage" [9]



Fig. 2. Newport Sea Salt Co, 2017: a – marine culture symbols designed; b – company product application [10]



Fig. 3. Seafood Brand "Fresh Tide" in China, 2022: a – brand logo design; b – brand application [11]



Fig. 4. Brand identity "Calgee", 2020, USA [12]



Fig. 5. Corona marine special-shaped bottle series. German artist Ella Ginn, 2021, China [13]



Fig. 6. Application of marine text elements in products: a – packaging design of cuttlefish crispy biscuit "OCEAN"; b – "Beautiful Island" commemorative book design



Fig. 7. Japanese restaurant "OCEAN" brand design



Fig. 8. Brand design of the restaurant "Poplavok" (Yerevan, Georgia)



Fig. 9. Homestay "Qianju" brand design (Taiwan, China)

The design uses the image of seafood as a unique brand concept, as the basis, a visual image full of positivity, with a variety of symbolic patterns, with fresh blue as the main color, allowing consumers to enjoy food in a pleasant atmosphere.

A marine-themed logo motif allows for greater flexibility in expressing the brand's philosophy, while later extended use can also bring more enjoyment to the brand.

Firstly, the symbolic meaning and story of the brand name was considered and keywords were extracted when designing the logo. These elements were softly rendered into the logo graphic and a number of different expressions were used in the conception. The characteristics of the logo graphic were considered in terms of the typeface, and the characteristic elements were extracted, using a

unified Chinese and English font in the type design, or in combination with the graphic.



Fig. 10. Design of the "N36°" Restaurant Extension Application

The stunning drawing of "Leaping over the waves" shows a whale soaring down from the surface of the sea, weaving through the rough seas. The whale's body is covered in countless waves that float like a gorgeous sea of flowers as they soar through the sky, the waves punctuating them with elegance, the black and white lines outlining the waves making them even more colourful, the special texture of blue and white perfectly revealing the gentle and deep ocean, the fresh and light blue giving a mysterious and enchanting feeling that blends perfectly with the overall design style. This design is both simple and visually striking, making the brand image of the "N36°" restaurant more vivid and distinctive. To reflect the brand's characteristics, we developed takeaway series packaging, dine-in menu plates, in-store posters and storefront light boxes.

Extended application design aims to integrate elements of the brand into everyday life, based on the brand identity and philosophy, which not only enhances the brand image of the company, but also promotes

emotion and communication between the company and the consumer.

The design of a restaurant's packaging is crucial to shaping the brand image, as it visually demonstrates the brand's characteristics and can be more easily understood by consumers. Therefore, in the design process, attention needs to be paid to the hierarchical structure of the panels and the choice of packaging materials that reflect the brand's characteristics, thus making the product packaging more personal. The main colour of "N36°" is dark blue, which is intended to create a mysterious dining atmosphere. The "N36°" brand packaging focuses on the overall identity of the brand and enhances it with a unified secondary graphic. When designing the takeaway tote bags, we chose simple and easy-to-understand patterns, logos and slogans to add visual impact based on actual usage. To ensure the safety of the food, a special seal was designed for the packing box which not only prevents external contamination but also reminds consumers of the quality of the food. The seal is also equipped with a variety of graphics, brand names and other relevant

information to better present the brand to consumers. In addition, the repetition of the logo and graphics can make the design of the menu and drink cups clearer and easier to understand, thus better reflecting the overall brand image.

**Conclusions.** The historical origins and evolution of marine cultural symbols, as well as the design ideas they represent, are examined. On the basis of the research on the design of corporate styles of brands in the marine theme, the principles and methods of using elements of the marine style in the design of the brand are highlighted. Elements of marine culture are both a symbol of material culture and an abstract concept that can be represented in the design of a brand's corporate style in various

ways using various artistic techniques. Their appearance and content are combined, reflecting the unique charm of marine style. The use of various colors, the use of lines and various elements, shapes, symbols of the marine theme can convey a rich meaning, broadcast the brand concept, generating deep emotions in consumers. However, for these symbols to really work, they must be integrated into the artwork and presented to the consumers through design techniques. Prospects for further research can be the study of the use of non-traditional symbols of marine culture in the design of other objects, for example, in industrial design, in the design of the environment et al.

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## ОСОБЛИВОСТІ ВИКОРИСТАННЯ МОРСЬКОЇ СИМВОЛІКИ У СТВОРЕННІ ДИЗАЙНУ ФІРМОВОГО СТИЛЮ БРЕНДУ

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**Метою** роботи є вивчення характерних ознак морського стилю, елементів, які використовуються в дизайні виробів в морській тематиці для подальшого використання в дизайні фірмового стилю брендів.

**Методологія.** Методологічною основою дослідження є системний підхід, методи літературно-аналітичного, системно-структурного, порівняльного аналізу, а також історичний метод.

**Результати.** Досліджено зв'язок між символами морської культури та дизайном бренду на основі візуальних елементів, таких як колір і графіка, що розглянуто під кутом зору семіотичної теорії. За допомогою практичних кейсів проаналізовано характеристики морських культурних символів, досліджено їх духовне значення та роль у формуванні дизайну виробів в морському стилі, вивчено способи використання цих символів у дизайні фірмового стилю брендів. Виявлено, що використання символів морського стилю в дизайні товарів, пов'язаних з тематикою моря (виробництво продуктів, кафе, ресторани тощо) додає дизайн-продукту регіональних і специфічних особливостей, тому що концепція та усвідомлення відкритості та інклюзивності морської культури тонко впливають на споживачів. На прикладі дизайну бренду ресторану «N36°» проаналізовано сприйняття, застосування та вираження морських символів в дизайні фірмового стилю та розроблено власний дизайн-проект. Встановлено, що завдяки використанню абстрактного виразу, простоти, образних і пластичних характеристик символів морського стилю можливо ефективно підкреслити унікальні переваги та характеристики бренду. Використання морської символіки дає можливість встановити емоційний зв'язок між продуктом та споживачем, а також поширити місцеву культуру, створюючи таким чином продукти з ринковою вартістю.

**Наукова новизна.** Вивчено характерні символи морського стилю та їх використання в дизайні фірмового стилю брендів.

**Практичне значення.** Результати дослідження можуть бути використані в графічному дизайні при розробці фірмового стилю.

**Ключові слова:** дизайн; символи; промисловий дизайн; морська культура; семіотика; дизайн бренду; фірмовий стиль; сувенірна продукція.

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