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USING SYMBOLS ON THE MARITIME THEME IN CREATING A BRAND IDENTITY

LIU Xinxiu[1,2], YATSENKO Maryna[1]

[1]Kyiv National University of Technologies and Design, Kyiv, Ukraine
[2]Kyiv Institute at Qilu University of Technology, Jinan, People`s Republic of China
1308148475@qq.com

The construction of the brand image is a multidimensional process, with the visual identity system playing a key role. As a meaningful visual symbol, the marine motif helps convey a brand's core and cultural values. Through case analysis, this study explores strategies such as symbol simplification design, integration of environmental concepts, and user experience innovation. Findings show that marine motifs enhance brand recognition, uniqueness, and consumer loyalty through emotional connections. With rising environmental awareness, marine motifs offer broad prospects for brand image design, achieving both communication and social responsibility goals.

Key words: *Marine symbol, brand image, visual identity system, design innovation, user experience, environmental consciousness.*

INTRODUCTION

As Earth's most vast natural landscape, the ocean holds extremely rich symbolic meanings. It represents freedom, exploration, adventure, and endless possibilities. In brand image design, using marine symbols as brand logos can vividly convey their symbolic connotations and help brands more effectively communicate their core values and messages. For example, symbols such as navigation, sailing, and waves are often used to express the dynamism and enterprising spirit of a brand. In addition, with increasing global attention to environmental protection, marine symbols have become closely associated with sustainable development and environmental consciousness. Therefore, when building their images, brands that effectively utilize marine symbols can not only enhance their recognizability and enrich their core culture but also deepen consumers' impressions of the brand. This, in turn, strengthens consumer identification and establishes long-lasting emotional connections.

PURPOSE

This study aims to explore the significant role of marine symbols in brand image construction through specific case analyses and to investigate from multiple dimensions how to skillfully employ marine symbols to help brands stand out in market competition and establish a distinct competitive advantage.

RESULTS AND DISCUSSION

The establishment of a brand image is a systematic and multidimensional process. In brand image design, the corporate identity system plays an important

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role in establishing the corporate image. These systems include brand positioning, product design, overall packaging, and consumer experience, among which «Visual Identity (VI)» is the first impression that leads consumers to understand the company. A perfect VI can highlight the brand spirit and establish visual differentiation in the market [1]. The brand logo, as the core part of the visual identity system, carries the brand's core values and market recognition and is a key element in leaving a deep impression on consumers. For example, the core element of the Maserati logo is the trident. From the perspective of symbol design, this design is inspired by the weapon of Poseidon, the sea god in Greek mythology, symbolizing power, speed, and authority. From the perspective of brand core values, the three prongs of the trident represent courage, precision, and innovation, which are the three core values that run through Maserati's brand philosophy. In addition, the design of the logo also reflects Maserati's combination of elegance and sportiness, reflecting the brand's commitment to the perfect integration of luxury and performance. From this, we can see that in the visual identity system, a successful brand logo is not only a bridge for communication between the brand and consumers but also an intuitive presentation of the brand's core values.

Marine symbols include not only concrete graphic elements but also colors, text, lines, and motion. Therefore, brands can not only express the relationship between the brand and marine culture through specific graphics but also convey messages through elements such as color and text. For example, the high-end skincare brand La Mer has a core ingredient extracted from deep-sea giant kelp through a special process. The brand's iconic dark green packaging instantly evokes the mystery and purity of the deep sea in consumers' minds. The extensive use of wave elements further creates a sense of the ocean's tranquility and power. In its promotional language, La Mer often uses poetic text such as «Deep-sea nourishment, a marine miracle for the skin», closely linking the mysterious power of the ocean with the product's efficacy and stimulating consumers' identification with and aspiration for the brand's value. La Mer conveys its core technology and deep connection with the ocean through various symbols representing the sea. Successful visual symbols are not only a direct presentation of a brand's external image but also a profound expression of its internal values and culture.

Through case analysis, we have learned that in the two cases mentioned above, the brands have not only been able to convey their core concepts and values but also enhanced their uniqueness and recognizability by employing multi-dimensional marine symbols. With the development of globalization and digitalization, the design trends of brand logos are constantly evolving. How can marine symbols be used to make a brand stand out in market competition? Below, I will analyze the application strategies of marine symbols in brand image design in combination with modern design trends.

Firstly, in the selection and design of marine symbols, emphasis should be placed on simplicity and recognizability. As shown in Figure 1, «Shell» (fig.1, a) – the world's largest oil retailer, whose brand logo is a shell, also known as a scallop; «Starbucks» (fig.1, b) – is a well-known coffee brand. Both logos have evolved from complexity to simplicity while retaining the core brand recognition elements. From the

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figures, we can see that both brands initially used a combination of text and logos. As brand awareness increased and the global market developed, the logos needed to enhance recognizability and adaptability to various digital scenarios. Therefore, both logos showed trends of simplification, core symbol enhancement, and color reduction.
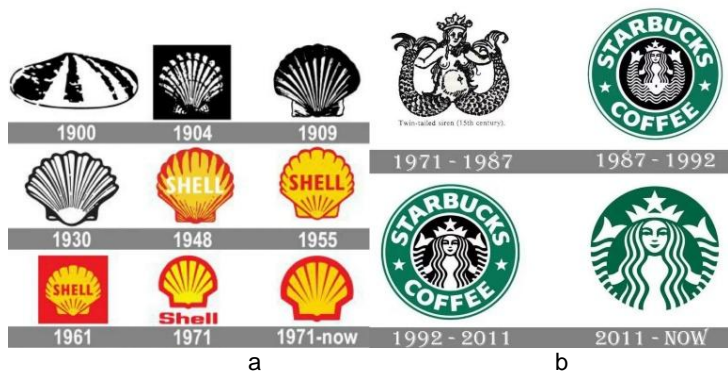

Fig.1. The Evolution of the Brand Logos: a – «Shell»; b – «Starbucks»

Secondly, when shaping a brand image, we should not only focus on the logic and practicality of the graphic identification system but also actively integrate cutting-edge technology to innovate and enhance brand concepts [2]. In terms of the cultural and emotional connections of a brand image, incorporating concepts that are widely concerned by the public can enrich the brand image. As global attention to environmental protection continues to increase, marine symbols have become closely linked with sustainable development and environmental concepts. Brands can convey unique cultural connotations and values by telling stories related to the ocean. For example, Marine Layer has successfully integrated marine culture into its brand image through its brand story and environmental practices. Patagonia's advertising campaigns, by incorporating marine-themed visual designs, advocate for consumers to reduce waste and protect the ocean. These campaigns have not only increased the brand's visibility but also strengthened its environmental image, attracting widespread consumer attention and support.

Finally, innovative design forms that enhance the user's purchasing experience can effectively deepen consumers' affinity for the brand. For example, adding value to the «useless» parts of a product. In clothing design, for instance, the care tag on a garment is often discarded. Designers can transform this «useless» tag into something useful. Combining the marine symbols and environmental concepts mentioned earlier, the company can collect photography related to ocean protection and print it on the tags, which can then be combined with magnetic materials to function as refrigerator magnets. When customers place such tags on their refrigerators, it not only raises awareness for ocean protection but also increases the chances of more people learning about the brand, thus achieving the dual goals of brand communication and social responsibility. This

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innovative design not only adds new value to the product but also brings an extra surprise to customers. It cleverly integrates brand philosophy with user experience, thereby enhancing consumers' identification with and loyalty to the brand. This design philosophy based on emotional connection not only improves the purchasing experience but also helps the brand stand out in fierce market competition and provides strong support for enhancing the brand image.

CONCLUSIONS

In summary, marine-themed symbols hold significant application value in brand image design. In line with modern design trends, brands should carefully select, and design marine symbols based on their market positioning and target consumer groups, while integrating positive brand philosophies and innovative user experiences. By doing so, brands can not only enhance their uniqueness and cultural connotations but also improve their communication effectiveness and sense of social responsibility. In the future, as consumers' attention to environmental protection continues to increase, the application of marine symbols in brand image design will have even greater potential. Brands should actively explore innovative applications of marine symbols to achieve the dual goals of brand communication and social responsibility.

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ЛЮ Сіньсю, ЯЦЕНКО М.
ВИКОРИСТАННЯ СИМВОЛІКИ НА МОРСЬКУ ТЕМАТИКУ У СТВОРЕННІ ІДЕНТИЧНОСТІ БРЕНДУ

Побудова іміджу бренду є багаторівневим процесом, у якому ключову роль відіграє система візуальної ідентичності. Морська тематика - це значущі візуальні символи, які допомагають передати основні та культурні цінності бренду. За допомогою аналізу кейсів у цьому дослідженні розглядаються такі стратегії, як спрощений дизайн символів, інтеграція екологічних концепцій та інновацій через досвід споживачів. Дослідження показало, що морські мотиви покращують пізнаваність бренду, унікальність та лояльність споживачів завдяки емоційним зв'язкам. Із зростанням екологічної обізнаності морські мотиви відкривають широкі перспективи для створення іміджу бренду, досягаючи як комунікаційних цілей, так і цілей соціальної відповідальності.

Ключові слова: морські символи, імідж бренду, візуальна система ідентифікації, інновації в дизайні.