

# Research on the Positioning of Color in Hamburg's Corporate Image Design

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**Abstract:** Color belongs to the visual identity in the corporate identity system. In the corporate image design of Hamburg, the application of color visual art is often used to improve the attractiveness of corporate image design, thus affecting consumers' consumption behavior and the key factors and conditional reactions to the company's product sales. Therefore, color is a key component in the construction of corporate identity system. This paper will analyze the current Hamburg corporate image through the linguistic meaning expressed by color symbols, and show the popular trend of Hamburg corporate image in the future and the important elements of corporate information transmission.

**Keywords:** Color, Hamburg positioning analysis, Corporate image design.

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## 1. Introduction

Color refers to a kind of vision of light caused by eyes, brain and human experience. People's perception of various colors is not only determined by the physical properties of light. For example, people's perception of various colors is often influenced by the surrounding colors. Sometimes people also refer to the physical characteristics that produce various colors in objects directly as tones. Pigment has three characteristics at the same time: hue, lightness and purity. Any pigment has these three characteristics regardless of the influence of its surrounding shape. Hue refers to the appearance characteristics of pigments and is a standard name to distinguish pigment types. Hue refers to the soul of pigment, reflecting the external personality of pigment, and the basic hue in the spectrum is the basic hue in the color system. And the vividness is also the vividness of the pigment. From the analysis of the relationship between the brightness of all colors that can be restored, the change of color in brightness and depth is the change of color brightness. Purity refers to the purity of a color, also known as color saturation. And purity can also represent the purity of a certain color sense. Pure color must have hue, so human beings are called colored. There is a complementary and inseparable relationship between the three elements of color.

Corporate Identity System, the full English name is corporate identity system, also known as enterprise CIS. CIS mainly consists of three parts, namely MI(Mind Identity), BI(Behavior Identity) and VI(Victory Identity), in which MI mainly refers to the company's business strategy, business philosophy and development creed in production and operation activities, which provides CIS with a cognitive basis and code of conduct, and is an important part of enterprise CIS. BI originally refers to the norms formed in the process of organization production and operation and with the development of the organization, and the organization adopts systematic planning behavior to produce enterprise dynamic identification system. VI is a comprehensive and systematic visual effect expression system with logo, standard font and international standard color as the core content. VI is the most basic and easily understood basic element in the whole CI system, and it is also the most communicative and infectious. According to scientific research, the proportion of color in the

visual psychology of people's brains after processing and recognizing objects is about 65%, which is much higher than that between modeling and materials. Color is a borderless and universal language, which has a great influence on shaping the company's brand image and improving the company's brand value in CIS design. After investigation, the design center of Nippon Paint Company in Japan found a data: color can extend the information transmission of the company's products and brands to about 40% of the target audience, and improve people's comprehensive understanding of consciousness by 75%. On the premise of not increasing production cost, excellent color matching design can increase the added value of goods by 15%-30%. Although many companies have realized the importance of color application in creating corporate image and improving brand value, the research on color application in companies is still basically confined to a single professional category of corporate art design, and how to apply color in the design of CIS products around the company's corporate philosophy and the characteristics of industry enterprises is still a major issue for corporate designers.

## 2. The Role of Color in Corporate Image Design

### 2.1. Aesthetics and distinctiveness

Beauty is the premise of all visual art design. While paying attention to functionality, design colors can't ignore aesthetic taste, and any work that lacks aesthetic taste can't be recognized by consumers. The distinctiveness of a color depends on its hue and lightness. In the design, bright colors can attract consumers' attention more than black and white, and the colors with obvious contrast can make people unforgettable.

### 2.2. Conformity and identifiability.

The choice of design color must be suitable for the product and truly reflect the spirit, culture, business philosophy, characteristics and functions of the product. For example, metallic color is suitable for machinery industry and can convey the characteristics of precision, firmness and practicality of products; Green is suitable for food, medicine and other industries, and can show the characteristics of safety,

health and hygiene of products; Blue is suitable for modern industries such as science and technology, electronic products, etc., and can reflect the inherent quality and cutting-edge technology of products.

### **2.3. Fixity and unity.**

In the process of product promotion, enterprises should keep the advertising colors fixed and uniform, and cannot choose too many colors or change colors too frequently. Generally, CMYK color mode will be used in the basic system of VI visual identification system to strictly specify the values of standard color and auxiliary color, and it will be gradually developed in the future application system, which is not only convenient for copying and spreading, but also makes consumers have a fixed color impression on brand association.

### **2.4. Associative and emotional**

People have different associations in the face of different colors. Even in the face of the same color, different people and different consumers have different associations. When choosing a color scheme, we should comprehensively consider the factors such as consumers' different countries, races, ages and genders, and treat them differently. For example, when promoting cakes, designers like to use pink and milky yellow, which gives people a soft and sweet feeling and even stimulates people's taste buds, and consumers are happy to accept it.

## **3. The Principle of Color in Corporate Image Design**

In the corporate image of a brand, color is a connection formed by a common feeling and the target audience. It is a comprehensive concept, which is influenced by the customer's age background and values in the positioning of color. Therefore, each customer's understanding of a corporate image is a different image, which is a long-term and complicated process. Therefore, it must be shaped according to the following criteria:

### **3.1. The principle of unity**

The standard that color must have in the design of shaping the corporate image, that is, the symbol of the brand, cannot be easily changed. Therefore, the translated name of the same company in various places must be confirmed and must not be changed casually. For example, the color "M" of the golden brass arch of McDonald's has not changed since the establishment of the brand, so no matter where you go in the world, if you see the golden yellow "M" and the crystal clear glass yellow red mascot image, you will recognize that it is a hamburger fast food restaurant and a well-known one.

### **3.2. Personalization principle**

Personalization principle is the key principle of color in building brand image, which can reflect the characteristics of famous brands, including quality characteristics, service characteristics, cultural characteristics, design characteristics, price characteristics, etc., so that famous brands stand out from many similar qualities in the same industry, pass on the unique culture of famous brands to consumers, and form a deep impression in their hearts, so as to attract the attention of consumers, stimulate them to contact and cultivate their brand loyalty.

### **3.3. The principle of nationality**

In the cognition of enterprises, there will also be their own corporate culture. At the same time, enterprises need to adapt to local conditions and different ethnic groups, and establish corporate images suitable for their own ethnic cultures in different regions. As the saying goes, "Only the national ones belong to the world." If the brand connotation of an enterprise is highly nationalized, unexpected economic benefits can be obtained by grasping the national characteristics and reshaping the brand image of the enterprise.

### **3.4. Emotional principle**

Corporate image is a bridge between products and customers, a silent emotional expression, and a direct expression of public emotional appeal. Therefore, in the performance art of color, emotional factors must be added to narrow the distance between products and consumer groups, so that the audience can form emotional resonance with each other, thus achieving the purpose of moving people with emotion.

## **4. Analysis of Color in The Image of Various Hamburg Enterprises at Present.**

Hamburg is a fast food company, which mainly focuses on the spirit, goals and values of fast, accurate and good service to customers. Secondly, in the market positioning group of Hamburg, Hamburg is mainly for teenagers, white-collar workers, office workers, students, Gan Bao mothers and other consumer groups, so the design of the corresponding brand image representatives is relatively simple, and the color brightness purity is also relatively good, giving people a cheerful impression, thus establishing a good foundation of Hamburg brand image. At the same time, in the cognition and vision of color, it conveys a cultural connotation, is the first vision that distinguishes enterprises from other enterprises, and is an important corporate brand symbol, which can effectively establish the recognition effect of consumers on enterprises.

### **4.1. Create effective communication**

Under the current development trend of fast food industry, Hamburg has become a representative of fast food, and its color is also famous for its bright colors, and its purity is prominent as the special color of fast food enterprises. For example, in McDonald's logo, the shape of the big M is bright glass window of the kitchen, friendly service attitude, free baby park, relaxed dining music, etc., which not only reflects McDonald's business purpose, but also can quickly distinguish its image from other fast food restaurants; McDonald's uses all its visual identification system formed by visual effect factors, such as golden logo logo, red and yellow McDonald's uncle, dining environment between yellow and white, the appearance of goods headed by gold, and bright advertising patterns, and color gives people the first vision. Similarly, the packaging of Tasting Hamburg in China is mainly based on red tones, and at the same time, there is the image of "Tower Lion" on the logo, which has a certain correlation with China culture, and red is the red color of China, which focuses on cultural self-confidence. In the social environment of consumption, people are very sensitive to color, and their attention to color often exceeds 80% of the range of human eyes, but their attention to its modeling is only

20%, because color is a silent language, and each color expresses a person's unique personality, while different color combinations can cause people to think about brain nerves. Different colors have different meanings in different social environments and in people's minds with different ages, positions and personalities. The combination of red and yellow colors can create a silent language in people's hamburgers, thus creating effective communication. Colors constantly affect people's memory, thus making people remember and identify with the brand more, thus making people form a deep association with the market position of the brand.

#### 4.2. Manufacturing differences in personality

The 21st century is an era of advocating individuality, and a unique corporate image will contribute to the healthy development of the brand. If the differentiated operation of the company can make the company stand out in the domestic market competition, then the characteristics of the company's brand building are the most critical factor for users to choose and buy the goods, and also the most critical issue for determining the company's brand value positioning. Therefore, the company should not only create brand differences, but also have distinctive brand characteristics, and color design can help the brand uniqueness more effectively, which requires the company to spend a lot of energy on the packaging, shape, environment and all color-related issues of goods, so that the brand color design can not only effectively distinguish from other color-related goods, but also show the characteristics of goods, making brand color design the most powerful weapon for the company in the domestic market competition. Under the social conditions of downloading commodities, related commodities show a strong homogenization phenomenon, and similar efficacy, unmatched quality, similar appearance and even popular colors will completely flood into the financial market. In order to be invincible in such market competition, we must pursue differentiation, and the distinctive brand color image can make it stand out from many brands and let people know and remember it. It broke through the inherent understanding of Hamburg color in the market and created a unique color of its own, especially its own brand logo color, which should be outstanding and unique, making it the exclusive color of the brand. Through the image diversity of color design, customers can shine at the moment, and then the purpose of promoting consumer behavior is realized.

### 5. Create A Different Image of Hamburg — Taking "Corporate Image Design of Fangxiang Hamburg" As an Example

As for the hamburger brand on the market and the standard color of hamburger positioning and use, the author uses a brand-new hamburger brand to design and manufacture the hamburger differentiation in the market. This aromatic hamburger is positioned as a beef burger of China brand and China people's own cattle. For this reason, the logo part chooses the bull's head as the main visual element, as shown in Figure 1, which represents the Excellence of aromatic

hamburger, builds a strong back-end supply chain, and the moire at the horn, which means auspicious clouds and auspicious days, to create a national style hamburger brand in the new era; The bull's eye is characterized by water ripples, which means that the sea and rivers will go out and face the international market. The ox nose is represented by the national wind element Xiangyun pattern and dragon pattern. It is a unique cultural symbol of China, with strong cultural connotation. It is an artistic form of vitality, with romantic yearning, and it is good as water, which means that all rivers run into the sea.



As shown in figure 1

In the text part of the fragrant box hamburger, as shown in Figure 2, the font of "fragrant box" is selected as young people and mothers, so it is selected as green in color positioning, which breaks the general tone of red and yellow hamburgers, and the font is slimmer, which represents the trend of health and aesthetics in the Z era, taking thinness as beauty. At the same time, it also combines the smooth and continuous meaning of moire, so that the national style hamburger with integrated font and logo can have more vitality and yearning in the new era.



As shown in figure 2

Choose the green standard color C:83 M:57 Y:100 K:30 in the design of aromatic box burger to create a healthy green low-calorie burger, and use yellow in the English part of the text. The green part represents health, fashion and environmental protection, which is in line with the development of the new era, and yellow represents activity, vigor and future yearning. At the same time, the personalized design of hamburgers is created. In order to break through the conventional color matching of hamburger series, the series design is carried out according to the corresponding positioning of hamburgers. The following is the series application design of this aromatic box hamburger.



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