Research Article

A Brand Image Design Service Model Using the Visual Communication Technology under the Background of Internationalization

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The era of internationalization is the era of Internet of Everything. It not only promotes global economic growth but also subverts the traditional development model of brands in all walks of life, encourages the comprehensive upgrading of traditional brands, and spawns a large number of new-generation online brands. The visual expression of the entire brand promotion strategy is the brand visual design. Communication and appeal are the most specific and direct in the entire brand identity system. With the popularity of the Internet, the rise of platforms, the replacement of mobile devices, and the rapid development of new media technologies, the media and update methods of brand communication are more abundant. A brand image that conforms to the characteristics of the times, as a spiritual outlook, helps to better enhance the brand value. This article focuses on online brand image design in an international context. The brand image design service model based on visual communication is more conducive to brand development and is aimed at stimulating how design thinking can deepen the brand image to a certain extent.

1. Introduction

Brand communication and development are always closely related to the technology and communication technology of the times. In every era, brands often choose to spread their brands through mainstream media [1]. The visual design of the system is based on brand integration, and the contents of brand visual design include plane, modeling, space, network, and all other media and ways related to brand visual promotion [2]. Enterprises want to break through the traditional inherent impression and successfully establish their brand image in front of users, which is a major challenge for companies that want to publicize on the Internet. Enterprises’ commodity power is very weak without building their own “brand,” which means they have little chance of gaining a competitive advantage, let alone the coveted high profits [3]. Businesses do not have a lot of brand equity, and rapid expansion is difficult. It is due to the rapid growth of Internet information [4]. To handle such a massive amount of Internet information, people have designed and developed a large number of data-based software systems and web pages [5]. Visual communication technology evolves in tandem with media evolution [6]. Visual communication technology has greatly changed the design concept and method of media, thus providing a broader development space for visual communication design [7].

It is undeniable that the use of the Internet for brand communication and image building in the current era is more conducive to the benign development of the brand [8]. Brand visual design uses the means of visual design to integrate the brand’s business philosophy, management features, product styles, marketing policies, and strategies into a whole image through a series of brand image designs [9]. Therefore, for enterprises, brand competitiveness determines the strength and weakness between enterprises [10]. To create a brand, the first thing to solve is the visual image of the enterprise [11]. A design that plays a leading role is data visualization. Its main feature is to read the data in a way directly accepted by users, which makes it more convenient for users to analyze and study the data [12].

The current brand design and communication are set against the backdrop of the Internet’s popularity, the rise
of platforms, the upgrading of mobile devices, and the rapid development of computer vision technologies [13, 14]. Brand visual design shapes the abstract concept into a distinct image and translates it into practical actions through the implementation of the identity of ideas, behaviors, and expressions. It integrates all types of brand images, shapes a distinct visual system, coordinates the brand’s internal and external relations, strengthens cohesion internally, and increases popularity externally in its communication with the market and society. The brand image design of businesses is undergoing changes as a result of the new international format. This paper should discuss and study how to combine internationalization with brand image design to better convey the corporate brand image to users from the standpoint of visual communication.

2. Related Work

Literature [15] discusses the value of brand equity, brand promotion, and the selection of visual communication methods. It introduces the concept of branding of brand equity value and provides a specific interpretation of its definition, focusing on the experience and technology of transforming ordinary businesses into brands in a short period of time. Document [16] The “Internet Plus” era has prompted the formation of a new communication pattern, which has had a significant impact on consumer behavior and a subversive impact on brand communication. Psychologists, anthropologists, and sociologists should be included in the human and behavior research team, according to literature [17]. They are the ones who act on a global scale to gain insight into cultural transformation, to use insight to stimulate future brands, and to encourage businesses to turn their customers into advocates rather than adversaries by understanding the relationship between function and cognition. Literature [18] highlighted the digital era’s significant impact on brand visual communication design, as well as the brand’s survival mode in the digital era and the use of multimedia technology in brand promotion practice. According to the literature [19], the marketing strategy should be based on the presentation of brand value orientation and the real-time display of brand content has become increasingly rich [25]. Brand image refers to the individual characteristics of enterprises and their products or services in the society and market [26]. From the aspect of expression, brand image can be divided into internal image and external image. The internal image is mainly based on the expression of brand products and cultural connotations. The external image is comprehensively established through the brand’s visual image and brand behavior, which is reflected in the brand reputation displayed by the brand at the market and consumer levels. Brand image design includes basic elements such as logo, font, auxiliary graphics, standard color, and product packaging [27]. At the same time, it also includes basic application parts, such as product design, environmental image design, and website design related to brand affairs. The classification of corporate identity system is shown in Figure 1.

At the same time, due to the rapid development of information industry, international exchanges are more frequent and fast, which makes the brand image design influence, promote, and improve each other in communication [28]. If you want to seamlessly connect the Internet with brand image design, you must understand the new needs of brand image design. That is, in the context of internationalization, the brand image design of enterprises is different from the new needs of the past, so as to meet the better development of enterprises. When we see something, the brain creates its visual expression and stores it [29]. By establishing a good brand image, we can better enhance the market competitiveness of the brand, enhance cultural cohesion, meet the psychological needs of consumers, and produce brand influence. Today, with the expansion of design carriers, brand visual design is moving from two-dimensional to three-dimensional or even multidimensional. In the process of brand promotion, we must visualize the product information, which is more conducive to the memory of the brain. In ancient China, the brand image can only be established through the plaque of shops, the logo of commodities, and people’s reputation. With the popularity of newspapers, books, and periodicals and the invention of photographic technology, early Chinese hand-designed forms such as advertising posters and advertising words have appeared, which also improved the communication efficiency of brands. Brand visual design is more and more
used in display, indication system, building facade, and other carriers involving three-dimensional space. All-round and multiangle visual expression conveys the brand image to the public. When the user remembers the visual image of the brand or a product of the brand, it will generate legal power and stimulate the desire to buy to a great extent. The important role of brand visual design is one of the important sources for enterprises to transmit and receive market information, one of the important means for enterprise promotion, a method for promoting enterprise competition and internal operation, and an important means for improving enterprise visibility and product brand and reducing the investment and operation cost of enterprises. Nowadays, the popularity of the Internet not only accelerates the dissemination of information but also enables the public to participate in the process of brand communication. Wider channels and more platforms provide more possibilities for the dissemination of brand image. The change of the times requires brand designers to carry out brand design in combination with the characteristics of communication of the times. The Internet Plus era put forward the following requirements for brand image design.

3.2. Design with Internet Thinking. This era does not require the Internet of all traditional brands, but the Internet thinking is required for brand development. It is mainly reflected in the reconstruction of brand image with Internet thinking in the era of consumer sovereignty. Due to the rapid development and popularization of information and communication technology and the Internet, the development of means of transportation, and the fact that English has gradually become an international language, the world economic integration has become a reality, which leads to the internationalization of brand visual design. However, people do not like to buy goods through physical stores, which has a great impact on the sales of traditional enterprises in physical stores. It has a dynamic form of sensory activities, which is conducive to static language thinking. Therefore, facing the sharp decline in sales, many traditional enterprises have to seek new sales strategies under the Internet model. The process of integrating computer advantages with human advantages can promote the integration of group wisdom, so as to stimulate group innovation. The function diagram of the Internet is shown in Figure 2 below.

The changes in social and interactive ways have enabled consumers to have more right to speak, from the supremacy of users to the fan economy. The significance of brands to consumers is gradually changing, and consumers have more spiritual pursuits for brands. Moreover, symbolic design has strong identifiability, which easily attracts people’s attention, understanding, and memory, and can better reflect aesthetic generality. In addition, promoting products and increasing sales through various new channels, such as e-commerce, official website, web page promotion, client, Weibo, and WeChat, have become a compulsory part of business. The core function of visual communication design is its advertising. From the economic point of view, advertising is used to convey the signals of goods or services, in order to reduce the system and arrangement of information communication between producers and consumers on goods and services. This not only puts forward requirements for the digital communication of brands but also puts forward higher requirements for the conciseness of communication contents and originality of communication methods. The competition among all walks of life has become an eyeball battle, and the visual image of the brand has become more and more important. Functional positioning is based on actual market demand and potential market demand, actual competitors and potential competitors, actual enterprise capability and potential enterprise capability, actual national policy and potential national policy, etc. Brand image through multidimensional comprehensive display continuously builds brand cognition in user psychology and conducts diversified and comprehensive communication with users. Such multi-channel publicity with the same role is the performance of the diversified needs of brand cognitive channels. The focus of brand image design positioning is the method, including the method of concise language, the method of first entering the mind of expected customers, the method of linking your company or product with advanced companies or famous

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Figure 1: Classification of corporate identity system.

<table>
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<tr>
<th>Corporate identity</th>
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<td>Visual recognition</td>
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<td>Behavior recognition</td>
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Concept identification
brands, the method of multibrand positioning, the method of brand centralization, and the method of giving a good name to the product.

In terms of content communication, the brand is more inclined to the active communication participated by users, which can promote users to actively share the communication content, and it is easier to achieve the communication purpose. The so-called brand’s Internet thinking is to take advantage of the Internet to form the brand’s own topic and attention, which requires the brand to tap the potential emotional needs of users and establish emotional connections within the relevant scope of its own products, so as to help the brand shape a differentiated brand role.

4. Application Analysis of Brand Image Design Service Model

4.1. Algorithm Analysis of Brand Image Service Model. The biggest feature of the Internet is interaction and sharing, so the image design of the brand should reflect this feature. If the advertisement is simply transferred from the traditional newspapers and TV media to the Internet platform, the advantages of Internet communication will be completely obliterated. The brand’s visual image is constantly being improved and redesigned to keep up with the consciousness of the times and keep up with the trend of the times. In visual communication design, the layout objective function can be described as

\[ \min = (m - 1)Y + h. \] (1)

The establishment of distinctive brand identity must have simplicity and uniqueness. That is, this identification method or identification mark of the brand is the unique distinctive feature of the brand. It is concise, condensed, and accurate and finally reappears in the vivid conceptual difference of consumers’ vision or hearing, so that it can be seen at a glance from many similar brands. Syntax is used to describe graphic language; Q is used to describe the finite primitive set; AG is used to describe the set of abstract syntax rules. The expression is

\[ AG = \{ s|s(q_1, q_2, n) ; q_1 \in Q, q_2 \in Q \}. \] (2)

\[ BH_{xy} = W(V_1, V_2, V_3|\Gamma_1, \Gamma_2). \] (3)

Whether the aspect ratio of graphic display size in traditional visual communication design and the method in this paper is consistent with the actual situation is compared, and the results are shown in Figure 3.

In promoting social and economic development, give priority to the development of the design industry, in the construction of spiritual civilization; give the guiding position of design consciousness, in the market fair competition environment; and give the position of design inspector. Rich experience methods are conducive to attracting the public’s attention to the brand. Higher exposure means that the brand has more opportunities to interpret its own connotation. Under different set values, the comparison between the syntax description according to rules and the attribute value described according to ASM semantics is shown in Figure 4.

This kind of visual image is helpful for the rapid transmission of brand information, improving the visibility of remote viewing, and minimizing environmental interference. Constantly use the visual elements of the same brand repeatedly in various media, and constantly carry out visual “prompt” and “review” in users’ minds, so as to make users remember the corporate brand. Moreover, the external features of brand include brand name, logo, packaging, mascot, image spokesperson, and other visual features, and the visual design of packaging image belongs to this part. Compared with REF algorithm, the average gaze amount of the algorithm proposed in this paper is greatly improved, which shows that the automatic layout effect of graphic language obtained by the proposed algorithm is better. Figure 5 shows the results.

In general, visual communication design cannot make the public have direct contact with the brand. However, the brand concept and culture can be expressed through unique design, so as to make the public have a deep understanding of the brand and promote the public’s cognitive efficiency of the brand. This makes visual communication design develop in a wider field and thus provides an international opportunity for the development of visual design art. W is the relationship between cognitive style and attention, BH_{xy} is gaze quantity, and the test model can be described as
Brands must change the traditional thinking of hard advertising bombing push, learn the relationship between business and consumers, and form benign interaction by actively establishing emotional communication with users, so as to establish a harmonious coexistence relationship. The new brand image not only points out the identity of

**Figure 3:** Traditional visual communication design and this method.

**Figure 4:** Syntax description according to rules and attribute values described according to ASM semantics.

**Figure 5:** Comparison of average gaze amount between the REF algorithm and this algorithm.
the company but also makes the impact of the company’s visual products unobstructed. If an enterprise wants to take advantage of the “east wind” of the Internet to improve its popularity and expand its popularity, it must master the design trend of brand image design under the international background. The brand name is an important clue for consumers to know the goods. Once a conditional connection is established between the name and the goods, the name of the goods can represent the goods.

4.2. Application Analysis of Service Model. Driven by the Internet wave, consumers’ core position has gradually become prominent, which requires brands to pay attention to the application of Internet thinking. In order to achieve the goal of brand personification, brands should not only transmit brand information to consumers but also actively create interaction through brand behaviors, give full play to consumers’ initiative, and attract consumers to participate in the behavioral process of enriching brand connotation. Brand visual image generally adopts balanced or dynamic forms of expression. ASM expression is

\[ \sum = \{ f_1^0, f_2^0, \ldots, f_{KL}, f_1^1, f_{KV}^1 \}. \]  \hspace{1cm} (4)

The overall analysis of the web page can be applied to the calculation of electricity in each time period of the enterprise, and the overall trend results of electricity can be displayed through dynamic data. It shows that the intelligent distribution management web page designed by this method has good operation effect and is an effective distribution management web page. The results are shown in Figure 6.

In the design of brand image, we should make rational use of the characteristics and advantages of new media and grasp this design strategy to make better communication between design works and users and the times. Brand owners express their interest and are the primary organizers of brand building, but participants include all points of contact for brands, including users, channels, partners, media, and even competing brands. Brand behavior can not only improve the experience of the consumption process but also establish a link between brand and other fields in a self-media platform or other cross-border behaviors, attracting consumers’ attention in more fields and shaping rich user experiences around the core concept of the brand, which helps them win loyal users and a good reputation. The abbreviation CG is used to denote a comprehensive set of grammar rules. The following is the expression:

\[ \text{CG} = \{ (q, \text{render}, \text{layout}) | p \in P, \text{render} \in R, \text{layout} \in L \}. \]  \hspace{1cm} (5)

Using this method and traditional ASP Net method, we can see that compared with the traditional ASP Net method, the amount of data obtained by this method is larger, which shows that the brand core concept designed by this method has rich user experience, has stronger performance, and can mine more effective data. The results are shown in Figure 7.

The curve used in brand visual design is mainly the overall axis direction of the curve, and its expression methods are diverse, such as diagonal, horizontal, and vertical. In today’s society, the construction of enterprise brand should first focus on image. Without image, enterprises cannot be identified by the audience, and brands cannot be discussed. The aim is to grasp the limited contact time between consumers and brands, actively create interactive experience of consumers, and realize the implantation of brand ideas through brand behaviors that conform to brand personalization and values. Products should be aimed at adapting to the information-based teaching environment and meeting the development trend of networked and digital multimedia teaching. Always stand in the perspective of users’ needs and connect users with enterprises in time. The building of enterprise brand should be based on honesty, with product quality and product features as the core, so as to cultivate consumers’ reputation awareness, and the products of enterprises can have market share and economic benefits. The display size of buffer image in visual communication design is calculated by a fixed value method, and the result is shown in Figure 8.

With the popularity of the Internet, the distance between brands and consumers is gradually getting closer. In order to establish more direct and convenient communication with consumers, brands need to build online self-media platforms. Any brand that is still offline in this era will eventually face development restrictions. The research object’s satisfaction with the automatic layout results of different algorithms in visual communication design can be obtained by the following formula:

\[ +s = \sum_{i=1}^{n} (n - i + 1)S_i. \]  \hspace{1cm} (6)

Using information transmission, network interconnection, teaching application, and teaching and research management, take the road of high-tech information education innovation of the combination of colleges and enterprises. Allow users to become enterprise propagandists and supporters, establish mutual communication between users, fully utilize user activity, and activate more potential users. Increasing the enterprise’s cohesion can increase team members’ pride, improve employees’ sense of identity and belonging to the company, and encourage them to stay. Portal websites lack the information push and function, as well as consistent users, to meet the growing demand for interactive communication. It is difficult to generate large amounts of traffic for the dissemination of information. As a result, a self-media platform based primarily on microblogging, WeChat official accounts, and brand apps is gaining traction. In order to create a self-media platform, the brand must fully integrate its own brand concept and value orientation, as well as communicate brand image and establish word-of-mouth among the target population through communication content and communication mode, which can lead to more opportunities for the brand’s development.
Figure 6: Overall trend of intelligent distribution management web page.

Figure 7: User experience performance.

Figure 8: Display size of buffer image.
5. Conclusions

This paper focuses on the online brand image design strategy that reflects the characteristics of the international era. The goal of this paper is to create successful online brands in the Internet era by creating an interactive, all-around, and diverse brand experience by fully utilizing consumers’ initiative. The design emphases of current brand image design are summarized by studying the concept definition and design principles of brand image design. The issues that should be addressed and misunderstandings that should be avoided in brand image design based on the Internet are clarified through the definition of the concept, characteristics, and functions of internationalization. Without an image included within the article, the image strategy, the brand strategy, the entire brand strategy will crumble. If we ignore the image strategy, the brand strategy’s accomplishments will be difficult to recognize by the market. It will be difficult for the brand strategy to last indefinitely if the image strategy is interrupted. People’s lifestyles have changed dramatically as a result of the Internet, and consumers now have a greater voice in the brand market. User experience, brand reputation, and public opinion have all become critical factors in determining brand communication strategies, all of which can have a direct impact on brand image. As a result, brands must correctly understand and appreciate the importance of image strategy, implement image strategy in a systematic manner, and carry out image design activities in a systematic manner.

Data Availability

The data used to support the findings of this study are included within the article.

Conflicts of Interest

The author does not have any possible conflicts of interest.

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