

A Study on the Influence of Patterned Logo Design on Brand Image—Focused on the Li Ning Brand

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In today's flood of information, people mainly rely on visual information to recognize brands. Pattern logo design is a representative brand image and directly affects consumers' brand impression and perception. The purpose of this study is to examine the characteristics of the Li Ning brand and the effect of pattern logo design on the brand image. Specifically, it is to provide practical guidelines for brand management and design by analyzing the effects on brand perception, emotional connection, and consumer behavior. For the scope of the study, seven brands are selected for analysis of famous brand cases at home and abroad. The research method is to design a patterned logo suitable for brand characteristics through literature review, empirical research, and detailed analysis of the overall style characteristics of the current Li Ning brand. The research content first analyzes the role of pattern logo design in terms of brand perception, brand perception, and brand sensitivity. Subsequently, the evolution and effect of the Li Ning brand in logo design are examined, and details are discussed in combination with the color and shape of the logo pattern. Finally, by presenting some suggestions and optimized design plans that fit the characteristics and trends of the Li Ning brand, the brand image and market competitiveness can be improved. According to the research results, first, the color, shape, and other factors of brand pattern logo design are closely related to brand image. Second, pattern logo design has a significant influence on consumer attitudes and purchase intentions. Third, consumers are more interested in the design of a patterned logo with high brand awareness. This study has a certain significance in that it reveals the mechanism by which pattern logo design affects brand image and provides useful ideas and suggestions for brand design and marketing.

Keywords: pattern graphic design, logo design, brand image

Introduction

Background and Purpose of the Study

In today's fierce commercial competition market, brand image has important significance and value. In this case, the pattern logo plays a very important role in the market as a core element of the brand image. At present, due to economic globalization, enterprises are facing increasingly diversified and specialized competition. In this case, if the characteristics of the company's image are conveyed using graphic symbols unique to the logo, it can lead the market more effectively (Chiu, 2008, p. 10). Unlike before, design concepts are being updated and consumer aesthetics are changing. Therefore, pattern logo design is no longer just a graphic combination, but a comprehensive and creative expression that reflects various factors such as corporate culture, market positioning, and target audience psychology. The prominent pattern logo can quickly grab consumers' attention, stimulate

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consumers' attention to the brand, and promote the formation of brand loyalty. On the contrary, the wrong logo design can cause consumers to misunderstand or ignore the brand, and it can also have a negative impact on the brand's market performance. In the whole brand visual elements, logo design represents the culture and image of the enterprise and directly reflects the business philosophy of the enterprise. Therefore, logo design is very important for brands and is a necessary factor for consumers to understand the characteristics of companies and products (Yang, 2020, p. 151).

Currently, with the popularization of digital and social media, the speed and scope of the spread of pattern marks on digital media are also expanding. This means that graphic logo design must take into account both the functionality of existing media and the visual effects and adaptability of digital media. That is, the research of pattern logo design should seek internal connection with brand image through aesthetic value, and optimize pattern logo design to adapt to changing market environment. In addition, in-depth discussion is needed on how to better serve the formation and improvement of brand image.

Li Ning is a famous sports brand in China, and the graphic logo design has changed a lot. It can also be seen from Figure 1 that the graphic logo design of the Li Ning brand has a considerable impact on the brand's operating income. With the optimization of Li Ning brand logo design, the overall operating income is also increasing year by year, and the logo design and market performance are positively related.

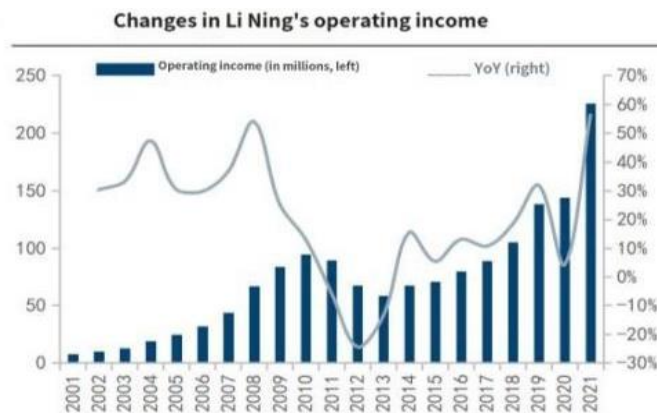


Figure 1. Changes in Li Ning's operating income.

The purpose of the study is first to understand the design and brand image of the pattern logo, second, analyze the impact of pattern logo design on brand image, third, provide Li Ning brand specific pattern logo design scheme. Through this, the brand image transmission effect will be optimized and the brand competitiveness will be improved.

Scope and Methodology of the Study

The research scope is to select ten well-known brands and analyze the role and significance of pattern logo design on brand image.

The first is a literature review. By consulting the relevant literature and materials, understand the relationship between design and brand image, in order to establish a research framework. The second is case analysis. Combining the cases, this paper discusses the role of pattern logo design in brand building. The third is the questionnaire. The paper puts forward the creative design finished product of Li Ning brand's logo design, and carries on the questionnaire and analysis to the target group, proves that pattern logo design plays an important role in shaping and enhancing brand image.





Theoretical background

Characteristics and Current Situation of Graphic Design

Pattern design focuses on graphic, image, and visual effects design in two-dimensional space, and pattern graphic design corresponds to a subset of pattern design. In graphic design, designers should use lines, shapes, colors, textures, and other factors to create graphic patterns that reflect creative and aesthetic ideas and have unique beauty and expressive power.

The types of planar patterns include geometric patterns, natural patterns, and abstract patterns, as shown in Table 1, which should be designed for different requirements and purposes. The characteristics of graphic design can be summarized into the following four aspects.

Table 1
Types of Flat Patterns

Type of flat pattern	Definitions	Reference chart	Type of flat pattern	Definitions	reference chart
Geometric pattern	Patterns based on basic geometries and concepts		Abstract pattern	Patterns designed with no definite form or meaning, primarily based on imagination and creativity	
Natural pattern	A pattern formed by imitating things or phenomena in nature		Decorative pattern	Patterns for decoration and beautification	

First, graphic design generally has a strong visual impact. Unique graphics, colors, and layouts can capture the attention of the audience. It also plays an important role in quickly and accurately delivering information to consumers by impressing them in an instant. Second, the graphic design is simple. Fashion graphic design generally pursues simplicity and clarity, avoiding complex elements and cumbersome decoration. Simple images and refined text can quickly convey information and improve brand understanding and readability. Third, the pattern design presents a personalized performance. Graphic design expresses the designer’s creativity and aesthetics by emphasizing individuality and uniqueness. Specifically, through personalized graphics, colors, and layouts, a unique brand image is formed to improve consumers’ awareness and memory of the brand. Fourth, graphic design combines functionality and artistry. Graphic design should take into account both artistry and functionality. Pattern design should be tailored to specific use cases and purposes, while having artistic value, allowing consumers to gain aesthetic experience and practical information.

Graphic design plays an important role in modern visual communication, and design trends continue to evolve with the development of society and the advancement of science and technology. At present, the minimalist style is still mainstream, emphasizing clear and direct visual expression. At the same time, retro and retro-futuristic styles have gradually attracted attention, combining traditional elements with modern design techniques to form a unique visual effect. In terms of popular elements, gradients, geometries, natural elements, and digital art have become beloved by designers, and they have injected new vitality into the design of patterns.

Understanding Brand Logo and Brand Image

Understanding of brand marks. Brand logo is a means of quickly and reasonably conveying the meaning of each product, and emphasizes the image expression of the characteristics of the representative product (Lee, 2016, p. 31). In other words, in order to effectively convey the image of the product, the brand logo is visually expressed (Cho, 2013, pp. 23-24). A brand logo is the most distinctive and recognizable visual element of a brand,

usually including a graphic, symbol, letter, color, or combination of them. The logo is designed to represent the core values and concepts of the brand and to create a unique brand impression in the minds of consumers.

According to the definition of brand logo for the integration of many aspects of data, from Table 2 it can be seen that although the definition of brand logo is not completely consistent, yet it can be concluded that the content of brand logo contains three elements. First, the brand logo is the visual representation of the brand, forming a unique visual image through design elements such as graphics, colors, and fonts. Second, the brand logo conveys the brand value. The logo can reflect the core values and characteristics of the brand, which is conducive to consumers' quick identification and memory of the brand. Third, brand logos can enhance brand recognition and loyalty, thus establishing brand identity.

Table 2
Definition of Brand Logo

Author and year	Definitions
Zakia et al., 1987	Part of the visual system used by the enterprise to communicate with internal and external audiences
Stuart, 1997	Enterprises show the symbol of product difference to the public to create a good corporate image
Henderson & Cote, 1998	Image design used by a business to showcase itself or its products, including or not including the name of the business
Keller, 1998	Combination of brand-related image design elements, basic tools for brand communication strategies
Balmer, 2001	The combination of elements that makes the enterprise unique is the foundation of the enterprise image
Melewar & Saunders, 2000	Image elements associated with corporate image to stimulate positive and negative emotional responses and create positive associations between stakeholders and the company and brand
Adir et al., 2012	A clear graphic or visual element that sets the company apart from other organizations
David, 2014	An image or textual logo of a business to display the brand and its products
Foroudi et al., 2017	A set of elements, including name, color, font, and design, that enable consumers to distinguish and identify brands

Understanding of brand image. The perspective of others is often called “image”, and if image and identity are defined, identity is an effort to maintain identity, self-expression, and image refers to what you see in others (Oh, 2002, pp. 13-14). In other words, the brand image is one of the important messages that the company conveys to the outside world, and it is the overall impression left by the company in the minds of customers. Kotler and Keller (Lee, 2011, p. 12) define brand image as the concept of consumers' perception of the brand, dividing it into rational or sensual perceptions that consumers give to a particular brand, and visualizing how consumers recognize the brand (Kim, Ha, Lee, & Ahn, 2014).

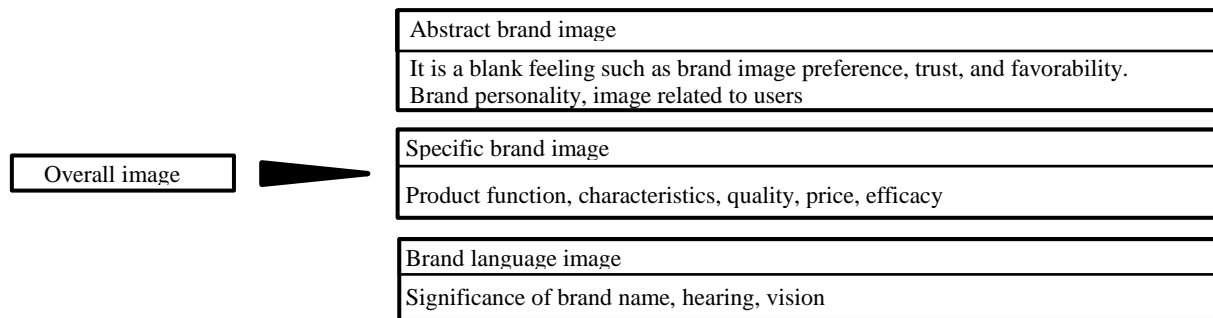


Figure 1. Composition of brand image.

It can be seen that the brand image is the unique impression and cognition formed in the minds of consumers, including consumers' cognition of the brand, emotional connection, and the value concept embodied by the brand. The establishment and formation of brand image will bring great economic benefits to enterprises (Liang, 2022).

In addition, a strong brand image helps companies stand out in a fiercely competitive market and build consumer trust and loyalty to the company.

Brand image is the visual and auditory impression conveyed to consumers by brand elements such as logo, name, slogan, packaging, etc. These elements need to be identifiable and consistent in order to form a strong brand impression in the minds of consumers. For example, brand image in Figure 2 can be said to include abstract brand image and specific brand image and language brand image (Lee, 2011, p. 8). It can be said that brand image is the comprehensive understanding and understanding of specific brands in terms of sensitivity, attitude, association, etc., and it is the unique image established by brands in the minds of consumers.

Relationship Between Logo Design and Brand Image

The design of pattern logo plays a crucial role in shaping the brand image. Brand image refers to the overall impression of the brand by consumers, which Aaker (1991) defines as “the association of brands usually in a meaningful way.” (Zhao, 2019, p. 23). That is, the associative collection related to brand attributes (attribute), convenience (benefit), attitude (attitude), etc., refers to the overall impression of consumers of the brand (Lee, 2006, p. 20). Brand logo is an important communication tool for consumers to understand the brand image most intuitively and quickly.

First, through the design of the logo, the brand is able to communicate its unique personality and core values, thus leaving a deep impression on the minds of consumers. Li Ning as a successful sports brand, its logo design is simple and generous, embodies the image of sport, vitality, and innovation, enabling consumers to associate it with sports in the first place.

Secondly, pattern logo design can help brands stand out in the market competition. A unique and recognizable logo design helps the brand stand out from many competitors, attract consumers’ attention, and build brand loyalty. Li Ning brand’s logo design is famous for its unique “Li Ning” characters and simple herringbone logos, and has successfully established its own position in the market.

In addition, pattern logo design can also affect consumers’ perception of the brand and emotional connection. A good logo design can arouse the emotional resonance of consumers, so that it has a sense of identity and good impression on the brand, which in turn leads them to choose to buy the brand’s products or services. Through simple lines and design elements, Li Ning’s logo design has successfully stimulated consumers’ emotional identification with brands and formed an emotional connection between brands and consumers.

In summary, pattern logo design is of great significance to the shaping and dissemination of brand image. In the Li Ning brand, its logo design is not only a visual symbol, but also a concrete embodiment of brand culture and concept, which has won market recognition and consumer trust for the brand. Therefore, the relationship between pattern logo design and brand image is inseparable.

Brand Logo Design Status and Characteristics

Current Status and Characteristics of Sports Brand Logo Design

Worldwide, sports brand logo design has always played a crucial role in the shaping of brand image. In this section, seven world-renowned sports brands will be selected for specific analysis of logo design to explore the characteristics and impact of different brands in logo design. In addition, according to Lee Seong-Hwa’s (2013) “Picture Marks and Letter Marks” research results, the seven brands were divided into five types of image marks: abstract, descriptive, and composite, and two types of initial words marks, and abbreviated words marks (Lee, 2013, p. 43). And summarized below as Table 3, it indicated that the current international sports brand logo design presents the following four obvious trends.

Table 3

Top Seven Most Popular Sports Brands in 2023















Name of brand	Brand concept	Brand logo	Changes in the brand logo	Type	Pattern logo design features		
					Morphological characteristic	Color features	Pattern feature
Nike [United States]	<ul style="list-style-type: none"> Innovation and technology Become an athlete's companion. World influence 		 <p>1971 1978 1985 Current logo</p>	Abstract type, descriptive type	<ul style="list-style-type: none"> Simple and clear: without too much decoration and detail, it can be recognized and remembered quickly. Dynamic: The form has a certain dynamic sense, as if it is sprinting or jumping forward. 	Black, white	<ul style="list-style-type: none"> Element: small hook Source: designed with the wings of the goddess of victory combined with the feathers of a swan. Moral: symbolizes speed and dynamics.
Adidas [Germany]	<ul style="list-style-type: none"> Through sport, we can change lives. Provide high-quality, innovative sports equipment and technology 		 <p>1948 1971-1977 Present 1987 Present</p>	Compound type	<ul style="list-style-type: none"> Simple and clear: Mainly composed of three parallel slashes. Sense of power: The slant angle and thickness of the slash are carefully designed to make the entire logo look vibrant and dynamic. 	Black, white	<ul style="list-style-type: none"> Element: three stripes Source: three-color stripes of the German flag Moral: symbolizes mountains, meaning to meet challenges and constantly achieve goals
PUMA [Germany]	<ul style="list-style-type: none"> Continuous pursuit of faster, better, stronger With sports spirit as the core, pay attention to the functionality and fashion of the product 		 <p>1948 1951 1958 1966 1976 1978 1990</p>	Descriptive type compound type	<ul style="list-style-type: none"> Simplicity: the simplicity of a complex animal's design. The lines are smooth, the form is clear, without too much decoration and detail. Dynamic and fast: the image of the cougar is designed to be dynamic, as if it were sprinting to the air with all its might. 	Black, White	<ul style="list-style-type: none"> Element: the lion Source: the cougar Moral: it represents strength, speed, and agility.

Table 3 to be Continued

<p>Under Armour [United States]</p>	<ul style="list-style-type: none"> Innovative technology: committed to innovative technologies and materials Personalized design: unique style and color matching, showing the brand's fashion sense and youthful vitality. 			<p>Descriptive type compound type</p>	<ul style="list-style-type: none"> Simplicity: simple atmosphere Modernity: "UA" letters are uniquely expressed in the form of patterns, in line with the aesthetics and values of contemporary young consumers. 	<p>Black, white</p>	<ul style="list-style-type: none"> Element: letter "UA" Source: brand initials Moral: unity and perseverance
<p>Reebok [United States]</p>	<ul style="list-style-type: none"> With sports technology and design concept as the core, we are committed to providing consumers with comfortable and professional sports equipment. 			<p>Descriptive type Compound type Abstract type</p>	<ul style="list-style-type: none"> Simplicity: consists of simple graphics and letters, without too much decoration and complex elements Dynamic: graphic elements are relatively simple, but the designer uses clever design to make these elements present a dynamic feeling. 	<p>Blue, red</p>	<ul style="list-style-type: none"> Element: three stripes Source: African Antelope Moral: brand vitality and sportsmanship
<p>Mizuno [Japan]</p>	<ul style="list-style-type: none"> Based on extensive scientific research Multi-sport service program 			<p>Compound type</p>	<ul style="list-style-type: none"> Simplicity: simple abstract patterns, smooth lines Visual impact force: unique shape, large action posture, with a strong visual impact force 	<p>Blue, white</p>	<ul style="list-style-type: none"> Element: a bird that looks like a running bird Source: planetary orbit Moral: speed and power of movement
<p>Umbro [United Kingdom]</p>	<ul style="list-style-type: none"> Focus on football and provide football fans with a full range of professional sports equipment 			<p>Compound type</p>	<ul style="list-style-type: none"> Simplicity: the main body is composed of double diamond, the shape is simple and clear Historical sense: the logo has undergone many evolutions in history, and the diamond shape has been preserved to this day. 	<p>Black, white</p>	<ul style="list-style-type: none"> Element: geometric diamond The brand's founders combined the five letters of their name, "Umbro", with a diamond pattern. Moral: represents the brand's professionalism and high quality

First, logo design tends to focus on simple and neat visual effects. Simple design can better communicate the brand image and concept, and resonate with consumers.

Secondly, the logo design generally emphasizes two-dimensional visual effects and develops to planar design, making the logo easier to identify and remember. Graphic design is also in line with modern aesthetic trends and is easier to disseminate and display in other media.

Third, the uniqueness of the brand is also one of the important features of the current logo design. Unique design elements and styles make the brand stand out in the fierce market competition and establish a unique brand image.

Fourth, in terms of color utilization, black and white color matching brand logos account for a certain proportion. The black and white tone is simple and clear, with the effect of highlighting the brand’s high-end atmosphere and classic atmosphere. For sports brands, this color scheme is suitable for professional and stable images.

As mentioned above, the current logo design of world sports brands tends to be simple, flat, and black and white with color utilization, which has shaped a modern, professional, and unique brand image.

Li Ning Brand Logo Design Status and Characteristics

Li Ning as a leading brand of Chinese sports goods, Li Ning’s logo design has always attracted the attention of the industry. As mentioned in Table 4, Li Ning first updated the brand logo in March 2010. The design of the new logo is much simpler and clearer than before. Although the combination of red and white has changed somewhat, it retains the classic red elements of the past. In addition, it combines modern color trends with a high sense of fashion and brand awareness.

Table 4
Analysis of Li Ning Brand Image Design















	Brand concept	Pursue excellence, challenge oneself sportsmanship, innovation, quality		
Elements of language communication	Name of brand	Li Ning	Li Ning derives its name from its founder, Mr. Li Ning. Mr. Li Ning is a famous gymnast in China, and he has achieved great achievements and wide influence in the field of sports. The brand name “Li Ning” not only represents the founder of the brand and the sports spirit behind it, but also implies the brand’s persistent pursuit of sports and love for Chinese sports.	
	Brand Story		The Li Ning brand, founded by Chinese gymnastics prince Li Ning, is committed to providing high-quality sporting goods and encouraging people to participate in sports. It has witnessed the development of China’s sports industry and embodies the spirit of sports and cultural heritage.	
	Slogan	Old	Anything is possible	Anything is possible—No matter what challenges you face, as long as you dare to try and persevere, everyone has the potential to achieve their dreams.
		New	Make the change	Make the change—Encourage consumers to break through themselves and pursue better themselves, while reflecting the Li Ning brand’s continuous innovation and enterprising spirit.
Visual communication elements	Brand Logo			

Table 4 to be continued

	Time of logo	1990-2010	2010-present
	Pattern		
	Color	 Red and black match, classic steady, highlights the power of movement.	 The combination of red and white, simple and bright, rejuvenating youth.
	Product design	Footwear 	Footwear 
	Product design	Clothing category 	Clothing category 
Brand contact design	Accessories		Sports equipment 
	Official website poster	 Fashion innovation, bright colors, youthful vitality	 Simple and stylish, focusing on the young consumer experience

Under the influence of the rapidly changing market environment, Li Ning’s brand image is constantly innovating. While maintaining the existing brand’s historical heritage and cultural characteristics, it caters to the market trend and the needs of young consumers, injecting new vitality and value into the brand concept. In addition, it also promotes the re-design of the brand logo. Brand logo is one of the core elements reflecting the brand image, passing on the brand’s core value and inherent personality through visual recognition. In order for the Li Ning brand to stand out in the competitive sports brand market, the pattern design of the new brand logo must be simple, flat, easy to identify, and unique. Each feature is summarized in Table 5.

Table 5

Current Logo Design Features

Trend characteristics	Explanation
Succinct and clear	Simple, clear, and avoid overly complex graphics and elements.
Flattening	It meets the aesthetic needs of modern consumers and adapts to the communication characteristics of the digital era.
Easy to identify	The design takes into account the identification and uniqueness of the logo to avoid confusion with other brand logos.
Uniqueness	Through the understanding and analysis of the brand, create graphics and elements that highlight the brand’s personality and characteristics.

Li Ning Brand Logo Design Proposal

Design Sketch

The purpose of this study is to enhance Li Ning’s brand image. To this end, the young and dynamic graphic design ideas are put forward in line with the trend of the times. The details are summarized in Table 6.

First, continue to use the letters L and N as the basic elements, but reorganize. Through these, while inheriting the classic elements of the brand, it also gives new fashion significance.

Second, the new logo is mainly in black and white, and the simple and modern design is reflected through these logos. The combination of black and white is color-independent, increasing the flexibility and adaptability of the overall logo. It also emphasized brand inclusion and diversity regardless of season and trend.

Third, the design will strive to highlight the young and dynamic image positioning of the Li Ning brand, through the reinterpretation and design of the pattern elements, so that the new logo is more in line with the current young consumer group’s aesthetic pursuit and brand positioning.

The above design adjustments are expected to inject new vitality into the Li Ning brand, better attract young consumers, and enhance brand image and market competitiveness.

Table 6
Design Process

Original logo	Original logo pattern	Pattern description			New logo design ideas	
		<ul style="list-style-type: none"> • Element: Consists of the first uppercase L and N of the Korean Pinyin LI and NING • Color: Red, white • Meaning: Fluttering red flag symbolizes burning torch of youth 			<ul style="list-style-type: none"> • Element: Continue using the letters L and N • Color: black, white • Meaning: Pursuing young personality and fashion trends <p>The new logo pattern is simple and flat, more in line with current fashion trends and brand image that fits new trends among young people.</p>	
	Direction 1	Direction 2	Direction 3	Direction 4	Direction 5	
Sketch						
	Direction 6	Direction 7	Direction 8	Direction 9	Direction 10	
Sketch						
	Direction 11	Direction 12	Direction 13	Direction 14	Direction 15	
AI Sketch						
Detailed display renderings						



Design Preference Survey

According to the five key words of aesthetic sense, flatness, brand recognition, brand image modeling, and brand loyalty, the respondents were evaluated on a scale of 1 (very disliked) to 5 (very liked). For the survey, see Table 7.

Table 7

Questionnaire Questions

Evaluation criteria	Content of the problem
Aesthetic sense	I think this logo is more in line with the aesthetic needs of modern people.
Flattening	I think the design of this logo is a flat pattern.
Brand recognition	I think this logo can be quickly identified among many brands.
Brand image building	I think the shape, color, and other elements of this logo can convey the characteristics of the brand's fashion trend.
Brand loyalty	I think this logo can emotionally resonate with consumers.

The survey, conducted from April 10 to 16, 2024, was conducted on office workers and college students in their early 20s to late 30s. A total of 200 people were surveyed, 100 men and women participated in the questionnaire, including 75.5% in the 20-29 age group and 24.5% in the 30-39 age group. See Table 8 for details.

Table 8



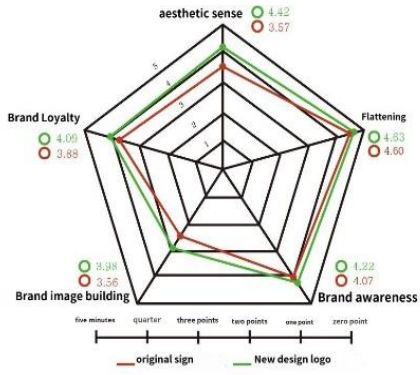
Gender and Age Distribution of Survey Respondents

Distinguish	Frequency (persons)		Percentage (%)	
Gender distribution	Man	100	50	
	Woman	100	50	
	Altogether	200	100	
Distinguish	Sex	Frequency (persons)	Percentage (%)	
Age distribution	20s	Man	56	28
		Woman	95	47.5
	30s	Man	44	22
		Woman	5	2.5
	Altogether		200	100

Analysis of the Findings

According to the results of the investigation, the design of the new pattern logo design and the original pattern logo design are compared and analyzed. The comparative analysis is summarized below.

Table 9
Survey Comparison Analysis

	The original logo	The new logo																		
pilot scheme																				
Likert Scale Image Analysis	 <table border="1"> <caption>Survey Results from Radar Chart</caption> <thead> <tr> <th>Dimension</th> <th>Original Sign</th> <th>New Design Logo</th> </tr> </thead> <tbody> <tr> <td>Aesthetic sense</td> <td>3.57</td> <td>4.42</td> </tr> <tr> <td>Brand Loyalty</td> <td>3.88</td> <td>4.09</td> </tr> <tr> <td>Brand image building</td> <td>3.58</td> <td>3.98</td> </tr> <tr> <td>Brand awareness</td> <td>4.07</td> <td>4.22</td> </tr> <tr> <td>Flattening</td> <td>4.60</td> <td>4.83</td> </tr> </tbody> </table>		Dimension	Original Sign	New Design Logo	Aesthetic sense	3.57	4.42	Brand Loyalty	3.88	4.09	Brand image building	3.58	3.98	Brand awareness	4.07	4.22	Flattening	4.60	4.83
Dimension	Original Sign	New Design Logo																		
Aesthetic sense	3.57	4.42																		
Brand Loyalty	3.88	4.09																		
Brand image building	3.58	3.98																		
Brand awareness	4.07	4.22																		
Flattening	4.60	4.83																		

According to Table 9, from the survey results, in terms of aesthetic sense, flatness, brand recognition, brand image modeling, and brand loyalty, the logo design of the new pattern is more popular with the respondents than the traditional model. When it comes to flatness, the new logo and the old logo score higher. Through this, brand logo design tends to be flat, which is a requirement of the digital age. At the same time, it is more in line with modern aesthetics and increases the brand’s exposure and visibility. In line with the latest trends, the flat new Li Ning pattern logo further stimulates consumers’ emotional connection and enhances consumers’ sense of identity and loyalty to the brand.

Conclusions

In the modern digital era, pattern logo design plays a vital role, especially simple and beautiful, graphic design meets the aesthetic requirements of modern people. In this study, the influence of pattern logo design on brand image is discussed with Li Ning brand as the center. After in-depth analysis, it is concluded that the effect of pattern logo design on brand image is multifaceted, which is summarized as follows.

First, pattern logo design can improve brand awareness. Therefore, it can quickly identify the Li Ning brand among the many brands of consumers and form a brand logo.

Secondly, pattern logo design can effectively improve consumers’ loyalty to the brand. Through the brand concept and emotion transmitted by the pattern logo, consumers can establish emotional connection and form a loyal consumer group.

Third, the design of the pattern logo shapes the overall image of the brand and conveys the core values and personality characteristics of the brand. It can give the brand unique personality and attraction, and enhance the position and influence of the brand in the market competition.

In summary, simple and beautiful, flat pattern logo design has a positive and wide impact on the brand image, which can be said to be one of the important strategies for brand promotion and formation. In the future research, we will explore the influence mechanism of different types of pattern logo design on brand image, and provide more specific guidance and suggestions for brand marketing.

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