



# Exploring the Practical Path of Sustainable Design Concepts in Brand Visual Identity Construction

Lele Yin

School of Design, Hainan Vocational University of Science and Technology, Haikou 571126, Hainan, China

**Abstract:** With the improvement of social and economic standards, enterprises must adhere to a sustainable development path to gain a competitive edge in the market. This implies that the concept of sustainable design should become a key focus for designers under such circumstances. Driven by the principles of sustainable design, designers should thoroughly analyze each stage of brand visual identity construction, identify unresolved issues in current design strategies, and uphold an innovative spirit to explore new pathways for building brand visual identities, ensuring practical implementation. This article, guided by the concept of sustainable design, delves into the key aspects of brand visual identity construction, aiming to deepen stakeholders' understanding of sustainable design principles.

**Keywords:** sustainable design concept, Brand visual image, Construction, practical path

## 1. Introduction

In today's social context, more and more people are realizing the importance of sustainable design concepts. Only by infiltrating them, changing the unreasonable brand visual image construction process, enriching the specific details and content of construction, can consumers truly form healthy and correct consumption concepts and lifestyles. Ensuring the widespread dissemination of positive brand visual image influence has long been a concern for designers. Next, based on relevant literature, we will further discuss the practical value and path of concretization.

## 2. The practical value of brand visual image construction under the concept of sustainable design

From a long-term perspective, designers believe that the practical value of sustainable design concepts in brand visual image construction is high, and these values are mainly reflected in improving the quality of brand visual image construction, responding to national sustainable strategic goals, and enhancing the overall competitiveness of enterprises[1]. Former designers liked to combine the business needs and market situation of the enterprise to design relevant brand visual images. But the results obtained from this way of working are monotonous, which cannot attract consumers' attention, nor can it resonate with their emotions, and it is also easy for competitors to imitate. The construction of brand visual image based on sustainable design concept can effectively break this dilemma, enabling designers to create differentiated advantages rooted in the enterprise and demonstrating the vitality of the enterprise in the process of fulfilling their responsibilities, thereby better gaining social recognition. In addition, in recent years, the country has put forward the strategic goal of sustainable development in response to the increasing demand for resources and environmental construction in China, which further promotes the application of sustainable design concepts in practice. Designers actively incorporating sustainable design concepts in this situation can undoubtedly accelerate the construction of a resource-saving and environmentally friendly society.

## 3. Practical principles for building brand visual image under the concept of sustainable design

### 3.1 Principle of adaptability

Designers under the concept of sustainable design should uphold a long-term vision, combine macro environment and policy trends, analyze and predict the opportunities and challenges that the enterprise may face in the future, and build a brand visual image while leaving sufficient optimization space for subsequent adjustments to the brand visual image, so that the brand visual image can always meet current requirements[2]. Especially when the country proposes sustainable strategic goals, building a brand visual image based on the principle of adaptability can avoid the huge resource consumption caused by frequent modifications to the brand visual image and ensure the economic benefits of the enterprise.

### **3.2 Reuse principle**

The principle of reuse is one of the important principles for building brand visual image under the concept of sustainable design. Designers, while adhering to the principle of reuse, establish a complete closed-loop model to achieve a standardized brand visual image construction process from design, use to regeneration, which can maximize the utilization of enterprise resources. During this period, enterprises need to invest sufficient resources as support, so that various resources can play a role in corresponding scenarios, and in the process, reduce unnecessary loss of one-time resources to achieve long-term development goals.

## **4. The Practical Path of Brand Visual Image Construction under the Concept of Sustainable Design**

### **4.1 Strengthen the use of information technology**

Since the development and penetration of information technology in various industries, enterprises are facing unprecedented development opportunities and diversified challenges. How to build a high-quality brand visual image in this situation and infiltrate sustainable design concepts in the process has become a problem that needs attention. Designers use digital and intelligent tools as a means to optimize the process of building brand visual image, which can improve management efficiency and reduce unnecessary resource consumption during this period[3]. From a practical perspective, designers should use big data systems to analyze current environmental protection and resource utilization policies, clarify consumers' current brand visual image preferences, and based on this, make scientific predictions to design brand visual images that are easily favored by consumers. If conditions permit, designers can push the brand's visual image to representative consumer groups after initial determination, collect feedback, and make improvements to make the construction of the brand's visual image more efficient and accurate.

### **4.2 Strengthen the construction of brand visual image design team**

For how to infuse sustainable design concepts into the entire process of brand visual image construction, "people" can be said to be the decisive factor. If the relevant work team is not competent in terms of professional ability and professional ethics, various problems will arise, which will limit the quality of brand visual image construction. To eliminate these problems from the root, enterprises should attach importance to the status of "people" and strengthen the construction of brand visual image design teams. From the perspective of specific practical aspects, the main strategies that can be adopted are the following two points: first, do a good job in technical training. Before training brand visual image designers, comprehensive interviews should be conducted to understand the problems that designers are prone to encounter in practice. Based on this, relevant cases and theories should be used to integrate relevant solutions and transform them into specific technical training courses, ensuring the pertinence of the training. Offline technical training is limited by factors such as time and space. Therefore, companies can combine the trend of information technology development to establish online education and training platforms, allowing designers to participate in training in their spare time, enhance their professional abilities, and better practice the concept of sustainable design; Secondly, optimize the team structure. Enterprises can establish clear mechanisms for talent introduction and exit, with the goal of improving the rationality of team structure and the overall professional ability of the team. Designers who do not meet job requirements or have poor learning abilities can be transferred out of their positions. Clear talent introduction thresholds can also be established to introduce specialized talents through social, campus, and internal referral channels. This process is very arduous, but it requires companies to pay attention, always ensure the reliability of the design team, accelerate the modernization of the brand's visual image, and thus practice the concept of sustainable design.

### **4.3 Balancing innovation and aesthetics**

Within the framework of sustainable design, designers should have a correct understanding of the relationship between innovation and aesthetics, so that they complement each other and jointly contribute to the construction of the brand's visual image. In the past, designers focused on pursuing surface design of the brand's visual image, without delving deeply into the connotation and essence of the brand. The concept of sustainable design requires designers to transform and implement it, cleverly use diversified environmentally friendly materials, and continuously optimize the process flow to make the construction of the brand's visual image more in line with the current sustainable strategic goals. From a macro perspective, the construction of brand visual image guided by sustainable design concepts should go through multiple stages. Regardless of which stage, professional personnel should be organized to examine creative ideas with aesthetic and innovative perspectives, so as to achieve a balance in the performance of brand visual image construction in multiple aspects, and thus build

unique value in market competition.

#### 4.4 Establish and improve design standards and work specifications

A comprehensive set of design standards and work norms is undoubtedly a prerequisite for the infiltration of sustainable design concepts into brand visual image construction. Enterprises should develop a work manual with the goal of building a high-quality brand visual image based on the environment and requirements of their industry. This work manual should provide detailed information on the brand's visual image, such as logos, fonts, color usage standards, etc. These pieces of information can provide basic direction for designers to fulfill their responsibilities in practice. Considering the rapid development of modern society, the requirements for building brand visual image are constantly evolving. At this time, enterprises should use work manuals to guide frontline designers, enabling them to optimize processes while improving resource utilization. For example, after a company launches a work manual, designers use this manual as a basis to fulfill their duties. After successfully building the brand's visual image, during the leadership acceptance, it was found that the amount of ink and materials used had decreased by 20%, which could not have been achieved without the support of the work manual. The intangible infiltration of this sustainable design concept has greatly improved the resource utilization rate of enterprises and promoted their development.

### 5. Conclusion

The practical value of sustainable design concept in brand visual image construction is relatively high. But if companies want to truly realize these values, they cannot ignore the research on sustainable design concepts and focus on analyzing what methods can be used to achieve concept penetration. Based on the current situation, enterprises mainly achieve their goals through the introduction and use of information technology, the construction of brand visual image design teams, balancing innovation and aesthetics, establishing and improving design standards and work norms, and truly practicing the concept of sustainable design. This article provides reference for related fields by exploring the above content.

### Acknowledgments

This paper was supported by the following fund projects: Research and Practice on Implementing the “Excellent Engineers Training Program” and Cultivating High-Level Technical and Skilled Talents in Other Fields for Hainan Vocational University of Science and Technology’s 2024 Educational and Teaching Reform Research Project (Project Number: HKJG2024-45); Research on the Talent Cultivation Model of Industry-Academia-Research-Application Integration for Vocational Undergraduate Design Studies under the Background of Hainan Free Trade Zone Construction: A 2024 Educational and Teaching Reform Research Project at Hainan Vocational University of Science and Technology (Project Number: HKJG2024-43).

### References

---

- [1] Sun Yajun. Research on the Artistic Means of Visual Image Construction in Packaging Design [J]. Art Education, 2022, (11): 213-216.
- [2] Liu Yi. Multi modal logo design in brand visual image construction [J]. Daguan, 2021, (04): 12-13.
- [3] Duan Li. Exploring the Importance of Visual Communication Design in Building the Brand Image of Tea Culture Tourism Areas [J]. Fujian Tea, 2020, 42 (08): 137-138.

### Author Bio

Lele Yin (born in October 1988), female, Han ethnicity, from Hengyang, Hunan Province. She holds a master's degree and is a lecturer at the School of Design, Hainan Vocational University of Science and Technology. Her research interests lie in the field of art and design.