



# A Study on the Application of Oriental Aesthetics in Brand Design

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**Abstract:** This study discusses the application of oriental aesthetics in brand design and its impact on consumer perception, using the 'To Summer' brand as a case study. Although many brands have explored traditional culture and emphasised oriental connotations, they often tend to become similar in identity. 'To Summer', on the other hand, stands out with its unique oriental aesthetic, making it a model worthy of study. This study aims to analyse how the brand embodies oriental aesthetics through its design and investigate its impact on brand image and consumer perception. The research methodology is to analyse the brand visual design practices of the the brand, including the brand logo, visual system and package design, and to systematically study the brand strategy of 'To Summer' through the comprehensive use of design theory and aesthetic principles. The results show that 'To Summer' incorporates oriental aesthetic elements into its brand design through the combination of the Song style font and the octagonal logo, which strongly conveys the oriental culture. In the packaging, 'To Summer' uses simple and luxurious textures, classical and modern layouts, black and white colour schemes, and large amounts of white space to build a unique oriental aesthetic. By designing a visual language, 'To Summer' not only reduces communication costs, but also realises efficient brand communication through a strongly consistent visual system. This study provides a reference for other brands to show how to effectively incorporate elements of Eastern aesthetics in contemporary design to enhance brand competitiveness.

**Keywords:** oriental aesthetics, brand design, perfume brand

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## 1. Introduction

### 1.1 Research Background

This study aims to address the continued rise and influence of oriental aesthetics in the field of brand design. With the progress of globalisation, oriental aesthetics in brand design has been gaining attention, and there have been cases of innovation based on oriental cultural motifs. A leading Chinese perfume brand, To Summer, has attracted much attention for its unique brand image and package design. Its design not only incorporates traditional cultural elements from the East, but also gives them a modern interpretation, demonstrating the trend of oriental aesthetics. This reflects consumers' re-awareness and interest in traditional culture and the pursuit of brand culture connotation. Through an in-depth analysis of the brand design of To Summer brand, this study aims to explore the practical application effect of oriental aesthetics in modern brand building, and provide new ideas and implications for cultural integration and brand image formation in the field of brand design.

### 1.2 Purpose and Significance of the Study

The research objective is to explore the practical application effect of To Summer brand in the field of brand design, especially the role of oriental aesthetics in brand image construction.

First, we analyse the brand design strategy of the To Summer brand. It studies the design strategies adopted by the To Summer brand in its brand logo and brand image, including the selection of design elements, the expression of design style, etc. Second, it explores the application effect of oriental aesthetics in brands, analysing how the To Summer brand integrates oriental aesthetic elements in its brand design and the effectiveness of these elements in brand image formation and consumer perception. Third, it explores the influence of the brand design of To Summer brand on consumers' perceptions and attitudes towards the brand, and the position and position of the brand image in the mindset of consumers.

The significance of this paper is that it provides new perspectives and implications for cultural integration in the field of brand design. The in-depth analysis of the design strategy and brand image formation process of the To Summer brand can provide beneficial experience and reference for brand designers and marketers, and promote the development and application of oriental aesthetics in contemporary brand design.

## 2. Oriental Aesthetics

### 2.1 Concept and Features of Oriental Aesthetics

Oriental aesthetics is a system of aesthetic ideologies and concepts originating from oriental cultural traditions, mainly rooted in East Asian regions.

First, a sense of nature. Eastern aesthetics emphasises the fusion and symbiotic relationship between humans and nature. In the Eastern spirit, there is no gap between nature and human nature, as human beings and nature are one and fused with each other, and human life and the life of the universe are interconnected[1].

Second, balance. Eastern aesthetics emphasises the organic combination of dynamic and static, movement and stillness. It seeks the beauty of balance and harmony, and believes that the aesthetic effect can be achieved from the contrast and fusion between movements.

Third, white space. Oriental aesthetics emphasises the aesthetic effect of the void. The white space is for the 'thread', to express the content of the text well, to change the layout, to make it lively and refreshing[2].

Oriental aesthetics finds beauty in everyday life; it integrates aesthetics into all aspects of life, promotes the wisdom and pleasure of finding beauty in the ordinary, and enables people to enjoy the beauty and richness of life more.

### 2.2 The Value of Modern Oriental Aesthetics

The integration of oriental aesthetics in modern brand design can not only enhance consumers' cultural identity and emotional resonance, provide a unique aesthetic experience, and shape the brand's unique image, but also promote cross-cultural communication and internationalisation outlook, realize the artful combination of tradition and modernity, and inject new vitality and vitality into the brand.

First, oriental aesthetics bring cultural identity and emotional resonance. Incorporating oriental aesthetics into your brand design can enhance consumers' cultural identity and emotional resonance with your brand. Oriental aesthetics have a deep history and cultural heritage stemming from traditional Eastern cultures, and can evoke consumers' awareness and emotional memories of their cultural roots, enhancing the emotional connection between brands and consumers.

Second, oriental aesthetics has a unique aesthetic experience. Eastern aesthetics emphasises inner balance, natural harmony, and the aesthetic sense of minimalism, which is different from Western aesthetic concepts[3]. Incorporating elements of Eastern aesthetics into brand design can provide consumers with a unique aesthetic experience, break the constraints of traditional aesthetic models, and stimulate consumers' curiosity and desire to explore.

Finally, oriental aesthetics focuses on the inheritance and innovation of traditional cultures, which can bring new vitality and vigour to your brand by combining tradition and modernity. By combining traditional oriental aesthetics with modern design concepts, brands can create design pieces with both oriental traditions and modern sensibilities to meet the aesthetic needs of consumers where tradition and modernity coexist.

## 3. Analysis of To Summer Brand

### 3.1 To Summer Brand

To Summer is a Chinese diffuser brand founded in 2018, known for its unique oriental aesthetics and botanical fragrances. At the beginning of its establishment, the brand aimed to create an 'oriental fragrance' brand with Chinese cultural characteristics through product and visual design and space creation, using plant ingredients familiar to Chinese people to create fragrances. The founding of To Summer was born out of a love for oriental culture and the pursuit of aroma art. To Summer goes beyond the surface to create a brand image with a unique atmosphere and personality by capturing oriental culture in the details of its products and visual design.

The brand's development team believed that emotion and price competitiveness were not enough to stand out in the market, so To Summer combines oriental aesthetics with modern design concepts to create a brand image associated with unique flavour products. To Summer's product designs feature the scents of oriental botanicals and focus on detail and originality. From fragrances to candles, every product is carefully designed to combine oriental culture with modern aesthetics. The brand constantly innovates, continues to explore the essence of oriental culture, and strives to make each product a work of art, so that consumers can feel the charm of oriental culture while using it.

### 3.2 Analysis of To Summer Logo Design

In Chinese ancient philosophy, the perception of beauty comes from the natural and at the same time rustic aesthetic concept, and the rustic beauty is expressed by concise visual elements, so it looks simple, but it is not simple, and in the design, the brand logo system required the harmonious integration of fonts, alphabets, colours and graphic elements[4]. To

Summer brand was established with the goal of creating an ‘oriental fragrance’ brand with Chinese cultural characteristics through the creation of products and visual design and space creation, using plant ingredients familiar to the Orient to create fragrances, and excavating Chinese memories. The brand name To Summer was inspired by the atmosphere of ‘quietly observing the summer’ in the corridor of Liuyuan Residence in Suzhou, where the founding team would look out through the octagonal windows and ‘quietly observe the summer’. Through the name, the brand hopes to convey the concept of a natural, peaceful and prosperous life that the brand advocates.



Figure 1. To Summer's Chinese Logo

The logo which in Figure 1 adopts the ancient and classical font, Song, which establishes the brand's ‘epic sense’ and endows the brand with a human temperament. The characteristics of Song style are that the handwriting is solid, the lines are neat and clear, the arrangement is neat, the character shapes are regular, suitable for printing, and easy to read. This kind of design not only has an aesthetic sense, but also conveys the connotation and sentiment of oriental culture.

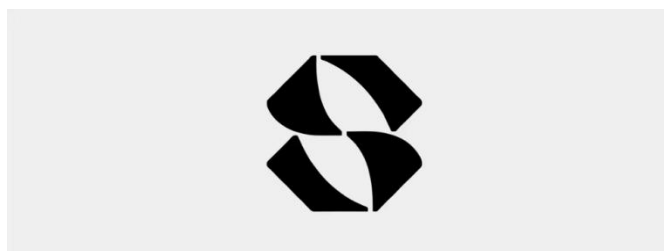


Figure 2. To Summer's Image Logo

To Summer's shape logo is in the form of an ‘S’, as shown in Figure 2, and borrowed from oriental architectural elements, especially the octagonal windows of ancient gardens. The regular octagonal design symbolises the balance and Chinese beauty proposed by Song Dynasty aesthetics, and is flexible inside and out, showing the perfect fusion of natural and man-made structures. The letter ‘S’ penetrates the brand's vision and is a key symbol of brand recognition. This design concept enhances brand recognition and integrates oriental culture into the brand image.

The brand adopts two colours, black and white, which intuitively conveys a sense of cleanliness, simplicity and inclusiveness. The extensive application of white colour and the white space design method fill the whole visual with the simplicity of modern design and the aura of oriental aesthetics. The combination of black and white tones and the octagonal shape makes the brand image luxurious and identifiable, enhancing the cultural connotation and artistic value of the brand.

Through the careful selection and arrangement of elements, the logo design deeply reflects the oriental aesthetics and plays a great role in building the brand image. With a deep heritage of oriental culture, the logo has had a significant impact on the brand image building and market positioning of To Summer. It successfully integrates oriental aesthetics into modern design and forms a unique brand recognition system, making it stand out among many brands. Secondly, the design enhances the cultural value of the brand and allows consumers to feel its cultural atmosphere and historical heritage, which enhances emotional empathy and loyalty. Through the use of the song body, the octagonal window and modern design elements, the logo design of To Summer is not only a visual symbol, but also a conceptual expression of cultural transmission and brand concept. The oriental design enhances the brand's market competitiveness and has been recognised internationally.

### 3.3 Analysis of To Summer Package Design

The product's package design is an exquisite fusion of traditional and modern elements, presenting a visual experience that is concise, elegant and rich in cultural meaning.

The visual expression of To Summer follows the material and technological innovation pursued by postmodernism, showing concise and bright texture through the visual language of metal materials. This design language not only enhances the luxury of the package, but also creates a visually transparent and breathing feeling, allowing consumers to feel the coolness and elegance of oriental aesthetics when they touch the product.



**Figure 3. To Summer's Package Design**

As shown in Figure 3, the package design incorporates the oriental aesthetic of wrapping, and the misalignment of Chinese and Western characters and the central symmetrical layout create a sense of rhythm. The harmony between the Song and English serif fonts is delicate, elegant, and enduring, highlighting the brand's cultural depth and contemporary flair. This design technique not only maintains the readability of the letters, but also enhances the visual beauty and sense of hierarchy.

To Summer's package design uses a lot of white space to add an oriental feel. The simple layout with only text focuses the viewer's attention and creates a sense of rhythm and breathing. A lot of white space makes the branding system as concise and classy as a poetry book. The advantages of this visual system are that it is easy to scale, efficient, in line with the design concept of oriental aesthetics, and ensures brand consistency.

In the brand visual system, the brand colours of To Summer are mainly black and white, which intuitively convey the feelings of 'clean', 'concise' and 'inclusive'. The application of white colour is combined with a large amount of white space and the arrangement of words as visual subjects to enhance the brand's sense of narrative. This design method not only enhances the luxury of the brand, but also improves brand recognition through consistent visual symbols, and has a strong consistency of 'seeing summer' in both form and aesthetic concept. In order for consumers to identify and remember a specific product or a specific enterprise, the brand identity must be consistent, so the same identity must be communicated repeatedly over time, and the cues that make up the identity must remain interrelated, even if indirectly[5].

In the design of the envelope product, attention to detail is also emphasised to enhance recognition. For example, the lid design of the perfume Nude series, the design of the classic garden octagonal cube responds to the 'square' of the graphic logo to form a visual memory point. The smooth flowing form is the second element that responds to the 'softness' of the graphic logo. This design not only makes the product have a unique visual memory point, but also responds to the brand concept at various touch points to convey the brand's cultural heritage and design concept.

#### **4. Brand Design and Oriental Aesthetics**

Oriental aesthetics have played an important role in brand design. By combining cultural heritage and aesthetic values, brands can not only stand out in the market competition, but also build emotional connection and brand loyalty. To Summer is a classic example of this concept, and its success fully demonstrates the role of oriental aesthetics in brand design.

First, oriental aesthetics can increase the depth of brand culture. With the introduction of oriental aesthetics, the brand has a deep cultural heritage. By exploring the Chinese people's memories and the inherent value of oriental plant ingredients, To Summer closely integrates the brand with traditional Chinese culture. The early brand team returned to the essence of design and externalised the core concept to form a deep cultural meaning. This makes the brand more culturally deep and establishes a strong emotional connection with consumers.

Secondly, oriental aesthetics can enhance brand recognition and enhance the luxury and uniqueness of the brand. To

Summer's visual design makes good use of the characteristics of oriental aesthetics, using a logo in the form of a song body and an octagon to harmonise the beauty of balance in oriental architectural elements and Song Dynasty aesthetics. This design not only gives the brand a unique visual perception, but also conveys the brand's core concepts and aesthetic values.

Finally, the oriental aesthetic creates a unique product experience. The oriental aesthetic is not only embodied in the visual design, but also in the package design and user experience. To Summer's fragrance products evoke memories and emotions in consumers through imaginative nomenclature and poetic written descriptions.

The success story of the To Summer brand fully demonstrates the huge potential and wide application of oriental aesthetics and provides valuable experience and implications for other brands.

## 5. Conclusion

Through the in-depth analysis of the To Summer, this study can clearly see the important application and far-reaching influence of oriental aesthetics in brand design.

First of all, To Summer successfully conveys the core concept of oriental aesthetics through its unique brand name, logo design and visual system. This design not only enhances the brand's cultural depth and recognition, but also gives the brand its own oriental aesthetic sensibility, creating a unique visual memory point.

Secondly, the package design of To Summer successfully realises the oriental aesthetic through concise and luxurious textures, an integrated layout of classical and modern, the use of low-saturated colours and a large amount of white space. This visual system not only enhances the luxury and visual appeal of the brand, but also effectively conveys the universal value of oriental aesthetics to consumers from different cultural backgrounds.

In summary, the success of the To Summer has fully demonstrated the huge potential and far-reaching impact of oriental aesthetics in brand design. By cleverly combining traditional aesthetic elements with modern design language, To Summer not only enhances the uniqueness and cultural depth of the brand, but also has a profound impact on consumers' perception and consumption behaviour through emotional resonance and multi-sensory experience. In the future, the application of oriental aesthetics in brand design will continue to play an important role, helping brands achieve greater success in the global market.

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