

# Thematic Mapping and Element Expression on Logo of Catering Enterprises in China

Jing Meng<sup>1, a</sup>, Bing Liu<sup>1, b,\*</sup>

<sup>1</sup> Academy of Fine Arts, Northeast Normal University, Changchun130024, China

<sup>a</sup> 413069081@qq.com, <sup>b</sup> ice8515@163.com

**Keywords:** Logo of catering enterprises; Logo design; Thematic mapping; Corporate culture; Cultural connotations.

**Abstract.** Research on the logo of catering enterprises, with enterprise culture, traditional culture, environmental characteristics, characteristics of products as the theme positioning, and in-depth analysis of Characteristics, elements use and expression on Logo of catering enterprises. The results show that: Logo of catering enterprises should pay attention to the innovative application of Chinese traditional pattern, mining the cultural implications behind the traditional patterns, through the modern design thinking and computer technology for processing and refining, create the distinctive corporate image, reflect the social life and cultural connotation.

## 1. Introduction

Logo of catering enterprises, is one of the most frequent signs in our daily life, in design aspect has more possibilities and extended space, compared to other types of marks the so-called fewer restrictions, creative more. Catering enterprise image design of the system has many large branches, the sign of catering enterprises in different branches in different forms to achieve unified visual effect, for catering enterprises mark form and the diversification of variability, which is we need to at the beginning of the design need to fully consider. Catering enterprise image design in certain conditions are required to keep pace with the times, assign of catering enterprises is through a variety of ways to spread, is not only a traditional two-dimensional plane now has developed into the three-dimensional way; this has put forward new requirements for the extension of the food and beverage enterprises [1-3].

## 2. Theme Positioning Analysis of Food and Beverage Enterprise Logo Design

### 2.1 Analysis on the Positioning of Culture.

Logo of catering enterprises is the embodiment of catering enterprise image, if used in the logo of catering enterprises to the theme of culture, such as corporate culture, environmental image, product image, can be displayed on the characteristics of the enterprise, the enterprise image accurately spread out, has a unique style of food and beverage business logo, this is an integral part of the image of the catering business. Logo of catering enterprises is the embodiment of the image of catering enterprises, food and beverage business image is a large number of consumers through the dining service, taste and enjoy the dishes come from a feeling, it is also a result of the propaganda of all kinds of media and people's experience, logo of catering enterprises, corporate culture, environmental image, product image can show the characteristics and image of enterprises, has a unique style of logo of catering enterprises, this is particularly important for the logo of catering enterprises [4,5].

#### 2.1.1 Analysis on the positioning of corporate culture

If out of the corporate culture, corporate philosophy to carry on the design, the logo can only be an empty shell of symbols, now catering enterprises to shape corporate culture as the lifeblood of enterprise value, catering enterprises in the competition has not only is the price competition, quality of service also includes competition for food and beverage enterprise culture. Catering enterprises in the operation and management activities gradually formed and developed a unique corporate culture

---

\* Corresponding author: Bing Liu, Associate professor, Northeast Normal University, CHINA. ice8515@163.com.

as a cultural phenomenon, has become the design theme in logo design, it is introduced into the logo is conducive to creating a unique corporate image [6].

### 2.1.2 Analysis on the positioning of traditional culture

China is a strong humanistic multi-ethnic country, there are broad and profound traditional cultures, multiple national cultures for thousands of year's history of rich artistic model, content of philosophy and aesthetics of the grand, have deep roots in the offspring of the bone marrow. Therefore, in some traditional features strong catering enterprises often uses traditional culture elements as the carrier of the corporate image. Reflects the catering enterprise image of the personality is distinct, such as Chinese calligraphy, seal cutting seal, Chinese knot, paper cutting, kites, clouds, etc. The traditional culture elements has rich cultural connotation and symbolic, let a person produce associations. In the catering enterprises adopt the traditional culture elements in logo design enhance the messiness culture, help the extension of design concept and enhanced visual appeal.

## 2.2 Analysis on the Positioning of Industry Characteristics.

To find the unique characteristic of catering enterprises, in the catering enterprises of logo design, grab the characteristics of the design industry for attract customers. With the development of the times communication more frequent at home and abroad, the influence of foreign culture in China is also gradually deepened, assign of catering enterprises is no longer a traditional marker symbols such as simple cover, but catering company logo of the identification of the most basic function and no change, audience will be intuitive sign don't need extra explanation to feel to convey the catering enterprises.

### 2.2.1 Analysis on the positioning of featured products

The world is more and more diversified; catering enterprises will face the audience have no regional restrictions? May have come from other countries, languages, ethnic and cultural different challenge of aesthetic view, as a symbol of the catering enterprises based image shows the most common form of expression is the enterprise unique product use has the characteristics of the totem, animals, objective things for performance, can make the logo has a vivid, ideographic intuitive, smart easy to recognize outstanding features such as rich and colorful. In prominent symbol of personality, strengthen symbol recognition accuracy has important significance, products sold by directly into the order of Peugeot, takes the form of cartoon in accordance with its business model, color collocation is strikingly impressive.

### 2.2.2 Analysis on the positioning of environmental characteristics

Since we are in very as far as possible to find catering the beauty of life, make originally material catering has the unique cultural characteristics, to make catering life is full of artistic appeal, we live in the restaurant can get fun in life, not only can get the material and spiritual double enjoyment. Food three beauties in the life are the beauty of the edible food, the beauty of the use of catering utensils, the beauty of dining environment. People at the request of the food and beverage is proposed on the pursuit of the life more embodied in the spirit, want to be in logo design reflects the generalization of dining environment atmosphere for catering enterprises, enable customers to feel the logo conveys information, this is one of the important key to capture consumers eyeball.

## 3. Application and Expression of Elements in Logo Design on Catering Enterprises

### 3.1 Use and Express of Traditional Elements.

China because there are different from other countries with geographical environment and cultural history, China has with other countries of different cultural connotations, can meet the requirements of the Chinese of aesthetic feeling is most extremely on behalf of the Chinese culture and the native color logo. Join in logo design patterns, elements of traditional culture, this is the modern logo design to research a kind of Chinese traditional culture, with the continuous improvement of people's living standards, economic growth results of catering enterprises was obviously higher than that of other industries, can be a high expansibility. In order to be able to effectively convey the unique style of food and beverage enterprise sets up the brand image as soon as possible, often design a series of

visual communication system, doing so will help to convey to the enterprise idea, culture and brand image clear expression comes out, catering enterprises better connection with the outside world, consumers to identification of catering enterprises to make their values are consistent, logo as design symbol has two functions, orally and in writing, is the basis of the recognition system in the core part.

### 3.1.1 Implication and expression of folk paper cutting in the Logo design on catering enterprises

As an art symbol, folk paper cutting, it is to use scissors or sculpting knife cut the paper out of various shapes, to the actual situation and white, depicting the internal line pattern, by comparing the actual contrast to express the image. Art is the foundation of the folk art and matrix, is also one of the important subject of modern plane design research, China's folk paper-cut is peculiar to the Chinese folk art is also can represent art form of folk art, paper-cut represents the characteristics of Chinese art culture, history records the development history of Chinese philosophy, aesthetics, folk custom, etc. Paper-cut of the modeling for the integration of Oriental aesthetics, now even very little contact with the traditional culture of the Chinese see paper-cut also conditioned reflex of auspicious words. A symbol or an abstract representation of folk paper cutting, Make folk paper-cut has a strong artistic appeal; the visual impact force and the forms of expression are the same as the logo of catering enterprises.

### 3.1.2 Implication and expression of wood engravings art in the Logo design on catering enterprises

Wood engraving is to draw the papers first, then after printed on board, or directly print on the board on the creation of painting on the paper. The so-called wood engraving or what we commonly known as woodcarving, material for wood, use all kinds of print means transfer of print again, this is the most common and most basic form of engraving, goalkeeper is our country folk wood engraving art in one of the most important belief custom, in the field of Chinese folk art goalkeeper painting is the earliest, the most popular, and most types of work.

Into the Chinese woodcut sign in the logo of catering enterprises, has a unique significance and better symbol, Decoration in the traditional way, is a cultural tradition of thousands of years, as a kind of mass aesthetic activity. Into the goalkeeper in the catering industry of China's wood engraving logo design, has the unique significance and has good symbol, in the enterprise overall visual identification system can better application, according to traditional methods of decoration, is deposit for thousands of years of cultural tradition, this is a kind of mass aesthetic activities, represents is a kind of psychological satisfaction, a social way of blessing, let a person feel happy to meet, life is full of hope.

### 3.1.3 Implication and expression of Calligraphy seal cutting in the Logo design on catering enterprises

Chinese characters is the important carrier of message, is the symbol of the Oriental culture, this has the effect of signature on behalf of the Chinese culture, marked by calligraphy style design are our common elements, calligraphy seal cutting itself is a kind of abstract symbols, static language, after a long temper, streamline, synthesis and summary, become each have a style of aesthetic meaning. As we know the 2008 Beijing Olympics logo is good use of the Chinese calligraphy art as the main design. In the food industry, a sign of the same element with calligraphy creation is also unique.

## 3.2 Application and Expression of Pattern.

Building logo concept is the foundation of the whole range of cognition, this includes on the experience, knowledge, ideas, set on the identity, condenses the symbol, symbols should have that lenovo forces, more unique style of charm and era sense of leadership, design through figure and symbol and the definition of the human life experience to illustrate, including point, line, face, body, color, texture and other psychological effects and aesthetic feeling of design.

### 3.2.1 Expressional gimmick of figural art

We put the life natural forms of the objective image fusion, to simplify the objective image or for further processing and design the pattern of a form, logo design form cannot importune shape like painting of color, took the form of pattern processing organization, seize the object spirit temperament, enhance the image of image features, simplify the structure of the pattern, so as to achieve the harmonious beauty, formed a kind of pure, bright features to render to express specific content.

The familiar tableware, food for deformation to represent the characteristics of catering enterprises, has a distinct feature of image, propaganda enterprise feature more directly associated with everyday life to facilitate memory is more familiar to the public, catering marks using figurative expression makes it more popular and highly clear identification, to mark the visual image convey more extensive, more can be accepted by the audience, make real interested in its customers can quickly receive it conveys information.

### 3.2.2 Expressional gimmick of words

Catering logo design is a kind of visual images in terms of application, words appear in the logo is as a kind of language features and voice form, this is the development of human history testimony, whether all aspects of the application in all walk of life has its unique charm and function. Words in the logo are not only has the meaning of the text itself inherent, more time, we need to get the text as the graphics to understand, it can achieve our ideal visual effect, we will be writing the specific meaning of stressed by design, refining and personalization, this will make the text inner strength cleverer, the focus of the design for catering enterprises to development direction and customer audience and choose.

In the process of logo design we consider a text message, should be briefly summarized the characteristics of catering enterprises or to express the contents of catering enterprises, if is the text into graphics mode of deformation should be considered as far as possible can clearly convey symbol of creative thinking, word recognition is combined with graphics is very good, we are now more often appear words will manifest in the text is divided into basic Chinese character logo design logo design logo design, the logo design, the Latin alphabet, such as western food, Chinese food, fast food, drinks and food of the words are different.

### 3.2.3 Expressional gimmick of color

There are three kinds of color scheme of the sign. First, the characteristics of primary color are due to the primary color purity, intense, bright is dazzling so widely and transmission range of its vision effect. Second, similar color ways characteristic is to use only one color, depending on the degree of bright color to make collocation gives a person with dynamic feeling. Third, the characteristics of complementary color matching is comparative and intense, deep impression to the person with impact of visual effect, the collocation of color alone can cause the person's appetite, so the cooler collocation of the restaurant mark tries to conform to its own characteristics.

## 4. Characteristics on Logo of Catering Enterprises

### 4.1 Uniqueness.

In the restaurant industry marked the type is various, if you want to be in so many signs of a blockbuster, give a person leave deep impression, it must keep the unique identification sign of uniqueness is different from other similar enterprises. The most direct condition difference function is a unique style, style used in marks, interest expression, on the external image element such as point, line organization plays an important role, successful restaurant logo will give audiences with a unique impact, high degree of attention to the value and profound memories, can't let the audience confused with other symbol errors caused by the senses of the same type. If the food industry of logo design a sign of the pursuit of the so-called fashion trend blindly, ignoring the importance of this uniqueness, then designed logos is characteristic, the sign of the restaurant also won't have too big development, explore the cause of the restaurant industry is different from other industries; seize the important creative point for research.

### 4.2 Relevance.

Catering logo is shouldering the two main tasks, a task to quickly make the audience to accept and identify, another is to represent and promote enterprise product features, either way marks are related to the fundamental interests of the enterprise, group and individual, each sign has its unique characteristics and style, logo should be symbolic and profound connotation, make its significance through graphics right into a symbol, make the audience quickly after detect signs associated with

products, image and characteristics of the enterprise, in order to more conducive to the spread of the enterprise, to deepen the symbol and the link of the enterprise, the enterprise spirit, the idea is blended in among them, the research was conducted as a designer in logo design at the beginning of the deep consideration, logo of catering enterprises, not only as a graphic also as the epitome of an enterprise.

## 5. Conclusion

To adapt to the modern development and reflect the characteristics of the enterprise logo, is another important challenge for Chinese catering enterprises, logo of catering enterprises is the core of corporate image recognition, it will extend to the enterprise's brand, enterprise service, logo of the user through the use of their own signs to make themselves known to the world, it also means "Information, property, and products that are used to identify the spread, to distinguish them from others, and indicate the source of the product". The influence of culture on design is subtle, the integration of traditional elements and modern logo design is the process of drawing the essence from each other, and through the process of the development on logo of catering enterprises, transfer the spirit of enterprise, reflect the personality of the enterprise, strengthen the communication between the enterprise and the society, so that the public can resonate with the enterprise. Chinese culture has a history of five thousand years, springs from a long, broad and deep, under the background of the development of Chinese modern culture, catering enterprises should draw on national culture, in the face of the tradition, excavate the spiritual connotation of traditional culture and pattern, and combined with the contemporary open cultural environment, creation of modern logo on catering enterprises with humanistic spirit, to seek innovation in the work together, find the traditional and modern fit point.

## 6. Acknowledgment

The authors gratefully thank the financial support by Research Project in Jilin Social Science Fund Project (2013BS14); Youth fund of Northeast Normal University in philosophy and social science school projects (12QN017); Youth fund of Northeast Normal University in philosophy and social science school projects-art project (MSZX2012-01). Corresponding author: Bing Liu, ice8515@163.com.

## 7. References

- [1]. Jessica Ridgway, Beth Myers, "A study on brand personality: consumers' perceptions of colours used in fashion brand logos " International Journal of Fashion Design, Technology and Education, vol. 7, 2014, pp. 50-57.
- [2]. Guy Julier, "From Design Culture to Design Activism," Design and Culture, vol. 5, 2013, pp. 215-236.
- [3]. Bo van Grinsven, Enny Das, "Logo design in marketing communications: Brand logo complexity moderates exposure effects on brand recognition and brand attitude, " Journal of Marketing Communications, vol. 22, 2016, pp. 256-270.
- [4]. Christian Mosbæk, Johannessen, "Experiential meaning potential in the Topaz Energy logo: a framework for graphemic and graphic analysis of graphic logo design, " Social Semiotics, vol. 5, 2016, pp. 1-20.
- [5]. Paul Benjamin Lowry, David W. Wilson, William L. Haig, "A Picture is Worth a Thousand Words: Source Credibility Theory Applied to Logo and Website Design for Heightened Credibility and Consumer Trust, " International Journal of Human-Computer Interaction, vol. 30, 2014, pp. 63-93.

- [6]. Mary Edwards, Linda Butson, Ned Davis, Chris Youngblood, "Creating a Logo to Market Distance Learning Services," *Journal of Library Administration*, vol. 45, 2006, pp. 557-558.