

# Research on the Image of Well-known Ceramic Brands

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## Abstract

Jingdezhen ceramic products are world-renowned for their high quality, but from the perspective of brand image design, it is a pity that the industry lacks an excellent ceramic brand image. This paper introduces the relevant concepts, connotations and meanings of ceramic brand image design, selects representatives of world-renowned ceramic brands such as Wedgwood, Royal Copenhagen, etc. and Jingdezhen ceramic brand representatives to conduct comparative research on design awareness and brand visual image performance, and then analyze Jingdezhen. The reasons behind the visual image of the ceramic brand are summarized and the lack of brand building thinking reflected by the image, that is, the lack of awareness of adapting to the characteristics of communication media in the new era, and the lack of awareness of integrated marketing communication tools, in order to benefit Jingdezhen ceramic brand image design.

## Keywords

Ceramic Brand; Jingdezhen Ceramic Brand.

## 1. Concepts Related to Ceramic Brand Image Design

### 1.1. Concept

Brand image design is a means to enhance brand influence and increase the added value of products. It is a long-term brand communication strategy based on the positive interaction between enterprises and consumers, and it is mainly characterized by the shaping of the brand's visual image.

The ceramic brand image is comprehensively assessed by a number of indices such as origin, historical context, cultural heritage, creative design, process technology, raw and auxiliary materials, production process, quality system, consumer price, marketing strategy, and corporate reputation. It is built on the basis of ready-made ceramic products, and through the way of design, the visual image of this category of ceramic products is coordinated and summed up.

### 1.2. Connotation

Generally implemented in specific logo copywriting, visual communication, and the refinement of packaging display, it is a "personalized" construction process that is different from other companies or products. The purpose is to enable people to correctly and quickly remember the corporate image effectively and deeply. In terms of presentation methods, the most common method is to construct a complete set of visual symbol recognition system through logo design, packaging design and other forms. Because consumers usually hear and see the logo of the ceramic brand directly and come into contact with the packaging of the ceramic, the logo design and packaging design play an important role in the design of the ceramic brand image.

### 1.3. Significance

Cultural significance: General Secretary Xi Jinping pointed out that in planning for the development of the "14th Five-Year Plan" period, we must attach great importance to the development of cultural industries. The development of cultural industries is an important

basis for meeting the diverse and high-quality cultural needs of the people, as well as stimulating cultural creativity and promoting the construction of a cultural power. inevitable requirement. Jingdezhen is world-renowned for its unique ceramic culture. In the context of developing the cultural industry, it should adhere to innovation as the core driving force, stimulate cultural innovation and creativity, and think about how to carry forward the ceramic culture through the means of brand image design.

Practical significance: With the transformation of the market economy from a "seller's market" to a "buyer's market", the market competition has become increasingly fierce, and competition for consumers and increasing market share have become the key to the success of an enterprise. Ceramic brand image is the primary visual medium for communicating with consumers. Visual symbols such as logos and packaging establish a bridge and medium for emotional communication between products and consumers in visual form, and are the best choice to enhance the added value of ceramic products.

## 2. Collection and Analysis of Brand Image Design of Jingdezhen Ceramics Today

Jingdezhen has created remarkable achievements in the thousand-year history of porcelain making. This is due to the common attention of the rulers of the past dynasties and the joint efforts of countless craftsmen, and the name of "Jingdezhen Ceramics" has spread far and wide. [1] But when it comes to "Jingdezhen ceramic brand image", it is difficult for the public to construct a corresponding image in their minds. This shows that Jingdezhen's ceramic brand image cluster still has a lot of room for development. The following is a collection and analysis of some existing brand image examples of Jingdezhen (represented by logo design).

### 2.1. "Red Leaf" Ceramics

"Hongye" Ceramics is a well-known state-owned ceramic enterprise. Mainly produces high-end daily-use porcelain, and has successively completed the 60th anniversary celebration porcelain of the founding of the People's Republic of China, the porcelain for Zhongnanhai, the porcelain for the Great Hall of the People, the porcelain for the Shanghai APEC conference, the Diaoyutai State Guesthouse, the national ceremony porcelain, the special porcelain for the Shanghai APEC conference, the second Design work on behalf of Zhongnanhai porcelain products. [2] "Glazed-color pastel porcelain" and "glazed-colored high-grade daily-use porcelain" were identified as national key new products by experts in 2002 and 2005; its "Glazed-colored blue-and-white high-white porcelain" The series of products won the Gold Award of the 2018 Panama Pacific International Expo in the United States. (Figure 1) The text part of the logo design incorporates forms such as ceramic bottles, bowls, auspicious clouds, etc.



Figure 1. Jingdezhen City "Red Leaf Ceramics" logo

## 2.2. Jingdezhen Yubai Porcelain Industry

Jingdezhen Yubai Porcelain Industry Co., Ltd. originated from Yubai Porcelain Factory established in the mid-1990s. It is a daily-use ceramics manufacturer with tea sets and tableware as its leading products. It always adheres to the artistic attitude of "refinement, simplicity, elegance and truth". "Yubai" ceramics participated in the production and development of gift porcelain as an enterprise representative during the 2008 Beijing Olympic Games and the 2010 Shanghai World Expo; among them, the kung fu tea set "Fu Shou Man Tang" was designated by the Ministry of Foreign Affairs of my country as a national gift porcelain, and the exquisite tea set "Plum, Orchid, Bamboo and Chrysanthemum" "Selected as the wedding gift porcelain of Prince William of the British Crown Prince. [3] The graphic part of the logo design depicts the ecological picture of pine and cypress and ceramics in nature in an abstract symbolic form. (figure 2)



Figure 2. Jingdezhen City "Yubai Porcelain Industry" logo

## 2.3. Nine-dan Burn

"Nine Duan Burning" was a small workshop in the eastern suburbs of Jingdezhen when it was first born. It was originally called "Duan Yao" and its founder was Mr. Duan Zhenmin. The tea ceremony utensils produced are favored by Japanese tea houses and museums for their unique style and high quality. It is said that when Mr. Zhang Wu, a reporter from Xinhua News Agency, visited Mr. Pu, a Japanese businessman, Mr. Zhang Wu asked, "If we evaluate ceramics according to the rank in Go, how many dans can 'Duanyao' evaluate?" Park said, "Nine dans". Then "Duan Kiln" was renamed "Nine Duan Burning". Different base styles correspond to different product styles for Jiudian Burning. The products are divided into three grades according to the painting skills, with three base styles respectively. However, the style of its style has been changed several times. After the style was changed in August 2010, the order from low to high was as follows: "Strictly Made by Town Citizens" - "Miao Shou Blue and White" - "Nine Duan Miao Shou", of which "Nine Duan Miao Shou" is the highest grade. . There are also "Jingde Jiudian" and "Jiudian Collection" on the market, but those are the ones from the previous paragraph in August 2010 that have not been changed. Corresponds to the level of "Fantastic Blue and White". (image 3)



Figure 3. Jingdezhen's "Nine Duan Burning" brand logo and the "Jiu Duan Miao Shou" brand

### 3. Image Design of World-renowned Ceramic Brands

#### 3.1. Wedgwood Porcelain

Wedgwood, also translated as Wedgwood, was founded in the 18th century and has been around for more than 260 years, and has a considerable international reputation (Figure 4). Its founder, Josiah Wedgwood, is known as the father of the British ceramic manufacturing industry. He focuses on product quality and brand operation, and is a visionary entrepreneur. The brand products are delicate and high-end, classic yet able to integrate modern aesthetics, and are highly respected by successful people and celebrities around the world. They once made tableware specially for the Russian Tsar Catherine II. The brand has always paid attention to the power of design, and has hired designers, painters and sculptors from different countries to join product design. At the same time, measures such as inviting celebrities to endorse products, launching new products according to the customs and habits of the target market, and borrowing the popularity of social hot events have greatly improved brand awareness. [4]



Figure 4. "Wedgwood" brand logo and its products

#### 3.2. Royal Copenhagen Porcelain

The predecessor of Royal Copenhagen Porcelain was the Royal Danish Porcelain Factory founded in Copenhagen in 1775 by Queen Juliane Marie of Denmark (Figure 5). It has become the representative of Nordic modern design due to its long historical background and exquisite and unique handicraft technology. The brand is characterized by traditional handicraft style, insisting on hand-painting and focusing on design. Among the elements of its logo, the three arcs representing the waves are the most distinctive: the three ancient waterways of the Sand Gorge, the Great Strait and the Small Strait, which were hand-painted by the designer and symbolize the Baltic Sea. At the same time, the graphic symbol of the crown coat of arms is also a symbol of noble status and brand recognition. The brand also uses Danish fairy tale elements and small porcelain sculptures as a carrier for narrative plot design; it takes the blue and white route to focus on the oriental market, and invites oriental designers represented by Mr. Jin Daiqiang to participate in the design. Flowers and Bauhinia" series tableware. [5]



Figure 5. "Royal Copenhagen" brand logo

#### 3.3. Gien Porcelain

The Gien porcelain brand was first created by the British Thonias Hall in Gien-sur-Loire, France (Figure 6). In 1989, GIEN became a member of COMITE COLBERT (French Federation of Boutique Industries), ranking among the top luxury brands. It is worth mentioning that this

meeting brought together many well-known French boutiques including Chanel, Dior, Givenchy, Hermes and so on. In particular, the brand has also set up a special museum to display products and introduce its history. One of the exhibition rooms reproduces the kitchen of the 19th century, and also displays many exhibits exhibited at the World Expo. It is known for its rich patterns and brilliant colors in porcelain decoration, which forms a strong visual contrast with ordinary plain porcelain. At the same time, Gien Porcelain products adhere to the principle of rather lack rather than waste, and only launch 6-8 new patterns every year. At this point, it is in sharp contrast with the domestic Jingdezhen market decorative pattern production chasing market sales.



Figure 6. "GIEN" brand logo

#### 4. Comparative Analysis: the Causes of Visual Form of Brand Image and Lack of Self-awareness of Brand Building

	品牌名称	品牌形象 (标志) 分析	品牌标志 (图示)
世界知名陶瓷品牌	韦奇伍德	1759年成立(英国),著名的“罗马波特兰”花瓶现藏于大英博物馆,已经成为英国的国宝。标志字体元素中融入瓷瓶图形。	
	皇家哥本哈根	1775年成立(丹麦)标志中三条弧线由设计师手绘且象征着波罗的海的桑得峡、大海峡和小海峽三条古水道。	
	Gien	1821年成立(法国),法国精品行业联合会的成员,跻身顶级奢侈品品牌行列。每年只推出6-8款新的图案。	
景德镇陶瓷品牌	红叶陶瓷	1996年成立,是在对十大瓷厂中的为民瓷厂、红星瓷厂、光明瓷厂和陶瓷窑具厂进行陶瓷技术改造基础上生成的国有企业。标志字体元素中融入祥云、杯碗等图形。	
	玉柏	1996年成立,源于上世纪九十年代中期成立的玉柏瓷厂。标志以抽象的符号化形态描绘松柏与陶瓷同处自然中的生态图景。	
	九段烧	1996年成立,九段烧品牌底款皆为手写,不同底款对应不同种类,其中除“妙手丹青”外所书字体都为瘦金体。	

Figure 7. Comparative analysis of Chinese and Western ceramic brand images  
Image source: The author's own drawing

Through the above comparison, we can feel that the visual images of Chinese and Western ceramic brands have their own characteristics (Figure 7). The following is an analysis from the perspective of design awareness and the perspective of visual image performance.

From the perspective of design awareness, as mentioned above, well-known western ceramic brands pay more attention to design and development in product production. Wedgwood Porcelain has consciously hired artists from various fields to participate in ceramic design and production activities as early as the 18th century, and Royal Copenhagen Porcelain invited Chinese design. Teachers cooperate, and Gien Porcelain adheres to the principle that products are better than lacking, and only 6-8 new patterns are launched every year.

From the perspective of visual image performance, in terms of images: Jingdezhen ceramics brand image style tends to be traditional, and more natural forms are used; world-renowned ceramic brand image logos mostly use images with "majestic" symbols such as crowns and lions. In terms of text: Jingdezhen ceramics brand image logos mostly use Chinese characters with signification, or use Chinese characters combined with images to express; while most of the world-renowned ceramic brands use text as their logo alone - fonts or serifs, elegant and gorgeous ; Or choose a sans-serif body, giving people a striking and comfortable visual experience.

#### **4.1. Analysis of the Causes of Visual Performance of Jingdezhen Ceramics Brand Image Why does the Brand Image Design of Jingdezhen Ceramics Show the Above Appearance? Let's Analyze the Reasons Below**

##### **1 Influence of the tradition of inscription, inscription and writing behavior**

Chinese characters, as the unique symbols of Chinese narrative, are also the sustenance of emotions. There are many types of inscriptions on ancient ceramic utensils, which can be roughly divided into: chronology, hall, palace, palace, person's name, auspicious words, poems, patterns, offerings, advertising, Chito There are more than ten categories such as models and imitation prints. Characters are both recognizable, disseminated and easy to write, and they also appear on ceramic utensils in large numbers: or directly use poetry as decoration to express emotions, such as the Tang Dynasty Changsha kiln celadon-glazed brown-colored poetry and text holding pot, written with "go to I have no fields and crops this year, and I am short of wine and wealth this spring, I am afraid that he will laugh at flowers and birds, and lie on the pond and platform in a drunken state"; It is not unreasonable to use them as the constituent elements of logo design from the perspective of modern design.

##### **2 Pay attention to "anger" - the influence of Laozi's aesthetics**

Some propositions in Laozi's thought have been inherited and carried forward by later generations, such as "Tao" and "Qi", which make ancient Chinese painting theory also based on philosophy. "Landscapes beautify Dao with shape" (Zong Bing of the Southern Dynasties "Painting Landscape Preface"), painters believe that natural objects have "vigor" and can reflect "dao", so Chinese landscape paintings often include mountains and mountains, small bridges and flowing water, while people only appear in A tiny corner of the picture, in this way, the air sac of the universe is enclosed in a small frame. China's ceramic brand image design also has the characteristics of expressing "anger", which is mainly reflected in the selection of images in the brand image design, mostly natural objects (such as the leaf graphics in the "Red Leaf" ceramic logo) or the relationship between objects and nature. The goal is probably the reason why nature contains this endless vitality that is not subject to human intervention. However, the graphic symbols of the crown representing the imperial power in the royal Copenhagen porcelain logo are rare. After all, the ancient Chinese emperors also called themselves "the Son of Heaven".

##### **3 The influence of the process of the times**

Although the purpose of brand image design is to produce form, the form is often a response to the times. Famous foreign ceramic brands are rooted in the cultural background of the corresponding country, and they are baptized under the scrutiny of consumers in different eras.



For paper-based media communication, the radiation range of brand concepts is small; but in the modern and contemporary times when screens are the mainstream media, electronic media such as web pages and mobile phones have become important windows for people to understand the world, and the radiation range of brand concepts can also be expanded hundreds of times. . Therefore, the Jingdezhen ceramics brand should more actively build and integrate any image that may spread the idea on the new media display platform. Referring to the website design of the "French Blue Porcelain" brand, in terms of color, gray with no personality tendency is used as the substrate, as if the products are displayed on the booth, which balances the production well. The strong style and color contrast between the product and the product gives people a high-level and comfortable feeling. It is worth mentioning that in the "Works Overview", products are classified according to series, functions, situations, and colors (Figure 8), and viewers can search for products according to the above categories. For example, the situation is further divided into categories such as "wedding blessing", "new home completion", "new life joy", etc. The way this situation is brought in not only saves time for consumers, but also helps to strengthen consumers' emotional pleasure, resulting in Psychological connection to the brand. At the same time, in terms of interaction design, the excessive dynamic effect connection of each sub-page in the "French Porcelain" web page design is also very natural, the time is mostly controlled within the range of 1-2s, and the number of main navigation series is small, which effectively reduces the visual pressure.

2 The awareness of integrated marketing communication tools is not strong

Integrated marketing communication tools refer to all communication activities such as advertising, promotion, public relations, packaging, news media, etc. are covered within the scope of marketing activities. The brand "image" based on visual communication design is composed of three elements: color, image and text, but the overall shaping of the brand image includes but is not limited to these still images, but also includes various aspects such as brand promotion activities and marketing methods. To borrow the relevant expression of "image" by the American iconologist W.J.T. Mitchell: "Image is a material thing, even if the image is gone, the image is still in the narrative, in the memory, in other media and copies. ." These marketing communication tools work together on consumers to build the image concept of the brand in the minds of consumers. Taking brand online marketing as an example, many Jingdezhen ceramic brands consciously promote their products through the platform "live broadcast" mode, but many brand live broadcast rooms as "images" have not been designed and conceived from the perspective of composition to the anchor's speech, which is difficult to convey to consumers. Complete brand impression.

## 5. Conclusion

To sum up, the brand image of Jingdezhen ceramics (represented by logo design) is influenced by the traditional behavior of inscriptions, inscriptions and writing, emphasis on "anger", and the progress of the times, and most of them take natural objects or the relationship between utensils and nature as their performance goals; The lack of awareness of integrated marketing communication tools and the lack of awareness of adapting to the characteristics of communication media in the new era is the lack of Jingdezhen ceramics brand building thinking reflected through the image. The development of market economy has made enterprises pay more and more attention to corporate brand image design in recent years, and the advancement of science and technology has made the extension of brand image design continue to expand. The brand image is only a visual display of the corporate value. Taking care of the whole process of product production and marketing with the thinking of "design" is what Jingdezhen ceramics brand urgently needs. In order to break through in the market competition, Jingdezhen ceramics industry should focus on building an international ceramic brand on the



basis of precise market positioning, and attach great importance to the establishment of brand image, give full play to the added value of the brand, and help the innovation and development of Jingdezhen ceramics industry.

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