

Analysis of Regional Characteristics of Trademark Design in Modern Zhejiang Province

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Abstract. Through the collection of information collation and investigation, the author summed up the characteristics of trademark design in modern Zhejiang as "ancient style and Folk charm, Water with new trendy." The "ancient style" is the inheritance of Zhejiang cultural tradition, and the "Folk charm" is the characteristics of "living" and "localization" in trademark design. The development of culture and technology has its "stickiness". Compared with Shanghai, which opened to the outside world in 1843, the "imagined picture" in the modern Calendar card is not filled with the trademark advertisements designed by Zhejiang. Most of the trademark design forms can see the natural feeling of modern Zhejiang trademarks for the traditional evolution, whether the subject matter, trademark structure, the conversion of Zhejiang art, or the space construction of folk life. After the Opium War, Zhejiang was opened as a port in Ningbo, Wenzhou and Hangzhou. The exogenous variables in the western world influenced Zhejiang in modern times.

Keywords: Modern China; trademark design; Zhejiang Province ; image.

1. Introduction

Zhejiang has been a developed commercial region since ancient times, also has nearly 7000 years of history and culture, Zhejiang's culture is economic, Zhejiang's economy is also cultural. Therefore, trademark as the development of commercial art has its own characteristics and charm. Through trademark design, we can get a glimpse of the economy, culture, folk customs and life of the local people in Zhejiang Province at that time.

2. Feature Interpretation

2.1 Ancient Style: National Impressions in Trademark Design

Every culture, every art, every way of life, is closely related to the land it is rooted in. In recent years, the study of commercial art design has become popular. Through the study of trademarks, advertisements, books and newspapers, we can see people's daily life and aesthetic interest. Among them, the Shanghai design of the research materials and results are relatively more, some scholars have also made a summary of the Shanghai cultural characteristics, known as "eclectic, diverse symbiosis." When we study the characteristics of Zhejiang modern trademark design, we can find that Zhejiang modern trademark design pays more attention to the citation of traditional national symbols and the application of people's living art. Under the impact of foreign culture, Zhejiang trademark always insists on and seeks for a way to express Chinese local culture, which may come from the urgent need of foreign culture oppression, or from the public aesthetic of Zhejiang people.

2.2 Folk Charm: Group Thinking in Trademark Design

The "Folk charm" embodies the inheritance of the trademark to the traditional theme and creation technique. This includes the description of scenic spots and historical sites in Zhejiang, the drawing of folk stories and the integration of unique artistic forms in Zhejiang such as "poetry, calligraphy, painting, and seal". In addition, also includes the folk custom symbol and the totem utilization, to the modern time Zhejiang society's mirror reflection. Through these elements, trademark is not only a commercial logo, but also a carrier of carrying and inheriting local culture. The new trend of Zhejiang water represents the understanding and absorption of Zhejiang

trademark design to the new design movement in the West. Through this design, the logo can attract the attention of modern consumers, but also convey the cultural flavor of Zhejiang and the atmosphere of the times.



Fig. 1 Zhuangyuanqiao Trademark



Fig. 2 Duozi Trademark

2.3 Water with New Trendy: Other Culture in Modern Zhejiang Trademark Design

From the middle of the 19th century, the Industrial Revolution in the West led to the rise of some design art movements, such as the Art Nouveau, the Decorative Art Movement and the Modernist Design Style. The styles and design ideas of these art movements deeply shaped the design concepts and methods of foreign students at that time. Some of them were introduced to China by foreign students. After graduation, they returned to China for design teaching and practice, combining traditional Chinese art with their external education to explore new ways of expression. In modern Zhejiang trademark design, these styles of design and writing are also very common. In some trademarks, we can often see the combination of western graphic elements and Chinese traditional design, reflecting the characteristics of "mixing Chinese and western" common in modern Chinese commercial art.



Fig. 3 The emblem of the West Lake Expo



Fig. 4 TieDao Trademark

3. Summary

In recent years, the study of commercial art design has become popular. Through the study of trademarks, advertisements, books and newspapers, we can see people's daily life and aesthetic interest. When we study the characteristics of Zhejiang modern trademark design, we can find that Zhejiang modern trademark design pays more attention to the citation of traditional national symbols and the application of people's living art.

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