

Research on the Application of Artificial Intelligence Technology in Brand Visual Identity Design

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Abstract. Against the backdrop of the rapid iteration and in-depth popularization of artificial intelligence (AI) technology, brand visual identity design has embraced development opportunities for paradigm innovation. AI technology has been gradually integrated into the whole process of visual symbol design, becoming a core and important tool for designers to optimize the creation process and improve design efficiency. Taking the core elements and system construction of brand visual identity design as the research context, this paper focuses on three basic visual elements: graphic symbols, color symbols, and logotypes. It systematically analyzes the application paths of AI technology in the optimization of visual identity systems such as brand logo and UI design, product brand identification, and advertising and marketing vision, and explains its empowering value in brand concept and cultural communication. The research points out that AI technology plays a role of optimization and empowerment rather than replacement in brand visual identity design. Its generative creation advantages of efficient generation, batch output, and rapid iteration can effectively solve the pain points in the traditional design process, such as low efficiency, high trial-and-error costs, and limited large-scale production. Designers' professional literacy determines the feasibility and depth of AI technology application. The coordinated integration of the two can effectively enhance the visual competitiveness of brands, deepen the communication of brand concepts, and provide new ideas for the development of the design industry at the same time.

Keywords: Artificial Intelligence technology, brand visual identity design, design collaboration, paradigm innovation, brand concept reshaping

1. Introduction

Brand identity is a brand image that conveys brand symbol cognition to target consumer groups and generates value recognition different from competitors in the minds of consumer groups [1]. Brand visual identity design refers to the identification application design that translates brand identity into visual images, including the design of basic elements of brand visual symbols, the design of brand visual identity systems, and the building of brand concepts and corporate cultures. In the era of AI, brand visual identity design has achieved remarkable development. AI technology has precisely addressed many shortcomings that designers previously faced in the design of visual symbols such as logos, UIs, or packaging.

In the design process, AI technology plays a role of optimization rather than replacement. This is because designers must have solid basic skills and clarify the details, steps, and key points of the design process to reasonably use emerging technical tools. In other words, designers' basic skills and design literacy determine the feasibility and convenience of AI technology to a certain extent. AI technology can undertake procedural tasks in the traditional design process, such as cumbersome data collection, acquiring inspirational materials for reference, and batch-producing design schemes, thereby optimizing the design process.

In the design process, designers often need to spend a great deal of time and energy transforming materials and inspiration into relatively mature visual identity systems. Especially for brand visual image design that covers extensive content and requires systematicity, designers' creation is often limited by creative exhaustion, unbalanced styles, and slow iteration. Here, AI technology can leverage the generative creation advantages of high output and high efficiency to optimize the brand visual image design process and produce design schemes with market competitiveness.

A complete visual identity system is essentially an organic combination and associated construction of various visual symbol elements, aiming to convey brand concepts and cultures and deliver brand product concepts and service values to target consumer groups. The integration of AI technology into the design process—from the drafting, design, and combination of basic visual elements to empowering brand concept design and cultural promotion—has become an inevitable path for the further development of the current brand design field.

2. Literature review

Brand visual identity design serves as the visual carrier of a brand's core connotation. It transforms abstract brand concepts into perceptible graphic symbols, color systems, logotypes, and systematic application schemes, shaping stable and differentiated brand cognition among target audiences.

Previous studies on brand visual identity design have centered on standardization of elements, system integrity, and communication effectiveness, emphasizing the role of designers' subjective creative abilities in presenting brand visual images. As Paul Rand proposed in his book *Thoughts on Design* [2], the principles of minimalist logos, standardized proportions, and cross-media uniformity have become the core principles of current visual identity design. And for instance, Saul Bass [3] elevated visual identification from decorative graphics to a strategic communication tool, empirically demonstrating the decisive role of simple symbols and a unified visual language in the effectiveness of communication. With the digital transformation of the design industry, scholars have begun to explore the empowering effect of technology on brand visual identity design. Early research focused on computer-aided design (CAD) and digital asset management, prioritizing the standardization and efficiency improvement of design processes. In recent years, driven by generative artificial intelligence, big data, and computer vision, brand visual identity design is undergoing a paradigm shift from manual experience-driven to data-driven and human-machine collaborative innovation, forming an interdisciplinary research field integrating design, artificial intelligence, semiotics, and brand communication.

Artificial intelligence, particularly generative AI, has become a core driver of innovation in visual design. In the field of visual identity design, applications of artificial intelligence technologies concentrate on efficient generation of basic elements, data-driven scheme optimization, and integration of visual systems. Existing literature has verified the value of artificial intelligence technologies in improving efficiency, reducing costs, and expanding creative diversity through technical principles and practical cases. However, most studies focus on tool application and lack systematic integration with brand visual identity design.

Taking brand VI design as the core, this study systematically explores the empowering paths of AI in basic elements, system construction, and concept communication, clarifying its value and boundaries. It summarizes the application paths of artificial intelligence technologies in basic visual symbol design and visual identity system design, forming a relatively complete reference model. Meanwhile, the argument points out that artificial intelligence technologies optimize rather than replace the design process, and designers' competencies determine the depth of application, confirming the human-machine collaboration as the key working mechanism. For practical guidance, this study analyzes the optimization status of artificial intelligence technologies in data collection, strategic planning, and scheme generation through multiple cases, providing new ideas for the paradigm innovation of brand design.

3. Methodology

This paper is an applied research in design science, focusing on the application paths and empowering effects of artificial intelligence technology in brand visual identity design. It adopts a combined approach of literature research, case analysis, and semiotic interpretation, with strict control over research deviations.

3.1. Research type

This study is an empirical and applied research that integrates theoretical analysis and practical verification. Taking artificial intelligence technology and brand visual identity design as research objects, it clarifies the application paradigms of AI in graphic symbols, color symbols, logotypes, visual system construction, and brand concept communication.

3.2. Data collection and analysis

3.2.1. Literature collection

Relevant theories of brand visual identity, design semiotics, and AI-generated design are reviewed to establish the research framework.

3.2.2. Case collection

Typical and verifiable cases from official corporate releases and authoritative platforms are selected (NBA, Coca-Cola, Nike, Future Genomics, BrewBox).

3.2.3. Data analysis

Case analysis is used to illustrate the logic of AI application; induction and summarization are adopted to extract the empowerment mechanism; semiotic analysis is employed to interpret the matching relationship between the visual signifier and the brand signified.

3.3. Theoretical tools

3.3.1. Saussurean semiotics

To analyze the signifier-signified structure of brand visual symbols.

3.3.2. Brand visual identity system theory

To construct an analytical framework for basic elements and systematic application.

3.3.3. AI-generated design theory

To interpret efficiency improvement and paradigm innovation.

3.4. Deviation control

Typical cases with complete processes and public verifiability are selected to avoid sample bias; Cross-verification is conducted on data from official, media, and professional platforms to ensure authenticity; The analysis process is constrained by theories to reduce subjective judgment; A neutral stance is maintained, clarifying that the purpose of applying artificial intelligence technology is to empower design paradigms rather than replace designers.

3.5. Rationale for method selection

The methods match the research objective of exploring practical applications. Case analysis links theory with design practice; semiotics provides a professional perspective for visual communication; literature research ensures theoretical rigor. This scheme is consistent with the norms of design empirical research and supports reliable, replicable conclusions.

4. Results

This paper takes brand visual identity design as the object and systematically explores the enabling role and innovative effects of artificial intelligence technology in graphic symbols, color symbols, logotypes, the construction of brand visual systems, and the dissemination of brand concepts. Through case analysis and effect summary, clear and verifiable application results have been obtained.

4.1. AI significantly optimizes the design of basic brand visual symbol elements

In the design of graphic symbols, AI can preserve the core uniqueness of the brand's original graphics while also enabling innovative iterations. As verified by the NBA team logo redesign cases, AI accurately integrates team characteristics and cultural connotations to generate graphic symbols with both heritage and innovation, effectively improving graphic communication efficiency.

In color symbol design, AI realizes data-driven color matching and precise parameter adjustment. The case of "Future Genomics" shows that AI can analyze industry color databases, output standardized color systems, and balance professional attributes and emotional expression, strengthening visual differentiation of brands.

In logotype design, AI reduces trial-and-error cost and ensures large-scale consistency. Coca-Cola's Project Fizzion proves that AI encodes font styles into StyleID, automatically unifying font proportions, weight, and kerning across hundreds of countries and sub-brands, significantly improving consistency and efficiency.

4.2. AI drives multi-dimensional innovation in brand visual identity system design

For logo and UI design, the AI support solution enables rapid generation that reflects the brand style. The BrewBox case demonstrates that AI can output multiple sets of initial logo drafts that comply with design principles such as simplicity and uniqueness, and the LogoMaker platform automatically generates diversified UI interfaces, balancing efficiency and visual unity.

For product brand identification, AI accelerates packaging iteration and personalized design. BrewBox's AI-generated packaging solutions and Nike's AI-assisted footwear visualization both shorten the design cycle and enhance product visual uniqueness.

For advertising and marketing vision, AI innovates communication forms and reduces production costs. The "Create Real Magic" project by Coca-Cola and the "Confetti" project by Nike demonstrate that AI has the ability to create original marketing materials and efficiently produce visual content, thereby enhancing the accuracy and influence of advertising communication.

4.3. AI effectively empowers the visual translation and cross-media communication of brand concepts and corporate culture

AI transforms abstract brand concepts into quantifiable visual parameters, while reducing subjective deviations in manual design, thereby maintaining the stability and accuracy of brand positioning expression.

AI enables unified style output for various media such as posters, packaging, videos, and cultural products, helping brands integrate their core values into the visual system, thereby enhancing the penetration and persuasiveness of corporate culture dissemination.

4.4. Summary

In summary, AI has demonstrated clear application effects in brand visual identity design, including enhancing design efficiency, reducing trial-and-error costs, strengthening visual consistency and differentiation, and optimizing brand concepts and communication effectiveness.

5. Discussion

5.1. Application of artificial intelligence technology in the design of basic elements of brand visual symbols

The basic elements of brand visual symbols are the core foundation of brand visual identity design, and their design quality directly determines the recognition and uniqueness of brand visual cognition. Saussure believed that a symbol consists of a "signifier" and a "signified". The signifier is the material form of the symbol, and the signified is the concept or meaning represented by the symbol. From the perspective of semiotics, brand visual symbols are concrete signifiers carrying brand meaning. Their design needs to achieve a high degree of alignment between the signifier and the signified. AI technology can optimize the design form of the signifier through data analysis and batch generation, improve the efficiency of symbol meaning transmission, and make the three core basic elements—graphics, colors, and logotypes—more in line with brand concepts and easier to be perceived and remembered by consumer groups.

5.1.1. Improving the recognition of graphic symbols

Brand visual graphic symbols must be succinct and clear, have strong visual readability, and conform to the aesthetic preferences of the target audience to become core visual symbols conveying brand value and concepts.

Graphic symbols in brand visual elements can reflect brand influence. A single graphic in a brand logo or UI may evoke consumers' memory and cognition of the brand. For example, the "swoosh" graphic in shopping malls points to Nike brand and its youthful, dynamic sports brand concept. With its concise and recognizable concrete signifier, the Nike brand graphic conveys the signified concepts of mobility, self-breakthrough, and infinite possibilities. Li-Ning's logo is elegant, concise, and powerful, delivering the symbolic meaning of "Make the Change" and "Anything is Possible".

AI technology provides a new path for the iteration and innovation of brand graphic symbols. It can skillfully integrate designers' creative ideas with the original characteristics of brand symbols to realize graphic symbol upgrading while retaining recognition. For instance, the NBA brand design team used AI technology to reconceptualize the logos of 30 teams. Specific instructions were input into AI according to each team's style and characteristics, and satisfactory schemes were obtained through multiple adjustments. This innovative application of AI technology first came to the fore with the logo of the New Orleans Pelicans (Figure 1). The logo retains the original color matching and combines the commonly used gold and red of wing elements to create shadows and feathers, perfecting the logo's appearance. The visually striking color signifier is matched with the graphic signifier, endowing the logo with the cultural signified of "strength, vitality, and love". Another example is the Rockets' logo, which creates an iteratively innovative graphic symbol with recognition. The AI-designed logo features red and gold as the main tones, applies the elegant sense of the ready-to-launch rocket in the original logo to the shape of the letter "H" (the initial of the team name "HOUSTON ROCKETS") (Figure 2), and adds golden feather graphic elements to the outer contour. This strengthens the team's competitive ambition of "launch, transcend, and win the championship", implying the spiritual signified of "strength, passion, and fighting spirit".



Figure 1. Logo of the New Orleans Pelicans designed by AI



Figure 2. Logo of the Houston Rockets designed by AI

5.1.2. Endowing color symbols with visual differentiation

Color symbols are one of the core visual symbols. Visual stimulation and emotional influence of colors sometimes outweigh graphics. Visually, color is the first to affect people, and color brings emotional impact [1]. Color signifiers exert subconscious influence on people's visual feelings, thereby changing the emotional signified.

Applying AI technology to design color symbols helps brands build a differentiated visual color system. Based on designers' control over different color attributes such as hue, saturation, and brightness, part of the logical and objective trial work can be handed over to AI technology. For example, when it is necessary to set fixed saturation and brightness and adjust the hue within a certain range, precise instructions can be input into AI to list a series of optional color blocks and their combinations, and produce color cards to display the reference effects.

For example, the medical brand "Future Genomics" used the DeepSeek intelligent tool for brand visual color matching. Choosing an appropriate brand color matching can directly affect customers' cognition and trust in the brand [4]. First, through analyzing the brand strategy, emphasis was placed on the differentiation of brand visual design. Future Genomics input instructions of "medical + technology + DNA + authority" into AI to analyze color data of numerous medical brands and generate the main color gene blue (#006DAA), with saturation reduced by 15% to enhance the digital transparency of the color. Meanwhile, it is matched with auxiliary colors such as vibrant orange representing cells and neutral gray representing medical treatment, balancing positive emotional transmission and professional medical attributes. The integration of gene blue color signifier conforming to medical characteristics and other warm-toned auxiliary color signifiers, with cold-warm collocation, forms a visual balance, showing the professional signified of authoritative medical capabilities and the emotional signified of warm humanistic care. Therefore, using AI technology to promote the paradigm innovation of brand color symbol design has become an important means for brands to achieve visual differentiation.

5.1.3. Reducing the trial-and-error cost of logotypes

Logotypes are an important part of brand visual symbols. They are often combined with graphic elements in different visual proportions and can also be used independently in brand official publications, book covers, promotional materials, and other scenarios. Generally, designers select existing logotypes in line with brand concepts and visual styles as the design benchmark, and conduct secondary creation on this basis to form logotype designs with differentiation and

recognition. For example, the font on the cover of *New Youth*, the iconic publication of the New Culture Movement, was based on the literary Ming font, processed with bolding, and cumbersome serif decorations were removed to transition to sans-serif fonts, realizing the innovation of font form and making logotypes more modern, in line with the publication's cultural innovation signified concept.

AI technology has become an important auxiliary tool for logotype design. It has significant advantages in the screening, preliminary processing, and batch iterative optimization of logotypes, effectively helping designers save time cost in font retrieval and reduce trial-and-error cost in font design. Coca-Cola has the world's largest and most complex marketing ecosystem and faces challenges of large-scale design consistency in brand communication. To solve this problem, Coca-Cola cooperated with Adobe to develop an AI technology project—Fizzion, which encoded Coca-Cola's logotype (Spencerian Script) into StyleID to automatically adapt to more than 200 countries, over 200 sub-brands, and all media scenarios, ensuring compliance with font proportions, weights, and kerning. Fizzion learns directly from how designers work and creates machine-readable StyleIDs that ensure brand rules are followed, automatically and at scale [5]. This allows the AI system and the designer team to collaborate accurately and consistently in intent. Using AI technology to summarize and standardize logotypes reduces designers' workload and error rates, greatly improving design efficiency and consistency of font styles, and conveying Coca-Cola's brand concept signified more completely and efficiently. Subsequently, based on the Fizzion project, Coca-Cola used similar AI training methods to expand more series of systems combined with brand needs of other industries, realizing cross-industry empowerment of AI design technology.

5.2. Multi-dimensional optimization of brand visual identity system design by artificial intelligence technology

The visual identity system is formed by the combination and collocation of basic visual symbol elements, representing its systematic extension and global application. Brand visual identity system design is a systematic and comprehensive creation process, whose core goal is to build a unified, coherent, and highly recognizable brand visual system. AI technology has gradually played a pivotal role in the stages of scheme conception and sample generation, especially in batch-generating design schemes, presenting conception schemes in visual forms, and undertaking procedural tasks in each design link. It realizes multi-dimensional optimization of brand logo and user interface design (the overall design of human-computer interaction, operation logic, and interface aesthetics of software, referred to as UI design), product brand identification, advertising and marketing vision, etc., helping designers create a more market-competitive brand visual identity system.

5.2.1. Efficiency of brand logo and UI design

A brand logo is like the facade of a brand, and its excellence reflects the designer's ability and brand positioning. The main function of a logo is identification, and conciseness is its means [1]. Although a brand logo seems to be composed of simple graphics and logotypes, it can clearly reflect the brand's style and temperament at a glance.

Paul Rand's "seven core elements of logo design"—simplicity, uniqueness, visibility, adaptability, memorability, universality, and classicism—are key to understanding logo design. The designer uses these elements to calibrate the AI design tool, thereby enhancing the targeted nature of the design work.

The coffee brand "BrewBox" is a classic case of a design project where a designer collaborated with Lovart AI. When designing the brand logo, the concept of the brand emblem was first input, with different graphic elements as carriers of the concept. For example, coffee cup silhouette patterns were used to indicate the purpose, leaf elements to represent the brand's environmental protection attribute, and warm earth tones as the main color tone combined with beige, light brown, and other colors with low saturation and brightness. And based on the standards of the seven core elements, the output results are constantly adjusted to present a simple visual style. According to the above requirements, Lovart AI has provided three different schematic diagrams. (Figure Group 3).

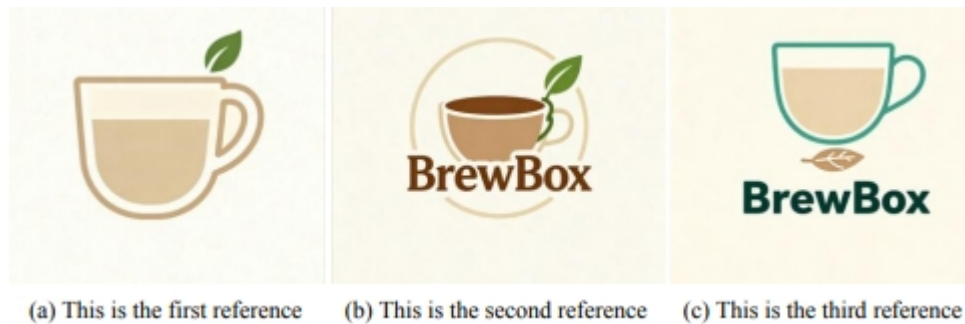


Figure 3. A figure containing three BrewBox's AI-generated logo references

While the brand logo is taking shape, designers need to be involved in UI design and, based on the unified brand concept and corporate culture, comprehensively control the visual identity system. The key to maintaining brand visual consistency lies in extending the brand visual elements to the UI interface. AI technology can recognize brand concepts and embed them into the design of application software interfaces, icon icons, etc. For example, the AI technology of LogoMaker was applied in the UI design of Tongrentang, a traditional Chinese medicine brand. By superimposing information elements such as "Tongrentang", "traditional Chinese medicine", and "traditional wisdom", 16 types of UI application designs were automatically generated based on the main logo graphics, balancing efficiency and quality and making the digital expression of traditional aesthetics come true.

LogoMaker's exploration provides an innovative sample for the integration of AI technology and cultural and creative industries. This continuously evolving intelligent design platform is redefining the future landscape of Chinese brand design [6]. A number of emerging technologies, including LogoMaker, are optimizing the design process of brand logos and UIs starting from creation methods to promote the paradigm innovation of brand visual identity design.

5.2.2. Creating uniqueness of product brand identification

Products are the medium of communication and interaction between brands and consumer groups. A high-quality product allows consumer groups to form concept recognition of the product in a short time. Therefore, a product visual image with uniqueness and memorability is the key to successful product visual design.

The packaging design of physical products is an important part of reflecting brand recognition and competitiveness in the offline market. Excellent outer packaging helps brands better convey their brand concepts to consumer groups and attract customers. AI is no longer just a tool for 'cost reduction and efficiency enhancement', but has gradually become a comprehensive infrastructure connecting brand narration, consumer experience, and sustainable transformation [7]. AI technology has powerful data analysis and summary capabilities, quickly finding commonalities between

different objects and establishing connections. Designers leverage these advantages of AI technology to improve design work efficiency, and continuously generate new design results in the process of communicating with AI, accelerating the iteration rate of schemes. Based on the established brand logo and environmental protection concept, "BrewBox" used Lovart AI to respectively generate three results suitable for usage scenarios and product packaging design (Figure 4, Figure 5). Designers obtained satisfactory schemes through communication with AI and conducted secondary creation to finally get product renderings.



Figure 4. A figure containing three BrewBox's AI-generated coffee cup references



Figure 5. A figure containing three BrewBox's AI-generated product packaging references

AI technology is not only a design tool for designers but also a "translator" between designers and communication partners from all walks of life. By integrating ideas of people in different fields, it quickly and accurately provides design inspiration and improves product visual image design schemes. The Nike Air design team understood athletes' personalities and preferences for footwear products, and converted dialogues with athletes into hundreds of visual work examples through AI instructions. These AI-generated designs directly provided a wealth of design inspiration for Nike designers and were finally transformed into personalized design solutions for athletes.

5.2.3. Improving the accuracy of advertising communication identification

Brand concepts need to be accurately and efficiently conveyed to potential consumer groups to enhance product market awareness and competitiveness, and advertising is precisely the effective means by which brands actively convey their concepts and perceptions to the public through communication media. Effective advertising promotion can improve consumers' first impression of brands and play a self-evident role in optimizing brand reputation and recognition.

Advertising design sometimes requires shelf thinking (i.e., visual competition thinking) just like products. Advertisements of different styles on roadside billboards, bus and subway bodies,

shopping mall facades, etc., need to highlight the uniqueness of visual images to attract consumers' attention. The mature development of AI technology in the design field has provided brand-new promotion methods and content for advertising and marketing visual design, with more frequent interaction and communication with target objects.

AI technology does not replace designers' work but becomes a tool for their innovation, providing more brand-new marketing promotion methods and content to help brands deepen the communication of concepts and cultures. New methods mean new possibilities, and the benefits gained by brand companies will increase with the deepening of AI technology development. Coca-Cola joined hands with OpenAI and Bain & Company to build a platform named "Create Real Magic", which generates original artworks using Coca-Cola's iconic elements. By holding the "Create Real Magic" competition, excellent works of artists were obtained and displayed on digital billboards in Times Square, New York, and Piccadilly Circus, London. Through such marketing methods, Coca-Cola not only improved its brand business operation capabilities and greatly enhanced its popularity but also aligned AI technology with brand development trends. Another example is Nike's Confetti project, which uses AI photography technology to generate briefs. Different from traditional photography, it completely skips steps such as recruiting models, renting shooting props, and post-image processing, saving time and technical costs and achieving unexpected brief solutions.

5.3. Empowerment of brand concept and cultural communication by artificial intelligence technology

The multi-dimensional intervention of AI technology in brand visual identity design is essentially to empower the visual embodiment of brand concepts in various application, inheriting concepts while enabling cultures to be delivered to the public in perceptible and communicable ways. The application of AI technology can help designers shape a unified visual style for the brand visual identity system, improve the visual translation of brand concepts, and promote the cross-media communication of corporate cultures.

5.3.1. Visual translation of brand concepts

Brand concepts are abstract spiritual cores, usually conveyed to consumer groups through products, advertisements, and other carriers. One of the core values of AI technology in assisting the production process is to translate invisible brand values, temperaments, positioning, etc., into perceptible, reusable, and communicable visual languages.

The traditional manual translation process is inevitably affected by designers' subconscious personal emotional expression, resulting in discrepancies between brand concepts and preliminary planning and design. AI technology can learn based on a large number of brand samples and given keywords, transform perceptual aesthetics into quantifiable parameters, forming a more objective and stable paradigm for the visualization of brand concepts. Thus, when creating visual elements through the established paradigm, the accuracy of visual translation of brand concepts can be maintained and translation efficiency improved.

With the development of the social market, the visual style paradigm of brands will also be innovated. AI technology can batch replace visual elements according to the updated brand style, update globally synchronously, maintain a coherent connection between old and new styles, and avoid omissions due to sorting negligence.

5.3.2. Cross-media communication of corporate culture

As the internal soul and code of conduct of a brand, corporate culture directly determines the value propositions, emotional tones, and social market positioning delivered by brands to consumers. The abstract and inherent characteristics of corporate culture need to be transformed into perceptible external images through specific visual identity systems. Visual identity image design has gradually become an advantage of AI technology. Using AI technology to inject corporate core values into posters, packaging, promotional videos, cultural and creative products, etc., can make brand concepts more emotional and persuasive. Successful brands convey propositions that combine functional value and emotional value [1]. Only by integrating the emotional value conveyed by corporate culture into brand concepts and externalizing it into visual identity system with functional value to reflect brand uniqueness and meet the needs of specific consumer groups can brand images be quickly recognized and rooted in people's minds in the social market, forming value recognition.

6. Conclusion

The remarkable development of AI technology in the field of brand visual identity design has evolved from an ordinary auxiliary tool to a core participant, becoming a capable assistant to designers. Through frequent training by designers and its own powerful learning ability, AI technology has reconstructed the brand design process with efficient data analysis and scheme production capabilities, integrating brand concepts and corporate cultures into various elements of the visual identity system, and presenting a unified style for brand logos, UIs, products, advertisements, etc.. This revolution is a liberation from traditional inherent thinking and technology, allowing brand strategies to enjoy freer imagination space.

Looking forward, AI technology will be applied to more brands and fields. In the two-way journey of technical rationality and humanistic sensibility, AI technology will continue to inject new vitality into brand visual identity design, enabling every brand to have a more unique, innovative, and vivid visual image, stand firm, and achieve sustainable development in the tide of the new era.

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