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# The Evolution of Brand Identity in Digital Media: Analysing the Role of Visual Communication on design characteristics in the contemporary era.

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## Introduction

### 1.1 Background

The concept of brand identity within digital media has brought a revolution how design and fine arts can effectively connect and communicate with their audience. The concept has critically focused on the crucial role of visual communication in promoting design features. In the digital and competitive era of today's time, digital media tools are dominating media strategies within the design and fine arts. Therefore, brands are increasingly relying upon different visual communication tools like logos, typography, colour schemes and imagery to create a memorable identity for the brand. Visual communication serves as an effective tool for communicating the brand message as well as for demonstrating emotional responses from the consumers (Wang, 2024). With more audiences engaging with the brands across different digital media channels, there has been an increased level of consistency and a positive approach to visual elements to promote brand recognition and trust.

### 1.2 Objectives

- To evaluate how digital media channels influence the concept of brand identity by focusing on visual communication strategies in order for brands to adopt in maintaining relevance in the current digital world
- To assess the impact of design characteristics on individual's perception and brand recognition in the digital media
- To examine the role of visual storytelling in shaping brand identity for developing emotional connections and promoting consumer engagement

### 1.3 Hypothesis

On the basis of Objective 1

H1.0: Digital media channels influence the concept of brand identity

H1.1: Digital media channels do not influence the concept of brand identity

On the basis of objective 2

H2.0: Positive impact of design characteristics on individual's perception and brand recognition

H2.1: No impact of design characteristics on individual's perception and brand recognition

On the basis of objective 3

H3.0: Visual storytelling shapes brand identity for developing emotional connections and promotes individual's engagement

H3.1: Visual storytelling does not shape brand identity for developing emotional connections and promoting individual's engagement

2. Literature Review

2.1 Influence of digital media channels on the evolution of brand identity

The increased prominence of digital media has transformed the concept of brand identity which forced to reconsider and modify their visual communication strategies. Amidst the digital era, brands are quickly adapting to different digital media channels in the form of social media, content, personalised, website and mobile apps which hold independent opportunities and challenges. An effective visual communication system is crucial for attracting consumers as well as conveying clearly the brand messages. Brands have deployed resources to make extensive use of dynamic and interactive visuals like videos, images and animations to engage audiences in a better way (Team Ciente, 2024). Moreover, a user-generated content media strategy allows the brands to connect with the target audience (Rodriguez, 2024). Therefore, with the evolving nature of the brand identity, it has laid too much focus on the need to bring consistency and clarity in the digital platforms used for media to quickly adapt to the frequent changes in consumer preferences and technological evolution.

2.2 Impact of design characterised on individuals perception and brand recognition

A design characteristic involves different colours, images, videos and typography which are crucial in shaping individual's perception and brand recognition in the digital media sector. These elements are of greater value than making just aesthetic choices by conveying the emotional and psychological message which largely influences consumer behaviour (Blaess, 2023). Different colours help in evoking feelings and connection which impacts how the different individual perceives on values and personality of the brand. For instance, warm colours cause excitement whereas cool and light shades cause calmness. Typography helps in contributing towards independent brand identity as it is characterised by brand positioning, playfulness, modern approach and sophistication (Jamandilovski, 2023). An attractive image includes animals, logos and graphics which are used to improve brand visibility and support differentiation within the crowded marketplace. All these primary design characteristics help the brand create an independent and unique brand identity which can meet the demands of the target audiences and will help in fostering positive brand image and brand recognition.

2.3 Role of visual storytelling in shaping brand identity

The visual storytelling media approach is considered to be a powerful tool in shaping the brand identity. It fosters undertaking captivating narratives in the form of videos, audio, graphics and animations that prosper in developing interesting and attractive experiences that reflect the demands of the target individual's in conveying the emotional message. Brands leverage building long-term connectivity and reliability with the individual using a visual storytelling approach. It has helped the individual's to associate themselves with the brand through the narratives provided which improves trust, loyalty and advocacy (Ai, 2024). An effective visual storytelling approach promotes individuals to foster increased individuals' engagement and share positive experiences with others by means of organic media. Therefore, individuals can effectively harness the powerful initiatives of storytelling in order to create a long-term emotional connection with individuals.

2.4 Gaps in Literature

In spite of significant development in visual communication for positively shaping the brand identity within digital media, there are several gaps identified while assessing the impact of design characteristics and adopting within the existing branding strategies. There is a limited study made on how colour, typography and imagery work together in influencing individual's perception and engagement levels. Moreover, the role of emerging digital market platforms has remained under-explored, while lying too much of a focus on transforming primitive branding practices. There is an urgent need to undertake critical research on studying the effectiveness of visual storytelling as a strategic media tool to meet diverse individual needs.

3. Methodology

The research has applied descriptive, correlational, causal-comparative and experimental research approaches. The quantitative study has been applied in selecting 50 individuals randomly from the UK. The descriptive research design has facilitated to identification of the cause-and-effect relationship between brand identity and its role in visual communication strategies. The descriptive research design has facilitated to conduct of a detailed or in-depth analysis of the research topic (Siedlecki, 2020). The quantitative data collection method has been undertaken using a survey followed by quantitative data analysis using the SPSS tool. This analytical tool has sufficiently validated the research objectives and selected the research hypothesis on the basis of the test results generated.

4. Data analysis

*4.1 Do you agree that digital media channels influence the concept of brand identity?*

**concept_of_brand_dentity**

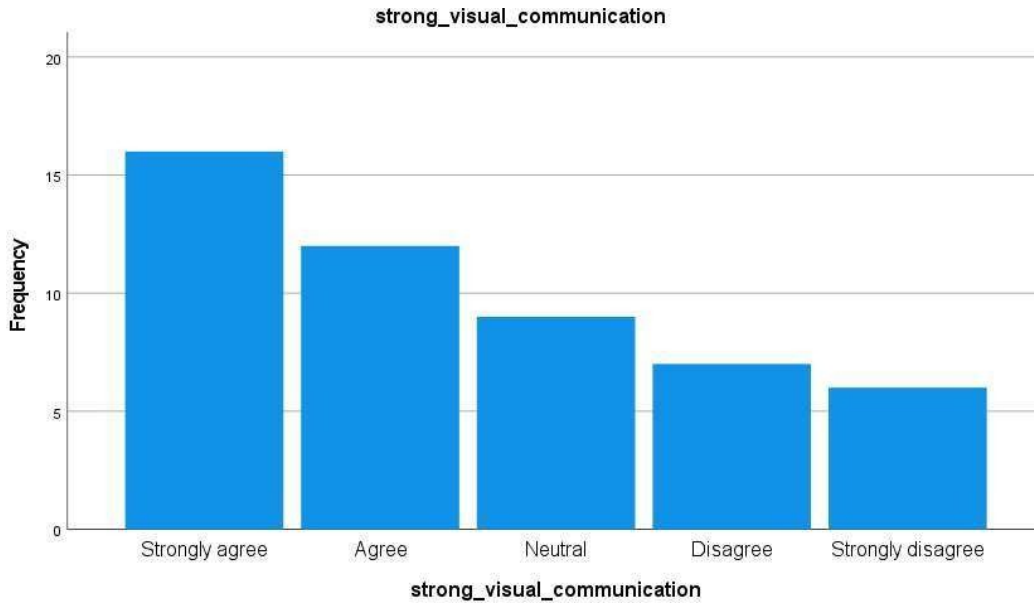| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 18 | 36.0 | 36.0 | 36.0 |
| | Agree | 10 | 20.0 | 20.0 | 56.0 |
| | Neutral | 6 | 12.0 | 12.0 | 68.0 |
| | Disagree | 7 | 14.0 | 14.0 | 82.0 |
| | Strongly disagree | 9 | 18.0 | 18.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |



concept_of_brand_dentity
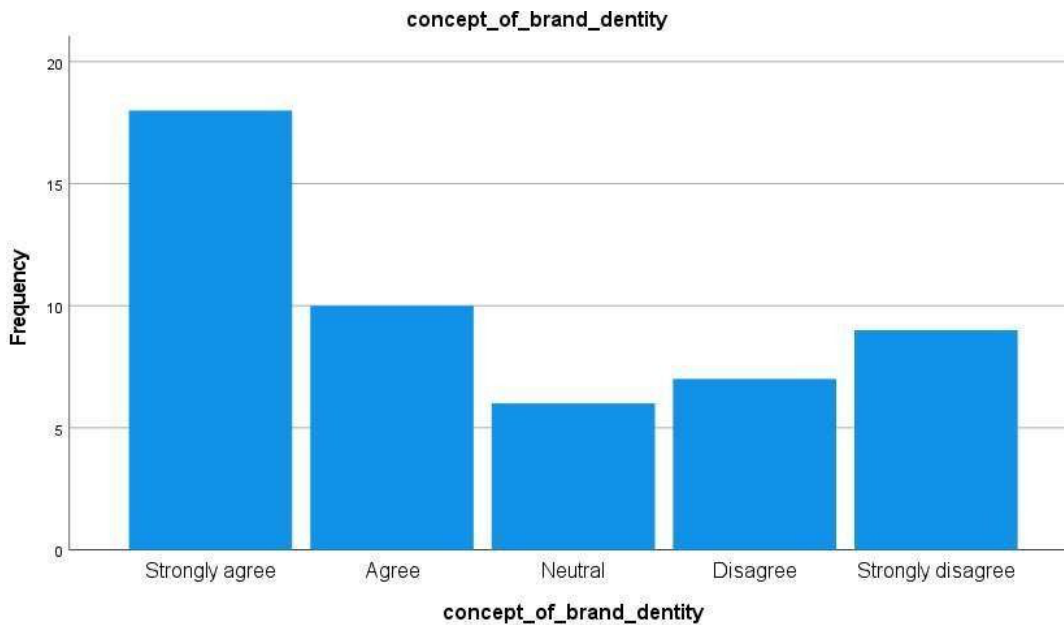
Based on the above table, this is understood that 36 per cent of respondents have strongly agreed that digital media channels influence the concept of brand identity. Most people believe that digital media channels are capable of enhancing brand identity based on showing suitable contents and designs of brands. On that basis, 20 per cent of respondents also have provided their agreement regarding this question. On the contrary, 18 per cent of respondents strongly disagreed with this fact as they believe digital media channels are not suitable for influencing the concept of brand identity. A total of 14 per cent of respondents also have presented their disagreement toward this question. The remaining 13 per cent of respondents did not have sufficient knowledge to answer this question.

### 4.2 How far do you agree that digital media channels use strong visual communication for brands to promote designs?

strong_visual_communication

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 16 | 32.0 | 32.0 | 32.0 |
| | Agree | 12 | 24.0 | 24.0 | 56.0 |
| | Neutral | 9 | 18.0 | 18.0 | 74.0 |
| | Disagree | 7 | 14.0 | 14.0 | 88.0 |

| | | | | |
|---|---|---|---|---|
| Strongly disagree | 6 | 12.0 | 12.0 | 100.0 |
| Total | 50 | 100.0 | 100.0 | |

strong_visual_communication



strong_visual_communication

The above table shows that 32 per cent of respondents strongly agreed that digital media channels use strong visual communication for brands to promote designs. The majority of respondents think that based on strong visual communication brands can show their value and create innovative contents to promote their designs. In this regard, 24 per cent of respondents also have provided their agreement regarding this question. On the contrary, 12 per cent of respondents strongly disagreed with this fact because they think a strong visual connection is not enough to improve brand identity. Due to this factor, 14 per cent of respondents also presented their disagreement with this question. The remaining 18 per cent of respondents did not have sufficient knowledge to answer this question. The discussion regarding this finding has clearly helped to identify that H0 of objective 1 is proven to be accurate and it will be considered.

*4.3 Do you believe that design characteristics have a positive impact on individual perception?*

individual_perception

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 16 | 32.0 | 32.0 | 32.0 |
| | Agree | 12 | 24.0 | 24.0 | 56.0 |
| | Neutral | 7 | 14.0 | 14.0 | 70.0 |
| | Disagree | 6 | 12.0 | 12.0 | 82.0 |
| | Strongly disagree | 9 | 18.0 | 18.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

individual_perception
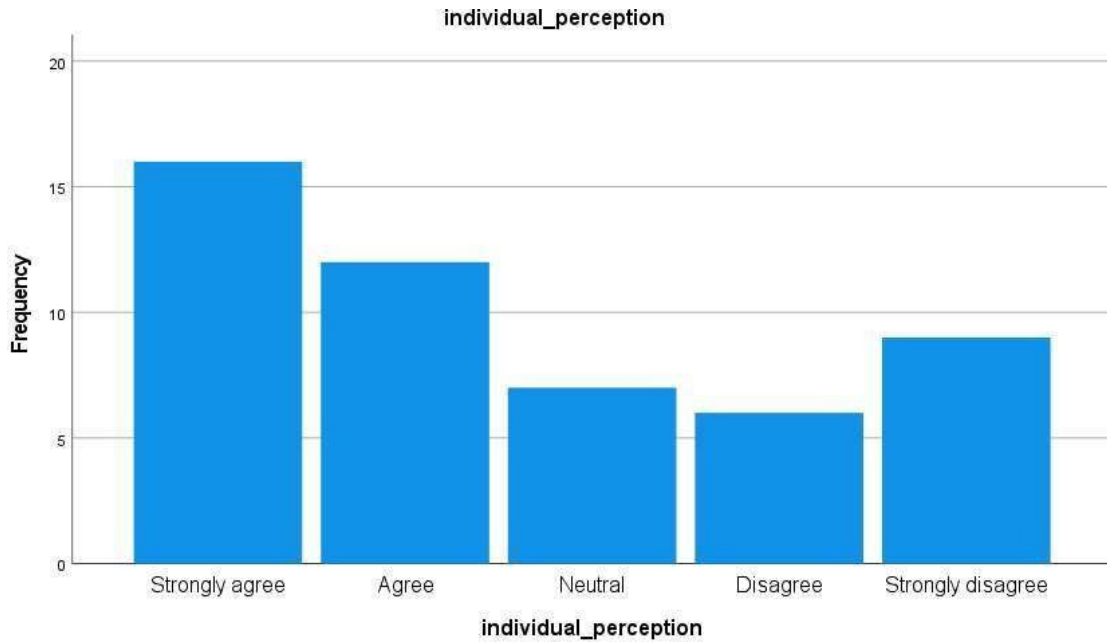
As per the table presented above, it is realised that 32 per cent of respondents strongly agreed that design characteristics have a positive impact on individual perception. The majority of respondents stated that suitable design helps to create a strong and relevant brand identity that helps to set individual perception. Based on this aspect, 24 per cent of respondents also have provided their agreement regarding this question. In contrast to that, 18 per cent of respondents strongly disagreed with this fact as their opinion states design characteristics are not sufficient for creating individual perception. As a result of this process, 12 per cent of respondents also presented their disagreement with this question. The remaining 14 per cent of respondents did not have sufficient knowledge to answer this question.

**4.4 How far do you agree that design characteristics have a positive impact on brand recognition in digital media?**

digital_media

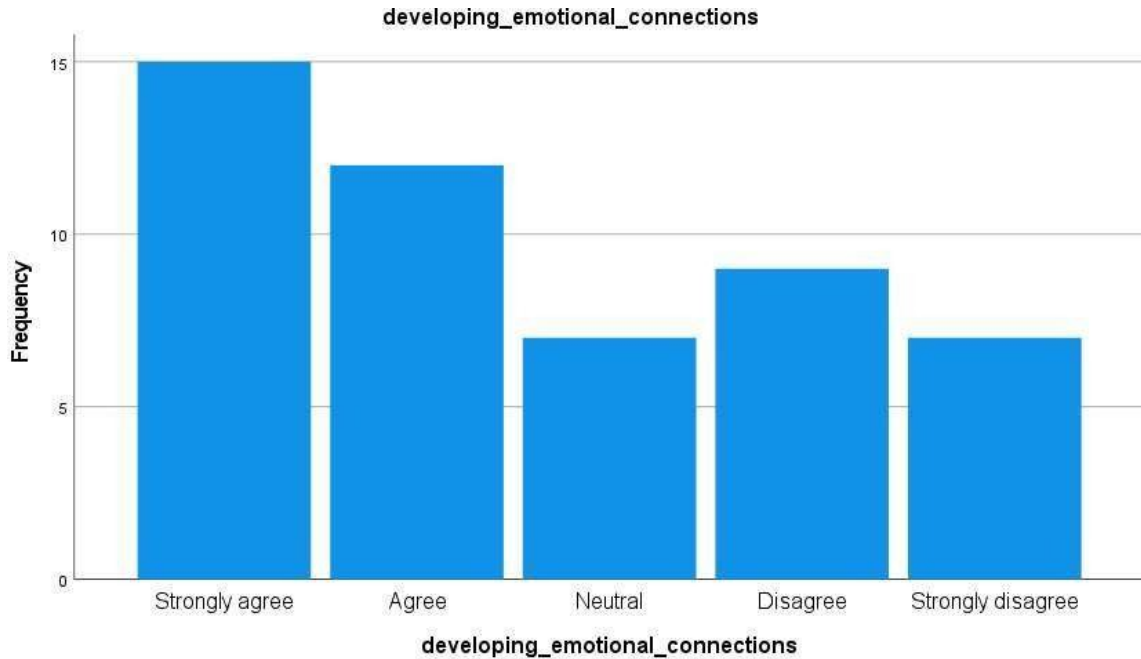| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 18 | 36.0 | 36.0 | 36.0 |
| | Agree | 13 | 26.0 | 26.0 | 62.0 |
| | Neutral | 7 | 14.0 | 14.0 | 76.0 |
| | Disagree | 10 | 20.0 | 20.0 | 96.0 |
| | Strongly disagree | 2 | 4.0 | 4.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |
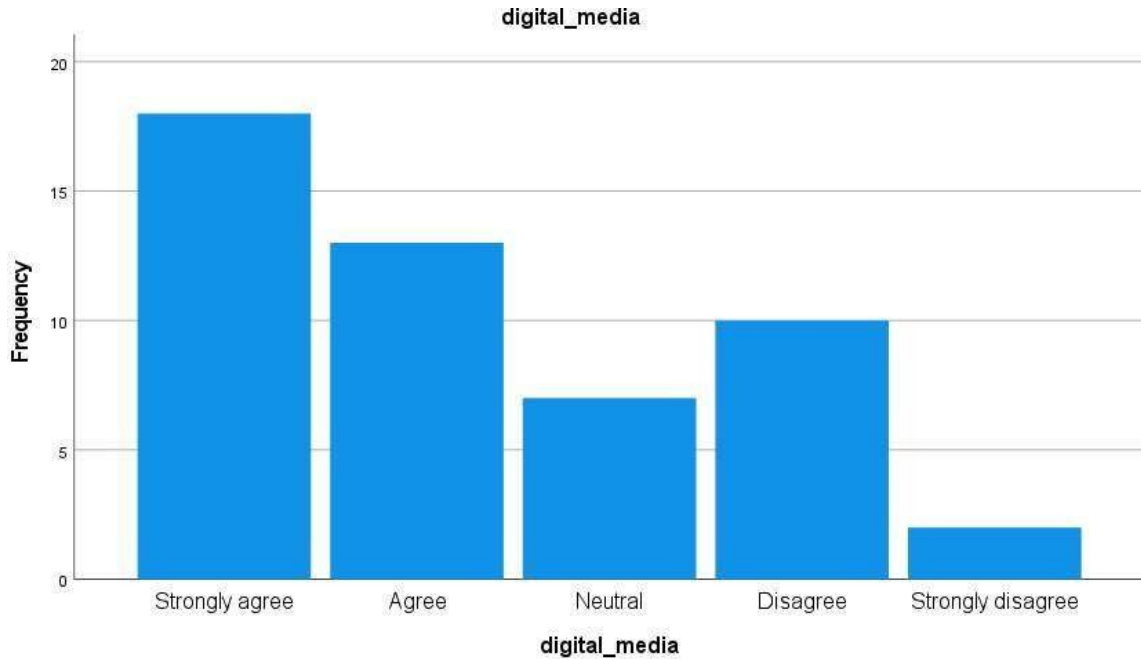
digital_media

As per the present result in the graph, it is visualised that 36 per cent of respondents strongly agreed that design characteristics have a positive impact on brand recognition in digital media. The findings have shown that respondents believe that based on the individual perception created through design characteristics, proper brand recognition can be maintained. Henceforth, 26 per cent of respondents also have provided their agreement regarding this question. Nevertheless, 20 per cent of respondents disagreed with this fact because they think design characteristics cannot create individual perception, which restricts it from creating brand recognition. As a result, 4 per cent of respondents also have presented their strong disagreement toward this question. The remaining 14 per cent of respondents did not have sufficient knowledge to answer this question. On that basis, H0 has been considered to be acceptable based on the current findings.

*4.5 Do you agree that visual storytelling is important in shaping brand identity for developing emotional connections?*

developing_emotional_connections

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 15 | 30.0 | 30.0 | 30.0 |
| | Agree | 12 | 24.0 | 24.0 | 54.0 |
| | Neutral | 7 | 14.0 | 14.0 | 68.0 |
| | Disagree | 9 | 18.0 | 18.0 | 86.0 |
| | Strongly disagree | 7 | 14.0 | 14.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

developing_emotional_connections



developing_emotional_connections

In respect to the above-collected information, this has been analysed that 30 per cent of respondents have strongly agreed that visual storytelling is important in shaping brand identity for developing emotional connections. The collected data shows that visual storytelling creates a proper understanding among the people regarding the value proposed by brands to design and arts. Hence, 24 per cent of respondents also have provided their agreement regarding this question. However, 18 per cent of respondents disagreed with this fact. Moreover, 14 per cent of respondents also presented their strong disagreement with this question. The remaining 14 per cent of respondents did not have sufficient knowledge to answer this question.

*4.6 Do you believe that visual storytelling is helps to promote knowledge about design and arts considered by brands?*

**promoting_knowledge**

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 16 | 32.0 | 32.0 | 32.0 |
| | Agree | 10 | 20.0 | 20.0 | 52.0 |
| | Neutral | 8 | 16.0 | 16.0 | 68.0 |
| | Disagree | 9 | 18.0 | 18.0 | 86.0 |
| | Strongly disagree | 7 | 14.0 | 14.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |
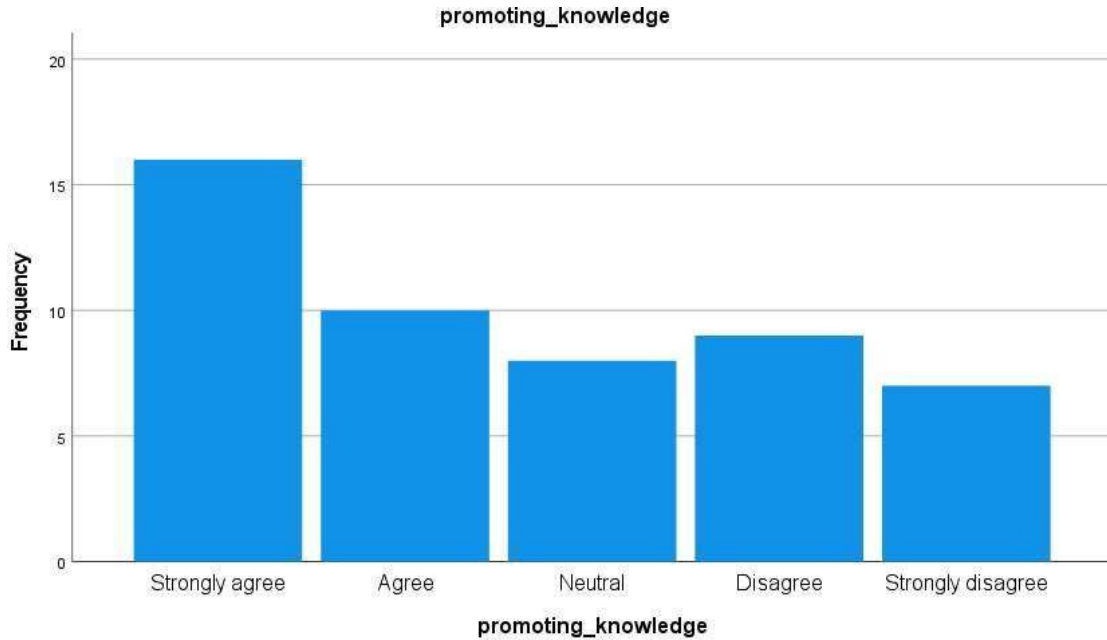
The table shows that 32 per cent of respondents strongly agreed that visual storytelling is helps to promote knowledge about design and arts considered by brands. In addition, 20 per cent of respondents also have provided their agreement regarding this question. On the other hand, 18 per cent of respondents disagreed with this fact. Moreover, 14 per cent of respondents also presented their strong disagreement with this question. The remaining 16 per cent of respondents did not have sufficient knowledge to answer this question. Therefore, H0 of objective 3 has been accepted regarding the current discussion.

*4.7 In your opinion, what is the main role of visual storytelling in shaping brand identity?*

**role_of_visual_storytelling**

| | | Frequency | Per cent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Creating an engaging story and emotional connection | 12 | 24.0 | 24.0 | 24.0 |
| | Reducing cultural and language barriers | 10 | 20.0 | 20.0 | 44.0 |
| | Strengthening brand messaging | 14 | 28.0 | 28.0 | 72.0 |
| | Enhancing information retention | 14 | 28.0 | 28.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

role_of_visual_storytelling
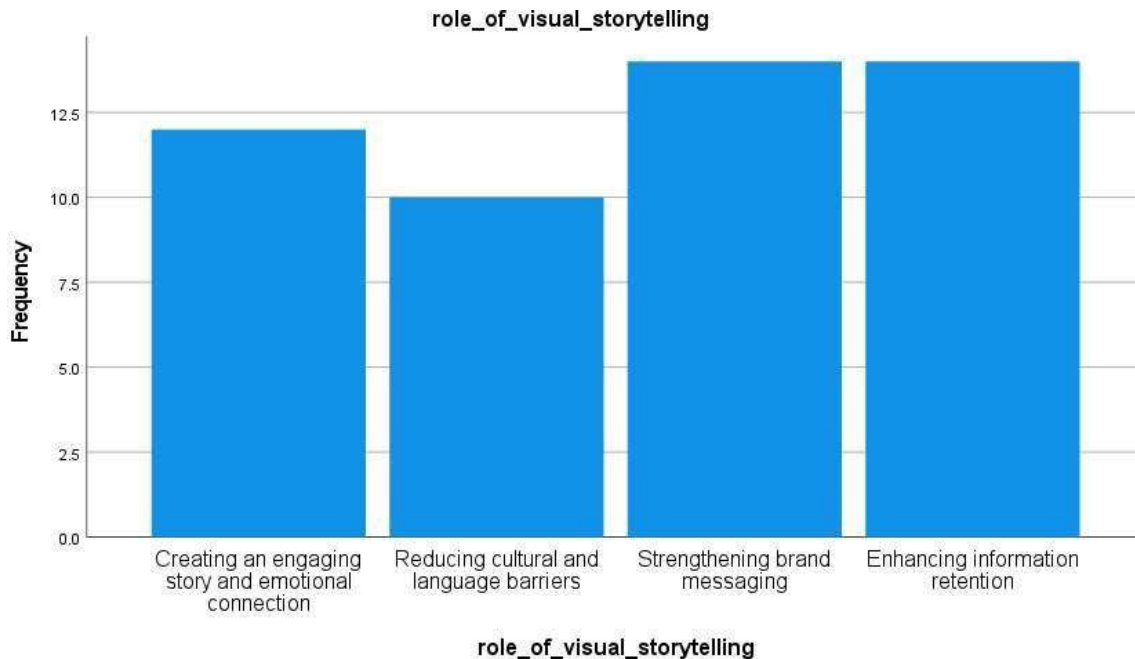


The results show a majority of 28 per cent of respondents believe that strengthening brand messaging is the main role of visual storytelling. Another 28 per cent of respondents believe that enhancing information retention is the main role of visual storytelling. Only 10 per cent of respondents believe that reducing cultural and language barriers is the main role of visual storytelling.

5. Discussion

The findings show that numerous respondents who participated in this study, most of them strongly agreed with the following statement that digital media channels employ powerful visual cues for brands to remain viable within the market. Most of them believe that strong visuals mean brands can communicate value propositions as well as what they have to offer to the individuals. Besides, an extremely high percentage of them agreed with the statement that the rate of design characteristics positively affects perceived individuals' images. Most of the respondents said that good design enables them to build a solid and up-to-date brand image that establishes the individuals' perspective. A high number of respondents have strongly recommended that design characteristics influence brand recognition in digital media. From the research outcome, it has been established that. With regard to the individual perception generated through design characteristics, it is agreed that an appropriate brand image can be sustained.

6. Conclusion

The study has helped to conclude that digital media has played an important role in the evolution of brand identity. In respect to digital media, the brands have been able to gather the attention of a massive range of individuals all around the world. In respect to that, the potential brand recognition has been expanded. Moreover, visual storytelling has created an idea regarding the brand's offerings and perspectives. On that basis, the overall performance of the brands has been developed and they can promote their desings. Similarly, as per the findings, it has been understood that with the use of design characteristics, a strong brand identity has been created.

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