

Analysis on the Influencing Factors of Logo Culture of Yunnan Satellite TV in China

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Abstract

With the rise of new media and the development of Chinese TV market, the competition among TV stations is more and more fierce, especially the competition among provincial TV stations. In order to improve the audience rating, all satellite TV stations not only work hard on TV programs, but also shift their attention to the TV logo culture. At this time, the TV logo has become a kind of entry point to gain competitiveness. On the whole, although Yunnan Satellite TV is located in the western border, it contains unique cultural characteristics, which has become the biggest support point for its own development.

Keywords: China Yunnan Satellite TV, sign culture, influencing factor

1. The Definition of TV Station Logo Culture

In recent years, the homogenization phenomenon of various satellite TV programs is serious, and the competition of TV programs is equal. At this time, if you want to obtain their own special competitiveness, you should pay attention to the building of their external image, for example, the most prominent cultural logo of TV stations—platform logo. Platform logo is a kind of graph. Compared with words, chart is more attractive and can express more design creativity and cultural connotation.

The TV logo generally appears in the upper left corner of the TV screen. When the audience receives the signal of this logo, it can get the most direct mapping. The TV logo can also be applied to the news car, banner, program, microphone logo and so on. At this time, the logo is a kind of mobile business card, which always participates in the expression of the media responsibility of the TV station.

2. Evolution of Yunnan Satellite TV Platform Logo

2.1 The First Stage: The Administrative Stage (1989-2002)

The logo culture of Yunnan Satellite TV started to rise in 1989. At that time, Guizhou Satellite TV joined Yunnan Satellite TV. Due to the limitation of technology and the setting environment of national TV stations, these two TV stations adopted the mode of broadcasting in turn.

At the beginning of setting the platform logo, the TV station first focused on the administrative function positioning of Yunnan Satellite TV logo. In the early 1990s, as the reform and opening policy has been carried out for more than ten years, the overall economic level has had a relatively fast development. Before 2002, the functional positioning of logo culture of Yunnan Satellite TV did not show a great change.

The logo of Yunnan Satellite TV evolved into the earliest simple style—subtitle platform logo. In 1992, it began to appear in the form of YN platform logo -1, and again evolved to the three-color flower stage in 1994, which mainly used the visual effects of the three primary colors of TV. In 1999, it made a fine adjustment to increase the rendering of colors, so as to give the audience a stronger visual stimulation. Let the audience more profound memory. In 2000, in order to achieve a higher administrative position, YNTV-1 was built based on the single line

logo model of CCTV at that time. This is undoubtedly a failure of reference, as a result, it loses its unique recognition, can not leave a deep impression on the audience, lose the audience's adhesion.



Figure 1.

2.2 The Second Stage Is the Branding Stage (2002-2008)

Yunnan Satellite TV platform logo began to enter the process of branding in 2002. Due to the great development and prosperity of economy and culture, it formally introduced the advanced foreign CIS concept, hoping to create its own brand identity with the scientific, standardized and serialized concept of corporate visual culture. In this stage, Yunnan Satellite TV officially changed into the peacock icon in 2002, which well integrated the most unique style and cultural characteristics of Yunnan Satellite TV. The elegant calligraphy design and the enthusiastic yellow logo added more characteristics to build the unique minority culture of Yunnan, making it more communicative and common.



Figure 2.

2.3 The Third Stage Is Specialization (After 2008)

With the increasing development of TV technology and the increasing spiritual needs of the people, the national TV stations gradually enter the professional route. At this time, the domestic environment is in full swing for the professional construction of brands. Coupled with the upcoming implementation of the 12th Five-Year Plan, the professional technical background and media background have reached a mature stage, and Yunnan Satellite TV has entered the professional stage.

The specialization stage means that the market is more professional, the channels are more detailed, and the future is broader. Now it has become the new direction pursued by the TV industry and the new media industry. In particular, the news channel and humanistic documentaries of Yunnan Satellite TV are the most excellent and widely praised. For example, the TV documentary Classic Human Geography with its own characteristics is mainly based on new cultural support and specific human geography conditions as development opportunities.

An indispensable factor in the stage of professional development is that with the continuous development of our

economy, people constantly pursue spiritual satisfaction on the basis of satisfying their material life, thus contributing to the pattern of multicultural development in our country. In order to meet the needs of the audience, television has also changed from mass communication to the current mass communication. As a result, the trend of professional communication is inevitable.

3. Yunnan Satellite TV Platform Logo and Brand Construction

In corporate culture, brand construction is the cornerstone of its long-term development. The power of brand is beyond doubt. In the visual identity system, platform logo is undoubtedly the most intuitive and widely used form. After the TV really enters the brand stage, provincial and municipal satellite TV stations are constantly adjusting their own platform logo. In the 1990s, the concept of CI was introduced in China, and CIS was gradually introduced in the branding process of TV stations, hoping to show their own highlights through differentiation.

3.1 At the Beginning of Brand Construction, the “Peacock” Logo Was Introduced

In 2002, the icon of Yunnan Satellite TV was officially changed into the unique peacock icon. Until 2014, the peacock platform logo had undergone four generations of changes in 12 years, and finally became the colorful peacock presented in front of the audience. In these changes, the warm yellow gradually deepens, symbolizing harvest and vitality. In 2006, the new positioning of Yunnan Satellite TV also changed into “romantic human geography”, since then it has its own new pronoun.

3.2 In the Process of Brand Construction, Integrate the “Romantic” Brand

Yunnan Province has its own unique advantages, the first is the geographical advantages. Located in southwest China, close to Southeast Asia and South Asia, this unique geographical position is not only conducive to economic development and exchanges, but also makes Yunnan a unique focus for its own development. The third is the unique natural scenery and cultural connotation. Although Yunnan province is remote, its unique scenery still attracts many tourists, which makes it a place that many people yearn for. Moreover, Kunming City in Yunnan Province is like spring all year round, which can be filmed in all year round. The number of ethnic minorities in Yunnan Province is the largest among all provinces and cities in the country, and diverse ethnic cultures have become the highlight of differentiation in the development of Yunnan Satellite TV.

The romance mentioned here refers to a broad creative direction for the creators, rather than a stereotypical romantic impression, which integrates the cultural resources, tourism resources and economic resources of Yunnan Province. In the case of giving full play to its own advantages, it actively introduces other excellent resources and effectively and reasonably combines internal and external resources. The platform logo of Yunnan Satellite TV reflects this feature. In 2002, the logo of Yunnan Satellite TV was changed into the image of peacock, which is unique to Yunnan Province in China. In addition, in the design of the logo, there is a certain gap between the head and tail of the peacock, showing the tendency of flying in motion, which implies open and inclusive emotions. On the basis of its own unique cultural connotation, with the help of new media platform, it can better promote its own brand construction.

3.3 Brand In-Depth Construction, Launched a Professional News Channel

In 2006, Yunnan Satellite TV News Channel launched a new version, which is the first and only professional news channel for the whole province. It broadcasts more than 400 minutes of news every day. With its strong strength and mass news, it is superior to all terrestrial channels in Yunnan Province.

As Yunnan is located in the southwest border, the selection of peacock ICONS not only shows its own unique characteristics, but also shows its openness and inclusiveness. The overall peacock pattern design has a strong openness. Its basic shape is oval, and the central part is the head. A certain sense of movement is formed through the neck and tail, which conveys to the audience a sense of readiness, and implies the vitality and future of Yunnan Satellite TV. A certain opening is formed between the peacock's head and tail, implying an open and inclusive attitude.

4. Yunnan Satellite TV Platform and Strategic Positioning

4.1 The Strategic Positioning of “Colorful Cloud South”

In 2014, the platform logo of Yunnan Satellite TV gradually evolved from the initial monochromatic peacock logo to the colorful peacock logo, which is just similar to the development concept of “Colorful Yunnan” in Yunnan Province. Yunnan Satellite TV has established the TV culture of “green culture, classic quality, content is king, brand wins, Yunnan Province is a place where national culture flourishes. Coupled with its reputation as a tourist resort, Yunnan Satellite TV has relatively unique advantages and resources, connecting China and facing Southeast Asia and South Asia on the one hand. In such a state, Yunnan Satellite TV has created a batch of programs with its own characteristics, which are unique among provincial TV media.

The platform logo of Yunnan Satellite TV has changed from the warm yellow peacock to the colorful peacock, which is easier to attract the audience visually. When watching TV, the audience will first focus on the place with graphics and pictures. The experiment shows that graphics can help the audience remember the information more accurately. The shape of peacock logo is full of artistic beauty, and has obvious differences from other symbols in artistic conception. Moreover, the connotation of peacock contains auspiciousness, which accords with the way of thinking of the Chinese people.

4.2 The Special Support of Original Content

In 2022, among all kinds of provincial satellite TV stations with serious homogeneity of TV programs, Yunnan Satellite TV, with its unique original concept, ranked first among provincial satellite TV stations in western regions. While various satellite TV channels pursue fast food culture, Yunnan Satellite TV has its own strategic positioning. It uses humorous and dynamic program styles to interpret the vitality of youth from the perspective of history, so as to let the world see a colorful south full of youth and power, interpret life with a more appropriate attitude, and make the audience better accept it with a more popular expression. Here, the icon of Yunnan Satellite TV changes from a single color of yellow to seven colors, which more effectively highlights the new program strategy and strategic positioning of Yunnan Satellite TV.

Yunnan Satellite TV launched the unique concept of “blue waves show peacocks, beautiful Yunnan”, and made some innovations in the content and form of the program. The change of the theme brings the audience a bright sense of formal beauty and rich charm. Coupled with the colorful peacock logo, the logo culture of Yunnan Satellite TV is richer. The graphics break the language barrier between ethnic groups and have more unique connotations while having strong regionalism. At this time, the national TV market is mostly occupied by variety shows. As a provincial TV station in western China, Yunnan Satellite TV does not have many advantages in this aspect. Therefore, while continuing its own TV play strategy, Yunnan Satellite TV makes bold innovations and tries to develop other original variety shows based on the TV play. Combined with the advantages of Yunnan Province itself, Yunnan Satellite TV creates its own personalized strategy with an open and inclusive mind, the concept of youth and vitality, and the Yunnan provincial logo transformed into a colorful peacock. All these mark the strategic transformation of Yunnan Satellite TV.

The tourism industry of Yunnan Satellite TV is very mature, and a large number of tourists visit the unique beauty of Yunnan Province every year. Based on the developed tourism industry, Yunnan Satellite TV takes advantage of its own advantages, positioning itself as “the more travel, the more youth”, and then launches a number of tourism reality shows with its own characteristics, such as Yunnan Trilogy and Let’s Go Together. Among them, Yunnan Trilogy, each issue is devoted to the interpretation of Yunnan characteristic tourist attractions, with strong cultural characteristics of Yunnan province.

“Let’s Go”, on the other hand, looks abroad from a domestic point of view and has a strong international vision. With young guests as the main representatives, it further demonstrates the strategic positioning of youth vitality of Yunnan Satellite TV. In addition, in the strategic positioning, the new program “Anchor Talk” launched in 2016 tells some hot events and interesting stories of celebrities in a new way of humor and vitality. With its humorous and dramatic interpretation form, the audience can not only feel fun in it, but also appreciate the philosophy of life, demonstrating the humorous and interesting strategic positioning of Yunnan Satellite TV. On the basis of seeking differentiation, Yunnan TV Station strives to show its own characteristics, so that the development of a good trend of steady development.

5. Yunnan Satellite TV Platform and Cultural Characteristics

5.1 The “Romantic” National Culture

The number of ethnic minorities in Yunnan Province is the largest in China. It has its own unique advantages in ethnic costumes, languages, traditional festivals and so on. This and other provincial satellite TV form brand differentiation. Yunnan Satellite TV, as a provincial media, has an obligation to spread the ethnic culture of the province. On the other hand, with the competition of TV media and the rise of new media, the ethnic culture of Yunnan Satellite TV itself is its core competitiveness, and these ethnic cultures themselves are special resources for the development and growth of Yunnan Satellite TV. For example, the New Time and Space of Tourism of Yunnan Satellite TV often contains the content of visiting the culture of ethnic minorities, as well as the movie of ethnic minorities.

5.2 Unique Colorful Culture

Yunnan Satellite TV put forward the idea of “The peacock emerges from the blue waves, showing the beauty of Yunnan”. This transformation and cooperation with media companies set a precedent for such cooperation mode in China, which is a great breakthrough and progress for Yunnan Satellite TV. Nowadays, the TV market is under great competitive pressure. The bold innovation of this mode may bring a new breakthrough to Yunnan Satellite TV.

Colorful Yunnan is the best place for tourism in the hearts of many audiences, and the tourism in Yunnan has reached a quite mature stage. “The more you travel, the younger you will be” is the key word of Yunnan Satellite TV tourism. Under such circumstances, Yunnan Satellite TV has launched a lot of travel programs, leading the audience to visit the wonderful mountains and rivers in Yunnan and enjoy the unique local customs of Yunnan Satellite TV at the same time.

5.3 Precipitated Elegant Culture

The elegant culture of Yunnan Satellite TV is also a unique highlight of its own development. Elegant culture is the result of years of accumulation and retention, and the vulgar culture is corresponding to. For example, the cultural program “Tea Friends” of Yunnan Satellite TV is an original column content of Yunnan Satellite TV. It tells the unique tea culture of Yunnan province mainly in the form of tea drinking. This column has strong Yunnan characteristics of elegant culture. The elegant culture of Yunnan Province can be better displayed in front of the public by means of mass communication through unique explanation and communication methods.

At present, Yunnan Satellite TV mainly has two strategic layouts. While insisting on creating program matrix, on the one hand, Yunnan Satellite TV should be deeply rooted in its own cultural soil and explore its own shining points in traditional culture, which is also the outstanding point of its own differentiation and an opportunity for the development of Yunnan Satellite TV. On the other hand, Yunnan Satellite TV is the disseminator and successor of Chinese traditional culture. It combines with Chinese mainstream culture and helps realize the Chinese Dream under the guidance of the spirit of the theme. For example, the reality show “Sailing Youth”, through six teenagers retracing the Nanyang Road, lets Chinese culture go out, explores the Chinese stories in overseas Chinese, promotes cultural exchanges, and contributes to the realization of the Chinese Dream.

In the Spring Festival gala in 2023, Yunnan Satellite TV recreated the unique cultural charm of the ancient Tea Horse Road and displayed its unique national charm among Chinese provincial satellite TV. The wedding dress display in the gala was the perfect combination of modern sense of science and technology and time-honored sense of nationality, which combined with the latest colorful peacock platform logo, presenting a beautiful picture for the world.

6. Summary

As an important element point of TV logo, platform logo is an indispensable part of the development process of TV station. The logo design of Yunnan Satellite TV has been revised 9 times in 30 years, including several fine-tuning, to follow the development of The Times. In particular, the colorful peacock logo, which has clear meaning and rich connotation and contains its own strong cultural characteristics, has fully demonstrated the image of Yunnan Satellite TV. The competition among various TV stations on brand strategy has reached quite fierce level, of course, the competition on the platform is inevitable, how to better make their own characteristics, show the differentiation style from other TV stations, or become the dark horse in the competition of provincial TV stations.

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