

Constructing a Corporate Demand Model for Brand Design of Financial Central Enterprises Based on the Grounded Theory

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ABSTRACT

This study aims to construct a corporate demand model of brand design for financial central enterprises based on grounded theory, providing a systematic theoretical framework to help financial central enterprises effectively meet their brand design needs. The method of grounded theory is used to extract relevant information from public information and in-depth interviews, and to demonstrate the rationality of the corporate demand model by combining quantitative research. Through an in-depth analysis of the subsystems of demand motivation generation, demand factor analysis and demand design realisation, a feasible theoretical framework is provided for financial central enterprises to achieve effective satisfaction of brand design corporate demands. The problem of accurately grasping requirements in the practice of brand design for financial central enterprises is solved. Useful reference and support are provided for the brand design of financial central enterprises. The innovative practice of brand design is promoted for financial central enterprises.

Keywords: Brand design; Grounded theory; Demand issues

1. Introduction

Central enterprises are the strong support of China's national economy, both as the backbone of domestic enterprises and as the front-runners in international competition [1]. In recent years, a number of backbone enterprises with good brand culture and influence have emerged, especially large central enterprises, brand awareness awakening, take the initiative to increase investment in brand building, and actively promote comprehensive brand management, and gradually find out the unique brand building development path, and further play the role of the central enterprise brand leading demonstration [2-4].

Brand building is a strategic task of a strong country and a common responsibility of central enterprises. As the economic pillar of the country, in the new journey of the new era of socialism with Chinese characteristics, central enterprises shoulder important economic, political and social responsibilities, and must quickly become stronger, better and larger, realize high-quality

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development, continuously enhance competitiveness, innovation, control, influence and risk resistance, and have a core competitive advantage in the international market competition [5-9]. Brand building is of great urgency and importance to financial central enterprises and has far-reaching significance. Financial central enterprises must raise the political position, actively build famous brands, be the leader and pioneer in brand building, provide experience for other types of state-owned enterprises in brand building, so that China's brand in the world's economic development shows a new strong force, and make positive contributions to the realization of the "second one hundred years" goal [10-14].

Brand building is a systematic project, from the enterprise development strategy to lead, to the enterprise brand planning, image maintenance, and then to the enterprise culture support, involves all aspects of the enterprise, and through the brand building to the related functions related to achieve synergistic development [15-18]. The first thing to do is to incorporate the enterprise demand into the enterprise development planning, and put forward the brand strategy, brand planning, brand planning from the level of enterprise development planning [19-20]. At the same time, on the basis of enterprise demand to discover the deep connotation of the brand, so that brand building has a solid foundation, and then more vitality [21-22]. Therefore, it is necessary to attach great importance to and actively carry out the construction of enterprise demand model, and constantly improve the brand building capacity of central enterprises.

2. Research Design and Method

2.1 Data Collection

In this study, we followed a strict set of data collection principles. First of all, the research object is the brand design needs of financial central enterprises, so the selected data sources are limited to financial enterprises and the institutions providing services for them. Second, in order to ensure the validity and credibility of the data, only data sources from public, reliable and verified sources are used. Finally, we collected as much diverse data as possible, including reports of financial central enterprises, bidding documents, public speeches, in-depth interviews, etc., in order to obtain a more comprehensive and in-depth understanding. Expert in-depth interview data collection includes expert in-depth visit and arrangement of interview verbatim transcripts and documents provided by experts. Professional background financial personnel, including central enterprise company leaders, department heads and some employee representatives, as well as representatives of member companies. The staff of the service agency is the design director and strategy director of the brand consulting company. Mainly from the brand positioning, brand character, visual preference, design creativity and other aspects of the interview. After the interview, the audio recordings were sorted into verbatim interview transcripts, and finally 8 effective interview records were sorted out, with a total of 31,763 words.

2.2 Research Method

Grounded theory is a research method developed by two sociologists, Barney Glaser and Anselm Strauss, Its characteristics are that researchers analyze theoretical literature in the research field, sort out concepts, and then collect field data, discover new categories in the process of data collection, and finally integrate literature and field data to construct a theory, which is not only compiled from field data. And it has been temporarily verified by relevant literature in the research field. As a bottom-up inductive research method, grounded theory is more suitable for information mining, induction and extraction of a large number of practical brand design data. This paper finds and builds a theoretical system about the brand design needs of central financial enterprises from practice, studies and uses systematic procedures to generate concepts from data, register them step by step, compare these concepts, generate theoretical concepts, establish connections between concepts, construct a

theoretical framework, and gradually improve the theoretical framework through three-level coding. The technical route of this research is shown in Figure 1. The research object is the demand of brand design enterprises of central financial enterprises. According to the evolution process of demand, it is divided into three sub-systems: the generation of demand motivation, the analysis of demand factors and the realization of demand design.

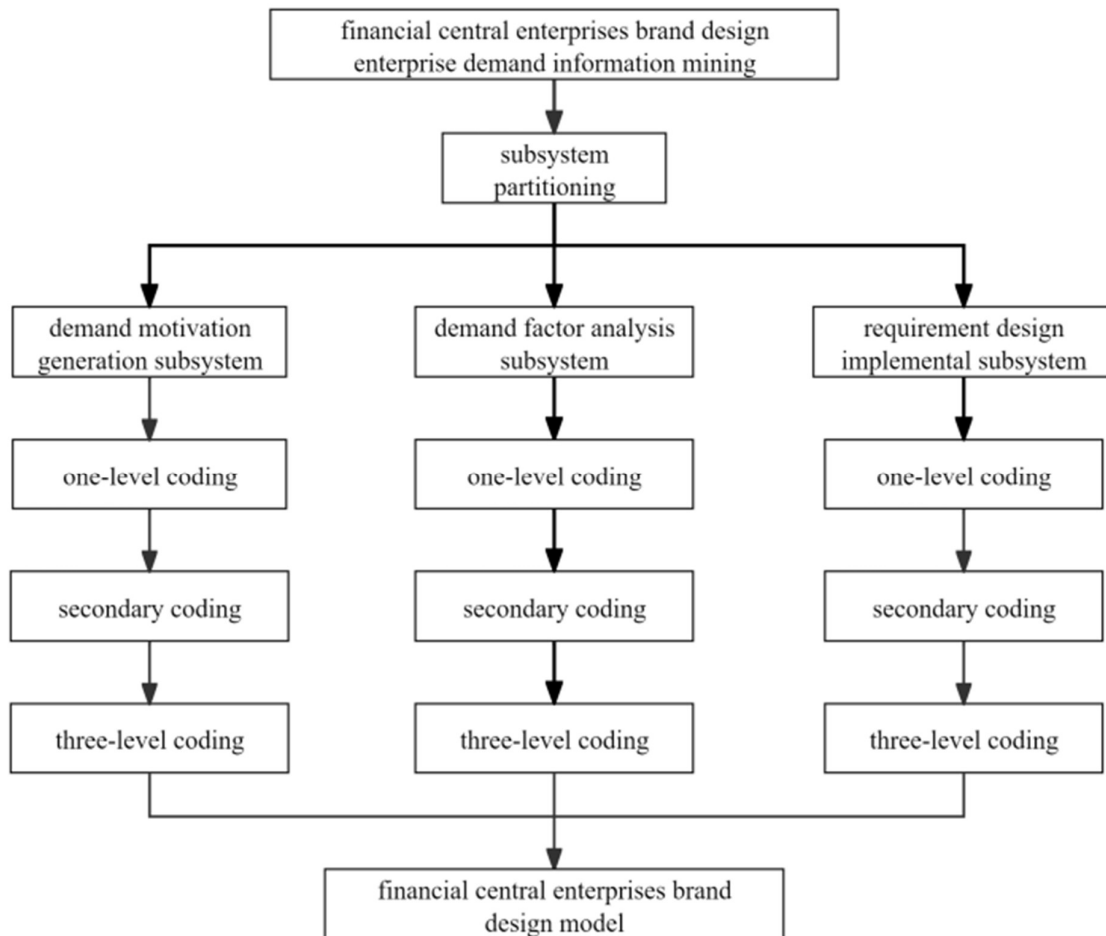


Fig. 1. Technical Route of This Study

3. Financial Central Enterprises Brand Design Enterprise Needs Coding

3.1 Open Coding

3.1.1. Demand Motivation Generates the Open Coding of the Subsystem. First of all, the original data is numbered, that is, the basic data number is generated by the demand motivation of the brand design enterprise of the financial central enterprises. The three authors of this study then coded independently, labeling the source material word-by-word. After continuous cyclic investigation between the original data, concepts and categories, according to the principle of maximum possibility, by synthesizing all the primary codes extracted by the three people, eight dimensions of demand motivation generation and 13 elements of demand motivation generation are obtained, as shown in Table 1. In this paper, the original data, concepts and categories are constantly reviewed, and according to the principle of maximum possibility, all the primary codes extracted by the three people are

integrated to obtain 8 dimensions of demand motivation generation and 13 elements of demand motivation generation, as shown in Table 1.

Table 1. Open Coding of the Demand-driven Generation Subsystem

Number	Category (Dimension)		Concept (Subterm)	Source Data Statement
C1	Strategic Change	a1	Enterprise business transformation	One characteristic of central enterprises is that they will change their image to adapt to the new strategic layout.
		a2	Merger and reorganization	When a business is merged and reorganized, it may be necessary to change the logo. This is especially true when two companies of similar size merge.
		a3	Enterprise business upgrade	Enterprises from the original financial business to the financial and social mass market, the social mass here mainly refers to the TB side, such as the government, state-owned enterprises and so on. Or the existing service needs to be upgraded.
C2	Leadership Change	a4	New leadership changes	PICC' s original brand name was PICC, and the new leadership changed the brand image after taking office, in this case, brand equity may be damaged.
C3	Policy Change	a5	Change of policy	When facing the 14th and 13th Five-Year plans, companies may update their logos or designs.
C4	The Market Competition Environment Changes	a6	The difference between the original image and the new image	The Agricultural Bank is positioned as a bank serving agriculture, rural areas and farmers in the national policy, but in the actual market, young people and elite people use Agricultural Bank less in the urban market. Although there are many rural outlets, the benefits of rural areas are very small, so the image needs to be closer to the city and younger. The new chairman wanted the bank to be both responsible and profitable.
		a7	Enhance international image	In the context of global integration, operation and management are inseparable from internationalization. Therefore, brand design needs to adapt to the international needs and establish an international image.
C5	Major Drawbacks of Brand Image	a8	Aging of brand image	It is necessary to change the old image that can not adapt to the market demand, establish a new image to adapt to the changes of The Times, and enhance the public's awareness of the symbolic meaning of the brand image.
		a9	Brand image deviation	With the development of the brand, there is a deviation between the past image and the current situation, resulting in low information efficiency and weakened market competitiveness.
C6		a10	An identity crisis caused by poor performance	Poor or stagnant performance can lead to a decline in morale and identity crisis among employees and their associates, requiring a clear sense of self and a

				sense of identity with The Times.
C7		a11	Establishment of new institutions and diversification	The establishment of a new company, institution or organization requires a new visual identity; The diversified development leads to the deepening of the market and the development of new undertakings, and it is necessary to build a changeable diversified image.
C8	Identity Crisis	a12	Improve communication efficiency and effectiveness	Enhance sensory experience and emotional communication, improve communication efficiency, and show brand characteristics to meet the psychological needs of the public or consumers. Brand design should focus on concise and clear communication to improve communication efficiency.
		a13	Establish a high standard design management system	In order to ensure that the brand design meets the requirements, it is recommended to establish a high standard design management system. This includes setting up a design department or entrusting a professional design team, developing design guidelines and standards, and establishing a design review and feedback mechanism. Through a strict management system, the quality and consistency of the design can be improved to ensure the unity and professionalism of the brand image.

3.1.2. Open Coding of Demand Factor Analysis Subsystem. Based on the continuous cyclic inspection between the original data and the concept, the enterprise needs analysis of the brand design of the central financial enterprises is carried out. This process involves the numbering of basic data and the continuous research of different categories. According to the principle of maximum possibility, by synthesizing all the primary codes extracted by the three people, 28 demand factor analysis dimensions and 81 demand factor analysis elements are finally obtained, as shown in Table 2. The 28 dimensions are: Inclusiveness, communication, inheritance, innovation, uniqueness, service, international, family relevance, simplicity, surprise, competitiveness, nationality, forward-looking, social, aesthetic, identification, practicality, marketability, moderate innovation, digital, cultural, stability, systematization, modernity, impression, strategic, policy, reliability.

Table 2. Open Coding of the Requirement Factor Analysis Subsystem

Number	Category (dimension)		Concept (subterm)	Source Data Statement
C1	containment	a1	Improve employees' sense of belonging and activate enterprise vitality	Brand confidence enhances employees' sense of belonging... Internal vitality of the enterprise.
		...	...	...
C2	transmissibility	a4	Recruitment system and advertising services	Provide recruitment system... and other specific services.
		...	...	...
C3	inheritance	a6	Heavy sense of history	Design with a sense of history... Stats.
		...	...	...
C4	innovativeness	a10	Innovative spirit	Brand design of central enterprises is also..... The innovative spirit.
		...	...	...
C5	peculiarity	a14	Enterprises prefer special brand design	Enterprises prefer "special" brand design, which is attractive
		...	...	...
C6	service	a17	Finance serves industry	In the brand design to show financial attributes, reflect financial services to industry.
		...	...	...
C7	internationality	a20	International market, improve visibility and image	Enter the international market, improve international visibility and image.
		...	...	...
C8	Family connection	a22	Emphasize industry characteristics and family connections	In succession to the central enterprise group..... Characteristics, and reflects the family connection.
		...	...	...
C9	conciseness	a26	Simple and powerful	The brand design of central enterprises is simple and powerful, capable..... The core value of the brand.
		...	...	...
C10	surprise	a27	Unique, attractive brand design that evokes empathy	Create unique, attractive... Trigger consumer empathy.
C11	Competitive power	a28	Brand design reflects the scale and strength of central enterprises	The brand design should reflect the huge scale and strength of the central enterprises.
		...	...	...
C12	National character	a32	Integrate national, regional and industry culture into brand design	Brand design can reflect national culture... And so on into the design.
		...	...	...
C13	foresight	a35	Dynamic and future-oriented	Non-traditional central enterprises are dynamic and future-oriented.
		...	...	...

C14	sociality	a37	Establish corporate reputation and positive image	Establish a good corporate reputation, establish a positive image.
		...	...	...
C15	Aesthetic character	a40	Excellent communication and aesthetic taste	Enterprise brand design needs to have excellent communication and aesthetic taste
C16	identifiability	a41	Sub-brand differentiation	Although the sub-brand and the central enterprise group brand..... It needs to be different.
		...	...	...
C17	practicability	a45	Leadership change, brand management tool update	After the leadership change, found brand management tools..... Strategic update.
		...	...	...
C18	marketability	a47	Improve brand value, enhance economic benefits	Improve brand value, brand building brings economic benefits.
C19	Moderate innovation	a48	Moderate innovation, maintain enterprise stability and credibility	In maintaining the tradition of central enterprises... Credibility.
		...	...	...
C20	digitization	a52	Digital technology innovation	We will attach importance to digital technological innovation and increase investment in science and technology.
		...	...	...
C21	cultural	a54	Unique cultural characteristics	Reflect the unique cultural characteristics of centuries-old central enterprises and highlight the historical heritage of enterprises.
		...	...	...
C22	stability	a64	Stable service team support	Stable service team to support design services.
C23	systematicness	a65	Brand unity	From the group corner The great unity of the brand ensures the stability of the brand image.
		...	...	...
C24	modernity	a68	Keep pace with The Times	Central enterprise brand..... Now flat and young sense, close to the market demand.
		...	...	...
C25	impressiveness	a72	An impressive corporate image in the minds of consumers	Among consumers The image makes it easier for consumers to remember the enterprise.
C26	strategic	a73	Enterprise strategy transformation, brand strategy adjustment	Enterprise strategy transformation, brand strategy adjustment.
		...	...	...
C27	policy	a78	Responding to national policy needs	National policies have changed, and enterprises respond to the needs of

				policies.
C28	reliability	a80	Trust is an important asset	Trust is a very valuable asset in the financial services industry.
		a81	Sense of risk control	Reflecting the control of risks is the most important mission of finance

3.1.3. The Open Coding of the Requirements Design and Implementation Subsystem. This study focused on exploring the brand design elements of financial central enterprises in the realization of demand. Therefore, in the process of coding analysis, the elements of brand design requirements of financial central enterprises mentioned by 11 industry experts were extracted in sequence according to the content of the verbatim draft, and finally 8 demand realization dimensions and 9 demand realization elements were obtained, as shown in Table 3. The eight dimensions are character, shape, color, combination, business supplies, advertising and packaging, space environment and orientation signs, clothing and public relations gifts.

Table 3. Open Coding of Requirements Design Implementation Subsystem

Number	Category (dimension)		Concept (subterm)	Source Data Statement
C1	word	a1	Logotype	Standard characters refer to fonts specially designed or selected for brands, which are used to present text content such as brand names, slogans, and promotional materials. By choosing a specific standard font, you can ensure the consistency and recognition of the brand's text across different media and materials, and strengthen the unity of the brand image.
		a2	Text design and practical use of fonts	Brand identity design also includes text design and the use of fonts. Text design involves the design of typesetting, style, size and color of text content such as brand names and slogans. The use of fonts should consider the font style that is consistent with the brand image, and ensure readability and consistency across different media and sizes.
C2	shape	a3	Logo and auxiliary graphics	A logo is the core element of a brand's identity and usually consists of a specific graphic, icon, or identifier. Auxiliary graphics refer to other graphic elements associated with the logo, such as patterns, decorative graphics, etc. Brand identity design through carefully designed logos and auxiliary graphics, to express the brand's uniqueness, characteristics and personality, in order to achieve the brand image transmission and cognition.

C3	color	a4	Image Standard Color	Image standard color refers to the specific color or color system used by the brand in the design. By determining the standard color of the image, it is possible to ensure the color consistency of the brand across various media and materials, thereby strengthening the visual identity of the brand. The choice of image standard color is usually based on factors such as brand positioning, target audience and brand values.
C4	Combined form	a5	norm for combination	The combination specification refers to the combination method and layout specification of each element in brand identity design. This includes the position of the logo relative to the text, the size ratio, the use of auxiliary graphics, and so on. Through the development of combination specifications, it can ensure the coordination and consistency between different design elements, and enhance the overall image of the brand.
C5	Business supplies	a6	Business supplies refer to various items used for daily office and business affairs, such as business cards, letter paper, envelopes, notebooks, etc.	Business supplies refer to various items used for daily office and business affairs, such as business cards, letter paper, envelopes, notebooks, etc. In brand identity design, these items are designed to be consistent with the brand image, with unique identifiers and design elements that reinforce the brand's recognition and professional image.
C6	Advertising and packaging	a7	Advertising materials, posters, packaging boxes, bags, etc	Advertising and packaging are important media for communication between brands and consumers. In brand identity design, advertising and packaging materials are designed to match the brand image to convey the brand's values and personality. This includes advertising materials, posters, boxes, bags, etc., which attract potential consumers and enhance brand recognition through attractive visual design and unique brand identity.
C7	Spatial environment and orientation identification	a8	Store interior layout and decoration, exhibition design, guidance signage, etc	Space environment and orientation logo design refers to the use of design elements in commercial places, office environments or public Spaces to shape the brand image and provide guidance. This includes the layout and decoration of the store interior, exhibition design, and signage guidance. Through unique brand design elements and logos, the space environment can communicate the brand's values and style and provide consumers with a part of the brand experience.

C8	Clothing and PR giveaways	a9	Staff uniforms, T-shirts printed brand logo, hats, handbags, stationery, etc	Clothing and PR giveaways are commonly used in brand promotion and image building. Brand identity design uses clothing, accessories and PR giveaways as a vehicle for communicating brand image. These items can be employee clothing, brand logo printed T-shirts, hats, handbags, stationery, etc. By displaying brand identity and design elements on these items, you can increase brand exposure and strengthen the memory and awareness of the brand.
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3.2 Principal Axis Coding

3.2.1. Demand Motivation Generates the Principal Axis Coding of the Subsystem. Through open coding, 8 categories and 13 elements are formed from the demand motivation of brand design enterprises of central financial enterprises, which are provided with in-depth interviews and data. The 8 categories and 13 elements need to be encoded by the internal relationship between different categories, so as to clarify the logical relationship between different categories. Further categorize and extract abstract categories, and extract three main categories: the need to avoid identity crisis, the need to open up a new development environment and the need to improve management efficiency, as shown in Table 4.

Table 4. Main Axis Coding of Demand Motivation Generation Subsystem

Principal Category	Category
A1 The Need to Maintain Identity Stability	Major Drawbacks of C5 Brand Image
	C6 Identity Crisis
A2 The Need to Open up New Growth Opportunities	C1 Strategic Change
	C2 Leader Change
	C3 Policy Changes
	The Competitive Environment of C4 Market Changes
	C7 Diversified Development
A3 Requirements for Improving Management Performance	C8 Efficient Management

3.2.2. Principal Axis Coding of Demand Factor Analysis Subsystem. Before entering the main axis coding of the demand analysis factor analysis subsystem, because of the lack of in-depth analysis of these 81 abstracted elements and 28 categories, the correlation between each other is not clear. Spindle coding is to strengthen the logical relationship between concepts and categories, so that these factors become an interconnected whole. The results of spindle coding analysis are shown in Table 5. In this process, after repeated comparison and induction, the classification weights involved in some categories affecting visual recognition elements are divided into sub-categories.

Table 5. Main Axis Coding of the Demand Factor Analysis Subsystem

Subcategory	Category	Principal Category
B1 Identification requirements	C23 Systemic C25 impressionability C2 communicability C16 Identifiability C5 distinctiveness C9 Simplicity	A1 Strategic Imperative

B2 Organizational strategic requirements	C26 Strategic C18 Marketable C11 Competitive C7 International C13 forward-looking	
B4 Innovation needs	C19 Moderately innovative C20 digital	
B3 Aesthetic needs	C24 Modernity C15 aesthetics C10 surprise	A2 cultural needs
B5 Cultural emotional needs	C12 Ethnic C3 heritage C21 culture C8 family connection	
B6 Social responsibility needs	C14 Social C1 inclusive C27 Policy C22 stability	A3 practice demand
B7 Actual application requirements	C6 Serviceability C17 Availability C27 Reliability	

3.2.3. The Principal Axis Coding of the Requirements Design Implementation Subsystem. Through open coding, the needs of brand design enterprises of financial central enterprises that provide in-depth interviews and data have formed 8 categories and 9 elements. The 8 categories and 9 elements need to be encoded by the internal relationship between different categories to clarify the differences. Through summarizing the formed elements, the logical relationship between the domains is further classified and abstract categories are extracted, and two main categories of basic design elements and applied design system are extracted, as shown in Table 6.

Table 6. Main Axis Coding of Requirements Design Implementation Subsystem

Principal category	category
A1 Basic design elements	C1 word
	C2 form
	C3 color
	C4 combination form
A2 Application design system	C5 business supplies
	C6 Advertising and Packaging
	C7 Space system and guidance sign
	C8 Clothing and PR giveaways

3.3 Selective Coding

Selective coding is to process the main categories. According to the core expression of the commentary text, demand is selected as the core node. The typical relationship structure between other categories and the core category of “Demand for brand visual design enterprises of central financial enterprises” is shown in Table 7.

Table 7. Selective Coding of Brand Design Requirements of Financial Central Enterprises

Demand Factor	Relational Structure	Connotation of Relationship Structure
Demand motivation generation subsystem	The need to maintain identity stability	The motivation generated by the brand design needs of financial central enterprises is related to the need to maintain identity stability. Financial central enterprises need to carry out brand design to ensure the identity and stability of brand image and target audience, and avoid the emergence of identity crisis.
	↓	
	Financial central enterprises brand design demand motivation	The motivation generated by the brand design needs of financial
	The need to open up	

	new growth opportunities	central enterprises is related to the need to create new growth opportunities. Financial central enterprises brand visual design needs to keep pace with The Times, adapt to the new market environment and trends, to find and create new growth opportunities, and expand the development space of financial central enterprises in the market.
	↓	
	Financial central enterprises brand design demand motivation	
	The need to improve management efficiency	
	↓	
	Financial central enterprises brand design demand motivation	The motivation generated by the brand design needs of financial central enterprises is related to the need to improve management efficiency. The brand visual design of central financial enterprises needs to establish consistent brand image and logo norms to improve the internal management efficiency of enterprises and make brand communication more efficient and consistent.
Demand factor analysis subsystem	strategic imperative	There is a relationship between the needs of brand design enterprises and strategic needs of central financial enterprises. The visual design of the financial central enterprises' brand needs to be consistent with the strategic objectives and positioning of the financial central enterprises to ensure the ability of the brand to convey strategic positioning and values.
	↓	
	Financial central enterprises brand design enterprise demand analysis	
	cultural needs	The needs of brand design enterprises in financial central enterprises are related to cultural needs. The brand design of financial central enterprises needs to be able to reflect the cultural characteristics and values of financial central enterprises to strengthen the emotional resonance between the brand and the target audience.
	↓	
	Financial central enterprises brand design enterprise demand analysis	
	practice demand	The demand of brand design enterprises of financial central enterprises is related to the practical demand. The brand visual design of financial central enterprises needs to take into account the needs of financial central enterprises in different practical application scenarios, such as print media, digital platforms, product packaging, etc., to ensure the actual application and consistency of the design.
	↓	
	Financial central enterprises brand design enterprise demand analysis	
Requirements design implementation subsystem	Basic design element	Basic design elements are closely related to the realization of brand design needs of financial central enterprises. This includes the basic elements of color, font, logo, typesetting and so on in the design, which together constitute the foundation and core of the brand design of financial central enterprises.
	↓	
	Financial central enterprises brand design needs to achieve	
	Application design system	The application design system is closely connected with the brand design needs of financial central enterprises. It involves the methods and strategies of applying the brand design of financial central enterprises to various media and channels to ensure the consistency and effective communication of brand image.
	↓	
	Financial central enterprises brand design needs to achieve	

3.4 Saturation Test

Random samples are reserved, coded and analyzed for the generation of demand motivation, the analysis of demand factors and the realization of demand design in the needs of brand design enterprises of central financial enterprises, so as to test the saturation of the theory. In the process of testing, no new categories were found, and there was no correlation between the encoded main categories. It was basically believed that the theoretical model of brand design demand of financial central enterprises constructed in the paper reached saturation.

4. Model Construction and Demand Analysis of Financial Central Enterprises Brand Design Enterprises

The above coding results show that the evolution process of brand design needs is divided into demand motivation generation, demand factor analysis, and demand design realization. On this basis, the brand design enterprise demand model of financial central enterprises is established. Next, based on the dimension and path relationship shown in Figure 2, this paper systematically explains “the needs of brand design enterprises of financial central enterprises”.

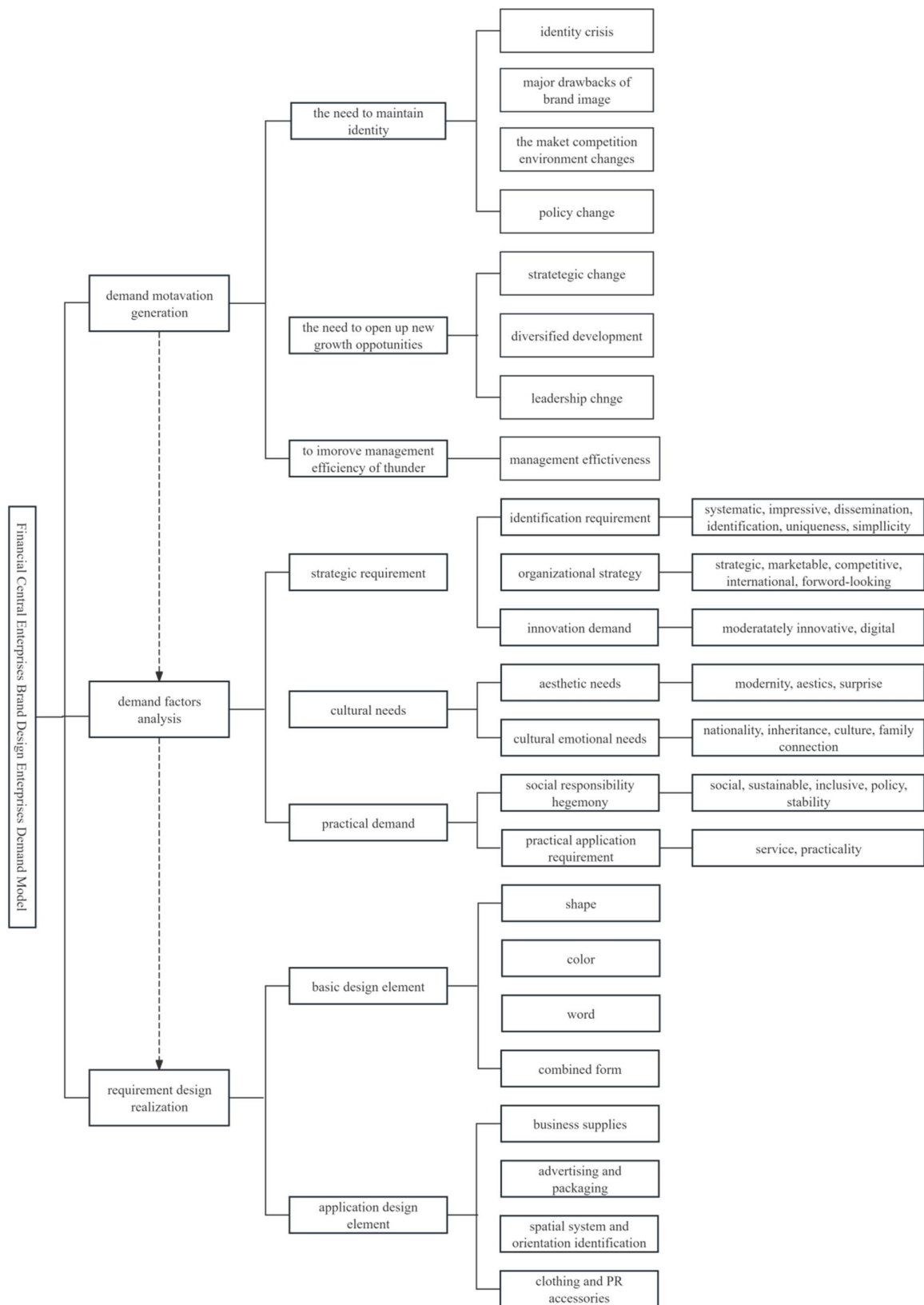


Fig. 2. Demand Model of Brand Design Enterprises of Financial Central Enterprises

4.1 Demand Motivation Generation

In the demand motivation generation stage.

1) To maintain the need for identity stability, financial central enterprises need to adapt to their own development and correct the image difference between the past and the status quo. The brand of financial central enterprises should emphasize advantages and personalities and find strategies to adapt to changes. If it cannot adapt to the changes of The Times, the brand of financial central enterprises will lose its epoch-making and damage its market competitiveness and reputation. It is necessary to change the old image and establish a new image to adapt to the times and enhance the public's awareness of the brand. Poor performance will lead to identity crisis, the brand to clear self-recognition, find the crisis of existential value, and establish a sense of identity with The Times. At the same time, the adjustment of national policies will also involve the redesign of the brand of financial central enterprises.

2) To create new growth opportunities, financial central enterprises strategic changes will need to establish a new image, such as business merger and reorganization, business transformation and business upgrading; Diversification requires adjusting the image to new markets and new businesses; Leadership changes need to strengthen team status and clear existential value.

3) To improve management effectiveness. Improve communication efficiency through standardized brand design of financial central enterprises; Establish a high standard design management system.

4.2 Demand Factor Analysis

In the demand factor analysis phase.

1) Strategic needs: strategic needs involve the positioning and development direction of financial central enterprises in the market. This includes business strategy development that identifies needs, organizational strategic needs, and innovation needs. Financial central enterprises need to identify and analyze the market, understand consumer demand, competitors and market trends, in order to develop adaptive strategic planning and objectives.

2) Cultural needs: Cultural needs focus on the internal culture and external image of an enterprise. It involves aesthetic needs, cultural emotional needs and so on the shaping of image force. Central financial enterprises need to focus on the external performance of products or services, create a good image, and establish an emotional connection with customers at the cultural level.

3) Practical needs: Practical needs emphasize the executive ability and social responsibility of financial central enterprises in actual operation. It includes practical application requirements and social responsibility requirements. Central financial enterprises need to translate strategies into practical actions, focus on the practical application of products or services, and fulfill social responsibilities, considering environmental, social and ethical impacts.

4.3 Requirement Design Realization

In the requirements design implementation phase. The brand design system of financial central enterprises is composed of two parts: basic design elements and application design system.

1) Basic design elements include name and standard word, logo and auxiliary graphics, image standard color, combination specification, text design and font use;

2) The application design system includes business supplies (office supplies such as envelopes, letters, business cards, etc.), advertising and packaging, space environment and orientation signs, clothing and public relations gifts, etc. These application systems composed of the information transmitted by visual identity are the experience touch points of the brand, and bear the heavy responsibility of pushing the brand concept and image to the audience and consumers.

5. Evaluation of Demand Model for Brand design of Financial Central Enterprises

To evaluate the reasonableness of the model proposed in this study, we used a scale designed specifically for the brand design demand model of central financial enterprises. The scale contains

three main subsystems: demand motivation subsystem, demand factor analysis subsystem and demand design realization subsystem. In the scale design process, we focused on the core needs of the brand design of financial central enterprises to ensure that the scale is scientific and applicable. In order to ensure the effectiveness and reliability of the scale, 37 relevant experts (designers, design researchers, head of enterprise brand department) participated in the evaluation of the scale, using a 5-point evaluation method, in which 1 point represents very important and 5 point represents very important. Each subsystem contains multiple demand elements, which comprehensively reflect different aspects of brand design of financial central enterprises. In the questionnaire survey, as shown in Table 8, in the demand motivation subsystem, experts attach great importance to the needs of maintaining identity, creating new growth opportunities and improving management effectiveness, with an average score of more than 4.5. In the demand factor analysis subsystem, experts also placed a high value on strategic needs, cultural needs and practical needs, which also scored an average of more than 4.5. In the requirements design implementation subsystem, each dimension of the basic design element and the applied design element is rated by experts as very important, with an average score of more than 4.5 for each dimension. In summary, experts believe that the brand design demand model of financial central enterprises is reasonable, and the importance of various elements needs to be fully considered.

Table 8. Expert Evaluation of Requirements Model

Element	Dimensionality	Strongly disagree	Disagree	Demand factor analysis	Agree	Strongly agree	Average
The need to maintain identity	Identity crisis	0	0	0	13	24	4.65
	Major drawbacks of brand image	0	0	0	10	27	4.73
	The market competition environment changes	0	0	0	8	29	4.78
	Policy change	0	0	0	6	31	4.84
The need to open up new growth opportunities	Strategic change	0	0	0	3	34	4.92
	Diversified development	0	0	0	5	32	4.86
	Leadership change	0	0	0	6	31	4.84
The need to improve management effectiveness	Efficient management	0	0	0	5	32	4.86
Strategic requirement	Identification requirement	0	0	0	3	34	4.92
	Organizational strategic needs	0	0	0	3	34	4.92
	Innovation demand	0	0	0	2	35	4.95
Cultural needs	Aesthetic needs	0	0	0	1	36	4.97
	Cultural emotional needs	0	0	0	1	36	4.97
Practical demand	Social responsibility demand	0	0	0	2	35	4.95
	Practical application requirement	0	0	0	1	36	4.97
Basic design element	The shape	0	0	0	1	36	4.97
	color	0	0	0	2	35	4.95
	word	0	0	0	1	36	4.97
	Combined form	0	0	0	3	34	4.92
Application design element	Business supplies	0	0	0	4	33	4.89
	Advertising and packaging	0	0	0	3	34	4.92
	Spatial system and orientation identification	0	0	0	8	29	4.78
	Clothing and public accessories	0	0	0	9	28	4.76

6. Conclusion

Based on the analysis of the public information and in-depth interview data of the brand design of the central financial enterprises, this paper constructs the theoretical model of the financial brand design demand of “the generation of demand motivation - the analysis of demand factors - the realization of demand design”.

1) This demand theory model can help central financial enterprises to comprehensively consider the needs of brand design, so as to design more competitive brands and improve market share and brand awareness. The framework provides useful reference and support for a more accurate understanding of the needs of brand design so that brand design practices and management can be carried out more effectively. It can provide the basis for cooperation between enterprises and designers, and improve the efficiency of communication and cooperation.

2) This research provides a new theoretical framework and methodology for the academic research in the field of brand design from the perspective of enterprise, and promotes the development and progress of this field. The study's analysis and discussion of brand design practice provides an opportunity for scholars to deeply understand and study the needs of brand design, thereby promoting the connection and interaction between academia and practice.

3) The demand theory model can help designers to understand and deal with customers' needs more comprehensively and accurately, and improve work efficiency and satisfaction. The framework provides a theoretical basis with guidance and support, and provides a more scientific and systematic methodology for designers to carry out brand design.

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