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## CROSS CULTURAL BRAND DESIGN: ADAPTATION OF CORPORATE BRAND IDENTITY UNDER THE BELT AND ROAD INITIATIVE VALUES

*The article aims to analyse and assess how Haier has incorporated China's cross-border belt and road initiative (BRI) values into its Japanese business operations and how Haier's corporate brand identity was implemented in Japan in light of BRI values. The study intends to examine the efficacy of Haier's brand adaptation techniques, and offer perspectives for cultural incorporation and localization.*

*The article conducted an analysis of the literature on the BRI, the cultural nuances of the Japanese market, and strategies related to the corporate brand identity of Haier. Data were collected mainly through secondary information about Haier's activities, brand guidelines, marketing materials, market analysis reports and consumer feedback. A comparative Study was conducted to compare Haier's practises and brand design strategies in China and Japan.*

*The article found that cultural adaptation and localization initiatives made by Haier under the BRI value conformed to Japanese values and preferences, on the other hand, the strategy of localization in its massaging, cultural symbols, and visual design was effective in building and designing its brand identity. The comparison in China and Japan revealed the subtle distinctions and similarities between the two markets.*

*The article offers a thorough examination of Haier's incorporation of BRI values in its commercial activities and corporate brand design in Japan, this study adds to the body of known information. The comparison of Haier's business practices in China and Japan sheds light on how the BRI values may be adapted to various social, economic, and cultural situations to develop a corporate identity.*

*The article has practical significance for Haier as well as other international corporations working in Japan as part of the BRI would be able to utilize the findings of this study while planning the corporate brand design. The research and assessment of Haier's BRI approach to values would be used as a guide for businesses looking to build a strong brand identity, promote cross-cultural communication, and successfully modify their company's approach to conform to BRI values.*

**Key words:** *graphic design, Corporate brand identity, logo, Belt and Road Initiative, Haier, cultural exchange.*

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## МІЖКУЛЬТУРНИЙ ДИЗАЙН БРЕНДУ: АДАПТАЦІЯ КОРПОРАТИВНОГО БРЕНДУ ПІД ЦІННОСТІ ІНІЦІАТИВИ «ОДИН ПОЯС»

*Мета статті – проаналізувати особливості інтеграції цінностей міжнаціональної китайської ініціативи «Один пояс, один шлях» (BRI) компанією Haier у свої бізнес-операції в Японії. У дослідженні передбачається*

*проаналізувати ефективність методів адаптації бренду Haier та запропонувати перспективи культурної інкорпорації та локалізації.*

*Проведено аналіз літератури щодо вивчення діяльності BRI, культурних нюансів японського ринку та стратегії, пов'язаної з корпоративною ідентичністю бренду Haier. Дані були зібрані переважно через вторинну інформацію про діяльність Haier, бренд-гайдлайни, маркетингові матеріали, звіти з аналізу ринку та відгуки споживачів. Було проведено порівняльне дослідження практик і стратегій дизайну бренду Haier у Китаї та Японії.*

*Виявлено, що ініціативи культурної адаптації та локалізації, здійснені компанією Haier в рамках цінності BRI, відповідали японським цінностям та уподобанням, стратегія локалізації в культурних символах та візуальному дизайні була ефективною у створенні та розробці ідентичності бренду компанії. Порівняння в Китаї та Японії виявило тонкі відмінності та подібності між цими двома ринками.*

*У статті пропонується ретельний аналіз впровадження цінностей BRI компанією Haier у свою комерційну діяльність та дизайн корпоративного бренду в Японії; дане дослідження доповнює обсяг відомої інформації. Порівняння бізнес-практик Haier в Китаї та Японії проливає світло на те, як цінності BRI можуть бути адаптовані до різних соціальних, економічних та культурних ситуацій для розвитку корпоративної ідентичності.*

*Стаття має практичне значення для Haier, а також інших міжнародних корпорацій, що працюють в Японії в рамках BRI, оскільки вони зможуть використати результати цього дослідження при плануванні дизайну корпоративного бренду. Дослідження та оцінка підходу Haier до цінностей BRI можуть бути використані як інформаційні дані для компаній, які прагнуть побудувати сильну ідентичність бренду, сприяти міжкультурній комунікації та успішно модифікувати підхід своєї компанії відповідно до цінностей BRI.*

***Ключові слова:** графічний дизайн, фірмовий стиль бренду, логотип, ініціатива «Один пояс – один шлях», культурний обмін.*

**Problem Statement.** The Chinese government took the “Belt and Road Initiative” (BRI) as a development plan to promote connectedness and economic collaboration among nations (Lewis et al., 2021). Under these perceptions, different Chinese corporation has expanded their business in the international arena. However, in global business, corporations frequently confront the issue of modifying their “corporate brand identities” to correspond with local beliefs and cultures when they extend their activities across borders (Safer et al., 2022). A cross-cultural brand design strategy is essential in the global marketplace for effectively evolving corporate image identities to appeal to various target audiences. The process of developing a corporate identity starts with choosing an effective plan to communicate the specific features of the corporation to the outer world and this communication could be influenced by the cultural perspective of the specific region.

As a worldwide organisation, Haier offers home appliance goods that are innovative, superior, and user-focused to satisfy the shifting demands of customers throughout the world, the company has increased its activities around the globe, notably in Japan, a nation recognised for its particular culture and aesthetic. In developing the corporate brand identity, Haier has focused on quality products to offer goods that are innovative, superior, and user-focused to satisfy the shifting demands of customers throughout the world (Zhong et al., 2022).

**Analysis of research.** During the execution of this research, a number of scientific and special practical studies were used, which reveal the sequence and peculiarities of creating a corporate identity of the

company, as well as the specifics of the functioning of companies with the support of visual corporate style. To create a powerful “corporate brand identity”, a cross-cultural brand design approach involves comprehending and adopting the cultural quirks and preferences of the target market. In this regard, we used the author’s robotics J.-N. Kapferer «The new strategic brand management: Creating and sustaining brand equity long term» (Kapferer, 2008). Revealing and explaining the latest techniques used by companies worldwide, author Jean-Noël Kapferer covers all the leading issues faced by the brand strategist today, supported by an array of international case studies. the book reveals new thinking on a wealth of topics including: brand architecture and diversity strategies; market adaptation approaches; positioning in the private label and store brand environment, and much, much more.

Building a strong and recognisable brand identity requires brand consistency. The article by the authors is of great value for the topic of our work A. Bengtsson, F. Bardhi, M. Venkatraman «How global brands travel with consumers: An examination of the relationship between brand consistency and meaning across national boundaries» (Bengtsson et al., 2010). The paper studies how consumers create brand meanings at home and abroad as well as the impact of context (e.g. place) on the meaning of global brands for the same consumers. The authors use a qualitative approach to examine brand meanings for two prototypical global brands, McDonald’s and Starbucks, at home and abroad. The comparative characterisation presented in this study convinced us of the effectiveness of this method in the study of brand building strategies.

The activities of business companies have been examined by authors such as B. Zhong (2022), Y. A. Lewin, L. Välikangas, J. Chen (2017), M. Asif, B. Y. Ling (2018) et al. Having analysed the literature regarding the problem of this study it can be stated that one of the main issues in different regions, as well as in other consumer markets around the world, is the development and maintenance of attractive and appropriate corporate brand identities. In view of the results of the analysis, this study looks at how Haier's corporate brand identity was influenced by the values of BRI, and how it adopted the corporate brand identity in Japan, and the study will also compare its brand adoption strategies with Haier's Chinese design.

**Purpose of the article.** The objective of this study is to analyse and assess how Haier has incorporated BRI values into its Japanese business operations and how Haier's corporate brand identity was implemented in Japan in light of BRI values. The study intends to examine the efficacy of Haier's brand adaptation techniques, and offer perspectives for cultural incorporation and localization.

**Presentation of the main material.** Haier has used a cross-cultural brand design approach and modified its corporate brand identity to reflect BRI values which evolved around collaboration, cultural harmony, and sustainable production (while designing the corporate brand identity in Japan). To maintain consistency across all markets, Haier retains key components of its corporate brand identity whilst customising it for the Japanese market. Cultural adaptation and localization initiatives made by Haier under the BRI value remained the main strategy of Haier. These initiatives were aimed to conform to Japanese values and preferences, additionally, the strategy of localization in its messaging, cultural symbols, and visual design has remained effective in building and designing its brand identity.

*Haier & BRI Values.* The Haier Group is a global organization based in Qingdao, China. The firm, which was founded in 1984, specialises in the design, manufacture, and distribution of consumer electronics and home appliances. Haier has swiftly extended its global footprint and is now regarded as one of the world's leading appliance producers. The oldest home appliance manufacturer in China, Haier also led the industry's «going global» movement (Investosaka, 2022). A vast variety of appliances, comprising air conditioners, freezers, refrigerators, TVs, washing machines, and kitchen appliances, are included in Haier's product line. The business has developed internationally, creating a significant presence in more than 160 nations. Haier is renowned for its

client-centred strategy, emphasising the delivery of goods that improve customers' daily lives (Lewin et al., 2017).

Haier Goods is well-known for its creativity, quality, and affordability, Haier has focused on quality products to offer goods that are innovative, superior, and user-focused to satisfy the shifting demands of customers throughout the world. At the moment, Chinese overseas investment firms are greatly influenced by Haier's internationalisation plan, and global brand strategy (Zhong et al., 2022). Haier through its branding strategy, after a five-stage process that includes a “brand strategy, multifaceted strategy, global strategy, global brand strategy, and network strategy” is now at its sixth step by incorporating the eco-brand strategy which was added in 2019 and mainly influenced by BRI values (Investosaka, 2022).

*BRI Values.* In 2013, Chinese President ‘Xi Jinping’ announced the need for the development of BRI with the hope of improving the connection between European, African, and Asian nations (Lewin et al., 2017). Economic coordination, the interaction between cultures, and environmentally friendly growth were prioritised through this initiative. The BRI seeks to increase economic and trade relations among participant nations. To improve respect for and admiration of various cultures, it encourages cultural collaboration, educational exchanges, and tourist activities (Asif, Ling, 2018). As a member of the BRI, Haier incorporates the BRI's key principles into its corporate practices in Japan. Haier, adopted the “corporate brand identity” to present itself to the outside world according to the cultural preferences in the Japanese market.

The firm makes investments in supply chain systems, logistical infrastructure, and logistics systems in Japan to enhance coordination and interaction in line with BRI values. To promote connections that are advantageous to both parties, the corporation creates alliances and collaborations with regional suppliers, distributors, and enterprises. Haier adopted the joint venture strategy in Japan to adopt the resources effectively for instance with Sanyo Electronics. By encouraging energy-efficient equipment and lowering carbon emissions, the firm incorporates eco-friendly practices into its business activities in Japan.

*Corporate Brand Identity.* The distinctive combination of values, features, and characteristics that identify and separate an organisation from its rivals is referred to as corporate brand identity (Essamri et al., 2019). It includes both physical and intangible factors including vision, mission, and brand personality, along with visual features involving as logos, colours, and typography. A solid corporate

brand identity contributes to the creation of a consistent and recognisable brand image. A distinctive corporate brand identity assists organisations in gaining the confidence, legitimacy, and loyalty of their customers, workers, and stakeholders (Koporcić, Halinen, 2018). Transparency and consistency, significance, individuality, and integrity are common elements of effective business brand identities. A solid corporate brand identity may assist a business in attracting and retaining consumers, developing partnerships with partners, and generating profits.

The brand of the corporation is essential to its accomplishment, and strong brands enable a business to expand not just locally but also worldwide (Schmitt, 1994). Using the momentum of its powerful local brand based on high quality and customized manufacturing, Haier expanded into new markets and arose as a rapidly expanding worldwide corporation. Keeping in view, the importance of corporate brand identity, Haier has concentrated on corporate branding instead of product branding. Strategic management of “brand identity” is an essential activity that has long been recognised by the brand management curriculum (Urde, 2013). Nevertheless, “corporate branding” has received a lesser amount of focus than product branding. The term “corporate brand” implies that the brand is supported by a company and is a component of the corporate brand (Balmer, 1995). Identity is the key component of a corporate brand. While viewed alongside the competition, a corporate brand identity is what distinguishes it from its rivals and depicts it as valuable to its stakeholders (Kapferer, 2008). The organization’s logo, marketing materials, and the impression given off by different business operations are further elements that affect corporate identity (Schmitt, 1994).

*The general principles of Corporate Brand Identity.* The shaping of an enterprise’s brand image is something that requires creative work. In actual operation, it must be carried out in accordance with its inherent laws and adhere to the unique principles. The general principles of corporate brand image mainly include the principles of imageability, wholeness and strategy.

The principle of imageability is the foundation of corporate image shaping. Corporate brand image needs to highlight the individuality, contact the market competition, emphasize differentiation, from the practical point of view, unique and innovative. To this end, it is necessary to highlight the characteristics of the industry and the characteristics of the enterprise. To apply symbolic marks, such as trademarks, etc., through the visual recognition design, so that corporate characteristics are easy to disseminate, easy to remember, so that the corporate image is deeply rooted in people’s hearts. The principle of wholeness is the guarantee for the shaping of corporate image. First of all, the corporate image should be closely linked with the spirit of the enterprise, the way of business, interpenetration, constituting a unified overall culture of the enterprise. Secondly, the shaping of corporate image depends on the joint efforts of all employees. Strategic principle is the fundamental of corporate image shaping. Corporate image is not static, the enterprise must be based on the objective changes in the situation, timely update the corporate image, to create a more socially acceptable image, in order to adapt to the market economy and the development of enterprises, the needs of social progress.

*Corporate Brand Identity of Haier in China.* The corporate identity of Haier is defined by numerous



**Fig. 1. China Brand Expo 2023.**

URL: [https://m.sohu.com/a/674371735\\_121106991/?pvid=000115\\_3w\\_a&010004\\_wapwxfzlj](https://m.sohu.com/a/674371735_121106991/?pvid=000115_3w_a&010004_wapwxfzlj)

key aspects and components. The word «Haier» is printed in a strong, contemporary style as the organization's logo to represent energy, enthusiasm, and determination. In China, Haier's corporate identity is strengthened by consistent branding throughout all touchpoints, providing a strong brand footprint. In China, Haier has developed a strong corporate brand identity centred on "innovation, interconnectedness and intelligence". Blue, white and green comprise Haier's brand colour palette, reflecting innovation, sustainable development, and simplicity, accordingly.

Corporate Brand Identity of Haier in Japan. Haier's introduction into the Japanese marketplace in 2002 was a key step forward in the company's worldwide expansion. Haier proactively modified its corporate brand to match BRI values and appeal to Japanese customers, recognising the particular cultural environment and consumer preferences in Japan. BRI has rendered the opportunity to Haier to extend its operations internationally and to build a strong presence in a variety of regions by following its value which would have an impact on its corporate brand identity (Lewin et al., 2017). Cultural appropriation and localization are important components of Haier's design adaptation for the Japanese market. Haier understands how crucial it is for its brand identity to reflect Japanese culture, customs, and customer preferences. Haier makes sure that its design decisions represent the values and sensibility of Japanese consumers by being aware of the regional environment.

Haier has taken a localised approach to success in the Japanese market, respecting regional traditions and customs while remaining consistent with its worldwide brand identity. Although the business's branding and colour scheme remained the same,

its marketing and advertising strategies have been adjusted to Japanese preferences and tastes. Haier has produced customised lines of products to meet the unique demands of Japanese consumers, among them mini refrigerators suited for small kitchens. The expansion of Haier into Japan accords with the BRI objective of increasing economic engagement between China along other Silk Road countries. Haier exhibits its dedication to recognising and integrating with local cultures by implementing localization practices, which is a basic element of BRI. BRI's commitment to sustainable development and focus on individual techniques is mirrored in the organization's concentration on sustainability, innovation, and customer happiness. Haier's participation in community outreach programmes, including disaster relief operations in Japan, demonstrates the company's commitment to social responsibility and win-win collaboration, both of which are core elements of BRI.

**Design Adaptation of Corporate Brand Identity in Japan.** Haier started working on a worldwide branding strategy after securing a lucrative and stable position within China which could be evidenced by its five-stage strategy (Balmer, 1995). With improved product competitiveness and solid business operations, this approach seeks to establish the firm as an indigenous brand in many global marketplaces. Haier's corporate identity in Japan ought to exude a dedication to superior standards considering the value Japanese customers set on reliability and quality. This might be accomplished by paying close attention to each detail, using precise engineering, and emphasising product toughness. Technology cooperation and creative thinking are the goals of the BRI. As a technology-focused



**Fig. 2.** On May 18, 2022, Haier Japan held a new product launch conference in Tokyo to release new mid-to-high-end products, including large-capacity three-door refrigerators, the industry's smallest front-loading washing machine, and Haier Japan's 20th anniversary limited-edition refrigerators and freezers.  
URL: <https://mp.weixin.qq.com/s/hRW2hBe4IJt72pZwmFAg7g>



Haier's Packaging in China (2020)



Haier's Packaging in Japan (2021)

Fig. 3. Haier's Packaging Practices in China and Japan

URL: [https://www.haier.com/csr/whkyzt/?spm=net.social-assistance\\_pc.header\\_148881\\_20200630.1](https://www.haier.com/csr/whkyzt/?spm=net.social-assistance_pc.header_148881_20200630.1)

URL: [https://www.haier.com/jp/information/news/P020211022448288506763.pdf?spm=jp.ContactHaierJP\\_pc.AboutHaierContent\\_20200702.3](https://www.haier.com/jp/information/news/P020211022448288506763.pdf?spm=jp.ContactHaierJP_pc.AboutHaierContent_20200702.3)

business, Haier promotes its R&D expertise and presents cutting-edge goods and services. Haier's dedication to modern technology and its capacity to develop goods that satisfy changing customer expectations in the digital era may be highlighted through the brand design throughout Japan.

Haier's corporate brand identity may be seen on a variety of carriers in Japan involving: corporate clothing, packaging, promotional items, documentation, transportation, household appliances.

Corporate Clothing: In Japan, Haier employees dress in uniforms that highlight the organization's corporate identity. These uniforms promote diversity, competence, and sustainability, which are all BRI ideals.

Packaging: Haier's packaging for products in Japan is the same as in China, with the same blue, green, and white colour scheme, providing quick brand identification. However, the package design has been modified to better fit Japanese customer tastes, including the use of greater minimalist designs and the use of Japanese characters. Haier's packaging in Japan complies with the organization's worldwide branding standards while including significant Japanese design features, expressing Haier's appreciation for Japanese culture and visual appeal.

Promotional Items: Haier has designed a variety of promotional goods, including pens, umbrellas, and tote bags, which display its emblem and brand colours. These things contribute to brand recognition and reinforce the In Japan, Haier's advertising materials use the Japanese language and images to provide concise information and cultural relevancy.

Documentation: In Japan, Haier's paperwork, including warranty cards and product manuals in

Japanese language, demonstrates the company's dedication to BRI principles. It prioritises sustainable development and usability.

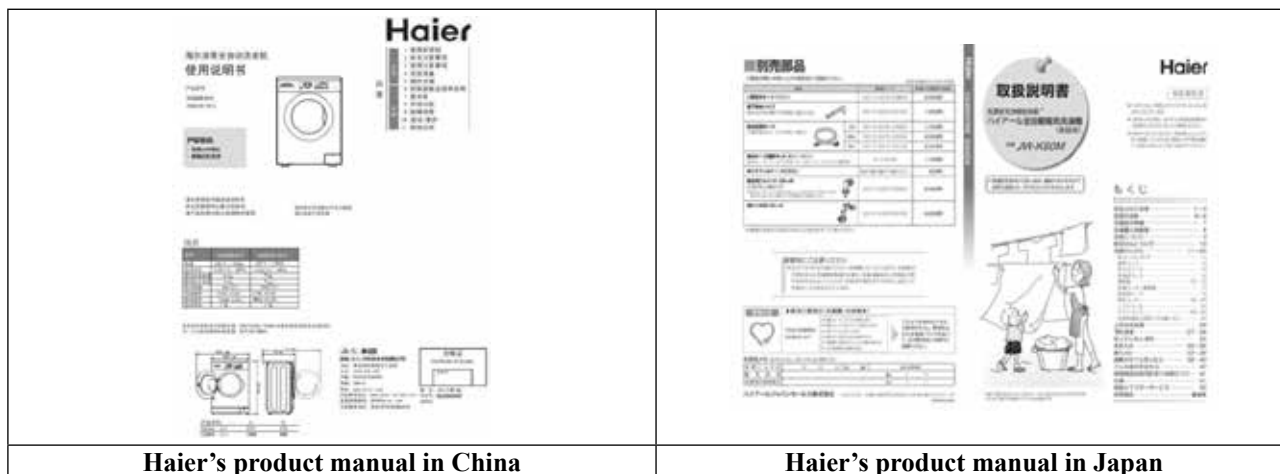
Transportation: In Japan, Haier chose one of the busiest subways to promote its campaign. The carriages not only have promotional posters, but the in-car screen also scrolls a promotional video. While sticking to BRI ideals, this provides exposure and promotes Haier's corporate brand.

Household Appliances: In Japan, Haier's household appliances exemplify the organization's dedication to innovation, excellence, and sustainability. Such a product may be a Haier clothes washer with environmentally friendly characteristics and a modern style.

Social Responsibility and Sustainability. Sustainability and social responsibility are prioritised by the BRI values which place a strong focus on sustainable development, which is ecologically favourable. By implementing sustainable practises and supporting social activities that are in line with regional requirements and objectives, Haier's design adaption in Japan takes into account these factors as well. Haier shows its support for infusing sustainability and ethical behaviour into the brand's design adaption.



Fig. 4. Promotional Items Used by Haier in Japan



Haier's product manual in China

Haier's product manual in Japan

Fig. 5. Haier's Localization Practices



Fig. 6. Haier Transportation in Japan showing Haier Logo (2018)

URL: [https://mp.weixin.qq.com/s/UoCDJ\\_fOZvVBAGJcRxAqQg](https://mp.weixin.qq.com/s/UoCDJ_fOZvVBAGJcRxAqQg)



Fig. 7. Haier's appliance design for the Japanese market (2022)

URL: <https://mp.weixin.qq.com/s/MJ216HMIKH2pJtFSu3EP0w>

By including eco-friendly characteristics, energy-efficient goods, and a dedication to minimising environmental effects, Haier's brand identity in Japan represents this approach.

Brand Consistency. Haier along with localization branding design has kept all of the basic components of its visual brand identity, such as the logo, colour scheme, typography, and graphic design, consistent. However, by adopting localization practices, Haier has also maintained consistency in all brand interactions in Japan, including packaging, promotional items, internet pages, and social media platforms. Haier increases its total brand awareness and image by finding a balance between localised adaption and global uniformity. By keeping key components that represent its brand values despite modifying its design, Haier preserves a consistent worldwide

brand image and ensures brand awareness in various regions.

In general, the BRI values are included in the design adaption of Haier's corporate brand identity in Japan with an emphasis on combining cultural features, harmonising with Japanese design opinions, and upholding brand consistency. Haier wants to develop a strong and culturally significant presence throughout Japan by changing the brand identity to appeal to the Japanese market. In Japan, Haier retains a unifying design style and language throughout its product line. Shapes, supplies, finishes, and labelling are some examples of these components.

Localization. The feeling of intimacy and association with the brand is enhanced by customising the brand's visual components, such as the logo, visual style colours, and font to correspond with



**Fig. 8. On September 10, 2010, workers carrying a box containing a Haier product exported to Japan. Haier Electronics, a member of Haier Group, said Thursday it will buy out its parent's logistics subsidiary as part of its efforts to expand its business scope.**  
URL: [http://www.chinadaily.com.cn/m/qingdao/2010-09/10/content\\_11286182.htm](http://www.chinadaily.com.cn/m/qingdao/2010-09/10/content_11286182.htm)



**Fig. 9. On July 8, 2018, the annual Sanctuary Music Festival kicked off in Odaiba, Tokyo. In this festival, Haier's AQUA brand conducted online and offline interactive activities with 15,000 visitors to the festival, injecting new elements into the festival.**  
URL: [https://m.sohu.com/a/245527402\\_630562](https://m.sohu.com/a/245527402_630562)

local customs and cultural values (Essamri et al., 2019). The strategies of greater intimacy with the target consumers could be seen in its use of local symbols, and aesthetics to appeal to the Japanese consumers to develop an important position in the market. This covers the usage of Japanese phrases and signs in advertisements, packaging for goods, and visuals. Four different writing systems are used in contemporary Japanese: the Western-style alphabet (romaji), two phonetic scripts named katakana and hiragana, and the ancient kanji format made up of Chinese ideographs (Schmitt, 1994). To foster the feeling of recognition and intimacy with the local audience, Haier's logo in Japan needs to incorporate tiny tweaks, such as colour alterations or minor typographic changes.

**Logo:** The logo plays a crucial role in expressing a brand's identity. Haier modifies its logo for Japan to appeal to the local market. The basic components of the Haier logo are still there, including the stylised «H» and the colour red, which stands for enthusiasm and energy. This facilitates the corporation to create an emotional connection with Japanese customers, this adaption raises brand awareness and affinity. However, to promote

greater local ties and foster a feeling of closeness amongst Japanese customers, Haier in Japan needs to include cultural symbols like cherry blossoms or the famous Mount Fuji. This can entail combining regional icons into the logo design to develop a relationship with the community and foster a feeling of closeness among Japanese customers by including these components.

**Typography:** A crucial aspect of visual communication is typography. To accommodate Japanese design aesthetics and linguistic preferences, Haier modifies the font used in Japan. Haier efficiently conveys its brand message by using Japanese consumers' recognisable typeface. The typeface was chosen to fit the Japanese cultural environment. For accessibility and authenticity, this could involve utilising more Japanese typefaces or adding kanji characters. To convey a feeling of cultural integrity, Japanese typography could utilise native Japanese typefaces or incorporate kanji characters. With this modification, Haier's messaging will be clear and appealing to the local audience.

**Colours:** Haier utilize colours to compliment Japanese aesthetic preferences or cultural connotations while maintaining red as the brand's dominating colour. The colours used by Haier are deliberately chosen to complement Japanese aesthetic tastes and cultural connotations. Although the primary red colour of Haier's corporate identification may not change, other hues have also been added to fit with the cultural background of Japan for instance, Haier has incorporated blue colour and simplicity in



**Fig. 10. Haier Red logo (2004–2013).**  
URL: <https://www.haier.com/cn/>



 <p><b>SANYO</b> Haier 海尔</p>	 <p><b>AQUA</b></p>
Haier's strategy to leverage Sanyo's brand in Japan (2011)	Haier launches new AQUA brand identity in Japan (2012)

**Fig. 11. Haier's Localization Practices.**

URL: [https://www.haier.com/press-events/news/20111018\\_133131.shtml](https://www.haier.com/press-events/news/20111018_133131.shtml)

URL: [https://www.haier.com/press-events/news/20120216\\_131398.shtml](https://www.haier.com/press-events/news/20120216_131398.shtml)

its log colours. Haier is now able to have a visually appealing and culturally appropriate brand presence in Japan thanks to this modification.

**Visual Style:** To conform to Japanese design ideas, including simplicity, minimalism, and concern for detail, Haier developed a visually attractive and culturally appropriate brand presence by utilising simple layouts, clean lines, and soft textures. Haier changes its visual aesthetic to reflect Japanese design aesthetics. This can entail embracing Japanese aesthetic principles like minimalism, clarity, and dedication to detail.

*Comparison with Design in China.* Even though Haier's design adaption in Japan respects the local way of life, it's crucial to note the most significant contrasts and parallels between Haier's designs in China as well as Japan.

**Emphasis on Innovation and Modernity.** Although the Chinese and Japanese designs both incorporate elements of their own cultures, the Chinese designs for Haier frequently lay a greater focus on creativity and innovation. This is consistent with the quick technical development in China and the idea of Haier becoming a creative and forward-thinking business.



**Fig. 12. Japanese brands Haier and AQUA light up Ginza in Tokyo (2020)**

URL: <https://m.163.com/news/article/F2PHUDGK041590BA.html?from=dynamic&isFromOtherWeb=true>

**Cultural Influences.** In Japan, simplicity, minimalism, and concern for detail are frequently prioritised in design aesthetics. The «wabi-sabi» design aesthetic, which originates in Japan, emphasises finding beauty in nature's components and flaws. These cultural influences can be seen in the sleek lines, subtle beauty, and user-friendly characteristics of Haier's Japanese design. The design adaption reinforces a localised brand identification in Japan by taking into consideration certain cultural features of that country. However, design aesthetics in China frequently emphasize boldness, cultural tradition, and symbolism. To appeal to the tastes of the local market, Haier's designs for goods in China use classical Chinese design features like elaborate structures, calligraphy, and vivid colours. The design of Haier in China honours the visually pleasing and cultural heritage of the country. Chinese artwork frequently incorporates writing in calligraphy classical themes, and symbols.

**Design Language.** Functionality, user-friendly interfaces, and effective space utilisation have been given top priority in Haier's establishment in Japan. Products seem sleek and contemporary, paying close attention to environmental factors. To be attractive to Japanese consumers, clarity and simplicity in the packaging and design of products may also be emphasised. The design of Haier in China may incorporate both contemporary design fads and traditional Chinese characteristics. The emphasis can be on designing things with outstanding visual appeal that inspire feelings of cultural identification and patriotism.

**Colour Preferences:** Red is a colour with deep cultural meaning in China, representing luck and wealth. As a result, the red colour is used more prominently in Haier's design in China. The colour scheme in Japan may be changed to reflect cultural preferences and connections between colours and harmony, the natural world, and trust.

**Typography:** China and Japan employ language and typography in different ways. Although the adaption in Japan uses Japanese characters (katakana, kanji, and hiragana,) and appropriate local typefaces,



**Fig. 13. Haier logo evolution diagram globally to depict logo consistency. (1984-now).**  
URL: <https://www.haier.com/cn/>

Haier's typography in China mostly uses Chinese characters (simplified or conventional) and scripts.

**Visual Style:** The energy and variety of the Chinese market may be seen in the visual style of Haier in China, which may have more vivid colours, elaborate patterns, and strong design features. To appeal to the tastes of Japanese customers, the visual style in Japan could emphasize delicacy, refinement, and elegance.

**Brand Perception.** Haier presents itself in Japan as being a trustworthy, premium brand that prioritises technical advancement. To make an impact on Japanese consumers who appreciate workmanship and resilience, emphasis may be placed on meticulous detail, precise engineering, and robustness. Haier is a widely recognised and reputable brand in China. It might be seen as an inventive and progressive business that exemplifies the nation's technical breakthroughs and worldwide viability. The design of Haier products sold in China may be intended to support these brand views and speak to the ambitions of Chinese consumers.

**Conclusion.** Companies that are going worldwide need to get acquainted with the cultural quirks and

preferences of customers in each market. Haier has been able to establish itself as a worldwide brand while honouring and supporting the cultural values and tastes of the markets it seeks by successfully adjusting its design and personality. The ability of Haier to successfully localise its design to appeal to both Japanese and Chinese clients serves as an example of the value of localization in building a solid brand image and forging connections with customers abroad. The BRI values-based design adaption of Haier's corporate brand identity shows the company's dedication to cultural sensitivity and localisation. To cater to the aesthetic inclinations of the nation of Japan, Haier's design includes simple and exact components. The design emphasises innovation and technology while incorporating traditional cultural elements in China.

The BRI values were included in Haier's design adaption of its corporate brand identity in Japan, demonstrating the company's dedication to cultural inclusion and relevance in the region. Haier enhances its brand recognition and builds relationships with Japanese customers by embracing aspects of Japanese culture and design sensibility. In comparison, the cultural quirks and market preferences in each country cause the design adaption in Japan and China to be distinct from one another. In Japan, Haier proactively interacts with regional stakeholders, designers, and talented people. Haier can learn about customer preferences, cultural quirks, and design trends in Japan because of this cooperative approach. Haier makes sure that its brand identity represents the values and goals of the Japanese market by creating collaborations and supporting local talent. Haier demonstrates its dedication to BRI values by incorporating sustainability and social responsibility into its corporate identity. However, Haier needs to include more culturally related elements in the design adoption of corporate brand identity.

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