

Application of Color Psychology in Korean Brand Identity Design—Etude House

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The purpose of this analysis is to delve into the application of color psychology in the logo design of Korean cosmetic brands, using Etude House as an example for an exhaustive analysis. By examining the history of the Etude House brand, the evolution of the logo design, and the changes in color choices, we analyze the traditional concepts of color symbolism in Korean culture and the culture of color in contemporary society in order to reveal the important role of color in cosmetic brand image. Through an in-depth analysis of the use of color in Etude House's brand identity, we further analyze the impact of color on consumer emotions and purchasing behavior, as well as the potential impact of brand identity changes on market performance. Finally, the conclusions of the analysis summarize the practical application of color psychology in Etude House's brand logo design, suggest recommendations for other Korean cosmetic brands to draw upon in their logo design, and discuss future directions.

Keywords: color psychology, brand identity design, Etude House, Korean cosmetics, consumer emotions, market performance

Backgrounds

With the development of the times, the Korean cosmetics industry is rapidly emerging as one of the global leaders in fashion and beauty. In this competitive market, brand identity design becomes one of the key mediums of communication between brands and consumers. Color, as an important element in brand identity design, is not only a visual perception, but also an emotional expression and cultural transmission.

Etude House, as one of the representative brands in the Korean cosmetic industry, its brand identity design has always attracted much attention. The brand's choice of color in its design is influenced by both the specific perception of color in traditional Korean culture and the pursuit of beauty and emotional expression by modern consumers. Through an in-depth study of Etude House's brand identity design, we are expected to gain a deep understanding of the innovative application of color psychology by Korean brands and the potential impact of this application on brand perception, consumer emotions, and market competition.

Against this background, this study aims to systematically analyze the application of color psychology in Korean brand identity design, to provide useful design experiences for Korean cosmetic brands, and to provide new theoretical and practical perspectives for related research fields.

Purpose and Significance of the Analysis

Theoretical Significance

The use of color psychology in the field of brand identity design has far-reaching theoretical significance; through in-depth analysis of the case of Etude House brand, we can have a deeper understanding of the specific application of color psychology, analyze the change of color selection in Korean cosmetics brands, and we can more comprehensively understand the evolution of color symbols in Korean cosmetics, which is a revelation for the cross-study of culture and color psychology. This is instructive for the cross-study of culture and color psychology.

Practical Significance

For brand managers, an in-depth understanding of the practical application of color psychology in brand identity design will help to position the brand image more accurately in the context of Korean culture. Through the choice of color, brands can better convey information related to consumer emotions, improve brand awareness and loyalty, and provide practical guidance for corporate brand strategy.

Purpose of Analysis

To explore the practical application of color psychology in brand identity design: By analyzing the evolution of the Etude House brand identity and the choice of color, we can deeply understand the role of color in brand communication.

Methods of Analysis

Literature Analysis Method

Literature analysis method will be used to gain an in-depth understanding of the theoretical foundations of color psychology in the field of brand identity design, the principles of its application, and the research results of previous cases. This will help the researcher to establish a comprehensive knowledge of color psychology and provide theoretical support for specific case studies.

Case Study Method

The case study method will be mainly applied to the specific case of Etude House brand identity. Through the analysis of the brand's historical evolution, logo design changes, and color choices, the researcher can gain a deeper understanding of the effects of color application in actual brand logo design and the potential impact of these choices on brand perception and market performance.

Etude House Brand Overview

History and Positioning of Etude House

Etude House is a Korean cosmetic brand founded in 1995. "Etude" means "exercise" in French. The name was inspired by Chopin's Etudes. Etudes are compositions written to practice fingering techniques before the formal performance of a piano piece, and Chopin incorporated his unique artistic attainments into the etudes to make them independent movements. "Etude" was created for makeup beginners. It is simple and stylish without complicated skills, so that every girl can easily enjoy the fun of makeup and transform into a dreamy, sweet, and cute princess.

As Korea's first makeup brand, Etude House aims to let every woman play with the magic of princess fantasy through sweet, romantic girlishness, and boudoir-like intimacy and sincerity. The brand initially focused on providing young women with cute, stylish cosmetic products to fulfill their quest for beauty. The founder and CEO of Etude House is Ms. Simone Lee, who is committed to making it easy for young women to enjoy makeup through simple and cute products.

Positioning: Etude House's brand positioning is centered on "youthful, fashionable, and cute", targeting the young female market. Focusing on innovation and individuality, the brand has attracted the attention of the younger generation with its ever-changing products and unique packaging design. Etude House's product line covers a full range of cosmetics, from basic skincare to color cosmetics, and aims to provide a wide range of choices for young women, allowing them to be as creative as they want to be with their makeup.

Etude House focuses on cuteness and simplicity in its designs, often using bright colors and attractive packaging that match the aesthetics of its young target audience. In addition, Etude House also focuses on interaction with consumers and builds a strong connection with young consumers through various online and offline activities, social media, and brand image building.

Brand Awareness at Home and Abroad

Etude House's brand image is very soft, romantic, feminine, and girlish, while also incorporating some creative and fun elements. This image is very suitable for young women's aesthetic and psychological needs, and can stimulate their purchase desire and loyalty.

According to the market positioning of the brand and the core concept of the brand, the color is mainly pink, and by matching other colors to express the brand image and product characteristics, pink in Etude House represents elements of romance, softness, vitality, and girlishness, which is very suitable for the brand's main target group—young female consumers. So for domestic use, it mainly focuses on young women aged 16-25 years old.

In addition to its success in its home country of Korea, Etude House has also built up considerable popularity in the international market.

Etude House is highly regarded in the international market for its unique bright packaging and sensitivity to fashion. Consumers internationally have taken a keen interest in its cute, youthful, and fashionable image, allowing Etude House to gain significant market share in the international market as well.

Brand Identity

Evolution of logo designs.



Figure 1. Evolution of logo designs.

The logo was designed to convey the image and philosophy of the Etude House brand. The pink color block represents the brand's girlishness and romance, and the shape of the logo adopts the ovoid, which itself

has a variety of symbolic meanings such as life, growth, rebirth, harmony, etc. This is also in line with the Etude House brand's philosophy and market positioning (image from etude.com official website). This is also in line with the Etude House brand's philosophy and market positioning (image from: etude.com brand official website).

The logo image attracts consumers' attention more easily by simplifying their familiar imagery, adopting abstract images, and expressing the real image that is difficult to communicate and understand in the form of illustrations and cartoons.

In the course of the brand's continuous development, Etude House has carried out a number of brand image updates, evolving from a complex combination of graphics and text to a more modern brief text logo.

Different products are adapted to different styles of logo.

Font	Products	Information
		The product is the packaging of the eyeshadow palette, with a square shape, which is in line with the original font. The product logo is used on the comic image, consistent with the comic style, with rounded and cute text
		The product logo is used on the cartoon image, and the cartoon style is consistent, the text is round and cute
		The product is a cleanser, squeeze out the foam, derived from the font imagination is similar to the bubble expansion feeling

Figure 2. Brand font analysis.

Changes and reasons for color choices. Over time, different times have different color trends. Brands may adjust their color choices to reflect the prevailing aesthetics and fashion trends at the time

And since Etude House mainly caters to the young female market, the brand may choose its colors according to the psychological and aesthetic preferences of its target audience. As the age and cultural background of the target audience changes, the choice of colors may also be adjusted to better cater to the needs of the target audience.

In the highly competitive beauty market, brands may adjust according to the competitive environment. With the highly competitive background of Korean beauty, Etude House has to make constant updates to cater to the market as well as the needs of consumers.

Principles of Color Psychology

Color Symbols in Korean Cosmetic Culture

The colors of the dishes used in cosmetics are mainly blue, white, and pink.

Pink is a color that represents sweetness, cuteness, and girlishness. In Korean cosmetics, pink is often used

in products such as lip gloss and blush to add sweetness to the look. This is related to the pursuit of a fresh and lively image in K-pop culture.

White, on the other hand, is often seen as a symbol of purity, freshness, and flawlessness. In cosmetics, white may be found in products such as foundations to emphasize the transparency and brightness of the skin. This is related to the preference for fair skin in traditional Korean beauty concepts.

	Pink is the main color of the brand, a symbol of vitality and cuteness
	Comfortable and cool blue as a secondary color
	The warm and healing yellow color fits the image of the brand

Figure 3. Color combinations.

Meanwhile natural shades such as natural brown and beige are also popular in Korean cosmetics. Such colors symbolize nature and simplicity, and fit in with the traditional Korean culture that prizes natural beauty.

Color Culture in Contemporary Society

With the impact of environmental issues and sustainable development, sustainability has become an important direction in color culture. People are paying more attention to natural and environmentally friendly color choices, which are reflected in fashion, design, and lifestyle products. Natural color tones, mainly green and earth colors, are quite popular in contemporary times.

With the material base secured, consumers pay more attention to the health of the heart and emotional expression, so soft pink, serene blue, and other shades are used to express warmth, comfort, and emotional pleasure. Consumers can express their emotions and seek spiritual comfort through color.

The Effect of Color on Consumer Emotions

The role of color in cosmetic brand image. Color has a great impact on the stimulation of emotions and moods. Brands can use color to trigger emotional resonance in consumers, creating a deeper emotional connection with the brand. For example, warmer tones may create a warm, cozy feeling, while fresher tones may evoke a pleasant and relaxed mood.

Unique colors can make a brand more recognizable and memorable in the marketplace. The uniqueness of a brand’s color choices can help build a distinctive brand image in the minds of consumers and differentiate it from its competitors.

Through clever color choices, brands can communicate to consumers their stance on beauty, confidence, and fashion.

Analysis of Etude House brand color impression elements			
Brand Associations	Keywords	Visual Image	Cultural Representative
Warm, small house, pink, girl, love, music, cute, sweet, youth, freedom, Affinity Korean makeup	Pink, girls, music, youth, freedom, Korean makeup	Pink tone, affinity, soft and cute image	Korean culture, young women's culture, the Cute culture, youth culture, social media culture, Social Media

Figure 4. Analysis of brand impression elements.

Analysis of Color Application in Etude House Brand Identity

Color Selection in Logo

Association of color with female beauty. Etude House is known for its image of cuteness, sweetness, and youthfulness, and its color choices usually reflect this positioning. Pink, bright colors, and girlish designs often appear in product packaging and advertisements, conveying an image of lively, cute, young, and energetic beauty.

Etude House's color choices often emphasize the concept of natural beauty, using soft tones and natural elements to highlight women's natural beauty. This is in line with modern society's pursuit of natural, fresh makeup and reflects the brand's understanding of female beauty. Modern women pay more attention to their uniqueness, so their color choices are usually diverse and creative. The brand offers a rich selection of makeup colors so that women can freely match them according to their personality and mood, emphasizing personalized beauty.



Figure 5. Poster Design.

The spokesperson was also chosen to be a young idol. The posters were mainly in blue and pink, in line with the core concept of the brand, while the young female idol as the spokesperson helped to better attract the target

audience. Young women are usually more likely to establish an emotional connection with idols of the same or similar age group, and this connection helps to stimulate young consumers' interest in the brand.

Color in relation to different product lines. The color selection of primer products usually matches skin tone to provide natural coverage. The choice of skin tone needs to take into account the differences in skin color among different people, and a range of skin tones from light to dark can meet the needs of different consumers.

Color choices for eye makeup products usually depend on fashion trends and the aesthetic preferences of the target audience. Brands may launch colorful eye shadow palettes that include natural shades, bright fashion colors, and bold special effects colors for different occasions and personalities.

Color options for lip makeup products cover the full range from natural nudes to deep, vibrant colors. Brands usually launch lip makeup products with different textures, such as matte, satin, and glossy

Inner Elements		
Ways of thinking		Self-image: An important reason consumers buy cosmetics is to improve or maintain their image. They may choose products that make them look more beautiful, confident and youthful Brand perception: When consumers buy cosmetics, brand perception also has an important influence on their decision making
		 Consumers like to paint, they will be more inclined to choose bright or different styles of more self-expressive products
Interests		 Some consumers like to exercise and work out, and they may choose cosmetics with properties such as sweat resistance and longevity
		 Consumers who like sweet style will prefer lighter shades of lipstick and blush, etc.

Figure 6. Inner elements.

Use of Color in Advertising and Packaging

Emotional conveyance in advertising. Etude House advertisements usually focus on conveying emotions of pleasure and joy. Through lively music, bright colors, and fast-paced editing, the brand creates a relaxed and happy atmosphere.

Etude House encourages women to express themselves through makeup, so the ads often show images of women becoming more confident and independent as they apply makeup. This emotional delivery helps to create an emotional connection between the brand and the consumer, so that women feel that using Etude House products can boost their self-confidence. It also injects elements of fantasy and creativity to stimulate consumers' curiosity and desire to explore through fantastical scenes, special effects, and unique creative presentations. This emotional delivery makes the brand more attractive in advertising.

Because the products are primarily marketed to young women, the advertisement emphasizes the emotion of youthfulness and vitality. By showing young women's lifestyles, fashionable wear, and energetic images, the brand conveys youthful and energetic emotions to attract the younger generation of consumers.

The original color psychology in Etude House packaging design. Pink is usually associated with soft, feminine, and warm emotions. In Etude House's packaging design, the main colors used are pink and white.

Conclude

Established the brand image: Etude House's choice of pastel and bright colors successfully shapes the brand's image as young, cute, and fashionable. This color choice closely matches the brand's main market of young women and conveys a positive and energetic brand image.

Fit with Korean culture: Etude House's color choices fit in with the Korean culture's preference for cuteness, fashion, and youth. The brand has successfully incorporated the aesthetic trends of Korean culture into its logo design, making it more localized and relatable.

Emotional value delivery: The psychology of color provides Etude House with an effective tool to convey emotional values. By choosing the right colors, the brand successfully conveys positive, pleasant, and youthful emotional values, making it the brand of choice for young women's beauty choices.

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