

# LOGO SIMBOLIK FENG SHUI: PENDEKATAN FENG SHUI UNTUK REKA BENTUK LOGO DI DAERAH BESAR CHINA

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## Abstrak

Seni kuno Feng Shui mempunyai pelbagai tafsiran dan aplikasi pada zaman kontemporari. Dari Feng Shui untuk rumah, ruang awam sehingga Feng Shui untuk perniagaan, semuanya tertumpu untuk menghasilkan tenaga positif atau 'Qi' dan untuk menggalakkan sudut baik dalam semua aspek kehidupan. Dalam konteks kontemporari, khususnya dalam dunia perniagaan di wilayah besar China, Feng Shui digunakan untuk menggalakkan aliran yang baik di tempat kerja demi mengukuhkan kesejahteraan pekerja, juga untuk menggalakkan lebih banyak kejayaan dalam perniagaan. Walaupun aplikasi Feng Shui untuk perniagaan adalah yang paling terkenal, masih terdapat bidang yang melibatkan penggunaan Feng Shui, iaitu dalam reka bentuk logo perniagaan. Dari perspektif Feng Shui, logo perniagaan dengan 'Qi' yang tepat sangat penting untuk kejayaan dalam perniagaan. Mengenai reka bentuk logo Feng Shui, terdapat panduan utama seperti pemilihan warna, susunan bentuk dan perkaitan simbolik gambar yang didasari oleh prinsip-prinsip penting Feng Shui. Oleh itu, untuk menggabungkan elemen Feng Shui ke dalam reka bentuk logo merupakan sesuatu yang kompleks dan berperingkat. Dalam kajian ini, untuk menjawab minat ilmiah terhadap logo Feng Shui dalam perniagaan, pengkaji telah berusaha untuk menunjukkan beberapa aspek penting dari penerapan Feng Shui dalam logo perniagaan, iaitu "Logo Simbolik Feng Shui", dan akan membincangkan bagaimana konsep Feng Shui mempengaruhi dan mencerminkan reka bentuk dan nilai estetika logo Feng Shui di wilayah Besar China. Diharapkan kajian ini dapat memberikan pemahaman mengenai aplikasi kontemporari Feng Shui dalam dunia perniagaan, terutamanya pada logo perniagaan Feng Shui.

**Kata kunci:** budaya dan reka bentuk Feng Shui, logo simbolik Feng Shui, reka bentuk logo.

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# SYMBOLIC FENG SHUI LOGO: A FENG SHUI APPROACH TO LOGO DESIGN IN THE GREATER CHINA REGION

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## Abstract

*The ancient art of Feng Shui has diverse interpretation and applications in the contemporary times, from Feng Shui for homes, Feng Shui for public spaces to Feng Shui for business, all focused on generating positive energy or 'Qi' and promote the betterment in all aspects of life. In a contemporary context, particularly for the business world in Greater China region, Feng Shui is applied for good flow in the workspace in order to strengthen the well being of the co-workers, as well as to draw more business success. While these are the most well-known applications of Feng Shui for Business, there is another area where Feng Shui is highly involved, which is in the design of the business logo. From a Feng Shui perspective, auspicious business logo with right 'Qi' is essential for business success. When it comes to Feng Shui logo design, there are major guidelines such as the selection of colors, an arrangement of shapes and images symbolic association that are based on important Feng Shui principles. Therefore, to integrate Feng Shui elements into a logo design can be a complex and lengthy subject. In this paper, to response on the research scholarly interest in Feng Shui for business logo, the researcher has made an attempt to point out some important aspects of Feng Shui's application in business logo, which known as "Symbolic Feng Shui Logo", and discuss how the concept of Feng Shui influence and reflect the design and aesthetic of Feng Shui logo design in the Greater China region. It is hoped that this paper will provide insights into an understanding of contemporary Feng Shui application in the business world, particularly on the Feng Shui business logo.*

**Keywords:** Feng Shui, symbolic Feng Shui logo, logo design, culture and design

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## 1.0 Introduction

### 1. 1 The principles and practices of Feng Shui

Originating in China, “Feng Shui” (風水), literally translates as “wind-water” in English is a centuries-old philosophical system that was used to improve and harmonizing the flow of “Qi” (氣) or positive energy, which is thought to benefit many aspects of a person’s life. According to Aihe Wang (2000), the practice of Feng Shui covers more than 3,500 years across Chinese civilization. As evidenced by archaeological records, images of mystical creatures and symbols connected with Feng Shui have been found in ancient Chinese mausoleums that date back to the pre-historical period.

According to Baldwin C. Dale Baldwin (2016), historically, Feng Shui was widely employed to orient buildings, often spiritually significant structures such as mausoleums and tombs. Therefore, Classical Feng Shui was considered by many as mysterious methods or techniques to harmonizing one’s with one’s surrounding environment. However, as the art developments over time, today, the practice of Feng Shui is broadly known as an observational study of appearances or natural phenomena through formulas and systematical calculations.

In recent times, within Feng Shui academic circle, scholars generally recognized Feng Shui as one of the “Five Arts of Chinese Metaphysics” (五術), which concerned with explaining the fundamental nature of being and the world. Therefore, be conditioned on the particular type of Feng Shui being used, an auspicious site could be determined by reference to location natural features such as physiognomy, astrological calculation etc. On the basic principle of Feng Shui, one is influenced by one’s surrounding environment. Therefore, the properly calculated arrangements of spaces and objects in order to stimulate good “Qi” (氣) (*literally means invisible-life-force that provide prosperity and wellness*) is very important for one’s well being. Accordingly, the practice of Feng Shui, in brief, could be defined as an art of placement and arrangement of “invisible-life-forces” that connect the universe, earth, and humanity together in order to generate positive energy that will lead to vital, prosperous and harmonious in life.

Throughout the years, as cultures and societies change over time, the complex body of Feng Shui knowledge has been interpreted by different practitioners distinctively and consequently leads to the establishment of numerous schools of Feng Shui. According to He-Xiang and Wu-Jue (2009), in the present time, three prominent schools dominated the realm of Feng Shui:

1.1.1 XingShi School (形勢派), also known as LuanTou School (巒頭派), literally means ‘Form and Configuration’, that emphasizes on the study of selected and visible parts in one’s environment and see how they would relate to each other to form a larger configuration and affected the overall Feng Shui of the spaces (He-Xiang and Wu-Jue, 2009).

1.1.2 LiQi School (理氣派) literally means ‘to regulate the flow of the vital Qi and remove obstructions to it’. The LiQi School can also be translated literally as ‘Regulating (Formless) Qi School’, which concentrates in the study of generating



good Qi that leads to wellness in life (He-Xiang and Wu-Jue, 2009).

- 1.1.3 SanHe School, (三合派), literally means ‘Three Harmony’ is a Feng Shui school emphasizes the harmony of coordinating and balancing the energy of heaven, man, and earth (天地人). Feng Shui masters (風水師) of this particular school emphasis on the use of LoPan (羅盤) or Feng Shui compass in their study and implementation of Feng Shui (He-Xiang and Wu-Jue, 2009).

Different schools interpret the knowledge, methods, and techniques of Feng Shui distinctively, yet there is no solid agreement that which one of these three schools is most superior and correct. As such, “modern enthusiasts” of Feng Shui generally draw from multiple schools in their own practices and develop into one's inclusive approach. In the meanwhile, with the syncretic tendency of Feng Shui practice that provided the context for new Feng Shui schools' establishment. For instance, in recent years, “Fortune Feng Shui” (命理風水) which emphases on the study of numerology and its influences on one's fortune have been widely celebrated all over Asia. In addition, many new Feng Shui approaches that established through the merging or assimilation of several schools' philosophies, such as “Qimen Feng Shui” (奇門風水), “Xinyi Feng Shui” (心易風水) and “Qigong Feng Shui” (氣功風水) are also practiced by distinctive groups of Feng Shui enthusiasts.

Janie Samson (2000) noted that Feng Shui has been around over the past few centuries, and is still popular today means that it has had historical and cultural significance to Chinese culture. However, during the “dark age” in modern Chinese history, the practice of Feng Shui was labeled as superstitious belief, and the art of Feng Shui was suppressed during the Cultural Revolution period (1966-1976). Interestingly, in the same period of time, when Feng Shui loses out in its motherland, the art became popular in the Western world. According to Patrick Kim (2016), in the 1970s, Feng Shui gained popularity due to a new interior design trend in the West, particularly after President Nixon's visit to China in 1972, warmed the Western world to ideas from the East.

Liu Xiaoren (2006) stated that in recent years, although it was far from being mainstream culture, Feng Shui culture was once again becoming popular in the Greater China Region. Professor Yu Xixian (Department of Urban and Environmental Sciences of Peking University) also stated that, the concept of Feng Shui has gradually been acknowledged by the world of today, Feng Shui is not only practiced by its enthusiasts as the art of living, but also a large number of schools in Europe, Japan, and South Korea run Feng Shui programs as professional courses. For instance, in Japan, over 110 universities offer Feng Shui as a subject (Yu Xixin, 2006). Meanwhile, according to Davina Mackail (2016), as Feng Shui has regained and increased in popularity in the era of globalization, the art has also been widely celebrated by Feng Shui enthusiasts around the world. For instance, Jan Cisek, a well-known Feng Shui expert with over two decades of experience in this art from United Kingdoms, who has been instrumental in popularizing Feng Shui in London (Feng Shui London, 2017), Pun Yin, a Feng Shui master from United States who introduced Feng Shui to urban planning projects in New York City (Punyin.com, 2017), and Michaël Lacroix, a Feng Shui specialist in France for Business Feng Shui Audits (Paris Feng Shui, 2017).



As Feng Shui regained its popularity, in addition to its traditional function, Feng Shui principles have now been interpreted, adopted and incorporated into different types of contemporary usages and practices. Apparently, this thousand years old culture and art of harmonious living are enjoying a striking and exciting return.

## 1.2 The era of Symbolic Feng Shui

With the rise of China in the twenty-first century, and the strategic promotion of “China’s peaceful rise” through “One Belt and One Road Initiative” policy by President Xi Jinping. The phenomena of the increasing popularity of Chinese culture demonstrate the progress of China soft power. Today, the learning of Chinese and Chinese culture has become a global trend. Meanwhile, as China has risen as a new global power, there is a tendency to revitalizing its cultural tradition. Therefore, in recent years, there is a phenomenon of contemporary re-emergence of traditional Chinese cultural discourses. Many centuries-old cultural traditions such as Chinese medicine, traditional arts, and crafts, ancient philosophies have made a striking and exciting return. The art of Feng Shui, as well as made its re-emergence in the contemporary world.

However, apart from any mystical implications and complexity in context and implementation, contemporary Feng Shui practitioners and believers may be simply understood Feng Shui as a method in employing specific formulas, calculations and objects metaphors to strengthen the well-being of an individual and family. In view of this, at the beginning of the 21<sup>st</sup> century, a new brand of easier-to-implement “Symbolic Feng Shui”(象征性风水) was introduced and popularized by Feng Shui specialist, Lillian Too. With its easier-to-implement “DIY” approach, Symbolic Feng Shui has then been highly celebrated by Feng Shui enthusiasts (International Feng Shui Convention, 2009).

Literary, an easier-to-implement Symbolic Feng Shui is understood as a systematical method of arranging auspicious objects into one’s environment that will be able to generate good Qi and consequently provide one’s with a good fortune. These auspicious objects are mostly items with felicitous cultural meaning available in various sizes for different usages and environments. For instance, people placed ancient Chinese coins on ancestor shrine in the middle of their living room to block and exorcize evil spirits and bring good fortune to the family. In the office, the sailing ship is the most popular Feng Shui item in the workplace, which symbolizes plain sailing and implies the flourishing career. For stimulating a good Qi, wind chime is considered as an ideal item that able to activate and stimulate the pneumatic energy and exorcize the evil spirits.

Based on the Symbolic Feng Shui framework, the implementation of Feng Shui seems to be an uncomplicated task. Therefore, apart from its conventional practices, the concept of Symbolic Feng Shui has also been widely adopted and incorporated as ‘gimmick’ in diverse contexts. For example, the practice of Feng Shui diet, which emphasizes on the diets that will be able improve one’s fortune and health, Feng Shui interior design that particularly work on auspicious colors selection and combination of improving one’s wellness, Feng Shui for beauty which implemented Feng Shui principles to makeup, skincare and hair arrangement, and etc.

According to Rodika Tchi (2014), in the business context, especially in Asia, Feng Shui is implemented for good energy in the work-pace in order to strengthen the well being of



the co-workers, as well as to attract more business success. While these are the most popular Feng Shui applications, there is another area where people believe Feng Shui can improve in leading best results, which is in the design of the business logo, cooperate identity design and other business marketing materials. Jan Cisek (2015), based on the five elements of Feng Shui, implementation of Feng Shui for business logos is an approach to incorporate Feng Shui colors and a shape that is relevant to one's business category. For instance, green and brown (as colors of a wood element) combined with upward rectangle shapes are suitable for Feng Shui elements for hotels, health, and florists business. Logo designed in a shape of the square with yellow, beige or orange (colors of earth element) will provide a good Feng Shui for real estate business.

In fact, in the Greater China region, the implementation of Feng Shui for business logos has been widely practiced for decades. Although logo design incorporated Feng Shui elements has never become a trend, it has a strong influence and impact on logo design in Mainland China, Hong Kong, Taiwan, and Macau, and has developed into its distinctive design language. For instance, logo design of Bank of China, Bank of Taiwan, Hang Seng Bank Hong Kong and Tai Fung Bank of Macau all illustrate the touch of Feng Shui.

## **2.0 Feng Shui and logo design**

According to Rodika Tchi (2017), as Feng Shui is all about creating positive energy, thus, its principles can definitely be applied to a business logo. As such, in order to incorporate Feng Shui into a business logo, she proposed four important Feng Shui guidelines that designers have to take into consideration, and these guidelines are essentially based on Feng Shui principles such as (1) the combination of five elements, (2) the yin-yang balance and the harmonious combination of various elements in order to best express specific energies. (3) The appropriate color selection, and (4) the choice and combination of specific shapes.

Feng Shui specialist, Jan Cisek (2014) also suggested that to utilize Feng Shui for the business logo, there are "Five Feng Shui criteria for Logo Design" that need to be considered. These five criteria consist of: (1) level of "Qi" to bring out the power of vitality, vibration, and resonance of business. (2) The flow of "Qi", which design should employ curved lines, circles, focus, upward, free-flowing (no stagnant). (3) The harmony and balance of Ying and Yang elements. (4) Symbolic association: colors, shapes, metaphors, and direction. (5) The balanced combination of five elements: Metal, Wood, Water, Fire, and Earth.

### **2.1 The link of five elements and business industries to Feng Shui logo**

A logo design should work in their specific business and industries, the application of Feng Shui as well needs a study of the 'business nature' and 'classification' of each selected industries. For instance, the art of Feng Shui has ordained different colors into different categorical elements. In total, there are five elements, namely, Metal, Wood, Water, Fire and Earth elements. Each and every business directly relates to one or more of these elements and designers need to choose the "right" harmonious colors for their design. For example, metallic colors such as gold or silver are colors to represents



'Metal element'. Black, grey or blue are for 'Water element'. Green for 'Wood Element', red for 'Fire element', and yellow to represents 'Earth element'. According to Feng Shui Expert, Dorisq Tan, the five elements, and their associated business/industries are categorized as follows:

**Table 1:** Five elements and business industries

**Source:** Retrieved from <http://www.fengshui2wealth.com/five-elements-business-industries/>, August 2017

| Colors | Elements      | Business Industries   |
|--------|---------------|---|
| Black  | Water element | Travel, transportation, import & export, cold room business, temporary storage, logistics, airline company, lawyers, writers, etc.  |
| Green  | Wood element  | Academic, education, book publishing, paper, stationery, writer, medicine, pharmacy, selling and planting trees, etc.   |
| Red    | Fire element  | Electricity, electrical, electronics, stove, selling gas, chemical, cigarettes, etc.  |
| Silver | Metal element | Finance, banking, jewelry, gold, iron, metal industry, car, computer, security, military, weapons, surgeon, etc.  |
| Yellow | Earth element | Real estate, construction material, mountain, minerals, a security company, places of worship, religious organizations, agriculture, agriculture products, ceramics, farmers, landscaping, etc. |

As listed above, finance and banking are certainly associated with money, and money is a metal element; while a retail store, selling plants need a combination of wood and earth elements. Water element for the travel industry and earth element industries include real estate, construction material, agriculture products, landscaping etc. Therefore, to ensure an effective application of Feng Shui for logo design, it is necessary for the designer to study attentively on connections between the five elements and its business industries association. In addition to each distinctive element and its association to particular industries, different elements mixture could work together for the industry, which may involve or be represented by various elements.



## 2.2 Colors association and signification

Apart from the five Feng Shui elements, colors selection is another prominent factor in applying Symbolic Feng Shui into logo design. Ideally, the designer should associate selected colors in a particular direction and element in order to achieve a design with good Feng Shui. In general, a reference to the color associated with each direction and element could be classified as follows:

**Table 2:** Feng Shui traditional elements and colors associated with each direction.

**Source:** Retrieved from <http://www.fengshuipundit.com/feng-shui- colors/>, August 2017

| Direction  | Colors and Elements                                       | Influences and Effects  |
|------------|---|---|
| North      | Dark Blue, Black - Water element                          | Career development, Future.   |
| East       | Green-Wood element  | Family, Foundation in Life, the Past.                                       |
| South      | Red, Orange - Fire element                                | Reputation, Social Status, Fame.  |
| West       | White, Pastels, Silver - Metal element                    | Children, Creativity, Projects, Joy.  |
| Center     | Earth tones - Earth element                               | Mental and Emotional Health.  |
| North East | Beige, tan, cream, yellow, orange - Earth element.        | Knowledge, Skills, Communication.   |
| South East | Green + touch of Purple, Red - Wood element               | Abundance, Prosperity, Wealth Corner.                                       |
| South West | Reds, Pink, Orange, Purples - earth tones - Earth element | Relationships, Love/Romance - Mother/Lover.                                 |
| North West | White, Grey, Silver - Metal element                       | Helpful Friends/People, Mentors, Heavenly Help - Father/Man of House/Lover. |



### 2.3 Shapes selection and combination

In addition to colors selection, shapes are also expressions of the five Feng Shui elements, therefore, choice of specific shapes is also an important factor. Based on Feng Shui principles, each particular shape has its own distinctive association with its direction and elements. Different shapes combination could also work together for the design, which may involve or be represented by various design concepts. Reference of shapes associated with each direction and element could be classified as follow:

**Table 3:** Feng Shui elements and various shapes.

**Source:** Retrieved from <https://www.thespruce.com/use-the-right-shapes-in-decorating-1275197>, August 2017

| Colors | Direction<br>Elements | and            | Associated shape |
|--------|-----------------------|----------------|------------------|
| Black  | North<br>element      | – Water        | Wavy             |
| Green  | East<br>element       | – Wood         | Rectangular      |
| Red    | South                 | – Fire element | Triangular       |
| Silver | West<br>element       | – Metal        | Round            |
| Yellow | Center<br>element     | – Earth        | Square           |

### 2.4 Graphic representation and connotation

Incorporate auspicious meaning into the logo design is another important aspect of implementing Feng Shui for a business logo. Usually, good Feng Shui logo design is associated with visual elements derived from traditional believes that symbolize auspicious meaning. For instance, prominent Chinese cultural symbols such as dragon, Phoenix and Chinese coins are most commonly used in Feng Shui logo. Meanwhile, the following Feng Shui objects have also been regularly ‘transformed’ into graphic elements to exhibit Feng Shui logo’s distinctive features.

**Table 4:** Feng Shui items and its auspicious meaning.

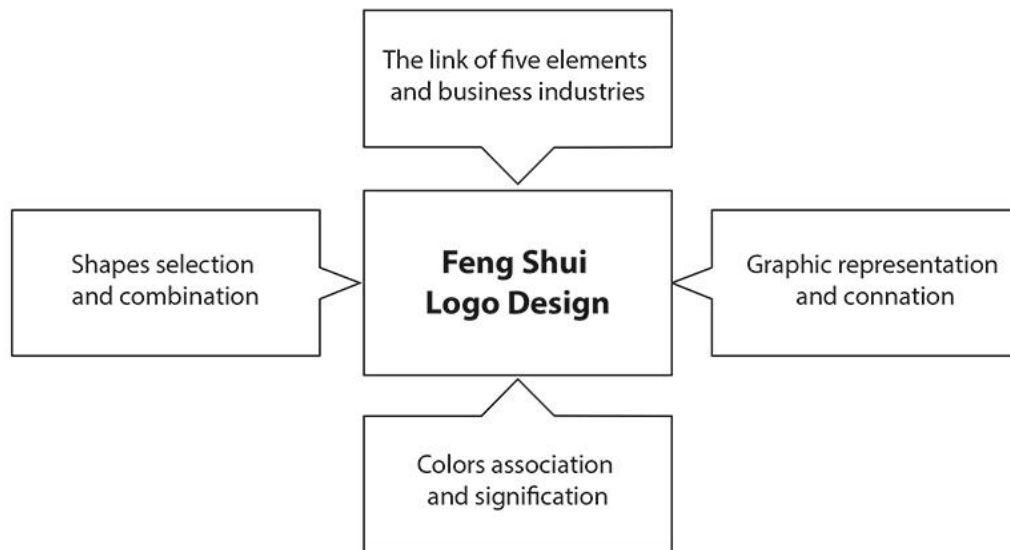
**Source:** Retrieved from <https://www.yourchineseastrology.com/feng-shui/items/>, August 2010

| Feng Shui Items/objects | To invite and support                   | Feng Shui Items/objects | To invite and support            |
|-------------------------|---|-------------------------|----------------------------------|
| Fish                    | Wealth, peace, longevity and prosperity | Dragon                  | Power and good luck              |
| Chinese coins           | Wealth and prosperity                   | Turtle                  | Career development               |
| Bells                   | Wealth and prosperity                   | Ship                    | Wealth and prosperity            |
| Chi-lin (Unicorn)       | Wealth, Health and prosperity           | Phoenix                 | Good luck and prosperity         |
| Mandarin Ducks          | Romantic and love                       | Bamboo plants           | Fortune and good luck and income |
| Fuk Luk Sau             | Gods of Health, wealth and prosperity   | Elephants               | Wealth and prosperity            |

## 2.5 Symbolic Feng Shui logo

As mentioned above, as a form of business application of Feng Shui, the creation of Feng Shui logo can be seen as a form “Symbolic Feng Shui application”, that emphasises center-on the combination of the following four Feng Shui components, (1). The link of five elements and business industries, (2) colors association and signification, (3) shapes selection and combination, and (4) graphic representation and connotation.





**Figure 1:** Feng Shui logo design

**Source:** (ShawHong SER, 2019)

In brief, to design a logo with good Feng Shui, a designer needs to conceptualize and design a logo based on the combination of the four Feng Shui design principles as a guideline. As such, the 'construction' of a Symbolic Feng Shui logo is essentially an outcome based on the symbolic application of Feng Shui.


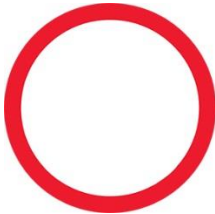


### 3.0 Symbolic Feng Shui Logo Design

To design Feng Shui into a business logo can be a very complicated subject. Principally, each business affiliates to a specific Feng Shui element, therefore, it is highly advisable to select harmonious Feng Shui shapes and colors for the business logo. Best shapes and colors are indeed the elements that strengthen the power of Feng Shui of the business, as they are able to express and compliment to the business a good Feng Shui. For instance, the following example, the logo of Kasikorn Bank (Thai Farmers Bank/ Agricultural Bank) embodies an exemplification of Symbolic Feng Shui logo.

As one of the major banking groups in Thailand, Kasikorn Bank was established on June 8, 1945, by Choti Lamsam, a Thai citizen with Hakka origin from China (*Thaiseoboard.com.*, 2016). The logo of the bank is considered as an exceptional example of a Symbolic Feng Shui business logo. The design demonstrates an exquisite combination of Feng Shui elements for agricultural development. The logo delicately links the five elements to the nature of the business, an excellent selection of shapes and colors association, as well as a strong graphic representation and connotation.

**Table 5:** Kasikorn Bank's logo

**Source:** <https://www.kasikornbank.com>, August 2019

| Symbolic Feng Shui Logo Design exemplification                                      |   |
|---|---|
|    | <p>Kasikorn Bank's logo</p> <p>Meaning: the water element leads to the wood element, and the wood element leads to the fire element, which is the balanced and harmonious combination of the elements leading to prosperity and growth.</p>   |
|   | <p>Shape - the circle, symbolizes balance, continuity and complete perfection.</p> <p>Color - red is the color of the fire element, which symbolizes the balance between the water and wood elements.</p>   |
|  | <p>Graphic1 - Sheaves of rice, symbolizes growth and prosperity.</p> <p>Color - green is the color of the wood element, matching the year when the bank was established: the year of wood.</p>  |
|  | <p>Graphic 2 – Waves, symbolizes water nourishing the rice, promoting growth and prosperity. Water symbolizes money. The number of wavy lines, six represents the 6<sup>th</sup> Star, the Money Star, corresponding to the banking business.</p> <p>Color - gray is the color of the water element, and the dark shape represents deep water, symbolizing an abundance of financial resources.</p> |

Structurally, in order to generate a good 'Qi', the design combined a graphic of growing paddy and the flowing water pattern that symbolize a great growth and wealth of the




business. In addition, the circle graphic that symbolizes a continuous growth of the business also represents perfection and stimulation of the company’s positive energy.

Apart from the example above, many banks in Mainland China, Hong Kong, Taiwan, and Macau also give an expression of Symbolic Feng Shui design in their logos. According to Gary Ashkenazy (2013), ancient Chinese coins as one of the most recognized Feng Shui symbols of wealth and good fortune have been widely used in the design of banks’ logo. For instance, the Bank of China and China Construction Bank both have their logos design based on ancient Chinese coin that symbolizes wealth and prosperity, and the design of People’s Bank of China logo apparently derived from the shape of Spade Money from the Warring States period. For the Hua Xia Bank logo, the design combined an ancient Chinese coin with a dragon motif derived from the Hongshan Culture to symbolize power, wealth and prosperity. Meanwhile, the China Min Sheng Bank and the Export-Import Bank of China logos also employed symbol ancient Chinese coins to express the wealth positive energy of their business.

**Table 6:** Ancient Chinese Currency

**Source:** Retrieved from <https://images.google.com>, August 2019

| Ancient Chinese Currency  |  |
|---|--|
|  |  |
| Spade Money from Warring States period - symbolizes wealth and prosperity           | Ancient Chinese coin – symbolizes wealth and prosperity                              |

**Table 7:** Symbolic Feng Shui Logo Design (Mainland China)

**Source:** Retrieved from <https://images.google.com>, August 2019

| Symbolic Feng Shui Logo Design (Mainland China)                                     |  |
|---|--|
|    |    |
| The Bank of China   | The China Construction Bank  |
|   |   |
| The People's Bank of China  | The <a href="#">Hua Xia Bank</a>   |
|  |  |
| The China Minsheng Bank   | The Export-Import Bank of China  |

In Taiwan, similar to the phenomena in Mainland China, many banks also have their logo design associated with the energy of good Feng Shui. For instance, the logo of the Central Bank of the Republic of China is based on Spade Money from the Warring States period as



a symbol of wealth and prosperity, and the design of Taiwan Cooperative Bank logo as well based on ancient Chinese coin. Meanwhile, the First Commercial Bank and the Bank of Taiwan also have their logos design based on ancient Chinese coins in order to affiliate positive 'Qi' with their business.

**Table 8:** Symbolic Feng Shui Logo Design (Taiwan)

**Source:** Retrieved from <https://images.google.com>, August 2019

| Symbolic Feng Shui Logo Design (Taiwan)   |  |
|---|--|
|    |    |
| The Central Bank of the Republic of China   | The Taiwan Cooperative Bank  |
|  |  |
| The First Commercial Bank   | The Bank of Taiwan   |

Likewise, in Hong Kong and Macau, banks logo designs also demonstrate a touch of Feng Shui in their design. For instance, Hong Kong's Hang Seng Bank logo is based on Spade Money from the Warring States period and Macau's Tai Fung Bank as well illustrates the similar approach of Feng Shui implementation in its logo.

**Table 9:** Symbolic Feng Shui Logo Design (Hong Kong and Macau)

**Source:** Retrieved from <https://images.google.com>, August 2019

| Symbolic Feng Shui Logo Design (Hong Kong and Macau)                              |  |
|---|--|
|  |  |
| The Hang Seng Bank (Hong Kong)  | The Tai Fung Bank (Macau)  |

As listed above, Symbolic Feng Shui bank logos in Mainland China, Taiwan, Hong Kong, and Macau are mostly based on a symbolic association of ancient Chinese coins as a metaphor of good Feng Shui. Meanwhile, it is not surprising to see that circle is the most favored shape for a Symbolic Feng Shui logo as the round shape associated with auspicious meaning such as wellness, continuity, and perfection. Colors wise, red, yellow and green are the most popular selection due to the connection with auspicious meanings such as wealth, prosperity and abundance.

### 3.1 Symbolic Feng Shui Logo Design in various business industries

In addition to the above-mentioned examples, which are mainly logos of banks, various business industries in the Greater China region also adopted the Symbolic Feng Shui logo design to best express specific energies for their business. For instance, to attract more business success, Hong Kong Dragon airline logo uses the red dragon to associate with positive 'Qi' such as good luck and auspicious powers. For Air China and Shenzhen airlines, both companies' logos use the symbol of Phoenix to associate with 'Qi' of good luck and prosperity. The graphic of a sailing vessel, which promotes 'Qi' of wealth and prosperity, has been adopted as the logo of the Hong Kong Tourism Board and OCBC Bank. For China United Network Communications Group, the logo design is based on the endless auspicious knot or eternal knot that represents the infinite power of the company in providing quality network communications.



**Table 10:** Symbolic Feng Shui Logo Design in various business industries

**Source:** Retrieved from <https://images.google.com>, August 2019

| Symbolic Feng Shui Logo Design in various business industries   |   |   |
|---|---|---|
| <br><b>DRAGONAIR</b><br>港龍航空                       | <br><b>AIR CHINA</b><br>中國國際航空公司 | <br><b>深圳航空</b><br>Shenzhen Airlines   |
| Hong Kong Dragon<br>Airline   | China Airlines  | Shenzhen Airlines   |
| <br><b>HONG KONG<br/>TOURISM BOARD</b><br>香港旅遊發展局 | <br><b>OCBC Bank</b>            | <br><b>China<br/>unicom</b> 中国联通       |
| Hong Kong Tourism<br>Board  | OCBC Bank   | China United Network<br>Communications Group  |
| <br><b>颐参堂</b><br>— YI SHEN TANG —               | <br><b>鳳凰衛視</b>                | <br><b>重庆航空</b><br>CHONGQING AIRLINES |
| Yi Shen Tang<br>Chinese Pharmacy  | Phoenix Satellite Television<br>Holdings Ltd  | Chong Qing Airlines   |



In Taiwan, a well-known Chinese pharmacy, Yi Shen Tang's logo combined two auspicious elements (Phoenix and Chinese calabash) into one graphic element that represents good health and prosperity. In Hong Kong, a television network, Phoenix Satellite Television Holdings Ltd has its logo design integrated the Yin Yang symbol with double phoenix to symbolize infinite good luck and prosperity. In Mainland China, Chong Qing Airlines company logo design combined the red and blue fish-shape graphics which symbolizes the intersection of the Yangtze River and Jialing River, as well as the balanced of Yin Yang energy that promotes auspicious energy formation.

### **3.2 Symbolic Feng Shui logo design as a business application of Feng Shui**

The ancient art of Feng Shui has various applications in the contemporary context; for instance, the Symbolic Feng Shui practices have been utilized in home decoration and interior design, Feng Shui diet for weight management, Feng Shui therapy, and Feng Shui for business success. According to the concept of Symbolic Feng Shui, to be more prosperous, companies need to know about using good Feng Shui in their business. Therefore, business applications of Feng Shui have been a very popular practice in Asia, particularly in the greater China region.

In general, ways of implementing business applications of Feng Shui are much diversified; the coverage spans from work desk and space arrangement to design a business logo and marketing materials. With an introduction of easier-to-implement 'Symbolic Feng Shui', the business application of Feng Shui has become even easier. Therefore, 'Symbolic Feng Shui logo design' as a form of business application of Feng Shui has been widely seen in business logo design in the Greater China region. In addition to its business application, Symbolic Feng Shui logo is also a creative strategy to employ Feng Shui as a source of design inspiration that triggers target audiences' cultural psychology, particularly on cultural values and attributes that the logo design conveyed.

## **4.0 Summary**

Anaida Robert (2014) stated that people are influenced by their cultural norms and tradition. As such, if a company fails to create a logo that is able to reflect the social attributes of its target audience, it may suffer considerably. Therefore, prior to embark on logo design; it is necessary for designers to study their target audiences' geographical and cultural characteristics. For instance, in Asia, particularly in Mainland China, Taiwan, and Hong Kong, Feng Shui undoubtedly is a geographical cultural element that designers should considerate. Symbolic Feng Shui logo as logo design with its specific Chinese cultural DNA attached to it; serve as an excellent example of a culture-oriented design that employed cultural features to connect with its target audience. As noted by Dan Redding (2013), similar to a good movie, a well-designed logo is capable of communicating on a variety of levels. Accordingly, a 'right' Symbolic Feng Shui logo not only serves as the company's identity; it can be used to trigger the unconscious-level of audience cultural psychology, and most importantly to connect audience cultural loyalty of the brand.

As concluded by Anaida Robert (2014), every geographical region and culture has a specific emotion or characteristic attached to it. Thus, in order to design a successful logo which immediately strikes to a prospective audience, a logo must spell out what the company does and able to resonate with the social, cultural and geographical features of the targeted



region. By and large, in the global market-local design era, Symbolic Feng Shui logo reflects function, aesthetics, and symbols the significant of one's cultural and geographical influences in logo design. As such, for a designer who works with clients from the Greater China region, Feng Shui no doubt is one of the major cultural factors one should be aware of in designing a business logo.

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