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Faculty of Design
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BACHELOR'S THESIS

on the topic:

Agricultural product brand image design for

Specialty 022 Design

Educational program Design (by types)

Performed by: a student of the BED-20 group

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ABSTRACT

With the improvement of people's living standard nowadays. In today's market, the sales of many agricultural products have been facing huge challenges, many of which have good quality agricultural products, a large part of the reason is that the brand image design visual aesthetic and aesthetic problems to affect product sales. Nowadays, in addition to the excellent quality of agricultural products themselves, excellent packaging design will also bring added value to the product, innovative excellent packaging will bring added value to the product, the brand information and visual aesthetic reflected in the outer packaging of the product is becoming more and more important, and consumers' understanding of high-quality agricultural products is also reflected from the packaging. Therefore, the promotion of agricultural products must be in line with the modern public aesthetic packaging, this topic will be Hawthorn princess brand optimization design, Hawthorn princess design is to refine the visual elements of hawthorn design, and then add in line with children's aesthetic cute, warm elements, to visualize the design, and design in line with the characteristics of agricultural products packaging design, In line with consumer visual aesthetic brand design, in order to improve product awareness, improve brand visual value, reflect the connotation of brand design, to achieve brand image promotion.

Keywords: *agricultural products brand design packaging design*

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INTRODUCTION

Relevance of the research topicWith the improvement of people's living standard nowadays. In the market, we can often see more excellent agricultural products, but the design and packaging of agricultural products is because the producers of packaging aesthetic awareness is not strong and affect the overall sales of agricultural products, so there is a need for innovative design to promoteIn the process of conducting my graduation design and thesis, I used

The relevance.research methods such as survey method, observation method, and case study method to design and research.

The need to research.The results of the study and design are shown in that article. The article is structured in the following sections. In the first chapter, the background of the source of the selected topic and the current state of contemporary development are presented. The second chapter presents a description of the research

Theme of research.The purpose of.conducted on the selected topic. The third chapter details the process of the graduation design and the presentation of the pictures of the results. Finally, it summarizes the perception and experience of the whole design, as well as the references., Hawthorn princess brand image design determination consumption of low-sugar desserts becomes a kind of healthy and leisure

Object or Focus of research.The influence of Hawthorn Princess snack packaging design on product sales

Methods of research:According to the existing experience, the excellent products on the market are analyzed and learned, so that their advantages can be applied to their own design.

CHAPTER I

SOURCES OF SELECTION

1.1 BACKGROUND OF THE SELECTED TOPIC

As the rhythm of modern society life accelerates ceaselessly, the design of hawthorn agricultural product enriches ceaselessly. The sweet and sour taste of this kind of products can meet the love of children and teenagers. This kind of dessert can often bring a happy mood to teenagers and children to meet the desire for snacks. High quality agricultural products raw materials can improve the quality of products and the protection of health, in recent years, the increasing demand for hawthorn agricultural products has effectively promoted the rapid development of hawthorn design. Due to the improvement of people's living standards for health this problem is more attention, and network transmission speed up the "inferior food, science and technology and malicious live high added chemical products" exposure, high quality agricultural products to appear in the public view, high quality agricultural promotion is gradually become the topic of design, high quality agricultural products are common in the market, but the design of agricultural products and packaging because producers of packaging beautiful consciousness is not strong and affect the overall sales of agricultural products, and its quality is not equal. Improve product packaging design, improve aesthetic degree to become the main direction of hawthorn agricultural product design development.

Cite literature 《Research on the brand design method of Xinjiang agricultural products from the digital perspective》

Under the influence of digital technology, many products and businesses have changed, and information needs to be viewed and processed in a digital way. As a big agricultural country, the value transformation of China's agricultural development in the digital age is a problem worthy of in-depth exploration and research. This paper summarized the development status of Xinjiang agricultural products industry, clarified

the importance of digital technology to the brand design of agricultural products, analyzed the application of digital technology in the brand design of agricultural products in Xinjiang, and illustrated the effectiveness of the brand design method of agricultural products in Xinjiang from the digital perspective through specific cases, hoping to promote the development of Xinjiang agricultural products trade and market.

1.2 REASONS FOR CHOOSING THE TOPIC

Research objectives: In today's market, we can often see high-quality agricultural products, but the packaging design of agricultural products because of the lack of aesthetic perception, packaging design appearance awareness does not force it to affect the overall sales of agricultural products, resulting in poor sales of high-quality agricultural products, now, many agricultural products just emphasize their own quality, quality and ignore the improvement of design aesthetic. Hawthorn princess brand visual design feedback ordinary, therefore, with the public design aesthetic and creative packaging will greatly improve the sales of agricultural products and the added value of brand publicity, product packaging aesthetic design, it is becoming more and more important, so for hawthorn agricultural product design to refine the hawthorn image elements, with modern design techniques, Create agricultural product packaging that conforms to the characteristics of this agricultural product and enhances the modern sense, so as to strengthen the connection between consumers, increase sales, show brand culture, and enhance brand value.

In the rapidly developing Internet era, the IP image design and development of agricultural products need to adjust design thinking and development strategies with the emergence of new technologies, new ideas and new patterns to achieve accurate and differentiated information transmission. It is one of the important strategies to achieve design differentiation through the visualization of product core values, and to realize the extension of family IP design. The deep integration of virtual and reality, as well as the upgrading of visual image to adapt to new media communication, are also the directions that must be paid attention to. These strategies help agricultural products brands achieve

efficient and high-quality communication in the Internet world, and open new sales channels for them.

1.3 THE CURRENT SITUATION OF DOMESTIC AND FOREIGN RESEARCH

Research on current situation at home and abroad

The research status of hawthorn agricultural product design at home and abroad shows a positive and diversified trend. In China, the design and research of hawthorn agricultural products are gradually being paid attention to. With consumers' increasing pursuit of health and taste, the design choice of hawthorn as a nutrient-rich agricultural product has become particularly important. Researchers began to pay attention to the packaging design of hawthorn agricultural products, processing methods, product development and other aspects, in order to enhance the added value of hawthorn agricultural products and market competitiveness. At the same time, some studies also involve the cultural inheritance and brand construction of hawthorn agricultural products, trying to carry forward the hawthorn culture through design innovation, and build a brand of hawthorn agricultural products with local characteristics.

In the field of food and beverage, hawthorn, as a fruit with unique taste and rich nutritional value, has become the focus of many brands competing for the market. Hawthorn brand design is not only related to the visual presentation of the product, but also an important embodiment of corporate culture, brand concept and market positioning. This paper will deeply discuss the status quo of hawthorn brand design at home and abroad, analyze its characteristics and trends, in order to provide useful reference for related enterprises.

First, the domestic hawthorn brand design status

In recent years, with the continuous upgrading of consumers' pursuit of healthy diet, hawthorn products have gradually been sought after in the domestic market. In terms of brand design, the domestic hawthorn brand mainly presents the following characteristics:

1. The combination of traditional elements and modern aesthetics: many domestic hawthorn brands pay attention to mining traditional Chinese cultural elements in design, such as mountains, poetry, etc., while combining modern simple style, so that the product has a traditional charm and a sense of fashion.

2. Emphasis on product functionality: In brand communication, domestic hawthorn brands often emphasize the health functions of products such as digestion and spleen strengthening, and convey the health value of products through packaging design.

3. Obvious regional characteristics: Some local characteristic hawthorn brands highlight regional cultural characteristics in design, such as the use of local characteristic patterns or colors to form a unique brand identity.

Second, foreign hawthorn brand design status

Compared with the domestic market, foreign hawthorn brands show different characteristics in design:

1. International design style: Foreign hawthorn brands often adopt simple and bright international universal design style to meet the aesthetic needs of the global market.

2. Innovative packaging materials and processes: foreign brands pay more attention to environmental protection and sustainability in packaging design, and try to use degradable materials or innovative packaging processes to reduce the impact on the environment.

3. Personalized customized services: Some foreign hawthorn brands provide personalized customized services, allowing consumers to choose product taste, packaging design, etc., according to their own preferences, to meet the personalized needs of consumers.

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Third, domestic and foreign hawthorn brand design trend comparison

From the current situation of hawthorn brand design at home and abroad, we can draw the following trends:

1. Design style differentiation: Domestic Hawthorn brand pays more attention to the integration of tradition and modernity in design, while foreign brands are more inclined to adopt simple and bright international universal design style.

2. Functional and emotional marketing coexist: While emphasizing product functionality, domestic hawthorn brands also begin to pay attention to emotional marketing and convey brand concepts through story-based ways; On the basis of functional marketing, foreign brands pay more attention to the emotional resonance with consumers.

3. Environmental protection and sustainability have become common concerns: with the improvement of global environmental awareness, hawthorn brands at home and abroad have begun to pay attention to environmental protection and sustainability issues, and take corresponding measures in design to reduce the impact on the environment.

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Iv. Summary and prospect

In general, while maintaining their own characteristics, hawthorn brand design at home and abroad also shows a trend of mutual learning and integration. In the future, with the intensification of market competition and the diversification of consumer demand, Hawthorn brand design will pay more attention to innovation and personalization to meet consumers' pursuit of quality life. At the same time, environmental protection and sustainability will become an important consideration that can not be ignored in Hawthorn brand design, and promote the development of the entire industry in a more green and environmentally friendly direction.

2024.2.20 Zhao Min pointed out in the "Packaging Design and Brand Promotion Strategy of Agricultural Products in the Internet Era" that under the background of the Internet era, agriculture has ushered in a new period of rapid development, but it also faces major challenges. How to use the Internet technology and resources to strengthen the packaging design of agricultural products, establish the brand of agricultural

products in China, and enhance the brand influence is an urgent task to promote the development of agricultural products in the new era.

In foreign countries, hawthorn agricultural products design research also has a certain depth and breadth. As a global agricultural product, hawthorn has been widely recognized for its medicinal and nutritional value. In order to improve the quality and taste of hawthorn agricultural products and meet the different needs of consumers, foreign researchers have conducted in-depth research on the processing technology, product development and packaging design of hawthorn agricultural products. In addition, some studies also focus on the nutritional composition and functional characteristics of hawthorn agricultural products, and explore the application potential of hawthorn in food, health products and other fields.

In the "Impact of Green Agricultural product design and Packaging on Consumer Behavior based on environmental involvement" released in 2021-01-01, it was pointed out that in recent years, the improvement of quality of life requirements has made environmental awareness concerned by most people. The green trend affects our daily life and goes all over the world. The packaging requirements of agricultural products for human health and environmental protection are much higher than those of other products. Many manufacturers are beginning to pay attention to the issue of green consumption and have invested considerable effort in upgrading the green concept of their products. The packaging of agricultural products associated with the visual design of green environmental elements can not only convey environmental information and green pursuit, but also effectively enhance the added value of products, consumer environmental awareness and purchase intention. Therefore, the important role played by green agricultural product design and packaging in marketing and consumer behavior will be to promote environmental education.

Generally speaking, the research status of hawthorn agricultural product design at home and abroad shows a booming trend. With the continuous progress of science and technology and the constant change of consumer demand. Hawthorn agricultural product design should conform to the development of the new era, highlight the brand

value, promote and carry forward healthy agricultural products, and enhance the brand value.

Preliminary research

As the Hawthorn Princess brand visual design feedback ordinary, in order to better design the Hawthorn Princess brand design and derivatives visual image, design in line with the public aesthetic, with characteristics of the brand visual image, to seek inspiration, through the Internet to find information, understand and learn the domestic hawthorn agricultural products excellent cases, Understand and systematically record the design of good shop, Saiwai Xiang, Wanhe and other brands. Take good shop as an example to analyze, good shop is stable in controlling the current hot traffic, or the awareness of the traffic for brand promotion, and shows a unique visual style with mature agricultural product design. It also reflects the understanding of good product shop as a mature agricultural product brand for design, good product shop has always been able to maintain design unity and design innovation, and continue to move forward, create novel, and constantly improve the distance from consumers, reflecting the infinite charm and value of today's brand design. Brand value is an important factor that affects product sales to a large extent. Paying attention to brand strategy can greatly improve product awareness and sales, and improve brand value.

In the process of research, we learned that in today's hawthorn agricultural products promotion and sales, excellent brand design is the basis of product sales and promotion, and exquisite and innovative packaging can be more popular with the public. For design, it is necessary to design in a beautiful and delicate direction.

Of course, in addition to a good brand image, the choice of high-quality agricultural products is also very important. Quality products accompanied by the word health has always existed in product packaging and design considerations. High-quality agricultural products accompanied by mature production technology, will give consumers a good taste feedback, rich in innovative design elements. Coupled with the design concept in line with the public aesthetic, it will bring a good brand impression to agricultural products, forming a virtuous circle between consumers, in order to increase

the promotion of the publicity value of the brand image. The future. Hawthorn agricultural product design should conform to the development of the new era, highlight the brand value, promote and carry forward healthy agricultural products, and enhance the brand value.

In general, while maintaining their own characteristics, hawthorn brand design at home and abroad also shows a trend of mutual learning and integration. In the future, with the intensification of market competition and the diversification of consumer demand, Hawthorn brand design will pay more attention to innovation and personalization to meet consumers' pursuit of quality life. At the same time, environmental protection and sustainability will become an important consideration that can not be ignored in Hawthorn brand design, and promote the development of the entire industry in a more green and environmentally friendly direction.

SUMMARY OF THE CHAPTER I

1.Modern society has higher and higher requirements for the design of agricultural products, especially hawthorn agricultural products. The raw materials and packaging design of high-quality agricultural products directly affect the sales and market competitiveness of products. The application of digital technology has brought new possibilities to the brand design of agricultural products. The design method from the digital perspective can effectively enhance the brand image and market influence of agricultural products. At the same time, the design of agricultural products not only needs to pay attention to quality, but also to strengthen aesthetic awareness, and create packaging designs that meet the aesthetic needs of consumers and brand characteristics, so as to increase sales and publicity effects.

2. For hawthorn agricultural product design, it is very crucial to pay attention to brand image design, aesthetic design of product packaging and brand strategy from the digital perspective. The concrete analysis combined with the actual case can provide more effective methods and strategies for the design and marketing of agricultural products. At the same time, in the Internet era, combining the IP image design of agricultural products with new technologies and new thinking to open up new communication channels and sales opportunities will help enhance the influence and market competitiveness of agricultural products brands.

3. In summary, the development of hawthorn agricultural product design needs to pay attention to the comprehensive application of quality, aesthetic, digital perspective and brand strategy, in order to adapt to the current market demand and consumer pursuit, and promote innovation and development in the field of agricultural product design.

CHAPTER II

RESEARCH FOR THE SELECTED TOPIC

2.1 PRELIMINARY RESEARCH

As the Hawthorn Princess brand visual design feedback ordinary, in order to better design the Hawthorn Princess brand design and derivatives visual image, design in line with the public aesthetic, with characteristics of the brand visual image, to seek inspiration, through the Internet to find information, understand and learn the domestic hawthorn agricultural products excellent cases, To understand and systematically record the design of Chuanzhen, Saiwai Xiang, Wanhe and other brands, and take Chuanzhen as an example to analyze that Chuanzhen has stable control over both the current hot traffic and the awareness of the traffic for brand promotion. Chuanzhen brand shows a unique visual style with local characteristic industries and mature agricultural product design. It also reflects Chuanzhen's understanding of design as a mature agricultural product brand. Chuanzhen has always been able to maintain design unity and design innovation, keep moving forward, create novelty, and constantly increase the distance from consumers, reflecting the infinite charm and value of today's brand design. Brand value is an important factor that affects product sales to a large extent. Paying attention to brand strategy can greatly improve product awareness and sales, and improve brand value.

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health has always existed in product packaging and design considerations. High-quality agricultural products accompanied by mature production technology, will give consumers a good taste feedback, rich in innovative design elements. Coupled with the design concept in line with the public aesthetic, it will bring a good brand impression to agricultural products, forming a virtuous circle between consumers, in order to increase the promotion of the publicity value of the brand image. The future. Hawthorn agricultural product design should conform to the development of the new era, highlight the brand value, promote and carry forward healthy agricultural products, and enhance the brand value.

The difficulty of Hawthorn brand design may lie in how to highlight its healthy and natural image while appealing to the target consumer group and distinguishing itself from other competing brands. In addition, it is necessary to consider how to convey the unique selling point and value proposition of hawthorn products, as well as how to reflect the characteristics and recognition of the brand in packaging design, brand identity and other aspects.

1. ** Shandong Yantai Apple - "Yantai Red" **Yantai apple, as a representative fruit variety in northern China, is renowned at home and abroad for its unique flavor and rich nutritional value. In recent years, the Yantai municipal government attaches great importance to the development of the apple industry, and through the implementation of a series of brand strategies, it has successfully built "Yantai Red" into a highly influential fruit brand in the domestic and international markets. In terms of brand promotion, the Yantai municipal government not only organized a large-scale Apple cultural festival, inviting domestic and foreign tourists to experience the fun of apple picking, but also through a combination of online and offline, using social media platforms and e-commerce platforms to broaden sales channels, so that "Yantai Red" apple into thousands of households.

There are also some produce brands worth looking at

** Shandong Yantai Apple -- "Yantai Red" **

In addition, the Yantai municipal government has also actively guided fruit farmers to adopt scientific planting management technologies, and promoted modern agricultural technologies such as integrated pest control and water and fertilizer integration to ensure steady improvement in apple yield and quality. At the same time, encourage fruit farmers to participate in brand building, through unified packaging, unified standards, to further enhance the overall image of "Yantai Red" apple.

**** Shaanxi Fuping Persimmon -- "Fuping Persimmon" ****

As a special agricultural product in Fuping County, Shaanxi Province, Fuping persimmon cake enjoys a high reputation in domestic and foreign markets for its unique flavor and production technology. In recent years, Fuping County government, relying on the local rich persimmon resources, vigorously develop the persimmon industry, through the implementation of brand strategy, successfully "Fuping persimmon" into a well-known domestic persimmon brand.

In terms of brand building, the Fuping County government pays attention to protecting and inheriting traditional production skills, while introducing modern processing equipment and technology to improve the production efficiency and quality of persimmon. In addition, activities such as persimmon culture Festival are actively carried out to attract tourists to come for sightseeing and experience the persimmon making process, which further enhances the popularity and influence of "Fuping Persimmon".

At the same time, the Fuping County government also pays attention to expanding persimmon sales channels, and sells "Fuping persimmon" to all parts of the country and overseas markets through the establishment of online and offline sales networks. In addition, enterprises are encouraged to carry out deep processing research and development of persimmon cakes, the development of persimmon dried, persimmon vinegar and other products, enrich the persimmon industry chain, improve added value.

**** Hebei Chengde Almond -- "Chengde Almond" ****

Chengde almond, as a special agricultural product in Chengde, Hebei Province, is loved by consumers for its big grain, thick meat and delicious taste. In recent years,

Chengde City government attaches great importance to the development of the almond industry, through the implementation of brand strategy, successfully built "Chengde Almond" into a well-known nut brand in China.

In terms of brand promotion, the Chengde Municipal government actively organizes various promotion activities, and shows the excellent quality of Chengde almonds to domestic and foreign buyers through fairs, agricultural products fairs and other platforms. At the same time, the Internet and social media platforms are also used for online publicity to improve the visibility and influence of Chengde Almond.

In addition, the Chengde municipal government also pays attention to guiding fruit farmers to adopt scientific planting management technology, promote comprehensive pest control, soil improvement and other measures to ensure stable improvement of almond yield and quality. At the same time, fruit farmers are encouraged to participate in brand building, and the overall image of Chengde almonds is further enhanced through unified packaging and unified standards.

**** Shanxi Yuncheng Apple -- "Yuncheng Apple" ****

Yuncheng apple, as a special agricultural product in Yuncheng, Shanxi Province, is famous for its bright color and sweet taste. In recent years, the Yuncheng government attaches great importance to the development of apple industry, through the implementation of brand strategy, the "Yuncheng Apple" has been successfully built into a well-known Apple brand in China.

In terms of brand promotion, the Yuncheng government actively organizes activities such as the Apple Culture Festival, inviting domestic and foreign tourists to visit and experience the fun of apple picking. At the same time, the Internet and social media platforms are also used for online publicity to improve the visibility and influence of Apple in Yuncheng.

In addition, the Yuncheng government also pays attention to guiding fruit farmers to adopt scientific planting management technology, and promotes modern agricultural technologies such as integrated pest control and water and fertilizer integration to ensure steady improvement of apple yield and quality. At the same time, encourage fruit

farmers to participate in brand building, through unified packaging, unified standards, to further enhance the overall image of Yuncheng Apple.

**** Shandong Zibo Kiwi -- "Zibo Kiwi" ****

Zibo kiwi, as a special agricultural product in Zibo City, Shandong province, is loved by consumers for its rich nutrition and unique taste. In recent years, Zibo city government attaches great importance to the development of kiwi industry, through the implementation of brand strategy, the success of "Zibo kiwi" into a well-known kiwi brand in China.

In terms of brand promotion, the Zibo municipal government has actively organized various promotion activities, and demonstrated the excellent quality of Zibo kiwi to domestic and foreign buyers through fairs, agricultural products fairs and other platforms. At the same time, the Internet and social media platforms are also used for online publicity to improve the visibility and influence of Zibo Kiwi.

In addition, the Zibo municipal government also pays attention to guiding fruit farmers to adopt scientific planting management technology, promote comprehensive pest control, soil improvement and other measures to ensure the stable improvement of kiwifruit yield and quality. At the same time, encourage fruit farmers to participate in brand building, through unified packaging, unified standards, to further enhance the overall image of Zibo kiwi.

Sum up

In the hawthorn agricultural product brand design, we must first clarify the brand positioning and core value. This includes understanding the needs of the target market, the situation of competitors, and the characteristics of your own product. For example, if the target market is health-conscious consumers, then the brand design can emphasize the health care function of hawthorn; If the target market is the pursuit of high-quality life of consumers, then the brand design can emphasize the high-end and exquisite hawthorn products.

The red fruit and unique shape of the hawthorn provide a rich visual element for the brand design. Designers can use these elements to create unique brand identities,

packaging and advertising materials. For example, the shape of the hawthorn fruit can be adopted as part of the brand logo, or the red color of the hawthorn can be paired with other colors to create a fresh and vibrant visual effect.

Hawthorn is not only a fruit, but also carries a rich culture and history. Brands can attract consumers' interest by digging into the story behind hawthorn, such as its place in traditional medicine and its association with specific festivals. By telling the story of Hawthorn, you can increase the emotional depth of the brand and make consumers resonate.

With the increasing concern of consumers for environmental protection and sustainability, Hawthorn brand design should consider the use of environmentally friendly materials and production processes. For example, recyclable packaging materials can be used, or energy and water consumption can be reduced in the production process. These initiatives not only help to reduce the environmental impact of the brand, but also enhance the brand's social responsibility.

In the digital age, online and offline integrated marketing is an important means of brand promotion. Hawthorn brand can promote and sell through online channels such as social media and e-commerce platforms, while holding offline tasting meetings, cultural festivals and other activities to enhance interaction with consumers. This integrated marketing strategy helps to expand the influence of the brand and improve the sales performance.

Brand design is not static, it needs to constantly innovate and update as the market changes and consumer needs change. Hawthorn brand can regularly launch new product lines, new packaging designs or new marketing activities to maintain the freshness and competitiveness of the brand.

Hawthorn agricultural product brand design is a comprehensive work, which requires the brand to make efforts in positioning, visual elements, story marketing, environmental sustainability, online and offline integrated marketing and continuous innovation. Only in this way can hawthorn brand stand out in the fierce market competition and win the favor of consumers

2.2 POSITIONING OF THE SELECTED TOPIC

After the investigation, the design of hawthorn agricultural products has a more clear design idea and direction, combined with the results of the previous investigation, hawthorn derivative agricultural products are very popular with children and teenagers, so cartoon images are used as brand IP to attract the attention of teenagers and children, and the brand image of Hawthorn princess is designed to be more in line with children's aesthetic style. Make the brand cute and friendly, add warm and vivid elements to attract children's eyes, so that it has a stronger appeal to the audience of young children, and the product is positioned for young children.

Hawthorn Princess positioning considering the following reasons

Health attribute

Hawthorn is rich in vitamin C, dietary fiber and antioxidants, which are good for cardiovascular health. Therefore, hawthorn snacks are often positioned to highlight their health benefits and appeal to consumers who focus on healthy eating.

Tradition and culture

Hawthorn has a long history of consumption in China and is often associated with traditional festivals such as the Mid-Autumn Festival. Hawthorn snacks' brand positioning is likely to emphasize this cultural heritage and appeal to consumers seeking a traditional food experience.

convenience

As a snack, hawthorn products are usually designed to be easy to carry and eat. The brand positioning may emphasize it as a quick food or energy fix for a busy modern lifestyle.

Taste diversity

Hawthorn snacks can have a variety of flavors, such as original, sugar gourd flavor, spicy and so on. Brand positioning may highlight this flavor diversity to meet the taste preferences of different consumers.

Affordable prices

Hawthorn snacks are usually moderately priced and suitable for mass consumption. Brand positioning may emphasize its value for money advantage, appealing to consumers looking for affordable options.

kid-friendly

Because of the sweet and sour taste of hawthorn snacks, they are often loved by children. Brand positioning may be particularly targeted at the children's market, appealing to younger consumers through cute packaging designs and marketing strategies.

SUMMARY OF CHAPTER II

1.Brand positioning and clear positioning: Successful snack brand design needs to have a clear brand positioning, including target consumer groups, product positioning and market positioning. The clarity of brand positioning helps to accurately target the target audience, so as to effectively communicate the brand concept.

2.Exquisite and unique packaging design: Snacks are visually impacted goods, so the exquisite and unique packaging design is very important. Eye-catching packaging design can enhance product appeal and sales.

3.In line with consumer tastes: snack brand design should be consistent with the tastes of target consumers, whether in product taste, packaging style or marketing promotion, should take into account the preferences and needs of target consumers.

Focus on quality and safety: Quality and safety are core elements in snack brand design. Consumers have increasingly high requirements for the quality and safety of

snack products, and brands should pay attention to the selection of raw materials, production processes and environmental health.

4. With the continuous development of digital technology, snack brand design is also facing the challenges and opportunities of digital transformation. Through digital technology, advantages such as personalized customization, intelligent production and marketing precision can be realized.

5. Brand communication and social marketing: Brand communication is one of the keys to the success of snack brands. Diversified communication channels, social marketing and other novel strategies can help enhance brand awareness and influence.

CHAPTER III

DESIGN PROCESS AND RESULTS

3.1 DESIGN PLAN

(1) Collect design cases of excellent agricultural products brands, brainstorm to find design inspiration, and determine the overall style of the brand as cartoon.

(2) Mind mapping, sorting out and analyzing ideas.

(3) Develop brand slogans, advertising slogans, and related texts..

(4) According to the preliminary design ideas, logo, Chinese and English fonts, auxiliary graphics and brand IP image and other basic parts

Draw the IP image of the emoji packet and the extension of the clothing extension.

(5) Design and application part of the extension of application packaging, posters and related product design.

(6) Improve the overall design and polish the details.

3.2 DESIGN PROCESS

3.2.1.Hawthorn Princess brand visual image design basic part of the design process

Design concept about brand image

A Brand Identity is the sum of all the visual and non-visual elements that a brand uses to communicate its unique personality, values and commitments to consumers. It is an important tool for brands to communicate with their target audience, helping to build brand awareness, differentiate competitors, and foster brand loyalty among consumers. Here are the key elements that make up a brand identity:

1. Brand Name

1. Naming strategy: A brand name is usually the first element that consumers encounter, so it needs to be easy to remember, pronounce and spell, and reflect the core values of the brand.

2. Logo

1. Design principle: The logo is the most recognizable visual element of the brand identity, it should be simple, unique, and able to maintain clarity in different sizes and media.

2. Graphics and text: Logos may include graphic symbols, letter combinations, or a combination of both that collectively convey the brand's personality and industry attributes.

3. Tagline

1. Communication power: A slogan is a short, powerful statement used to reinforce the brand message, which can summarize the brand's mission or strengths.

4. Color Palette

1. Emotional connection: Color is essential for inspiring an emotional response, and each color has its own psychological and cultural meaning, so the color scheme needs to match the brand image.

5. Typography

1. Legibility and style: The font used by the brand should be clear and easy to read, and can reflect the style and tone of the brand.

6. Graphic Elements

1. Consistency: In addition to the logo, a brand may have a unique set of graphic elements such as ICONS, textures, or illustrations that remain consistent across all brand materials.

7. Photography Style

1. Visual narrative: The photography style of the brand should be consistent with the brand story, whether it is real and natural or artistic exaggeration.

8. Audio Identity

1. Auditory recognition: Sound identifiers, such as ringtones, music or speech, can be used in radio, television advertising or digital media to enhance the brand's auditory recognition.

9. Brand Voice

1. Consistent tone: The style and tone of language used by the brand in all communications, whether formal, friendly or humorous, should be consistent.

10. Brand Story

1. Emotional connection: Brand stories create an emotional connection with consumers by telling the story of the brand's origins, vision, and values.

11. Packaging Design

1. Function and aesthetics: Packaging is not only the protective layer of the product, but also part of the brand identity, which needs to find a balance between functionality and aesthetics.

12. Brand Experience

1. All-round experience: The brand experience includes all aspects of consumer interaction with the brand, from every touch point of product purchase to customer service.

When designing and maintaining a brand identity, it is important to ensure that all elements harmonize with each other and maintain consistency across all brand touchpoints. This helps create a strong brand image and makes the brand stand out in a competitive market.

(1) Brand logo

Brand logo is a signal used to convey information on behalf of a company's product positioning, and brand logo is a microcosm of an enterprise strategy. It usually contains the company's or brand's name, tagline, or identifying graphics, usually in graphic form. Font and standard letter-based product information display, used to identify and promote the brand in the market. Brand logo is widely used in a variety of promotional materials, product packaging, advertising and marketing activities, Hawthorn princess brand image design to cater to young children love, in line with

warm, lovely image so graphic logo choose for "Hawthorn princess" design IP image "Hawthorn small ring" to add hawthorn cute elements more prominent brand cute style. Brand attributes are simple and clear, easy to understand, the main color of the logo is red, yellow, green, black as the auxiliary color, to show the public a strong visual sense, the overall logo design is cute, more inclined to teenagers, children's preferences, full of youth and high recognition, the logo is an important part of the brand image. In the public awareness of the brand to play a role in recognition, the cute image can be more reminiscent of hawthorn products are snack brands, in the design, the final choice of the image has comfort, can help consumers quickly identify and establish brand impression, enhance product awareness, enhance the distance between products and consumers, enhance brand credibility and recognition. It plays an important role in brand promotion and market competition. (Figure 3-1)

Brand Chinese and English fonts

Brand Chinese and English fonts play a crucial role in brand communication and marketing. They are not only a core component of brand image, but also have a profound impact on brand identity, emotional connection and messaging.

**** Brand Identity **** : Brand Chinese and English fonts are one of the core elements of the brand Visual identity system (VIS). A unique and easily recognizable font can quickly allow consumers to identify the target brand among many brands, thereby enhancing the brand's memory. For example, Coca-Cola's iconic font "Spencerian Script" is an important symbol of its brand identity.

**** Emotional connection **** : Different font styles can evoke different emotional responses from consumers. For example, a round, soft font may convey a cordial, warm feeling, while a sharp, linear font may convey power and modernity. Brands can strengthen their emotional connection with consumers by choosing Chinese or English fonts that match their brand personality.

**** Information transfer **** : The readability of fonts is directly related to the efficiency of information transfer. In brand marketing, legible fonts help ensure that consumers can quickly access key information, such as brand names, product names, or promotions. For the English section, common sans-serif fonts (e.g. Helvetica, Arial) are

widely used for business communication due to their simplicity. For the Chinese section, it is equally important to choose the right typeface, boldface or other Chinese font to ensure the clear transmission of the message.

**** Cultural relevance **** : Chinese and English fonts each carry rich cultural connotations. Brands can choose a specific font to emphasize their cultural context, or to establish resonance in a cross-cultural market. For example, some luxury brands will choose Chinese fonts with classical beauty to echo the tradition and dignity of their brands.

**** Brand story telling **** : Font selection and design can also be used to tell the story of the brand. Through a font's historical background, design inspiration, or association with the brand story, a brand can establish a unique narrative in the consumer's mind.

**** Market segmentation **** : Different market segments may have different font preferences. Brands can adjust font styles to appeal to specific target markets, such as younger people may prefer fonts with a strong modern feel, while mature people may prefer traditional or classic style fonts.

**** Legal protection **** : Some brands' font designs may be unique enough to warrant copyright protection. This not only prevents other brands from copying, but is also part of the brand equity.

In short, brand Chinese and English fonts play a multi-faceted role in brand marketing, from enhancing brand identity to delivering brand information, to establishing emotional and cultural connections, are indispensable elements. Brands should carefully select and design Chinese and English fonts to maximize their effect in brand communication.

(2) Special Chinese characters

In the design of brand image, Chinese font is essential, the use of cute font can better reflect the identity of the logo and brand, and will not reduce the recognition, with lovely round font as the main body, more attractive to teenagers and children's eyes, the font is neat and round, full of vitality, the main color is red, red and yellow, black has

harmony, with a strong sense of design. In typeface design and typesetting, the use of typesetting has a variety of design techniques. (Figure 3-2)

(3) Special English words

Hawthorn Princess English font, in the design with the brand logo matching font brand standard word is an integral part of the brand, the color is the same as the Chinese character is red, better consistent with the Chinese character, with coordination, better reflect the brand style. (Figure 3-2)

(4) Brand standard color

The role of brand standard color

Brand standard color is a single or a group of fixed colors designated by an enterprise in order to convey the corporate image and shape the quality of the enterprise. It plays a key role in the brand visual identity system, with several important roles:

1. Brand identification and differentiation: Brand standard colors can help brands establish unique identification characteristics in the market, so that consumers can quickly identify and distinguish the brand from competitors. Through the careful selection and use of standard colors, brands can establish a unique image in the market and thus stand out.

1. Build brand awareness and memory: Consistent and consistent use of brand standard colors helps build brand awareness and memory in the minds of consumers. When consumers repeatedly see the brand's standard color, this color will leave a deep impression in their consciousness, increasing the brand's awareness and credibility. This memory effect helps to place the brand in a preferred position when making purchasing decisions.

1. Brand emotion and association: Color plays an important role in people's emotions and moods. Brand standard colors can trigger consumers' emotional responses to the brand and form strong associations with the brand's core values and personality. By choosing a standard color that aligns with the brand's positioning, brands can create a positive emotional connection with consumers.

1. Brand consistency and credibility: By maintaining a consistent standard color use across all brand materials and media, brands can build an image of consistency and

credibility. This consistency conveys the brand's attention and attention to detail, enhances the consumer's sense of trust in the brand, and ensures the stability and sustainability of the brand image.

The choice of a brand's standard color should be based on the brand's personality, target audience and the values it conveys. For example, red is often associated with energy, passion and excitement, while blue is often seen as calm, reliable and professional. Through the appropriate standard color design, the brand can establish a distinctive color effect in the market, so as to achieve the expected brand communication effect. Hawthorn Princess brand standard color design comprehensive application, increase the visual perception of the brand vision system, to enhance the brand image, black (#0F0F0F, R15 G15 B15, C90 M80 Y80 K70), light red (#C96369, R201 G99 B105 C21 M72 Y47 K0), light orange (#E1936E, R225 G147 B110, C11 M51 Y54 K0), dark red (#A74140, R167 G65 B64, C39 M86 Y75 K3), flesh color (#F4D4BE, R244 G21 B190, C4 M21 Y25 K0), green (#2E9560, R56 G149 B96, C77 M22 Y75 K0), black, quiet atmosphere, To enhance the tonality of the brand, so that it has a sense of modern design, so black is often used in a large number of high-end product design has a strong sense of advanced, the main color of red has warm, strong, rich power characteristics, orange is a symbol of fire, warm Yang, with reliable. As a symbol of practicality, green sets off red to play an unexpected embellishment role, and the combination of red and orange plays a role in creating a creative and cheerful atmosphere, conveying a cheerful brand image to the public. (Figure 3-3)

(5) Auxiliary graphics

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Brand standard color is a single or a group of fixed colors designated by an enterprise in order to convey the corporate image and shape the quality of the enterprise. It plays a key role in the brand visual identity system, with several important roles:

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The choice of a brand's standard color should be based on the brand's personality, target audience and the values it conveys. For example, red is often associated with energy, passion and excitement, while blue is often seen as calm, reliable and professional. Through the appropriate standard color design, the brand can establish a distinctive color effect in the market, so as to achieve the expected brand communication effect. Auxiliary graphics in brand design is a graphic element used in design and derivatives to strengthen and supplement the visual effect of the brand identity and convey the image and information that the brand wants to express. Therefore, the design of auxiliary graphics needs to consider the tone and style of the brand is particularly important. In addition, the application and use of auxiliary graphics need to be strengthened, so the design needs auxiliary graphics that meet the above requirements to better reflect the tonality of the brand. Therefore, hawthorn cakes,

hawthorn bars and other hawthorn derivative pastries are combined in the design assistance, and cute elements are added to make the brand have a youth and children's style. The main color is red. Set off the main color of Princess Hawthorn, typesetting in a group of five for regular typesetting, and miscellaneous typesetting, can also be used alone. (Figure 3-4 3-5)

(6) Various combinations of signs

The logo standard portfolio is an important part of the brand visual identity system, which shapes and conveys the brand image through a series of standardized design elements. The role of the combination of marking standards is mainly reflected in the following aspects:

1. Enhance brand recognition: Through a unified combination of logo standards, the brand can be more easily recognized and remembered in the market, thereby improving brand visibility and market share.

2. Convey brand information: the combination of logo standards can effectively convey the core values and personality characteristics of the brand, so that consumers can quickly understand the positioning and characteristics of the brand.

3. Maintain brand consistency: Through a unified combination of logo standards, it can ensure that the brand maintains a consistent image in different application scenarios and media to avoid confusion and dilution of the brand image.

4. Improve visual beauty: a reasonable combination of logo standards can increase the visual effect of the design, make the brand image more attractive, and improve the attractiveness and competitiveness of the brand.

5. Adapt to diverse application needs: the combination of logo standards can be flexibly applied to a variety of publicity materials and product design to meet different design needs and expand the application range of the brand.

6. Promote brand communication: A unified combination of logo standards helps the brand to maintain a consistent image in different communication channels, enhance the effect of brand communication, and improve brand awareness and reputation.

7. Strengthen brand association: Auxiliary graphics can be combined with the brand logo to form a unique brand association and deepen consumers' impression and memory of the brand.

8. Adapt to market changes: With changes in the market environment, the logo standard portfolio can be appropriately adjusted and updated to adapt to new market demands and consumer preferences, and maintain the vitality and competitiveness of the brand.

To sum up, the logo standard combination is an important tool for brand construction and maintenance, which can not only enhance the visual effect of the brand, but also effectively convey the core value of the brand and enhance the market competitiveness of the brand.

A variety of combinations of signs can adapt to a variety of complex environments, and a variety of combinations may refer to the combination of different elements or components of the logo for different scenarios. The logo combination shall not be changed or deformed at will. (Figure 3-6)

(7) Logo color draft and monochrome draft

The color draft and monochrome draft of the brand logo are the standard color embodiment of a variety of use environments of the logo. In the application of the brand logo, the color combination must be strictly in accordance with the requirements to ensure the accuracy of the logo, so as to ensure the standard and consistency of the corporate image. In the daily application of the brand, the use of stretching, deformation, rotation and other changes in the logo image can not be carried out at will, nor can ornaments and borders be added at will, and should be applied in strict accordance with the use specifications.

(8) Logo graphics are used in IP image design

The role of IP image in brand design

IP image, that is, intellectual property image, is the brand's unique image, logo and reputation, is the brand's intangible assets, can represent the brand's core values and personality characteristics. In brand design, IP image plays a crucial role, its main roles include:

1. Build brand awareness: Through the unique logo, image and sound and other elements, consumers can quickly identify the brand and build brand awareness.

2. Shaping the brand personality: the brand IP image can convey the personality characteristics and core values of the brand. By building a unique image and story, the brand can establish an emotional connection with consumers, establish a brand image, and make consumers resonate and identify.

3. Enhance brand value: the brand IP image can enhance the added value and favorability of the brand, thus increasing the market competitiveness of the brand. A popular brand IP image can attract more consumers' attention and purchase intention, and bring more business opportunities for the brand.

4. Establish brand loyalty: Through the shaping of brand IP image, the brand can establish a long-term and stable relationship with consumers. After consumers have emotional resonance and identification with the brand IP image, it is easier to form loyalty and firm confidence to buy brand products or services.

5. Expand brand influence: Brand IP image can be spread in different channels and media to expand brand influence. Through the application of brand IP image, brands can further attract media attention and get social media sharing, thus expanding brand awareness and influence.

6. Promote brand communication: As the core of brand communication, brand IP image can attract consumers' attention and improve the effect of brand communication through story and emotional content.

7. Increase the amount and speed of communication: A successful IP image can spread quickly, so that more people can remember the brand, thus bringing a positive impact on the later business and publicity of the brand.

8. Promote user participation and emotional resonance: IP image design can attract user participation through continuous content production, so as to generate spiritual resonance among users, give feelings and temperature in the process of producing relationship with users, and finally realize commercial value.

To sum up, the role of IP image in brand design is multifaceted. It can not only enhance the visual effect of the brand, but also effectively convey the core value of the

brand, enhance the market competitiveness of the brand, and establish a deep emotional connection with consumers.

The design of the brand IP image is designed with two cartoon characters, which is more in line with the aesthetic of children and teenagers. The cartoon image is named Hawthorn Xiaohuan and Hawthorn Xiaole. Hawthorn Xiaohuan is the theme of the image of a lovely little girl, highlighting the theme of Hawthorn Princess. Hawthorn Xiaohuan wears a light red skirt and a hawthorn hat, which is vivid, lovely and lively, showing the little girl's unrestrained childhood. Hawthorn Xiaole's design is based on hawthorn as the main body, using anthropomorphic design, activating Hawthorn in the form of cartoon, adding cute elements, Hawthorn Xiaohuan and Hawthorn Xiaole's design have added cute elements and hawthorn elements, showing the effect of youth, in line with the public aesthetic, simple and clear design, can make children and teenagers feel warm and friendly. (Figure 3-8)

(9) Brand IP emoticons

Enhance brand identity

IP design memes usually have a distinct personality and recognition, which can help consumers quickly identify the brand, thereby enhancing the market recognition of the brand.

Convey brand message and culture

Through the design of emojis, brands can integrate their own culture, concepts and product characteristics into them, so that consumers can also access to brand information while using emojis, so as to deepen their understanding and memory of the brand.

Promote brand and consumer interaction

As a relaxed and humorous communication tool, emoji can narrow the distance between brands and consumers, increase consumers' goodwill and stickiness to brands, and promote the interaction between brands and consumers.

Support brand marketing activities

Brands can design specific emojis to match marketing activities, such as holiday promotions, new product launches, etc., in order to attract consumers' attention and improve the effect of marketing activities.

Expand brand communication channels

Memes are easy to spread in social media and instant messaging tools, and brands can take advantage of this feature to use memes as a tool to spread brand information and broaden brand communication channels.

Enhance the brand's youthful image

Emojis are often closely related to young people's social habits. By designing emojis that meet young people's preferences, brands can enhance the brand's youthful image and attract young consumers.

Create business value

Successful IP design memes can be an important asset for a brand, creating additional business value for the brand through the development and sale of derivatives.

In summary, IP design memes play an important role in brand design, not only enhancing brand awareness and reputation, but also facilitating brand interaction with consumers, supporting brand marketing activities, and creating new business opportunities for brands.

It is to make eyes on the IP image and design a set of emojis combined with real life. Including "angry", "Tai great", "pain", "touch fish", "thriller", "good sleepy" and other six series of Hawthorn Xiaohuan emojis and Hawthorn Xiaolle's "dry rice", "come on", "addicted to work", "in", "fight", "speechless" and a series of classic expressions, to simulate the daily life of the target group to convey emotional value. Make IP image design more life atmosphere, stronger brand publicity ability. (Figure 3-9, 3-10)

(10) Brand IP extension

After making a good brand IP image prototype, the follow-up clothing extension was drawn. Combined with the characteristics of IP itself, the design conforms to the aesthetic extension of teenagers' clothing. Including "looking at the world", "Lion dance taste", "spring grassy", "snow", "energetic youth", "smart and lovely" six series of clothing extension, to show different scenes of IP image Hawthorn small ring clothing

design, in order to achieve the purpose of conveying the cheerful emotional value, but also make it more life atmosphere, enhance the brand publicity ability. (Figure 3-11)

The role of brand design in the application part

The role of brand design in the application part is mainly reflected in the following aspects:

1. Increase product sales: Good brand design can enhance the added value of products, thereby increasing the sales rate of goods. For example, in the beverage industry, consumers may value packaging more than taste, so changing packaging design to attract consumers and improve product appeal.

2. Enhance consumers' sense of trust and loyalty: a good brand image can give users a good impression, promote users' purchase behavior, and enhance consumers' sense of trust and belonging. For example, if consumers are attracted to a brand's advertisement, they may choose that brand's product.

3. Reduce operating costs and improve profit margins: Brand design can help merchants reduce marketing costs, increase profit margins, and help enterprises achieve more efficient development. For example, by designing a reasonable brand image, enterprises can reduce the investment in marketing and attract more customers at the same time.

4. Conducive to the long-term development of enterprises: with the continuous opening of the market, enterprises are facing fierce competition. An enterprise with a good image is easier to attract customers and lay the foundation for the long-term development of the enterprise.

5. Strengthen brand identity: brand design stimulates people's senses through graphics, lines, colors and other visual effects, and continuous publicity will deepen consumers' impression of the brand. For example, through the design of unique brand graphics, consumers can quickly identify the brand, thus improving the market competitiveness of the brand.

6. Convey brand story and culture: Brand design can carry brand story and culture, attract consumers' attention through story content, and improve the effect of brand

communication. For example, through the design of images combined with the brand story, consumers can feel the cultural connotation of the brand when using the product.

7. Enhance brand charm: Brand design can invisibly improve the value of products and services, so that the brand stimulates consumers' desire to buy and desire, which is the charm of the brand. For example, through the design of creative brand logos, consumers can feel that the brand is novel and unique, thus increasing the desire to buy.

8. Promote user participation and emotional resonance: Brand design can attract users to participate through continuous content production, so as to generate spiritual resonance among users, give feelings and temperature in the process of producing relationship with users, and finally realize commercial value. For example, through the design of interactive brand activities, users can participate in the promotion of the brand and enhance the user's sense of brand identity.

The above points show that the role of brand design in the application part is multifaceted, it can not only enhance the visual effect of the brand, but also effectively convey the core value of the brand, enhance the market competitiveness of the brand, and establish a deep emotional connection with consumers.

(11) Snack box

Packaging design aims to improve the appearance appeal of the product, enhance the visual effect of the product, convey the characteristics and brand image of the product, attract consumers' attention and promote sales. Hawthorn princess packaging design is divided into two kinds: one is the original red system, the other is to add the mixed taste of yellow peach fruit, the overall packaging uses the combination of red and yellow actually reflects the care of children and adolescents, giving people a kind brand image, the use of illustration form to express product image is easier to narrow the distance with children and adolescents, and can reflect the tonality of the brand. (Figure 3-12, 3-13, 3-14)

(12) Calling card

Business cards are one of the important means for enterprise staff to negotiate and communicate, high-quality business cards help to enhance the external publicity of corporate brand image, Hawthorn Princess business cards using cute, simple design,

with auxiliary graphics and brand logo design. The specification standard is 90*55mm and 300g coated paper is used for printing, and the process is four-color printing. (Figure 3-12)

(13) Product handbag

For the design of the handbag, according to the product theme, the use of reusable materials to better show the green packaging concept of the product. (Figure 3-13)

(14) Mobile phone case design

Mobile phone shell is an indispensable part of everyone's daily life, mobile phone shell has a strong publicity effect on the product, the design of mobile phone shell adopts clothing extension main design six as a series of designs. (Figure 3-14)

(15) Employee work card

A work badge is an employee identification or identification tool, usually provided to employees by companies or organizations. Is an indispensable item in the work of the staff, the staff work card design in Chinese and English as the main body of the design, while adding the Hawthorn princess auxiliary graphics decoration in the picture, with the brand echo, the standard color of light red, and orange combined with the lovely wind design, to better reflect the brand positioning, so that the public better understand the brand itself, but also make the staff better serve the public. (Figure 3-15)

(16) Poster design

Poster design is one of the main methods of Hawthorn Princess brand publicity to attract the public, publicity posters will make the public understand the quality of Hawthorn Princess products, so that the public have the desire to consume so as to achieve the purpose of drainage, poster design mainly in the form of product illustration as the theme to continue the lovely wind design. (Figure 3-16)

(17) Badge design

The badge design is based on the emojis and worn by the shop assistants, which greatly enhances the corporate image, and the badge will also be given to the consumers who buy the products to achieve drainage. (Figure 3-17)

(18) Three-fold design

Through the design of three folding pages, the image, concept and culture of the company or brand can be displayed, and the brand image and visibility can be enhanced. Is an indispensable means to promote products, the three folding design theme eye-catching, strong publicity, simple and clear content, color to Hawthorn princess main color light red. (Figure 3-18)

(19) Voucher design

Vouchers are generally more common in store activities, and play an important role in product publicity and visibility, which can reflect the brand's attention to consumers. Vouchers are made of brand standard color light red, uniform style, and different product illustrations represent different product vouchers. (Figure 3-19)

(20) Paper cups

Paper cup is indispensable in daily use, paper cup is not only a container, or a promotional brand of the enterprise, can reflect the spirit of the enterprise, the use of brand auxiliary graphics on the paper cup design, brand logo, reduce the transparency of the auxiliary graphics, highlight the tone of the brand, enhance brand identity. (Figure 3-20)

(21)Belt design

Tape design is the use of auxiliary graphics design, can be applied to many aspects.

(22)Jigsaw design

Puzzle extension design to add product illustration elements, image cute, intelligent strong, with a strong design aesthetic, has a strong appeal for young children, enhance brand appeal.

(23)Pallet design

The design of the tray is applied to the physical application of the physical store, and the design of the emotile-package element is used to increase the beauty and play a role in promoting the brand information

SUMMARY OF CHAPTER III

1.Enhance brand unity: Brand material extension can enhance the consistency and coherence of the brand, so that the brand can reflect the same brand image and values in different fields or products, and enhance brand unity.

2.Expand the market scope: Through the extension of brand materials, the brand can enter more fields and markets, achieve the expansion and expansion of the market scope, and increase the brand exposure and market share.

3.Enhance brand awareness: Brand material extension can help the brand to achieve cross-field extension, so that consumers more widely recognize the brand, and deepen the impression and cognition of the brand, enhance the brand awareness and influence.

4.Promote sales growth: Brand material extension can expand the brand product line, meet the diversified needs of consumers, increase the possibility of consumers to choose brands, thus promoting sales growth and market share.

5.Increase brand loyalty: Through brand material extension, brands can provide consumers with more diversified product choices, meet their different needs, and deepen consumers' trust and loyalty to the brand.

6.Reduce market risk: The extension of the brand in different areas can spread the market risk, avoid the excessive dependence of the brand on one product or market, and enhance the market adaptability and resilience of the brand.

CONCLUSION

After this period of efforts, Princess Hawthorn graduation design is finally completed, time is in a rush, recalling Princess Hawthorn graduation production step by step, difficulties and achievements are there, graduation design is not only a test of their own ability or a summary of the knowledge and four years of college, from making plans, modifying ideas to the subsequent design of Princess Hawthorn. In the end, I have worked hard and learned a lot of knowledge. In general, the completion of my graduation design is also an improvement of my ability. It is a long-term production process that requires constant polishing and modification, during which I find my shortcomings. Need to accumulate knowledge, improve themselves, master knowledge.

The graduation design summary for agricultural product brand design can be structured from the following key aspects to show your work results and in-depth understanding of the brand:

Research background and brand positioning

1. Market research: summarize the current situation of the agricultural products market, including the analysis of competitors and the demand characteristics of target consumer groups.

2. Brand positioning: Define the positioning of your agricultural product brand in the market, such as high-end organic, traditional craft, regional characteristics, etc.

Brand core value and communication strategy

1. Core values: Explain the core concepts and values of the brand, such as sustainable development, healthy life, cultural inheritance, etc.

2. Communication strategy: Describe the methods and channels of brand promotion, including social media marketing, offline activities, partners, etc.

3. Visual Identification system (VIS) design

Logo design: Display the design concept, graphic elements and color selection of the brand logo.

2. Application design: Introduce the application of logo in different media, such as packaging, business cards, websites, etc.

3. Overall style: Describe the overall style of the brand visual identity system, including the consistency of font, color, layout, etc.

Packaging design and user experience

1. Packaging functionality: describes how packaging design meets the functional requirements of protecting products and facilitating transportation and storage.

2. User experience: Analyze how packaging improves user experience, such as opening convenience, information clarity, etc.

3. Environmental considerations: Discuss the environmental performance of packaging materials, such as recyclability, biodegradability, etc.

Market testing and feedback

1. Small-scale test: Describe the test of brand design in a small market, including consumer acceptance and feedback.

2. Adjustment and optimization: The process of adjusting and optimizing brand design according to market feedback.

Brand building effectiveness evaluation

1. Awareness improvement: Evaluate the changes in brand awareness after the implementation of brand design.

2. Sales volume and market share: Analyze the impact of brand design on product sales volume and market share.

3. Customer loyalty: Explore how brand design can enhance customer loyalty to the brand.

Existing problems and future development

1. Current challenges: Identify the problems and challenges encountered in the process of brand building, such as budget constraints, market competition, etc.

2. Future planning: Put forward the future development direction and strategy of the brand, including expanding the product line and opening up new markets.

Summarize and reflect

1. Project achievements: Summarize the success and achievements of the graduation design project.
2. Personal growth: Reflect on the learning experience and improvement of personal skills in the process of brand design.
3. Career Outlook: Think about the impact and preparation of this experience on your future career.

When writing a summary, make sure that each section is supported by detailed content, and use specific cases or data to strengthen the argument. At the same time, it is necessary to maintain critical thinking, conduct an honest analysis of the shortcomings of the design process, and make suggestions for improvement. Finally, combined with personal experience and learning experience, make the summary more complete and profound.

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APPENDX



山楂公主

山楂健康饮食品牌 HAWTHORN HEALTHY DIET BRAND

Figure 3.1 Brand logo design

山楂公主

山楂健康饮食品牌 HAWTHORN HEALTHY DIET BRAND

Figure 3.2 Chinese and English standard font

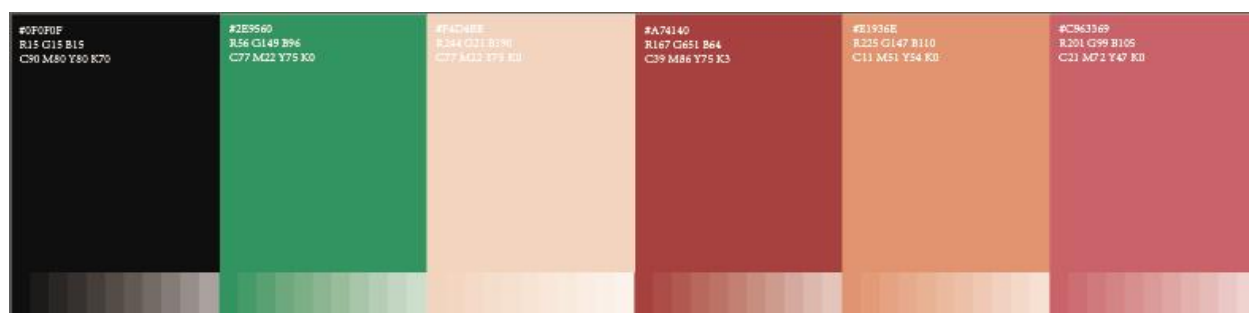


Figure 3.3 Brand standard color



Figure 3.4 Brand auxiliary graphics



Figure 3.5 Brand auxiliary graphics



Figure 3.6 Brand logo usage standards
standard



Figure 3.7 Brand color make application



Figure 3.8 Brand IP image design



Figure 3.9 Brand IP image emoji package design



Figure 3.10 Brand IP image emoji package design



Figure 3.11 Brand IP image clothing extension design



Figure 3.12 Hawthorn bar packaging design





Figure 3.13 Hawthorn cake packaging design



Figure 3.14 Hawthorn roll packaging design

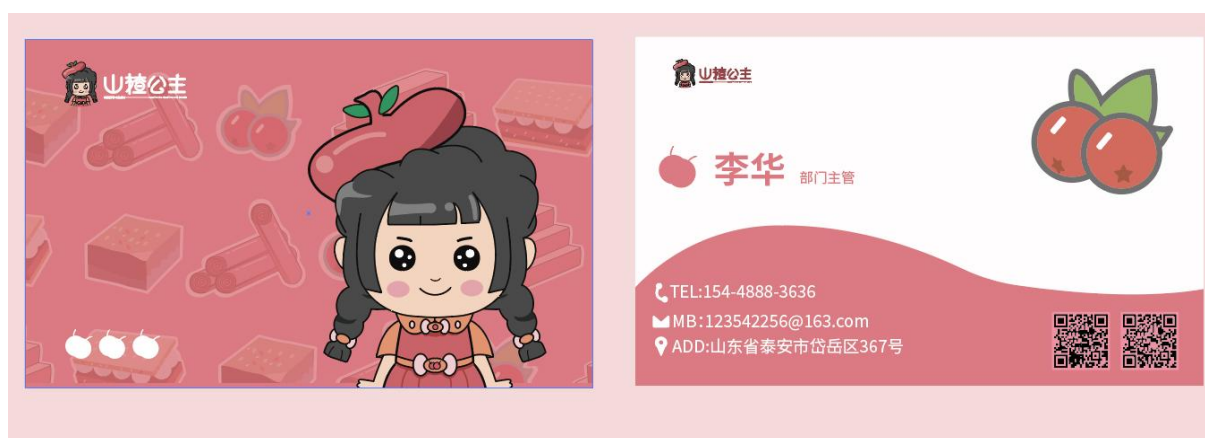


Figure 3.15 Business card design



Figure 3.16 Phone case design









Figure 3.17 Brand promotion poster design



Figure 3.18 Badge design



Figure 3.19 Brand deposit roll design



Figure 3.20 Paper cup design



Figure 3.21 Brand cup design







Figure 3.22 Brand pillow design



Figure 3.23 Brand bracelet design



Figure 3.24 Brand tape design