

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

Faculty of Design
Department of Graphic Design

BACHELOR'S THESIS
on the topic:

Develop the brand image of “Qingzhou Peach”

Performed by: a student of the BED-20 group

Xinru DOU

Supervisors Lecturer Xixia LIU,

Dr. Philos. Sc., Prof. Oleksandra KOLISNYK

Reviewer PhD., As. Prof. Olga MYKHAILIUK

Kyiv 2024

ABSTRACT

Xinru Dou. Develop the brand image of “Qingzhou Peach”. Bachelor's Thesis specialty 022 -Kyiv National University of Technology and Design, Kyiv 2024.

"Qingzhou Honey" takes Qingzhou peach as the research object and focuses on the application of regional culture in the brand image of Qingzhou peach. Firstly, the origin, characteristics and brand value of Qingzhou peach are introduced in detail. Qingzhou peach is one of the geographical indication products in China. It is loved by consumers for its unique taste, excellent quality and rich nutritional value. Secondly, the regional culture of Qingzhou, as an important resource, is of great significance to enhance the brand image of Qingzhou peach. The combination of regional culture and Qingzhou peach brand image can effectively enhance brand awareness and make Qingzhou peach have a unique advantage in the market competition. Finally, the regional culture is integrated into the brand image building of Qingzhou peach, and the creative concept of the integration of Qingzhou peach image design and regional culture is used to extract the iconic buildings such as Qingzhou Ancient City, Yunmen Mountain Scenic spot, and Uyuan to create different regional cultural images in various aspects.

Key words : *Qingzhou Peach , Logo Design , IP Image Design , Series Design , Series Design, Dynamic Poster design, Illustration design*

CONTENT

INTRODUCTION.....	7
SECTION 1INTRODUCTION.....	10
1.1 Research Background	10
1.2 Study purpose and significance.....	12
1.3 Introduction of the topic content	13
Conclusion to Chapter 1	14
SECTION 2PROJECT RESEARCH	16
2.1 Research content	16
2.2 Project research	17
2.3 Research status at home and abroad.....	18
2.3.1 Status of domestic research	18
2.3.2 Research status of abroad	19
2.4 Data integration	20
2.5 Design and positioning.....	22
Conclusion to Chapter 2.....	23
SECTION 3DESIGN PROCESS AND RESULTS	25
3.1 Logo design and font design	25
3.1.1 Design and conception	25
3.1.2 Design and finalization.....	26
3.2 IP image design	27
3.3 Illustration design	29
3.4 Dynamic Poster design	33
3.5 Creative derivative design	36
Conclusion to Chapter 3	39
SECTION 4PROBLEMS IN THE CREATION PROCRSS AND SOLUTIONS AND WORK DISPLAY	41
4.1 Problems existing in the design.....	41
4.2 Solutions	41
Conclusion to Chapter 4	42
GENERALCONCLUSIONS.....	43

REFERENCE.....	44
APPENDICES.....	47

INTRODUCTION

Relevance of the research topic. Qingzhou, as one of the ancient nine states, is located in the hinterland of central Shandong Province. It is a famous historical and cultural city with profound cultural resources and distinctive regional cultural characteristics. Qingzhou City is located at $118^{\circ}10' \sim 118^{\circ}46'$ east longitude, $36^{\circ}24' \sim 36^{\circ}56'$ north latitude, an area of 1569 square kilometers, population 970,000. Qingzhou peach main production area is located in the southwest mountainous area of Qingzhou City, located at the foot of Yunmen Mountain and Camel Mountain, the area is a limestone low hill area, the mountains are southwest - northeast trend, is an extension of Yishan Mountain.

The brand image of Qingzhou peach is closely connected with regional culture. Qingzhou's long history and rich cultural resources provide unique cultural connotation for the peach brand image. Qingzhou peach naming, packaging, publicity and other aspects are integrated into the regional cultural elements of Qingzhou, making Qingzhou peach is not only a fruit, but also a symbol of Qingzhou culture.

The need to research the combination of Qingzhou peach's brand image and regional culture has the following significance: First, it helps to enhance the brand value and market competitiveness of Qingzhou peach. Through the combination of regional culture and peach brand image, Qingzhou peach has a unique selling point in the market and attracts more consumers. Secondly, this combination helps to inherit and promote the excellent traditional culture of Qingzhou. The design and promotion of Qingzhou Peach brand image make more people understand and pay attention to the traditional culture of Qingzhou, and further inherit and carry forward the cultural spirit of Qingzhou. Finally, this combination helps to promote the development of tourism and agriculture in Qingzhou. As a regional characteristic product, Qingzhou peach attracts a large number of tourists to taste and buy, which drives the development of tourism and agriculture in Qingzhou.

Research objectives: In the study of the application of regional culture in the brand image of Qingzhou Peach, we can discuss from the following aspects: First, study the design and communication mode of Qingzhou peach brand image, and how to integrate the regional cultural elements of Qingzhou into the brand image of peach, so as to make it have unique cultural connotation. Secondly, the market reaction and consumer cognition of Qingzhou peach brand image are studied to understand the consumer's recognition and acceptance of Qingzhou peach brand image. Finally, the influence of the application of regional culture in the brand image of peach in Qingzhou on Qingzhou tourism and agriculture is studied, and how to promote the development of tourism and agriculture in Qingzhou through the application of regional culture is discussed.

Theme of research:How to integrate regional culture into the brand image of Qingzhou peach.

Methods of research:Qingzhou peach brand image research I use the following methods:

1. Questionnaire survey method: Through the design of detailed questionnaires, consumers' cognition, attitude, purchase intention and other aspects of Qingzhou peach are collected, so as to understand consumers' overall impression and evaluation of Qingzhou Peach brand.
2. In-depth interview method: Conduct in-depth conversations with consumers, experts and industry insiders to obtain their views and suggestions on the brand of Qingzhou Peach, and understand the performance of the brand image in actual operation.
3. Focus group method: Organize a group of target consumers to discuss related topics of Qingzhou Peach brand and collect consumers' views and feedback on the brand image.
4. Competition analysis: Through comparative analysis of the brand image of Qingzhou Peach and other competitors, to understand the positioning and advantages and disadvantages of Qingzhou peach brand in the market.

5. Case study method: Select some successful brand image cases and analyze their success factors, so as to provide reference for improving the brand image of Qingzhou Peach.

6. Social media analysis: Through analyzing consumers' discussions and comments on social media, we can understand consumers' views on the brand image of Qingzhou Peach.

7. Behavioral research method: Through observing and analyzing consumers' behavior of purchasing and using Qingzhou peach, we can understand the influence of brand image on consumer behavior.

Elements of scientific novelty of the obtained results: When consumers go to Qingzhou area to buy peaches, they often go to nearby scenic spots to play, while buying peaches can not only improve economic benefits but also promote the development of tourism in Qingzhou area.

The practical significance of the obtained results It can effectively promote economic development and the development of tourism in Qingzhou region.

Information base of the study: Keller (1993) put forward the importance of brand image building and consumer cognition in his article Brand Image Building and consumer Cognition, and explored the relationship between brand image and consumer cognition. Park, Lockshin and Bass (2004) analyzed the influence of brand image of agricultural products on consumers' purchasing behavior in a Study on Brand Image of agricultural Products and Consumer Purchasing Behavior.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, four sections, conclusions, a list of references (37 items) and appendices. The total volume of the bachelor's thesis is 75 pages.

SECTION 1

INTRODUCTION

1.1 Research background

With the continuous improvement of living standards and the continuous spread of culture, the brand image has become the main competitive force in various fields. Qingzhou, as one of the ancient nine states, has rich cultural resources and distinctive regional cultural characteristics. It is also a famous historical and cultural city in ancient China. Its profound cultural deposits and unique regional characteristics have had a profound impact on the local agricultural brand image. In the fierce competitive market environment, how to make the brand image to improve the market competitiveness of products, has become an urgent problem to be solved.

The background of Qingzhou peach research can be summarized from many aspects:

1. Long history and culture: Qingzhou peach has a long history of cultivation in Qingzhou area, dating back to the Ming Dynasty Jiaping period. According to the Annals of Qingzhou Prefecture, Qingzhou peach has a history of more than 450 years of cultivation, and was regarded as a tribute in ancient times, indicating that its quality has long been recognized.

2. Rich variety resources: Relying on the germplasm resources of Qingzhou peach, through natural variation and artificial breeding, a variety of varieties have been cultivated, such as 'Qingzhong honey', 'Qingshuang honey', 'Dongxue honey' and other late ripe peach varieties. The diversity of these varieties provides an important resource base for the development of Qingzhou peach industry.

3. Industry development status: Qingzhou peach has become a famous and excellent agricultural product in Shandong Province, with a wide cultivation area and a brand value of up to 327 million yuan. Qingzhou peach is not only popular

in the local market, but also exported to home and abroad, becoming an important industry to promote the development of local agriculture and increase farmers' income.

4. Technology Research and Development and innovation: With the development of science and technology, the Municipal Academy of Agricultural Sciences and other institutions have carried out in-depth quality improvement projects of Qingzhou peach, and significantly improved the quality and market competitiveness of Qingzhou peach through scientific and technological promotion work such as variety breeding and cultivation technology update.

5. Existing problems and challenges: Although the scale of Qingzhou peach industry is growing rapidly, it is also facing a series of problems, such as low standardized production level, unreasonable variety structure, and low professional level of peach farmers, which restrict the green and sustainable development of the industry.

6. Climate change and growing environment : The reason why Qingzhou peach is sweet and tasty is closely related to climate change in the later period of growth. In Qingzhou area, the high daytime temperature in autumn can promote photosynthesis, while the low night temperature can inhibit respiration, so that organic matter can accumulate and improve the sweetness of peach.

7. Storage and fresh-keeping technology : In order to extend the shelf life of Qingzhou peach and maintain its quality, the storage effect of storage technology such as decompression, 1-MCP and high CO₂ on Qingzhou peach was studied to reduce loss and improve economic value.

To sum up, the research background of Qingzhou peach covers variety history, cultivation technology, industry status, market development, scientific and technological innovation, environmental protection, preservation and storage, and other dimensions, which together constitute the complexity and importance of Qingzhou peach research.

Regional culture and brand image are closely linked. Regional culture is the main feature of local culture, which has been widely concerned and loved by the local people, but most of the brand image has not been effectively spread. A good brand image, can drive the economic growth and regional industrial development, and then bring better economic benefits. Due to the lack of regional culture and innovation of the brand image of Qingzhou peach, it is not conducive to the broad development of Qingzhou peach industry, and it does not play a role in promoting the economic development. The design content is mainly to combine the regional culture with the brand image of Qingzhou peach, and promote the industrial development of Qingzhou peach on the basis of promoting the regional culture of Qingzhou.

1.2 Study purpose and significance

The main purpose is to create a " Qingzhou peach brand image with regional characteristics. As a brand with regional characteristics, the biggest problem is the lack of regional cultural characteristics, but there is a lot of space for development. Secondly, to spread regional culture and promote local

8

characteristics, regional culture and local culture for thousands of years complement each other, while promoting products, but also can let more people understand the local traditional culture. Qingzhou peach is not only a delicious fruit on the table of local residents, but also an important part of the regional culture of Qingzhou. This provides an important basic guarantee for creating the brand image of "Qingzhou honey" with regional cultural characteristics.

Products with local characteristics are one of the important factors of the local economic development, and have made great contributions to the local related industries. Qingzhou peach and regional culture integration innovation, to

stimulate consumer purchase desire, on the premise of inheritance and protection, realize the benefit of economic growth, promote the spread of qingzhou culture, improve the cultural value, also can grasp the culture behind the product, effectively improve the competitiveness of qingzhou peach brand image, make qingzhou peach to keep up with the pace of today's society.

1.3 Brief Introduction of the topic selectio

The brand image design of Qingzhou peach, so that Qingzhou peach effectively drive the development vitality of Qingzhou area. The reason why I chose Qingzhou Peach as my creative body is because it has enough potential and is a household name in the local area, but it lacks resources and ways and has not stepped out of the Qingzhou boundary. Qingzhou peach logo design, font design, IP image design and poster and illustration design as the main body, but also the development of related derivatives. Image IP design takes the integration of regional culture and the brand image of Qingzhou peach as the creative concept, and extracts the important buildings of Qingzhou regional culture, such as Qingzhou Ancient City, Yunmen Mountain Scenic Area, even Garden, and so on, reflecting the diversity of local regional culture. The elements of Qingzhou peach are extracted and converted into visual graphic design, so that consumers can simply remember the brand logo of "Qingzhou Honey".

Conclusion to Chapter 1

1. Research Background:

Qingzhou peach, as a special product of Qingzhou City, Shandong Province, has a long planting history and rich cultural connotation. Since ancient times, Qingzhou peach has been favored by consumers because of its fine meat, sweet taste, bright color and storage resistance, and has been listed as tribute for many times. With the development of agricultural science and technology and the change of market demand, Qingzhou peach industry is facing new development opportunities and challenges.

2. Research Significance and purpose:

[1]. Research significance:

- (1) Promote the adjustment of agricultural industrial structure and improve agricultural economic efficiency.
- (2) Promote the sustainable development of Qingzhou peach industry and enhance brand value.
- (3) Provide decision-making basis for governments and enterprises to optimize resource allocation.
- (4) Meet consumers' demand for high-quality agricultural products and improve the quality of life.

[2]. Research purpose:

- (1) Analyze the current situation of Qingzhou peach industry and find out the existing problems and shortcomings.
- (2) Explore the development advantages of Qingzhou peach industry and explore potential development opportunities.
- (3) Put forward the development strategy of Qingzhou peach industry to promote industrial upgrading and brand building.

3. Research Content:

- (1). Analysis of the status quo of Qingzhou peach industry, including planting area, yield, varieties, sales, etc.

- (2). The development advantages and existing problems of Qingzhou peach industry are analyzed from the aspects of geography, history, varieties and technology.
- (3). Investigate the market demand and consumer satisfaction of Qingzhou peach industry to understand consumers' demand and evaluation of Qingzhou peach.
- (4). Countermeasures and suggestions for the development of Qingzhou peach industry, including policy support, technological innovation, brand building, marketing, etc.
- (5). Compare and analyze the competitive advantages of Qingzhou peach with similar products at home and abroad, and find out the gap and improvement space.

SECTION 2

PROJECT RESEARCH

2.1 Research content

1. Planting history: Qingzhou peach has been planted for 450 years. In the Ming and Qing Dynasties, Qingzhou peach has become a tribute. Peach trees have been widely planted and promoted in Qingzhou area, and have become an important part of local agriculture.

2. Rich varieties: There are many varieties of Qingzhou peach, including early, medium, late ripening and other varieties, which meet the market demand of different time periods. These peach varieties have their own characteristics, taste and quality.

3. Traditional techniques: During the cultivation and cultivation process of Qingzhou peach, local farmers have accumulated rich experience and technology. They use the traditional artificial pollination, pruning, fruit thinning and other methods, to ensure the growth and quality of peach.

4. Cultural activities: Qingzhou peach is not only an agricultural product, but also an important part of the local culture. Qingzhou area often holds peach festival, peach tasting and other activities.

5. Economic value: The peach industry provides farmers with a stable source of income, and also drives the development of packaging, transportation, sales and other related industries.

6. Folk culture: In Qingzhou area, peach also has a special meaning, which is often used to express good luck, ward off evil spirits and pray for all the best. In ancient times, people often wrote peach characters, made peach boards, inserted

peach sticks, and hung peach wood marks to express their good wishes.

After investigation, Qingzhou peach plays an important role in the regional culture of Qingzhou. Its rich history, unique varieties, traditional skills, rich cultural activities and economic value all make Qingzhou peach become a major feature of the local culture.

2.2 Project research

In his book, Jia Sixie, the agricultural scientist in Qimin Yushu, described the widespread planting of peach trees in Qingzhou. In 1954, Qingzhou peach was listed as a fruit by The State Council, and in 2006, it was approved as a geographical indication protection product, which fully proved its unique quality and important cultural status.

The main producing area of Qingzhou peach is located in the southwest mountainous area of Qingzhou City. The terrain, soil and climate conditions here are very suitable for the growth of peach, and they have a unique flavor that peach does not have in other regions, which is due to the particularity of its growth environment. The bright color of Qingzhou peach presents an attractive green and red tone (as shown in Figure 2.1,2.2).

The medicinal value of Qingzhou peach is very high, among which roots, skin, leaves and flowers can be used as medicine. Especially, peach kernel is regarded as an important medicine in traditional Chinese medicine, and it has a unique position in Chinese agriculture and pharmaceutical culture.



Figure 2.1,2.2

2.3 Research status at home and abroad

2.3.1 Status of domestic research

In the domestic research, the main content focuses on the shaping of the brand image of agricultural products, the communication strategies, and the application of regional culture in the brand image of agricultural products. Here are some representative research results:

Zhang Xiaohong and Zhao Meng (2014) analyzed the importance of the brand image building of agricultural products in the article "Research on the Brand Image Building and Communication Strategy of Agricultural Products". The author believes that the shaping and dissemination of the brand image of agricultural products is of great significance to improving the market competitiveness of agricultural products. On this basis, the article puts forward some suggestions to provide reference for the brand image construction of agricultural products; Liu Ting (2017) discusses the role of agricultural products in the role of regional culture in the brand image building of agricultural products, in order to improve the market competitiveness of agricultural products. Qingzhou peach has a different development status quo at home and abroad. In the domestic market, Qingzhou peach has formed a certain popularity and reputation, and has a wide range of consumer groups. However, in foreign markets, the popularity and influence of Qingzhou peach is relatively low, market development difficulties; Wang Yan, Wang Lidong (2011) in the role of regional culture in agricultural product brand image building Taking Shandong Qingzhou peach as the research object, discusses the role of regional culture in agricultural products brand image building, and how to use regional culture to improve the brand image of agricultural products.

2.3.2 Research status of abroad

Foreign research on the brand image of agricultural products started earlier, and the following are some representative research results:

Keller (1993) in the article "Brand image shaping and consumer cognition", proposed the importance of brand image building, and discussed the relationship between brand image and consumer cognition; Park, Lockshin, Bass (2004) in the article "study of agricultural products brand image and consumer purchasing behavior", analyzed the impact of agricultural products brand image on consumer buying behavior; Anderson, C.J.(2004).Sense of place and consumer response to regional products. *Journal of Consumer Research*, 31 (1), 87-101. This paper studies the influence of regional culture on consumers' cognition and purchasing behavior of agricultural products. Through the empirical research on consumers, the article has a reference significance for understanding the application of regional culture in the brand image of agricultural products; Park, C.W.,Lockshin,L.&Bass,S.(2004).The role of brand personality and consumer self-expression in consumer response to brands. *Journal of Marketing*, 68 (4), 87-97. discusses the role of consumers' self-expression in brand image building. Through empirical research, the author found that there is a close relationship between brand image and self-expression when choosing brands. This has enlightenment for the brand image of Qingzhou peach and other agricultural products. Foreign research on the application of regional culture in the brand image of agricultural products is relatively mature, paying attention to integrating regional culture into the brand image building of agricultural products, so as to improve the added value and market competitiveness of agricultural products. For example, scholar Anderson (2004) proposed that integrating regional culture into the brand image building of agricultural products can enhance consumers' cognition and emotional recognition of agricultural products.

In China, Qingzhou peach has become a landmark specialty of Qingzhou City, Shandong Province, and has a high visibility and reputation in the whole country. Qingzhou peach has attracted many consumers with its sweet and sufficient

moisture characteristics, especially in the northern region. With the increasing attention of consumers to healthy food, Qingzhou peach is gradually favored by more people, and the market demand is increasing year by year.

2.4 Data integration

In today's market, the brand image design of peach is more and more rich, in the design, not only to meet the protection of products, but also need to take into account the beautiful creativity and sustainability. According to the analysis of the status quo of the peach brand image in the market, today's peach brand design cares more about the following aspects:

Brand design: The brand design of peach should highlight the characteristics and advantages of the product, such as good quality and delicious taste, so as to enhance consumers' trust in the brand. The peach brand design will also emphasize environmental protection, using recyclable or sustainable materials. **Cultural design:** The design of peach should also pay attention to the integration of cultural elements, such as the use of patterns and colors to express the characteristic culture of peach, or the use of stories and legends to express the implied meaning and symbolic meaning of peach. Tell the brand story through packaging or promotional materials to increase the emotional value of the brand (see Figure 2.3).



Figure 2.3



Figure 2.4

Innovative design: the design of peach should also pay attention to innovation, such as the new material, new process and other means to achieve product innovation, improve the added value of products.

Logo design: simple design elements, easier to be remembered by consumers, but also easy to apply in different media. The shape or related elements of the peach are cartoonized or humanized to make it more affinity. Combining local traditional elements or modern popular elements, design an image in line with their aesthetic needs (see Figure 2.4).

Image design and structure function: Today's peach packaging design adopts attractive colors and patterns, combined with high-quality peach pictures (as shown in Figure 2.5), to reflect the harmonious beauty of peach brand design and attract consumers' attention and desire to buy. The packaging structure needs to be able to protect the peaches from damage during transportation and sale. Therefore, buffer materials will be used in the design of packaging, if the foam or bubble zone, and the appropriate compartments, to avoid the collision between peaches (see Figure 2.6).



Figure 2.5



Figure 2.6

2.5 Design and positioning

First of all, to extract the image characteristics of Qingzhou peach, the shape is usually round or oval, bright color, mostly pink, using these shape characteristics can be used to create the peach brand image.

Secondly, in his poem "Qingzhou Pear Flower" in the Tang Dynasty, the poet Bai Juyi was full of praise for the delicious taste of Qingzhou peach, which made the reputation of Qingzhou peach more popular and deeply loved by people. Therefore, in the design, the historical Qingzhou regional cultural elements are integrated, such as Qingzhou Ancient City and Song City, to display the cultural heritage of Qingzhou peach, and design a recognizable brand logo.

In short, the design positioning of Qingzhou peach is closely around its uniqueness, combined with the market demand and consumer psychology, to design the brand image in line with the current society.

Conclusion to Chapter 2

1. Variety resources and genetic breeding:

Domestic and foreign research shows that Qingzhou peach varieties are rich in resources, with thin skin, thick meat, core separation, juice and other characteristics. Through artificial breeding and natural variation, a number of high-quality varieties such as 'Qingzhong honey', 'Qingshuang honey' and 'Dongxue honey' have been formed. These varieties are particularly suitable for growing in the geographical environment of Qingzhou, which also makes Qingzhou peach have a certain competitiveness in the domestic and foreign markets.

2. Cultivation technology and management:

In terms of cultivation technology, domestic and foreign researchers have discussed how to improve the quality of Qingzhou peach through modern

technology. For example, through scientific and technological service activities, the Municipal Academy of Agricultural Sciences helps farmers introduce new varieties and new technologies, improve cultivation management level and fruit quality. In addition, the application of advanced techniques such as ridging cultivation, planting grass in orchards, integration of water and fertilizer in the cultivation of peach in Qingzhou was also explored.

3. Industry status and market analysis:

Qingzhou peach is not only a traditional characteristic fruit in Qingzhou, but also one of the famous and excellent agricultural products in Shandong Province. Domestic research focuses on the status quo, advantages and existing problems of Qingzhou peach industry, and puts forward corresponding development countermeasures. Such as optimizing the variety structure, improving the standardized production level, strengthening brand building, etc., in order to promote the green and sustainable development of the industry.

4. Storage and preservation technology:

Domestic and foreign researchers have also conducted a series of studies on the storage and freshness of Qingzhou peach. For example, reduced pressure storage technology has been proved to be effective in maintaining the quality of Qingzhou peach and slowing down the aging process of the fruit. In addition, the effects of 1-MCP and high CO₂ storage on the storage effect of Qingzhou peach were discussed.

In general, the study of Qingzhou peach involves variety improvement, cultivation technology, industrial development, storage and preservation, etc. These studies provide scientific basis and technical support for the sustainable development of Qingzhou peach industry.

SECTION 3

DESIGN PROCESS AND RESULTS

3.1 Logo design and font design

Logo design is not only a visual symbol of the brand image, but also a transmission of concept, spirit and cultural value. Each line, color, and shape need to be carefully designed to ensure that the logo delivers the first message. The design of the "Qingzhou Honey" logo fully integrates the characteristics of Qingzhou peach, extracting the shape and color of the color of peach, to design the symbol of "Qingzhou Honey". The font design also echoes the color of peach, pink is used as the basic color, and the font design is the form of square and round circle, so as to describe the irregular and plump characteristics of peach form.

3.1.1 Design and conception

In the early stage of the logo design, I tried various color combinations and wanted to use the color to innovate, but. Other colors do not very well reflect the characteristics of the peach. As a geographical indication product, the logo design of Qingzhou peach should focus on its unique regional characteristics, product characteristics and cultural connotation. Design a unique graphic symbol to make it the exclusive logo of Qingzhou Peach and enhance brand recognition. The use of modern design techniques, such as simple lines, bright color contrast, so that the logo has both traditional charm and modern sense. In the design, the logo's recognition, aesthetics and applicability in different sizes and application scenarios should also be considered.

As the core of the peach, green can outline the shape of the leaves and deepen the outline of the peach and make the form more vibrant. Here is the first draft of the logo and font design (see Figure 3.1).



Figure 3.1

3.1.2 Design and finalization

In order to better echo the logo and the font, pink is used as the main color, so that consumers can feel the impact of regional culture more intuitively, and can better echo the color of the peach itself (see Figure 3.2).



Figure 3.2

3.2 IP image design

The IP image is based on peaches, and the peaches are personification. The whole process is mainly hand-painted. By extracting the characteristics of peaches, the IP image is shaped. In order to better combine with regional culture, the pattern of the headband is designed with the pattern extraction of Qingzhou Prefecture. On the left side of the headband is the "AChou Yue" of Qingzhou Museum. It was discovered in the late Shang Dynasty. It is usually rectangular in shape, sharp on one side and semicircular on the other, with decorative patterns. The Ya Chou Yue in Qingzhou city, unearthed in a Shang Dynasty tomb in the 13th century BC, is one of the bronze vessels unearthed by Chinese archaeologists in Shandong province. Known for its exquisite craftsmanship and unique design, it is considered a masterpiece of ancient Chinese bronze ware making. The discovery of Ya Chou Yue not only provides us with valuable information about the military, political and social system of the ancient Qingzhou area, but also provides physical evidence

for us to understand the production technology and artistic style of ancient Chinese bronzes. Therefore, it is regarded as a precious cultural heritage of Qingzhou city. On the right side of the head band is the Qingzhou mascot "baby" (see Figure 3.3).

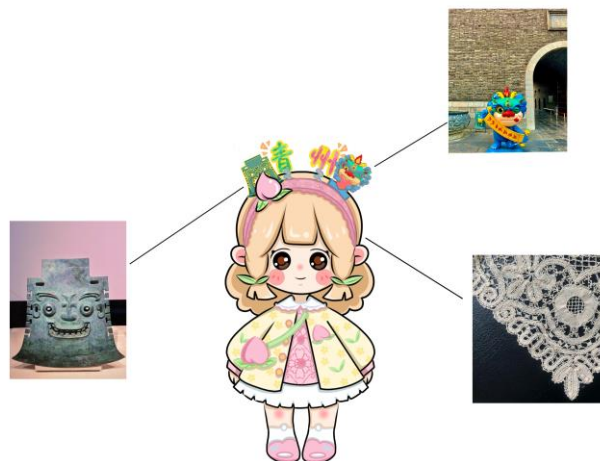




Figure 3.3

3.3 Illustration design

(1) Yunmen Mountain, Qingzhou

The idea of illustration design is to better combine Qingzhou peach with regional culture, so combine IP and landmark buildings of Qingzhou, which means to let Qingzhou peach go to various places, which can not only drive the spread of Qingzhou regional culture, but also feel the charm of Qingzhou peach through illustration (as shown in Figure 3.4~3.9).



Figure 3.4

The Yunmen Mountain in Qingzhou has a profound history and culture, and is a place that literati and tourists yearn for. The Yunmen Mountain is located in the south of Qingzhou City, Shandong Province, China, 421 meters above sea level. Although the mountain is not high, but it has a spectacular momentum. As early as more than 7,000 years ago in the Longshan culture period, there are traces of human activities here. The stone carvings on Yunmen Mountain reflect the religious belief and artistic level of the ancient Qingzhou area.

(2) Guangfu Temple



Figure 3.5

The history of the Guangfu Temple in Qingzhou is around the 6th century AD. According to historical records, Guangfu Temple was originally named "Yanpotential Dojo", but later renamed "Shengfu Temple" and "Xingfu Temple". It is located at the eastern foot of the Mountain because it is located at the eastern foot of the Mountain. Many precious cultural relics and historical relics are preserved in Guangfu Temple, such as the reconstruction of Guangfu Temple written by Professor Xing Kuan of Qingzhou Prefecture in the twelfth year of the Ming Dynasty (1476), as well as the pagoda forest and stone carvings in the temple.

(3) Longxing Temple



Figure 3.6

According to historical records, Longxing Temple existed in the Southern and Northern Dynasties and grew in the following dynasties. During the Sui and Tang dynasties, the Longxing Temple had become one of the largest monasteries in the Qingzhou area. Li Yong, a calligrapher of the Tang Dynasty, once wrote the four characters "Longxing Temple" for the Longxing Temple. After the Song Dynasty, Longxing Temple became a famous Buddhist holy land, attracting believers and scholars from all over the world. In the 1980s, Qingzhou city found a large number of Buddhist statues in Longxing Temple, which are considered to be one of the representatives of Chinese Buddhist art and are of great value for the study of Chinese Buddhist history and art.

(4) Qingzhou Museum



Figure 3.7

Qingzhou Museum is a national first-class museum integrating the functions of cultural relics collection, display, scientific research and education. In 1959, the Qingzhou City Museum was officially established. The new museum is expanded and upgraded on the basis of the original museum. It adopts the design of Han and Tang Dynasties, and integrates the characteristics of traditional Chinese architecture, que tower and sloping roof. The exhibition area of the museum has been greatly increased, and the exhibition content has become more diverse. Qingzhou museum has multiple exhibition hall, including qingzhou history exhibition hall, qingzhou smile longxing temple Buddha exhibition hall, adjacent scale palace scale palace history culture project hall, han han exhibition hall, stone qiu stone carving art exhibition hall, porcelain Yun elegance ceramic exhibition hall, heart painters painting and calligraphy exhibition hall and temporary communication exhibition hall, etc. The exhibition hall of Longxing Temple displays, one of the treasures of Qingzhou Museum. The discovery of these statues is of great significance for the study of the history of Chinese Buddhist art.

(5) Qingzhou and Song City



Figure 3.8

In history, Qingzhou was one of the political, economic and cultural centers of Shandong province in the Song Dynasty, and played an important position. The construction of Song City is based on the rich historical and cultural resources of

Qingzhou, featuring the architectural style of the Song Dynasty, and condensing the history and culture of Qingzhou in front of people. It is of great significance to carry forward and inherit the excellent traditional Chinese culture.

(6) Illustration and illustration display



Figure 3.9

3.4 Dynamic poster design

As the core element of the poster, Qingzhou peach combines hand-painted methods to increase the sense of art. The historical buildings in Qingzhou area can be used as design elements to reflect the regional cultural heritage of Qingzhou peach. The poster design also added several regional cultural elements, such as the garden, the ancient city and the Catholic church. Through dynamic poster design, the brand image of Qingzhou peach will be enhanced and consumers' regional cultural identity of Qingzhou peach will be enhanced.

(1) Accidental garden (as shown in Figure 3.10)



Figure 3.10

Qingzhou Garden is a classical garden in the ancient city of Garden Street. The garden is the east garden of the Ming Dynasty. In the Kangxi years of the Qing Dynasty, Feng Pu acquired the garden and transformed it into a private garden with the integration of jiangnan garden style and the characteristics of the northern garden. The architecture and landscape in the garden are full of cultural and artistic value, especially the four strange stones "Fushou Kangning" and the Ming Dynasty osmanthus is one of the important cultural attractions in the ancient city of Qingzhou, and become a place for tourists to understand the history and culture of Qingzhou and garden art.

(2) Qingzhou Ancient City (as shown in Figure 3.11)



Figure 3.11

With a history of more than 2,200 years, Qingzhou Ancient City is an ancient city integrating the architectural styles of the Ming and Qing Dynasties, with distinctive local cultural characteristics. The ancient city is also the birthplace of Dongyi culture. There are a large number of ancient sites preserved in the city, such as Beixin culture, Longshan culture, Dawenkou culture, etc.

(3) The Qingzhou Catholic Church(as shown in Figure 3.12)

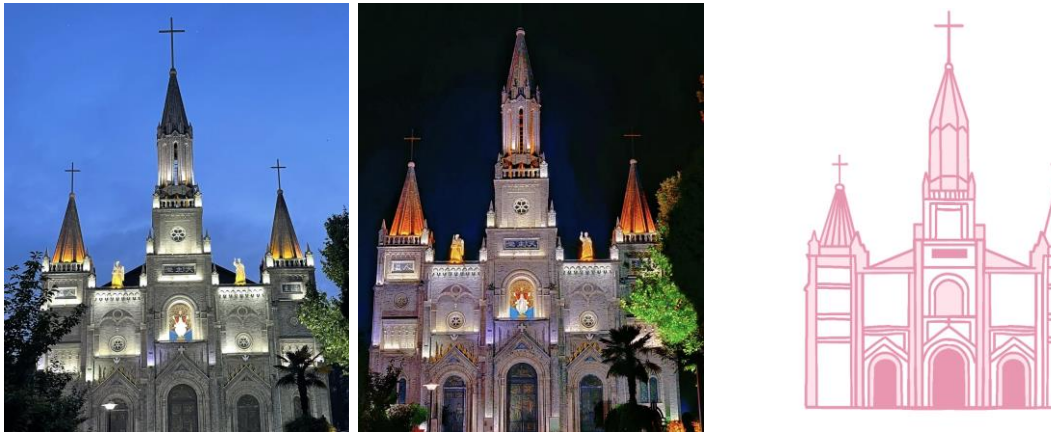


Figure 3.12

The Qingzhou Catholic Church is a building with a profound cultural heritage. The Catholic church was built in 1875 in the first year of Emperor Guangxu in the Qing Dynasty. The interior is richly decorated, the walls are blue bricks, directly to the roof, the church's colorful statue of Jesus and winged angel statues are very striking.

(4) Dynamic poster design(as shown in Figure 3.13)





Figure 3.13

3.5 Creative derivative design

(1) Card package design

As a storage tool, the card bag is mostly used by students. It can store the meal card, ID card, student card and other documents, which is also an effective way to spread the enterprise brand. Most of the audience is students, using a younger design. The combination of pink and white gives people a sense of youthful vitality(as shown in Figure 3.14).



Figure 3.14

(2) Water cup design

Water cup is an indispensable tool in life, which is also the best brand communication tool, through the water cup to convey information, better dissemination of brand culture. It not only meets people's needs for drinking water, but also reflects the concept of health, environmental protection and personalized life(as shown in Figure 3.15).



(3) Cup design(as shown in Figure 3.16)



Figure 3.16

(4) Dining mat design(as shown in Figure 3.17)



Figure 3.17

(5) Pillow design(as shown in Figure 3.18)



Figure 3.18

(6) Blanket design (as shown in Figure 3.19)



Figure 3.19

(7) Hanging buckle design(as shown in Figure 3.20)



Figure 3.20

(8) Bookmark design(as shown in Figure 3.21)

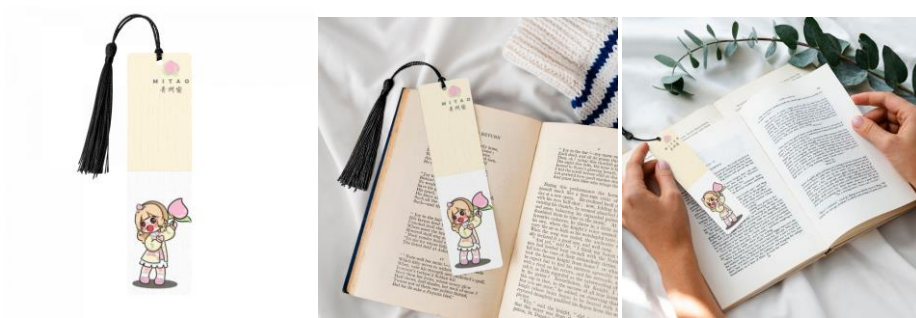


Figure 3.21

(9) Clothing design(as shown in Figure 3.22)



Figure 3.22

(10) The wallet design(as shown in Figure 3.23)



Figure 3.23

Conclusion to Chapter 3

1. Market research: understand Qingzhou peach's market position, consumer demand, competitors, etc., to provide a basis for brand image design.

2. Target positioning: The purpose of brand image design is to enhance the popularity, reputation and market share of Qingzhou Peach, and attract more consumers.

3. Brand naming and logo design: Combine the characteristics of Qingzhou peach, name it, design a logo with recognition and meaning.

4. Formulation of brand visual style guide: determine the main color, font, graphics and other visual elements of the brand to form a unified visual style and enhance brand identity.

Brand image design results:

1. Successfully created a "Qingzhou honey" brand.
2. It is hoped that through the design of brand image, consumers' recognition and purchase intention of Qingzhou Peach can be further improved.
3. Help Qingzhou Peach stand out in the market competition.
4. It has brought more business opportunities and economic benefits to Qingzhou peach manufacturers and sellers.
5. Promoted the development of local agricultural industry and increased farmers' income.

SECTION 4

PROBLEMS IN THE CREATION PROCRESS AND SOLUTIONS AND WORK DISPLAY

4.1 Problems existing in the design

In the early stage of the topic selection, the scope of the topic is too wide, so that it is difficult to lock the research object, and a lot of time is wasted in the early stage of the topic selection. Because of logical thinking jump, lead to what all want to do, did not find important breakthrough and innovation, in the face of the lack of innovation, through the network to see many previous cases, but thinking is limited to the current packaging design status, lead to thought is assimilation for a period of time, the first just want to use peach image of an IP, but after the design found too simple, no new, more cannot reflect the connection between regional culture and qingzhou peach. The Logo design also uses the form of peach, but it can not reflect the characteristics of Qingzhou peach. In the process of poster design, I want to focus on IP image to publicize Qingzhou peach, but the elements integrated are too single, and there is no power point in the later stage.

4.2 Solutions

After communicating with the teacher, I determined the scope of the topic, and clearly defined the goal. After the teacher's reminder, I found the innovation point. Through constant practice, IP image through personification processing, found the vitality of the peach itself, and in the IP image into the region the characteristics of the culture, make IP image can represent a brand value, in the process of posters and illustration design, a fusion of the qingzhou regional culture,

completed the serialized poster design and illustration design.

Conclusion to Chapter 4

In the process of design, it is very easy to produce problems, but as long as through continuous practice and research, I will find what I want to do. I also encountered many problems in the design, but I overcame them one by one, and finally got a good solution.

GENERAL CONCLUSIONS

Through the writing and research of this graduation thesis, I have learned more knowledge here, and also have a better understanding of my hometown, Weifang Qingzhou, Shandong Province, which has brought me closer to my hometown. After in-depth understanding, my impression of Qingzhou is only partial. As a native of Qingzhou, I am honored to study the local culture of Qingzhou. This process is tiring and exhausting, but it is more fulfilling. Whenever I find a new point, I can't wait to learn more about it. This not only exercises my patience and perseverance, but also makes me more determined to spread the Qingzhou peach. Through the drawing of illustrations, I have learned to flexibly use color matching and object typesetting, which I believe will be indispensable in my future life and work. By making posters, I learned to use the primary and secondary relationship to compose compositions. The most important thing is that my drawing ability, drawing ability and typesetting ability have been greatly improved.

REFERENCE

- [1] Cao Yanyun, Research on brand image shaping and communication Strategy of Agricultural products [J]. Agricultural economy, 2016 (3).
- [2] Gao Zhenyu, Li Xu. Research on brand image Shaping of featured agricultural products from the perspective of regional culture [J]. China Commerce and Trade, 2018 (8).
- [3] Hao Yaling, Wang Jun, Zhang Xiaoyan. Research on the brand image design of agricultural products based on regional culture [J]. Art Education Research, 2017 (19).
- [4] Zhang Lijuan, the application of regional culture in the brand image building of agricultural products [J]. Business Economy, 2017 (10).
- [5] Wang Yan, Wang Lidong took Qingzhou peach as the research object, "Research on the Role of Regional Culture in brand image Building of Agricultural Products —— Take Shandong Qingzhou Peach as an example", (2011).
- [6] Liu Xiuhua, Yang Xiaoxia, Research on the Value of Regional Culture in the Brand Image Communication of Agricultural Products —— Take Qingzhou Peach as an example " (2016).
- [7] Wang Chen, Jiang Zaixin. Research on brand image design based on regional culture [. Beauty and The Times (Urban Edition), 2019.03.
- [8] The Concept of Zhang Fengqi's "regional culture" and its research path [Zhejiang Social Science, 2008 (04): 63-66 + 50+127.
- [9] guowei. The application of localization elements in graphic design [. Modern Communication, 2017 (02): 86-87.
- [10] Liu Baocheng, Yang Wen, Zhang Lingxiao, Chen Ruilin. Application of

regional culture in the brand design of tourism derivatives [.present

Generation decoration (theory), 2016 (05): 136.

- [11] Kuncoro Wuryanti,Windyasari Azhar Hanifah. Consumer Purchasing Decision Improvement Model through Brand Image, Religiosity, Brand Ambassador and Brand Awareness[J]. International Business Research,2021,14(8).
- [12]Jia You. Research on Urban Brand Image Design Integrating Regional Culture[J]. Journal of Innovation and Social Science Research,2021,8(8).
- [13] Yao Qinghua. Expression of folk color in packaging design of Central Plains specialty [J]. Packaging Engineering,2014,35(08):121-124.
- [14] Liu Guanzhong. Methodology of Materialism [M]. Shanghai People's Fine Arts Publishing House,2019.1.
- [15] Wang Yanan. A Brief discussion on Peach culture [J]. Chinese Cultural Studies,1998(03):61-66+1.
- [16] Jiang Baode, Li Xinsheng. Chinese Regional Culture [M]. Shandong Fine Arts Publishing House,1997.3.
- [17] Li Guoqiang. On the folklore of peach [J]. Chinese Cultural Studies,1994(01):102-107+4.
- [18] Liu Delong. Some problems on Regional Culture research [J]. Journal of Shandong University of Technology (Social Science Edition),2010,26(01):5-9. (in Chinese)
- [19] Huang Minxing. Thinking on the development of production and sales of tourism purchase goods [J]. Journal of Hunan College of Commerce,2002(06):57-59+68.
- [20] Zhang Shuxia. Research on Design of Tourist souvenirs in Hangzhou based

on characteristic Regional Culture [J]. Art and Design (Theory),2011,2(07):154-156.

[21] Bai Jie. Image positioning and slogan design of tourism destination based on image research: A case study of Zibo City [J]. Journal of Linyi University,2011,33(06):90-93.

[22] Liu Yang, Men Mengfei, Tian Mi, Xie Zhen. Research on innovative design methods of cultural and creative products [J]. Packaging Engineering, 2019,41(14):288-294. (in Chinese)

[23] Zhou D. Research on brand image design of Lanzhou Lily from the perspective of regional culture [D]. Lanzhou University,2019.

[24] Ge X. Research on the design method of the integration of digital cultural

26

and creative products and traditional culture innovation [J]. Chinese Literature and Art,2020(06):65-66.

[25] Zeng Xiangwei, Yang Ye. Discussion on Illustration Design and Brand image building [J]. Artist,2020(04):114.

[26] Xie Zong-chen. Research on the Application of Regional cultural elements in Cultural and creative brand planning [D]. Inner Mongolia Normal University,2018.

[27] Wu Xiaozhuo. Research on Cultural and Creative Product Design based on Consumer psychology [D]. Hunan Normal University,2019.

[28] Chen Lingjun. Research on brand construction of agricultural products based on Cultural perspective [D]. Northwest A&F University,2010.

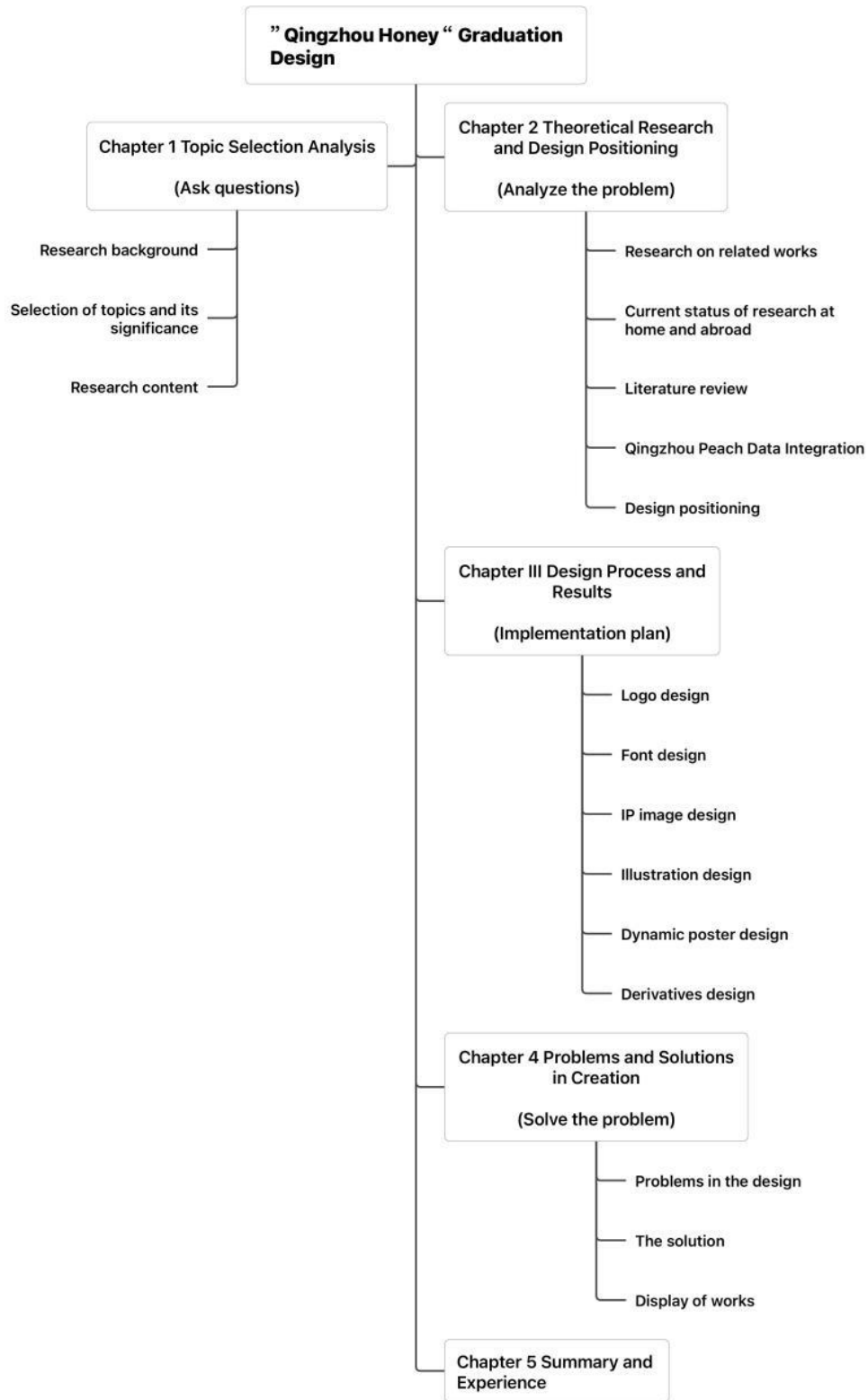
[29] XU Shi. brand design rule [M]. Beijing: Posts and Telecommunications Press,2019.

- [30] Yang Yingkang, Sun Kaigong. Research on countermeasures of brand building of agricultural products in China [J]. Market Weekly (Theoretical Research),2017(10):64-65+55.
- [31] Zheng Zhongzhi. Research on problems and Countermeasures in brand building [J]. Business Research,2009(05):88-90. (in Chinese)
- [32] Wang Yulian. Research on the development of Chinese Agricultural products brands [M]. Harbin: Heilongjiang University Press,2010:63-69.
- [33] Lu Xinyu. Research on Urban brand image design integrating regional culture [J]. Grand View,2020(09):25-26.
- [34] Yang Jie. Research on the application of regional symbols in the brand image design of "Baijia Cover Cake" [D]. Hebei University,2020.
- [35] Liao Zhendong. Product Brand [M]. Posts and Telecommunications Press,2020.07.
- [36] Wang Ruiyun. Analysis and Extraction of regional symbols [D]. Jiangnan University,2009.
- [37] Jiang Qian. Curriculum Construction of brand image design with Regional design as the core [J]. Art Education,2019(03):162-163.

APPENDICES

Appendix A

This is my whole design process diagram



Rice. A.1Mind map

Appendix B

"Qingzhou Honey" IP image design



Rice. B.1IP image design

Appendix C

Display board



Rice. C.1Display board