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CONTEMPORARY BAKERY PACKAGING DESIGN: INTEGRATING STYLE, FUNCTIONALITY, AND SUSTAINABILITY

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Abstract. Purpose. This study examines the application of modern design principles in bakery packaging, focusing on trends aligned with consumer expectations, sustainability, and cultural influences.

Methodology. The research integrates qualitative and quantitative approaches, employing literature reviews and case studies to analyze global bakery packaging designs. Comparative analysis and systematic generalization were used to identify trends and practical applications. Graphic design digital tools like Photoshop, Adobe Illustrator, and CINEMA 4D were utilized for conceptualizing and visualizing packaging prototypes.

Results. Key trends in bakery packaging design include sustainability, re-usability, health-focused packaging, technological integration, using cultural heritage. Case analyses of bakery and restaurant brands such as KKBread, Wanluo Peony Crispy, and Neko Neko Shokupan highlight these trends. The findings emphasize visually appealing, functional designs that cater to diverse consumer groups. Innovations such as mascots, typography, and multifunctional packaging strengthen brand identities.

Scientific novelty. For the first time, this study systematically analyzes the integration of modern aesthetics, cultural heritage, and consumer psychology in bakery packaging design. Improved methods for evaluating visual elements like color, typography, and cultural motifs were proposed, focusing on their role in building emotional connections and brand identity. Multifunctional and sustainable packaging concepts received further development.

Practical relevance. The corporate identity of Jin Bai Li Cake was developed, including logo, mascot, patterns, and packaging for three types: simple, sustainable, and takeaway for the restaurant. The findings offer actionable insights for designers and marketers, providing strategies to improve packaging effectiveness.

Keywords: packaging design, graphic design, brand identity, cultural heritage, Chinese culture, digital technology, sustainability, logo, mascot, corporate pattern, bakery, restaurant brand, food packaging design, typography, eco-design.

INTRODUCTION

In today's information explosion and fiercely competitive market environment, packaging design, as the primary point of contact between goods and consumers, is becoming increasingly important. Packaging design not only concerns the physical protection and transportation convenience of products, but also carries multiple functions such as conveying brand information, stimulating consumer emotions, and enhancing product added value. But in the current market environment, bakery packaging that meets modern aesthetics and consumer needs has become an urgent issue that needs to be addressed.

ANALYSIS OF RECENT RESEARCH

Researchers explore current issues on bakery packaging design, focusing on sustainability, innovation, consumer health, and product preservation.

Sustainable and Multifunctional Packaging Design. N.V. Skliarenko et al. [12] emphasize the importance of environmentally friendly packaging through multifunctional designs. Their study introduces packaging concepts that extend usability, such as package-constructors and game-based packages, aimed at reducing waste and increasing consumer interaction. This approach blends ecological, functional, and social considerations, contributing to sustainable packaging practices in the food industry. C. Tang et al. [14] further advocate for sustainability through the 3R framework – Reduce, Reuse, Recycle – highlighting the need for practical strategies that focus on reusability in bakery packaging.

Product Innovation and Diversification Strategies. N. Ayuningtias et al. [1] examine product innovation and diversification at UD. Sri Rejeki, a bakery business in Indonesia. Their study identifies various innovation strategies,

including size, packaging, and design-based innovations. These efforts enhance product appeal and competitiveness by aligning with consumer expectations and market trends. Packaging design plays a significant role in branding and consumer engagement, particularly in the bakery sector.

Health-Conscious Packaging Trends.

L.D.S. Figueiredo et al. [6] investigate the presence of low-calorie sweeteners (LCS) in packaged foods in Brazil, raising concerns about consumer health. The study found a high prevalence of LCS in food categories foundational to the Brazilian diet, including bakery products. This highlights the need for clear labeling and health-conscious packaging design that informs consumers about ingredients and nutritional content.

Technological Innovations for Product Preservation. M. Gonda et al. [7] focus on technological solutions to extend the shelf life of bakery products by preventing fungal spoilage. Their study evaluates the impact of modified atmosphere packaging (MAP) on inhibiting the growth of *Penicillium crustosum* in sponge cakes. The use of MAP effectively prevented fungal growth, demonstrating how technological innovations in packaging can reduce spoilage and food waste.

D. Kosub [8] also highlights the role of advanced printing and converting systems in improving the quality and functionality of bakery packaging, contributing to better product preservation and consumer appeal.

The study of **visual design elements** in packaging and their influence on consumer behavior has been extensively explored in recent literature. S. Coulthard et al. [3] investigated the effects of implicit visual cues on food packaging design, revealing that upward-rounded labels on packaging significantly influenced consumer choice, acting as a subtle nudge toward healthier

decisions. Their findings emphasize how peripheral visual elements, even when not directly observed, can impact consumer decision-making processes. D. Similarly et al. [9] examined the influence of typeface design on consumer expectations and choices in spice product packaging. Their study found that typeface legibility directly affected consumers' perceptions of product quality, especially when combined with ingredient depictions. This highlights the strategic importance of typography in enhancing product appeal. In the article by A.I. Rubanka et al. [19] the packaging design was analyzed to meet the needs of different users, covering its historical evolution and classification by recognition, material, shape, design, features, and manufacturing methods.

In the context of aesthetic evaluation, R.I. Suhaylah et al. [13] explored how individual differences among consumers affect their aesthetic appreciation of two-dimensional food packaging designs. Their research suggests that design sensitivity significantly moderates consumer responses to visual packaging elements, offering valuable insights for designers aiming to appeal to diverse audiences. The study by Li Jun and A. Dubrivna [10] examines the development and application of age-friendly design in packaging to address challenges posed by aging populations.

M. Brierley and C. Elliott [2] focused on how children interpret food packaging visuals. They discovered that children often perceive package imagery literally and rely on nutrition labels to assess product healthiness. This study underscores the need for transparent and child-friendly visual communication in packaging design to foster informed decision-making from a young age.

M. Rynning [11] explored the balance between global design inspirations and local design traditions among design students in Singapore and Norway. The study highlighted that despite exposure to global digital inspirations, students' designs still reflected national visual traditions, indicating the persistent influence of cultural context on design outcomes. The research [17] includes the overview of contemporary food packaging design inspired of traditional Chinese culture.

Further expanding on the impact of visual cues, N. Vila-López and I. Küster-Boluda [15] compared the effects of commercial versus technical packaging attributes on consumer behavior. Their findings showed that visual cues, such as color, had a stronger influence on young consumers' attitudes and purchase intentions than informational labels, regardless of whether the product was hedonic or healthy.

A. Dübber [4] analyzed the role of typography in brand name onymisation within food

packaging. His study demonstrated that typographic design serves as a critical multimodal indicator in establishing brand identity, further supporting the significance of typography in product design.

The concept of corporate style, its elements, and functions – differentiation, identification, and image – are explored in the research by O. Kolosnichenko and K. Pashkevych [18]. The tested sequence of creating a corporate identity is demonstrated in the fast-food restaurant "Kyivska Perepichka", enhancing brand philosophy and recognition.

These studies collectively underscore the multifaceted impact of visual design elements – including shape, typography, color, and imagery – on consumer perceptions and decision-making.

PURPOSE

Purpose of the study – by analyzing the effective application of modern style in bakery brand packaging design, this paper explores the development trend of modern brand packaging design and the application methods of modern style in bakery brand packaging design.

RESULTS AND DISCUSSION

Case Analysis Based on Bakery Brand Packaging Design

KKBread is a bakery brand dedicated to making exquisite bread. Advocating that food is not only a tool to fill the stomach, but also an art and enjoyment. The brand slogan is "Eat Good Nutrients".

Choosing high saturation bright orange with black and white as the brand's theme colors, the color contrast aims to further attract consumers' attention. Orange is usually seen as a positive color that matches the image of bread as a healthy food, emphasizing its low sugar characteristics. In the drawing of auxiliary patterns, abstract design techniques are used, using thick orange lines to form curved patterns such as bread, croissants, and coffee cups, aiming to attract consumers' attention and convey a brand image of vitality, warmth, and health, reflecting the brand's ease and vitality (Fig. 1).

Overall, KKBread packaging designs tend to be concise and clear, without excessive decoration or complex patterns, making product information clear at a glance. The packaging of the same series varies in details such as color depth, pattern size, etc., but they all follow similar design styles, such as using curved patterns, white labels, etc., which helps maintain brand consistency.



Fig. 1. KKBread's Packaging Design

Wanluo Peony Crispy. In recent years, as a niche category in the bakery market, new Chinese style baked goods have become increasingly popular among young consumers. Around Chinese characteristics, some pastry brands have also incorporated elements of traditional culture into their product packaging designs.

Wanluo Peony Cake is a Wanluo Dim sum that adheres to the combination of traditional handcraft techniques and modern technology. Based on the inheritance of the Tang culture, people make it carefully. The product packaging extracts Chinese traditional colors, creates the prosperous scene of Luoyang City in the Tang Dynasty through certain color matching, as well as the process of women's hand-made Dim sum in the Tang Dynasty, and details such as bakery, kneading/pressing/packaging, hammering, etc. are displayed on the paintings. The individual packaging of the inner box, with a woman holding a peony pastry on the surface of the box, implies the preciousness of the product, and the interaction between the two further echoes the theme of Tang culture (Fig. 2). The figure illustrations are interspersed with elements of Luoyang City, Imperial Concubine Crisps, time-honored brands, etc., and abstract the extremely simple Chinese frame style, which is well integrated with the scene of Dim sum production. The details are full of exquisite and elegant Tang style charm. The combination of Tang style culture and Chinese style Dim sum is a deeper interpretation of Chinese

traditional culture. While tasting delicious food, you can feel the catering culture of the Tang Dynasty, which also reflects the brand's intentions, professionalism and quality.

Wownana is a bakery located in the center of Malaysia, which embodies a unique blend of health awareness and exquisite vegan baked goods made with infinite passion. Inspired by the lively pronunciation of "Wownana", the logo design captures the vivid essence of the brand. Through carefully planned elements, the brand's goal is to convey Wownana's core values and vibrant spirit to customers [16].

The brand uses high-purity yellow as the theme color and white as the auxiliary color, laying the foundation for the entire design. By extracting the most frequently appearing letters "W" and "O" from "Wownana", arranging and combining the letters, and using repetitive design techniques to design the brand logo. This design allows for the symbolization of a single brand logo, which can be used in the form of patterns for packaging and promotional design. And the high repetition of the same elements can enhance consumers' memory points, making the brand image deeply rooted in people's hearts (Fig. 3-a). Wownana's packaging design revolves around mascots, allowing mascots representing different categories of bread to assume a running posture, showcasing happiness and vitality, and conveying a healthier and purer enjoyment of bakery (Fig. 3-b). The use of mascots makes the packaging visually more prominent, and the design elements together form



Fig. 2. Packaging of Wanluo Peony Crispy Inner Box



a simple, modern, and attractive brand image. Different sizes of boxes (Fig. 3-c) are provided in the design of packaging boxes to meet the different purchasing needs of consumers. Larger boxes are suitable for family sharing, while smaller boxes are more suitable for personal

consumption. The design of shopping bags not only facilitates carrying products, but also plays a role in promoting the brand. The combination of practicality and aesthetics in shopping bags helps to enhance consumers' purchasing experience.

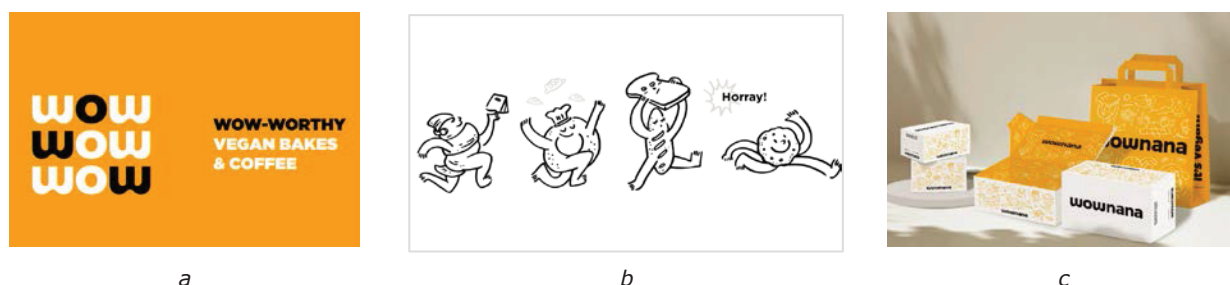


Fig. 3. Wownana's brand identity (Epikinono Studio, 2023 [5]): a – logo design and theme colors; b – mascot design; c – Wownana's Packaging Design

Japanese Neko Neko Shokupan. The important position of cats in Japanese life has gradually integrated into Japanese culture, forming a unique cat culture and becoming an important part of Japanese national culture. The word “ねこ” in the store name means ‘cat’ in Japanese, and this cat bakery, as the name suggests, sells bread in the shape of cats. But the cat bread sold in the store is not an overly complex specific cat shape, but a very simple and cute cat head shaped toast, which not only gives the product an animal shape, but also allows for easy mass production. The image of “cat head” is the best entry point for brand design direction (Fig. 4-a). The logo design uses graphic isomorphism to connect the main product Neko Neko Shokupan with the cat image, summarizing and explaining complex content in simple color blocks, and presenting the brand connotation together. The overall image of the brand also adopts a simple and cute style in design, with packaging combined with Japanese minimalist aesthetics. The brand's classic cat

shaped symbolic design is presented to consumers in the most comfortable and direct way, allowing consumers' visual senses to be calm in a healing small world. Currently, 15 stores have been opened in Japan. The reason behind the rapid expansion is naturally the capture of a precise customer base. Hit the customer's heart with impeccable products (Fig. 4-b).

Bakery brand packaging design projecting. Using the results of the analysis of scientific publications and examples of packaging design, a design project for the corporate identity and packaging of the bakery was developed. The design scheme for this bakery packaging has chosen the brand of Jin Bai Li Cake as the design object. Jin Bai Li aims to achieve the concept of “relaxation, warmth, and health”, insisting on carefully bakery delicious food, using delicious food to convey happiness, and using bakery to create a relaxed and warm attitude towards life. Jin Bai Li Cake always pays attention to the health, safety, and delicious taste of food. Business scope:

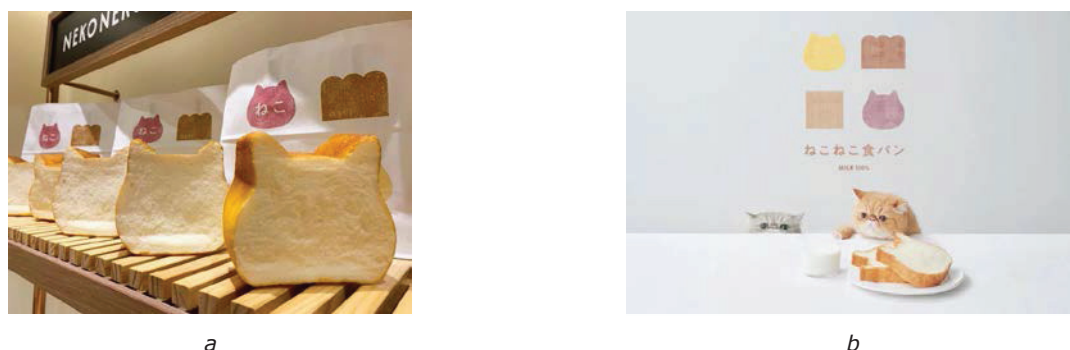


Fig. 4. Neko Neko Shokupan's brand identity [20]: a – unique cat head shaped; b – logo design and theme colors

Manufacturing and sales of handmade baked cakes, freshly baked bread and other food products, etc.

Color tone: The overall color adopts the brand's original cheese yellow, black and other colors that reflect the brand's relaxed and energetic tone. Adjust the original color tone to make it more harmonious.

Font: The design of the font leans towards a small round font, which is concise, clear, and recognizable, in line with the brand tone.

Packaging: The packaging is mainly in a minimalist style, highlighting handmade bakery

and relaxed living. The packaging color is mainly brand color, highlighting the brand logo. Design multiple types of packaging to accommodate different types of baked goods to meet different usage scenarios and provide them to consumers at all levels.

Mascot: The mascot is designed in the image of a little bear (Fig. 5-b). The mascot "Xiao Jin" is designed from the exterior pattern of the brand logo (Fig. 5-a), with simplified graphics modified and transformed into a complete dynamic pattern.



Fig. 5. Jin Bai Li Cake (Song Zixuan, 2024): a – logo Design; b – mascot design

Packaging Design. There are three types of packaging in this design, which are presented differently: firstly, considering the need to accommodate different types of baked goods; secondly, designed to meet different usage scenarios and provide for consumers at all levels. The packaging pattern and color design of baked

goods are important factors that highlight the personality of the product. Based on considering the characteristics of baked goods, the basic principles of packaging design should be followed: Simple Bakery Packaging (Fig. 6-a), Environmentally friendly paper bakery packaging (Fig. 6-b), External bakery packaging (Fig. 6-c).

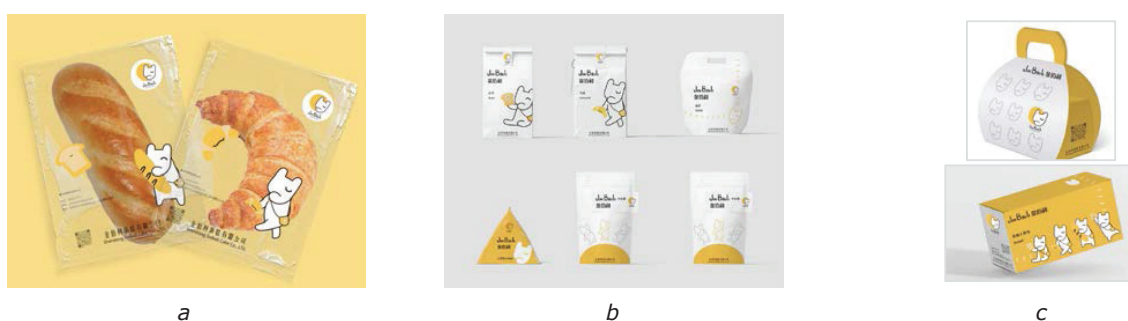


Fig. 6. Packaging design of Jin Bai Li Cake (Song Zixuan, 2024): a – simple bakery packaging; b – environmentally friendly paper bakery packaging; c – external bakery packaging

CONCLUSIONS

The reviewed studies reveal several key trends in bakery packaging design.

1. Sustainability and reusability: multi-functional and eco-friendly packaging designs are becoming essential for reducing environmental impact.

2. Product Innovation: businesses are adopting diverse packaging strategies to differentiate products and meet evolving consumer demands.

3. Health-Focused Packaging: clear labeling and ingredient transparency are increasingly important in addressing health-conscious consumers.

4. Technological Integration: innovative packaging technologies, play a crucial role in extending product shelf life and ensuring food safety.

The design of the corporate identity of the baking brand Jin Bai Li Cake has been created, namely: logo, mascot, corporate pattern, packaging design of three types (simple, sustainable, takeaway).

Future research should explore consumer perceptions of sustainable packaging, develop standardized labeling practices for health transparency, and investigate the integration of smart technologies in bakery packaging design.

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АНОТАЦІЯ

Єжова О., Кротова Т., Мосійчук П., Яценко М., Мен Кунь, Сонг Зісюань. Сучасний дизайн упаковки хлібобулочних виробів: поєднання стилю, функціональності й екологічності

Мета. Проаналізувати застосування сучасних принципів дизайну в пакуванні для хлібобулочних виробів, зосереджуючись на тенденціях, які відповідають очікуванням споживачів, принципам сталого розвитку та культурним впливам.

Методологія. Дослідження поєднує якісний і кількісний підходи з використанням огляду літератури та кейс-стаді для проведення аналізу дизайну упаковки

хлібобулочних виробів на глобальному рівні. Для виявлення тенденцій і практичних застосувань використовувалися порівняльний аналіз і систематизація. Для розроблення та візуалізації прототипів упаковки застосовувалися цифрові інструменти графічного дизайну, як-от Photoshop, Adobe Illustrator та CINEMA 4D.

Результати. Основні тенденції в дизайні упаковки для хлібобулочних виробів передбачають сталість, можливість повторного використання, орієнтованість на здоров'я та інтеграцію технологій, використання культурної спадщини. Аналіз кейсів брендів, як-от KKBread, Wanluo Peony Crispy та Neko Neko Shokupan, висвітлює ці тенденції. Результати підкреслюють значення візуально привабливих і функціональних різновидів дизайну, які відповідають потребам різних груп споживачів. Інновації, як-от використання талісманів, типографіки та багатофункціональних рішень, посилюють айдентичку брендів.

Наукова новизна. Уперше в дослідженні систематично проаналізовано інтеграцію сучасної естетики, культурної спадщини та психології споживачів у дизайн упаковки для хлібобулочних виробів. Запропоновано вдосконалені методи оцінювання візуальних елементів, як-от колір, типографіка та культурні мотиви, з акцентом на їхню роль у формуванні емоційних зв'язків та ідентичності бренду. Концепція багатофункціонального й екологічного пакування отримала подальший розвиток.

Практична значущість. Розроблено корпоративний стиль бренду "Jin Bai Li Cake", зокрема логотип, маскот, патерни й упаковку трьох типів: просту, стійку та для їжі на винос із ресторану. Отримані результати стануть у пригоді дизайнерам і маркетологам, пропонують стратегії для підвищення ефективності упаковки.

Ключові слова: дизайн упаковки, графічний дизайн, фірмовий стиль бренду, культурна спадщина, китайська культура, цифрові технології, сталий розвиток, логотип, талісман, фірмовий візерунок, хлібобулочні вироби, бренди ресторанів, дизайн упаковки харчової продукції, типографіка, екодизайн.

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