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BACHELOR'S THESIS

on the topic:

" Develop the image design of the "Hawthorn Princess" tea drink "

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ABSTRACT

With the development of national economy and the improvement of people's living standards, people's clothing, food, housing and transportation are getting better and better. People's requirements for food are getting higher and higher, and the impact of food on people's health is becoming more and more important. At present, there are still some deficiencies in the packaging design of digestive health drinks, which needs to be innovated. This paper firstly collected and sorted out the packaging of related brand types, and conducted a survey and study on the image design of digestive health drinks. Through the interaction between the public and beverage packaging brands, it determined the key design category of digestive health drinks brand image. Through design means, the public would like digestive health drinks through packaging. According to the current consumer's love for hawthorn food, hawthorn has always been a hot demand, hawthorn accompanied by generations of childhood memories, good to drink and healthy trendy popular drinks. In order to create a "creative, close to the people, healthy" IP image, as a visual hammer for beverage delivery, let the IP image convey the original intention of happy drinks, feedback to consumers, and highlight its artistic value. Through brand packaging to attract the public, attract consumers, so that consumers get happiness.

Keywords: digestive health drinks; Packaging design; IP image; Brand packaging; Brand experience

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INTRODUCTION

The design of this topic takes the topic "Princess Hawthorn" digestive health drinks as the main design point. IP design and font design are adopted for the topic first, and then posters, bottles, trays and outer packaging are designed according to IP and font design. Then Midjourney is used for illustration and map running to carry out novel and sustainable utilization design for the selected topic. The whole is simple and lovely.

"Hawthorn Princess" fruit juice drink taste sour and sweet, with digestion, blood lipid lowering, softening blood vessels, aid weight loss and other benefits. Suitable for all ages, it can be used as a drink prepared at home or as a gift for visiting relatives. According to the product type, a series of packaging has been designed for it, and some derivative cultural and creative products.

Chapter I

SOURCE OF TOPIC SELECTION

1.1 Topic Selection Background

As the pace of modern social life continues to accelerate, the packaging industry has developed rapidly. The existing packaging is not enough to meet people's needs, now people require packaging is not only a kind of packaging, but let people look happy packaging, one of the main reasons for people to buy goods is that the packaging of goods attracts consumers, consumers will take the initiative to buy. In recent years, the increasing demand for packaging styles has strongly promoted the prosperity of the beverage packaging industry.

In addition to the quality and performance of the product itself, consumers have also begun to pay attention to the external presentation of the product. Among many similar products, products with unique, beautiful and easily recognizable packaging are more likely to attract the attention of consumers. Drinks as a high frequency of People's Daily consumption of products, the importance of its packaging is self-evident, especially can quickly grab consumers' eyes, personalized, beautiful beverage packaging can attract consumers' attention, improve sales effect. In addition, Jones Soda Beverage Company of the United States is good at introducing strange mouth clothes with the funny use of illustration, which gives consumers different visual feelings and is easier to attract young consumers with personality, and beverage sales are usually unexpectedly good.

In this context, the demand for innovation in the beverage packaging industry is more intense, which is also the general trend in the background of recent years. Due to the continuous improvement of people's material living standards and the enhancement of aesthetic awareness, the new packaging has gradually

become a hot topic on major social media platforms. In order to meet consumers' demand for novel packaging, the packaging industry is no longer satisfied with the production of identical packaging, but will focus on innovative novel packaging, eye-catching packaging, this novel packaging can not only make the beverage stand out among many beverage brands, but also promote the brand's best-selling and popularity. Therefore, novel packaging will gradually become the main development direction of the packaging industry. In today's fast-paced and high-quality pursuit of social environment, people's lifestyle and aesthetic concepts are undergoing unprecedented changes. With the continuous improvement of economic level and the continuous broadening of cultural vision, target consumers are no longer merely satisfied with the basic functional needs of goods, their pursuit of beauty is increasingly refined, and their aesthetic vision has crossed the traditional boundary to a higher level. This trend is directly reflected in the expectations of commodity packaging, prompting the packaging industry to accelerate innovation to adapt to the new changes in the market.

Therefore, the field of packaging design ushered in an era of diversification and creative explosion. From the simple wind to the retro trend, from the application of environmentally friendly materials to the integration of high-tech interactive experience, a variety of design concepts are blooming, making packaging design not only a tool to protect products and convey information, but also a storyteller of the brand and a bridge of emotional connection. However, this also means that packaging designers are facing unprecedented challenges - how to stand out in a homogenized market and create design works that can both touch people's hearts and reflect brand differentiation has become an urgent problem to be solved.

Especially in the beverage industry, the importance of packaging background is particularly prominent. It is not only related to the first visual impact of the product, affecting the purchase impulse of consumers, but also a key part of brand image building. A well-designed beverage packaging can instantly capture the eyes of customers on the shelf, effectively convey the brand's unique value proposition and cultural connotation, so as to occupy a favorable position in the fierce market competition. For example, through the application of color psychology, the use of specific colors to arouse consumers' emotional

resonance; Or adopt innovative structural design to enhance the interactive and interesting products, so that consumers are immersed in the unique atmosphere created by the brand before enjoying the drink.

At the same time, with the awakening of consumer awareness, especially the young generation's concern for sustainable development and environmental protection, green packaging has become a trend that cannot be ignored. Choosing recyclable or biodegradable materials to reduce packaging waste not only responds to the call for environmental protection, but also wins the favor of socially responsible consumers, further optimizing the consumption experience and establishing a positive brand image. In today's fast-paced and competitive market environment, innovative beverage packaging design is no longer just a means to attract customers' attention, it has become one of the core elements of brand differentiation strategy. This innovation is not only reflected in the visual aesthetics, but also goes deeper into the functional and emotional connection level, through unique opening methods, interactive experiences or the integration of smart technology and other means to bring consumers unprecedented fun to use, thus significantly increasing their purchase intention and brand loyalty. For example, resealable portable packaging makes it easy for consumers to enjoy drinks anytime, anywhere, and the application of AR augmented reality technology can make packaging a bridge between the virtual and real world, adding fun to explore.

The global warming of environmental protection and sustainable development issues has prompted the beverage packaging industry to face unprecedented pressure and opportunities for transformation. The company began to actively develop and adopt the design concept of biodegradable materials, plant-based plastics and recycling, and strive to ensure product safety and beauty at the same time, minimize the impact on the environment. The lightweight packaging strategy not only reduces logistics costs and carbon footprint, but also promotes efficient use of resources. In addition, some cutting-edge enterprises are exploring the establishment of closed-loop recycling systems to encourage consumers to participate in packaging recycling and jointly promote the development of circular economy, which undoubtedly sets a new benchmark for green development in the field of beverage packaging.

With the vigorous development of social media culture, the demand of target consumer groups for personalized and customized packaging is increasing. They are eager to express their style and attitude towards life through the products they consume, so packaging designs that inspire a desire to share and resonate visually and emotionally quickly go viral online and become part of the social currency. After realizing this, the brand has strengthened its cooperation with designers and artists, launched limited edition or joint series packaging, as a new carrier of brand story telling, deepen the emotional link with consumers, and realize the win-win situation of word-of-mouth marketing and market expansion with the help of the communication power of social media platforms.

All in all, the background of beverage packaging is a complex proposition with multi-dimensional consideration, which integrates multiple factors such as artistic aesthetics, marketing strategies, consumer psychological analysis and social responsibility. In this highly competitive and rapidly iterated market environment, only a deep understanding and accurate grasp of these elements, in order to design both in line with the aesthetic trend of The Times, but also to effectively promote sales, while taking into account environmental responsibility of the excellent packaging, and finally in many brands unique, win the loyalty and love of consumers. Driven by the pursuit of novelty and creativity, the beverage packaging industry is undergoing a profound change from traditional to modern, from single functionality to diversified value. In the future, those packaging solutions that can achieve the perfect balance of environmental protection, innovation and emotional resonance will be more likely to lead the industry trend and become a key force to promote the continued prosperity of the entire beverage market.

1.2 Purpose and significance of the topic

In the current environment of the packaging industry, we also want to create a creative, innovative and acceptable packaging of our own brand, and at the same time, high appearance level, high-quality packaging and design will become

a major selling point of the brand. In the design of hawthorn drink packaging and IP image, the basic elements of hawthorn are applied to it. In the design of hawthorn drink packaging, the basic color of the product is hawthorn red as the keynote, and some "a touch of Hawthorn red" series derivatives are designed, such as packaging bags, propaganda posters, glass bottle packaging, soda bottle packaging, etc. We want to create a happy growth drink. In the IP image design, aiming at the hawthorn characteristics and combining contemporary popular elements to design IP image, the design characteristics of IP image, IP application value and so on are studied and analyzed. According to the current consumer's love for hawthorn food, hawthorn has always been a hot demand, hawthorn accompanied by generations of childhood memories, delicious and nutritious trendy popular snacks, good to drink and healthy trendy popular drinks. In order to create a "creative, close to the people, healthy" IP image, as the visual hammer of beverage transmission, with the "Hawthorn princess" image, and in the later stage, the IP image is displayed in the form of pulp modeling in front of the public, so that the IP image transmits the original intention of happy drinks, feedback to consumers, and highlight its artistic value. In the current competitive packaging industry environment, every company is trying to seek a breakthrough, and strive to stand out in the homogenized market. We are no exception, determined to create a unique brand packaging concept, it not only contains the spark of innovation and new ideas, but also can accurately hit the heartstring of target consumers, become a rare bright spot in their eyes. High appearance level and high quality are no longer just the label of the product itself, they will be integrated into our packaging design, become part of the brand narrative, strengthen the brand image, attract more customers who pursue quality life.

With hawthorn drinks as the carrier, our packaging design concept is deeply rooted in the core element of hawthorn. Hawthorn red, that bright and warm color, is set as the tone of our design, it is not only a tribute to the beauty of nature, but also the key to stimulate consumers' taste buds and emotional resonance. The resulting "a touch of Hawthorn red" series is not only the basic contacts of packaging bags and propaganda posters,

but also covers a variety of packaging forms such as glass bottles and soda bottles, each of which is as delicate as a work of art, aiming to create a full range of visual enjoyment and brand experience. This is not only a consumer behavior, but also an invitation to happy growth, so that consumers can feel the temperature and care of the brand every time they open the package.

In the design of IP image, we know how to integrate, not only to retain the traditional charm of hawthorn, but also to cleverly combine contemporary pop culture, to create both recognizable and contemporary characters. Through the artistic refinement of hawthorn morphological characteristics and the in-depth study of modern aesthetic trends, we will create an IP image that is both close to the people and full of creativity, so that it can become an emotional link between the brand and consumers. This IP image not only represents health and delicious, but also carries the symbol of the common memory of a generation, evoking people's warm memories of a good childhood, but also conveys the health concept of new snacks and drinks.

In order to further enhance the interactive and artistic value of the IP image, we plan to use pulp modeling technology to transform it from a two-dimensional plane to a three-dimensional, vivid display in front of consumers. Such a physical display can not only enhance the immersive experience of consumers, but also appear in various marketing activities as a unique art installation, and become a hot topic on social media, so as to effectively expand the brand influence, let the happy concept of "a touch of hawthorn red" deeply rooted in people's hearts, and realize the emotional resonance and value sharing between the brand and consumers.

Summary of the chapter I

1. In recent years, the background of beverage packaging has shown unprecedented diversity and innovation in the rapid evolution. With the increasing awareness of consumers on health and environmental protection, as well as the continuous improvement of aesthetic needs, the beverage packaging industry has experienced a transformation process from a single function to a comprehensive appeal. Designers have begun to pay more attention to the sustainability of materials, such as the wide application of degradable plastics and paper packaging, while integrating intelligent technology elements, such as two-dimensional code interaction, temperature sensing labels, etc., to provide consumers with a richer and more personalized experience. In addition, cultural elements and regional characteristics have also become highlights in the packaging design, which not only tells the brand story, but also promotes the communication and exchange of culture.
2. The secret of popular beverage packaging lies in its clever integration of market trends, consumer psychology and artistic aesthetics. These packages often use bright colors or simple and stylish design language to quickly attract consumers' attention. One of the secrets is the use of psychological principles, such as color psychology, to stimulate the desire to buy through certain colors; The second secret is the constant pursuit of material and form innovation, such as the fresh feeling brought by transparent or translucent materials, or the curiosity triggered by the shaped bottle. In addition, successful beverage packaging will also tell a story, whether it is about the pure source of raw materials, or the unique concept of the brand, can allow consumers to enjoy the drink at the same time, feel emotional resonance and value recognition.
3. The significance of choosing "Princess Hawthorn" as a research subject lies in that it is not only a product name, but a cultural symbol representing the integration of tradition and modernity. As a traditional food with rich nutritional value, hawthorn carries profound folk memory and the concept of healthy diet. The "Hawthorn Princess" as the object of study, can deeply explore how to retain the essence of traditional culture on the

basis of modern packaging design and marketing strategy, so that this traditional drink to breathe new life, attract the attention of more young consumer groups. This topic also involves a number of social hot topics such as ecological environmental protection and healthy life, which has high academic value and practical significance, and can provide valuable ideas and case analysis for promoting the development of local characteristic industries and enhancing the added value of agricultural products.

Chapter II

MARKET RESEARCH AND POSITIONING

2.1 Market Research

With the continuous improvement of consumers' demand for healthy quality and convenience, the beverage packaging market is increasingly prosperous. As an indispensable part of the product, packaging not only directly affects consumers' purchase decisions, but also relates to brand image and market competitiveness. This market research aims at in-depth analysis of the current beverage packaging market size, growth, packaging types, consumer preferences, environmental trends, brands and competition, channel distribution prices, innovation and technology developments, and future market trends and forecasts. In recent years, the global beverage packaging market has continued to grow.

The main drivers of growth are the increasing consumer demand for healthy drinks in the context of the continuous improvement of the national economy and the continuous innovation of packaging technology. At present, the beverage packaging market is mainly divided into several types such as plastic packaging, glass packaging, metal packaging and paper packaging. When purchasing beverages, consumers' preferences for packaging are mainly focused on aesthetics, environmental protection, innovation, portability and safety.

In today's society, with the general awakening of health awareness and the acceleration of the pace of life, consumers' choice of beverages is no longer based on taste and brand loyalty, but more attention is paid to the healthy quality of products, convenience and innovative design of packaging. This trend has not only reshaped the purchasing behavior pattern of consumers, but also injected unprecedented vitality and challenges into the beverage packaging market. Packaging, which was once regarded as a product

subsidiary role, has now quietly upgraded to one of the key factors affecting market competitiveness, it not only carries the basic function of protecting goods and extending shelf life, but also has become an important medium to convey brand image and attract target customers.

This market research work aims to fully reveal the data support and trend orientation behind the current beverage packaging market prosperity through multi-dimensional and in-depth analysis. We will explore the continuous expansion of the market size in detail, quantify its growth rate, and analyze the market share and changing trends of different packaging types (such as plastic bottles, glass bottles, cans, cartons, etc.) to reveal how each type of packaging can adapt to the needs of different beverage categories.

Consumer preferences are the core driving force for market change. We plan to dig deeper into consumers' specific needs and expectations for packaging materials, design aesthetics, portability and environmental sustainability, and explore how these preferences influence their purchasing decisions. Especially in today's increasing awareness of environmental protection, packaging solutions of recyclable and biodegradable materials are becoming the new favorite of the industry, and how they balance aesthetics and functionality will be an important issue in the research.

In addition, the market research will also focus on the brand and competitive landscape, analyzing how major brands can create differentiation through unique packaging strategies, and how emerging brands can quickly capture the market through innovative packaging design. The transparency and optimization strategy of the channel distribution price system is also the focus of our attention, exploring how to ensure profit margins while meeting the pursuit of end consumers for cost performance.

Technological innovation as another important engine to promote the development of the industry, we will explore the application status and future potential of cutting-edge technologies such as smart packaging, personalized customization, augmented reality (AR) interactive packaging, and how these technologies can enhance user experience, enhance brand interaction, and then influence the market direction.

In today's fast-paced society, drinks as a regular customer of daily consumption, its packaging design is not only a simple shell to wrap the contents, it has quietly evolved

into a silent but powerful communication bridge between brands and consumers. Behind every shopping decision, there is a subtle consideration of the external appearance of the product. Therefore, a beverage packaging that can instantly lock the eyes, rich in personalization and aesthetics has undoubtedly become the key to enhancing the competitiveness of the product market. It can not only stimulate the curiosity of potential customers, prompting them to make a choice in a wide range of goods, but also invisibly enhance the brand's memory points, so as to achieve significant sales growth.

A series of creative packaging designs emerging in the domestic market is a vivid manifestation of this trend. For example, a unique "bird's nest wine packaging", after the wine bottle is removed, its packaging is transformed into a decorative and practical wooden bird's nest, which not only shows the respect and protection of the natural environment, but also adds a touch of interest and warmth to the living space of consumers. The innovative design of pizza paper is a revolution in the convenience of dining, without additional cutlery and paper towels, every detail reveals a deep understanding of the user experience, so that the process of enjoying food is more spontaneous and free.

Another example is the "pocket" design of ketchup, which is a small change, but greatly simplifies the small troubles in People's Daily life, ensuring that the ketchup can be squeezed out every time, avoiding the small chaos on the table, reflecting the designer's humanistic care for the details of life. The emergence of quantitative rice packaging is a smart upgrade of traditional kitchen operations, clearly marked rice to water ratio, even novice cooking can easily grasp, making each meal preparation process more efficient and accurate.

The design inspiration of the creative honey bag comes from nature. The shape of the hexagonal honeycomb is not only pleasing to the eye, but the design of the bottom can be converted into a flower pot, which gives the packaging a second life, highlighting the concept of environmental protection and practical. The advent of biodegradable pen case is a positive response to the call for sustainable development, the choice of cork material not only feels warm, but also reduces the burden on the environment, leading the green trend in the field of students and office supplies.

In addition, the comic book style chocolate packaging has attracted many eyes with its unique artistic charm, and the Dove Rabbit Year chocolate gift box has created a high-level and interesting visual experience through the clever combination of bronze technology and bright colors, successfully integrating traditional culture with modern aesthetics. The design of the panda cigarette case is also refreshing. When the cigarette is filled, the pattern of the panda head is perfectly presented. This interactive design not only increases the interest of the product, but also deepens the brand impression of consumers.

When it comes to the international market, the American Jones Soda company has created a sensation among young consumers with its illustrative quirky packaging and eclectic taste choices. These unconventional packaging designs, like a small art exhibition, allow consumers to enjoy a taste feast at the same time, but also obtained a visual adventure, further consolidating its leading position in the personalized consumer market, the unexpected rise in sales is the best proof.

To sum up, whether it is domestic or international, the packaging design of drinks and related products is reshaping consumers' purchasing habits and brand awareness with unprecedented innovation. In this era of personalized expression and emotional resonance, those design works that dare to break through the routine and understand the consumer psychology will undoubtedly become the bright stars in the market and lead the new fashion of the industry.

These packaging designs are not just shells for product protection, they are works of art by designers, each with a spark of innovation and a unique perspective. They make ordinary goods wear a creative coat, become practical and full of fun, and even promoted to the micro art in daily life. In the current context of the pursuit of personalized and aesthetic experience, the demand for innovation in the beverage packaging industry is increasingly strong, and this trend not only reflects the market's desire for freshness, but also the inevitable product of the general trend of consumption upgrading and technology iteration. In recent years, the global beverage packaging market has continued to expand, and behind this booming trend is the awakening of consumer health awareness driven by the improvement of the global economic level, as well as the improvement of beverage

quality requirements, coupled with the rapid progress of packaging technology, which has jointly catalyzed the prosperity of the market.

As far as the beverage packaging market is concerned, its classification is diverse and each has its own merits. Plastic packaging with its lightweight, drop resistance and cost-effective characteristics, occupy a dominant position in the industry, widely used in bottled water, soft drinks, juice and other fields, especially suitable for large-scale industrial production, to meet the fast-paced life of people's pursuit of convenience. However, in the face of the increasing awareness of environmental protection, plastic packaging is also facing the pressure of transformation and upgrading, and exploring more sustainable materials has become a new topic.

In contrast, glass packaging is more classic and elegant, it is not only an ideal companion for high-end drinks such as red wine, white wine, beer, etc., but also a medium to convey brand texture and historical depth. Transparent or translucent texture allows the color and texture of the drink to be seen, giving people visual enjoyment, but also in line with the modern concept of recycling, although high production and transportation costs, as well as fragility are challenges that cannot be ignored.

Paper packaging, with its excellent environmental properties and convenience, shines in the packaging of short-shelf drinks such as fresh milk and yogurt. Not only is it easy to recycle and reduce the environmental burden, but also the lightweight design is easy to carry and logistics transportation, reducing energy consumption. With the continuous breakthrough of biodegradable material technology, paper packaging is developing in the direction of more green and multi-functional, and strive to further reduce the impact on the environment while maintaining practicality.

To sum up, the beverage packaging industry is in a diversified, innovative and sustainable development stage, all kinds of packaging materials show their strengths, bloom, and jointly promote the entire industry to a higher level.

In today's era of attention to detail and experience, consumers' consideration of beverage packaging has gone far beyond the basic protection function, their eyes are more critical, and aesthetic needs are increasing. Aesthetics as the first visual impression, directly affect the consumer's purchase decision, the design of the integration of artistic

beauty and cultural elements of the packaging, often can stand out in the dazzling shelves, quickly capture the attention of consumers. The awakening of environmental awareness has made "green consumption" a trend, prompting consumers to prefer packaging designs that use recyclable materials, biodegradable materials or can significantly reduce their carbon footprint, which not only reflects personal social responsibility, but also recognizes the concept of sustainable development of the brand.

Innovative packaging meets consumers' pursuit of novelty and curiosity, such as deformed packaging, interactive design or smart packaging incorporating AR technology, which can provide unique opening experiences and entertainment value, making the product itself a social topic, enhancing user engagement and brand loyalty. In terms of portability, with the popularity of fast-paced life, the design that is easy to carry and easy to open and close has become the best choice for urban people, and the compact, lightweight and well-sealed packaging is convenient to access at any time, adapting to diversified life scenes.

Safety is one of the most basic and important considerations for consumers, especially in the current concern about food safety, non-toxic, tamper-proof, and maintain the freshness of drinks packaging technology has become the industry standard. Through the use of high-tech anti-counterfeiting signs, intelligent temperature control materials and other means, the brand effectively guarantees the safety and quality of products, and has won the trust of consumers.

In the fierce market competition, major brands know that packaging is not only a part of the product, but also a direct reflection of brand image and values. Therefore, they continue to explore the novelty of design, improve the texture and durability of packaging materials, and combine digital marketing strategies, such as social media promotion, KOL cooperation, etc., to enhance market influence. Smart packaging can display real-time product information, shelf life and even interact with smart phones, functional packaging for specific needs, such as insulation, preservation or increase in nutritional content, personalized packaging according to consumer preferences customized patterns, information and even packaging form, which greatly enrich the choice of consumers, but also open up a new path of brand differentiation competition.

All in all, in today's prevailing "appearance level economy", a beverage packaging that integrates aesthetic creativity, environmental protection concepts and technological innovation has become a key force to touch the hearts of consumers and drive market growth. In the future, as consumer expectations continue to rise, the beverage packaging industry is bound to usher in more disruptive changes and breakthroughs.

2.2 Topic Selection Positioning

The design of this topic takes the topic "Princess Hawthorn" digestive health drinks as the main design point. IP design and font design are adopted for the topic first, and then posters, bottles, trays and outer packaging are designed according to IP and font design. Then Midjourney is used for illustration and map running to carry out novel and sustainable utilization design for the selected topic. The whole is simple and lovely. "Hawthorn Princess" fruit juice drink taste sour and sweet, with digestion, blood lipid lowering, softening blood vessels, aid weight loss and other benefits. Suitable for all ages, it can be used as a drink prepared at home or as a gift for visiting relatives. According to the product type, a series of packaging has been designed for it, and some derivative cultural and creative products. This topic design focuses on a topic full of creativity and health - "A touch of Hawthorn red" digestive health drinks, aiming to skillfully integrate the natural charm of traditional hawthorn with modern health concepts through careful planning and artistic innovation. At the beginning of the project, we dug deep into the brand soul of "a touch of hawthorn red" and carried out the ingenious design of IP image around its core value. This process not only involves the modern interpretation of hawthorn elements, but also cleverly integrates the essence of traditional culture, ensuring that the IP is rich in the sense of The Times and without losing cultural heritage.

In terms of font design, we pursue a unique and easily recognizable visual style, using smooth and smooth lines combined with lively and jumping strokes to create a unique font that not only meets the brand image of "a touch of hawthorn red", but also

stimulates the affinity and curiosity of consumers. This not only strengthens the visual identity of the brand, but also lays a solid foundation for subsequent visual communication.

After establishing a distinctive IP image and customized fonts, our design team has further expanded to all dimensions of product packaging: from eye-catching posters, to comfortable bottle design, to practical and beautiful trays and outer packaging, every detail has been repeatedly refined, and strive to perfectly present the brand story and product characteristics of "a touch of hawhaw red". In the design, we cleverly use warm red tones with fresh white or wood textures to create a warm, natural and stylish overall visual effect, echoing the theme of "a touch of hawthorn red", while conveying the natural and healthy attributes of the product.

In order to further enhance the brand influence and market competitiveness, we also carried out the extension design of IP image, and applied it to a series of derivative cultural and creative products, such as environmental protection shopping bags, fun stickers, limited edition notebooks, etc. These designs are not only novel and chic, but also realize the sustainable use of the brand development, and enhance the sense of participation and loyalty of consumers.

"A touch of hawthorn red" fruit juice drink, with its sweet and sour taste, has won wide popularity. It is not only a drink, but also a messenger to promote a healthy lifestyle. Its rich nutritional value, including digestion, blood lipid lowering, softening blood vessels and AIDS in weight loss and other functions, make it an ideal choice for family daily drinking, but also a good choice to express care and taste when giving gifts and visiting friends during festivals. For different consumption scenarios and needs, we have tailored a series of packaging programs to ensure that each "a touch of hawthorn red" can appear in front of consumers with the most appropriate face, passing on a healthy and beautiful attitude to life.

To sum up, the "A touch of Hawthorn Red" project is not only a deep exploration of a healthy drink, but also a cross-border journey of artistic creation. Through comprehensive design thinking and practice, the natural charm of hawthorn has been successfully

transformed into an accessible aesthetic of life, so that every taste has become a pleasant physical and mental enjoyment.

Summary of the chapter II

1. For the packaging design of Princess Hawthorn, we need to further deepen the integration of its visual charm and brand story. Consider the use of delicate hand-painted style pattern, the image of the elegant princess in the hawthorn forest vivid display, the tone can skillfully combine the natural red hawthorn fruit and noble air of gold or lavender, to create both warm and noble visual effect. In terms of packaging materials, the choice of environmentally friendly and degradable materials not only highlights the brand's respect for nature, but also enhances the purchasing experience of consumers. In addition, interactive elements such as scanning for hawthorn recipes or health tips are added to make every opening a surprise journey of discovery.

2. Hawthorn Princess brand positioning should focus on the concept of "natural health, elegant life". As a unique hawthorn product brand in the market, we aim to create an image that not only inherits the wisdom of traditional Chinese medicine food therapy, but also conforms to the pursuit of high-quality lifestyle of modern people. Princess Hawthorn is not only food, but also an attitude expression advocating returning to nature and enjoying exquisite life. Through precise target market positioning, such as for urban white-collar workers who pay attention to health and young mothers who pay attention to a balanced family diet, the double value of Princess Hawthorn as a daily snack and health care products is passed on. At the same time, combining online and offline marketing strategies, themed activities such as "Hawthorn Culture Festival" and "Princess Afternoon Tea" are held to enhance the emotional connection of consumers and make Princess Hawthorn a new symbol of leading health fashion.

Chapter III

DESIGN PROCESS AND RESULTS

3.1 Design Plan

(1) Extensive collection and in-depth analysis of the latest research results on sustainable design at home and abroad, select outstanding cases in the application of environmentally friendly materials, energy efficiency improvement and social impact, as a source of inspiration. We should not only pursue the aesthetic value of the design, but also ensure that every detail contains a concern for the future of the planet. Combined with the latest trends in the packaging industry and environmental requirements, to determine a brand concept and can lead the trend of the overall design style, and strive to achieve harmony and unity in visual presentation, while fully considering the functionality and recyclability of packaging.

(2) According to the development status of China's hawthorn industry, a comprehensive and detailed market research is carried out, and then a detailed design thinking map is drawn by using design thinking tools. This will help the team systematically sort out every link from raw material cultivation, processing technology to market demand, and extract innovative design ideas. Through summary, we will clarify how to reflect the cultural heritage and health attributes of hawthorn in the design, so that the product design is not only beautiful but also rich in meaning.

(3) Creative conception of a series of attractive advertising slogans, these slogans need to be simple and powerful, can instantly touch the heartstrings of consumers, while reflecting the unique charm of "a touch of hawthorn red" drink. The choice of text design style should be consistent with the brand image, whether it is modern simplicity or retro elegance, to ensure that the text is not only the carrier of information, but also the bridge of emotional transmission.

(4) After collecting rich background information, I began to design the brand's logo. It will be central to the brand's identity, so it must be unique and easy to remember. In addition, around the text content related to the subject, a set of coordinated text typesetting style is created, as well as a series of auxiliary graphics to enrich the visual language. It is particularly important to design one or more IP images, which not only represent the brand, but also generate a series of vivid emojis to enhance the brand's interaction and communication power on the network social platform.

(5) For the packaging design of the core product "a touch of hawthorn red", we will devote our efforts to every detail, from color matching, pattern layout to material selection, without careful planning. Poster design needs to be full of story, through artistic techniques to show the charm of hawthorn drinks, stimulate consumers' desire to buy. The illustration creation will combine traditional and modern elements to tell the story of hawthorn and add emotional added value to the product.

(6) In order to broaden the brand influence, we will develop a series of Hawthorn drink derivatives, such as limited edition peripheral products, daily necessities, etc. Each product will be cleverly integrated into the Hawthorn drink feature illustration and IP image, aiming to provide consumers with a full range of brand experience. Through precise market positioning and creative display, these derivatives become a bridge connecting brands and target consumer groups.

(7) After the initial shape of the overall design, it enters the stage of fine adjustment. This process includes, but is not limited to, color fine-tuning, font optimization, pattern scale correction, etc., to ensure that the final product is optimal in terms of visual effects, cultural communication, and functionality. Our goal is to let consumers feel the brand's intentions and quality excellence every time they touch the product.

3.2 Design Process

3.2.1 The design process of the visual foundation part of the Hawthorn red brand

(1) Brand logo

Brand Logo, as an essential element in the brand identity system, plays a pivotal role. It is not only a work of art composed of carefully designed graphics, creative letter combinations, profound logos, or uniquely adjusted colors and fonts, but also a highly concentrated and intuitive presentation of brand concepts and values. In the vast ocean of brands, an excellent brand logo is like a lighthouse, leading consumers through the fog of information, and accurately find the port of the brand.

The design of the brand logo is undoubtedly an exquisite visual narrative art. It is not only an aesthetic pile, but also a strategic communication tool, which plays a decisive role in shaping a distinct brand image, accurately delivering the core value of the brand and gradually building an indestructible brand loyalty. Through in-depth analysis of many successful and influential brand logos in the market, it is not difficult to dissect a few key design principles:

First of all, uniqueness is the soul of the brand logo. In a competitive market environment, every brand aspires to be a unique presence. Therefore, the brand logo must have enough characteristics to distinguish it from other competitors, so that it can be unique in the dazzling brand logo, instantly attract the eye of the target audience, and thus occupy a place in the mind of potential customers.

Secondly, simplicity is the charm of the brand logo that will never be outdated. In the fast-paced modern life, the time window for people to receive information is getting narrower. A simple and clear logo that can quickly cut through the visual noise, directly hit the heart, easy to remember and leave a deep impression. The simplified form does not mean simplicity or lack of depth, on the contrary, it requires the designer to convey the richest meaning with the fewest elements, and realize the design concept of "less is more".

Moreover, the brand logo and the brand it represents should establish an inseparable

internal connection. This means that the logo design needs to deeply reflect the core elements of the brand's industry attributes, cultural background, value proposition and so on, so that consumers can capture the spiritual core and personality characteristics of the brand with only the logo. This deep correlation helps to strengthen the consistency and coherence of the brand image, promote the improvement of brand identity, and ensure that every brand exposure can effectively deepen the public's awareness and goodwill.

To sum up, the design of brand logo is a complex project that combines artistic creation and commercial wisdom. Only when the logo successfully sets uniqueness, simplicity and relevance in one, it can truly become a powerful force in brand communication, laying a beautiful and efficient visual path for the development of the brand. The design of most brand logos subtly combines the two core elements of the graphic logo and the standard character to build a unique and recognizable brand image. "A touch of Hawthorn red" as a creative beverage brand focusing on the field of digestive health, its logo design strategy is particularly unique. The "hawthorn red" in the brand name not only directly points out the main ingredient of the product - hawthorn rich in natural benefits, but also cleverly transforms this natural element into a visual theme color, the selection of full and vibrant red as a large color, instantly captures the consumer's sight, while conveying a healthy and dynamic brand concept.

In the graphic logo design, "a touch of hawthorn red" boldly adopts a cartoonish approach, personifies the hawthorn fruit, and gives it a kind action of raising one's hand to say hello. This design detail aims to break the inherent impression of traditional health drinks, which is serious and pharmaceutical, and instead presents it with a relaxed, cheerful, playful and lovely appearance, so that consumers can feel the affinity and friendliness of the brand. Such a design strategy not only reduces the psychological distance between products and consumers, but also stimulates the curiosity and desire to explore of potential customers, which virtually enhances the attraction of purchase.

In terms of color matching, the logo design of "a touch of hawthorn red" is also ingenious. The main color is the combination of eye-catching red and warm rice color, which not only highlights the theme of the brand, but also creates a warm and comfortable visual feeling. The auxiliary color subtly introduces pure white and vibrant leaf green,

white adds a fresh sense to the whole design, while leaf green means nature and health, the two complement each other, jointly create a bold and harmonious visual effect, so that the whole Logo while maintaining a lively style, without losing a sense of professionalism and quality.

To sum up, the brand logo of "a touch of hawthorn red" has successfully created an approachable and interesting brand image through accurate color application, vivid graphic design and creative performance close to the people's heart, effectively enhancing the market appeal of the product, so that consumers can enjoy delicious food at the same time, but also feel the care and temperature from the brand. (as shown in Figures 3-1)

(2) Chinese special font

When designing the Chinese standard characters, the designers cleverly drew elements from the inspiration bank of nature, especially the round and vibrant shape of hawthorn, which was cleverly integrated into the skeleton structure of each character. This unique design idea not only gives the text vitality, but also allows the viewer to feel the warmth and affinity of the brand at the first sight of contact. It is particularly worth mentioning that the end of the standard word stroke is deliberately smooth, such a circular end design echoes the theme of hawthorn shape, but also visually conveys a soft and harmonious beauty, making the overall font smooth and unified, easy to recognize, deep memory.

For the choice of English font for the brand logo, the designer has carefully selected a font style that can perfectly coordinate with the brand identity. This font not only forms a wonderful dialogue with the Chinese standard character in form, but also realizes a seamless docking in temperament, ensuring the coherence and consistency of the brand image in the global communication. English standard word is not only a simple alphabetic arrangement, it is a key part of the brand visual identity system, carrying the important mission of conveying brand concept and values.

In the use of color, the brand boldly adopts the classic black and white color scheme. Black symbolizes stability and authority, while white represents purity and openness. The combination of this pair of colors not only creates a strong visual impact, but also

highlights the high-end texture and eternal classic of the brand. The pure contrast of black and white allows the standard English and Chinese characters to be clearly displayed in any medium, whether it is on a glossy digital screen or on a plain and unsophisticated paper print, it can maintain its distinct brand identity, effectively convey the brand message, and deepen the impression of the target audience.

Whether it is the natural inspiration contained in Chinese standard characters, the exquisite matching of English fonts, or the classic use of black and white colors, they jointly build a personalized and international brand image, making the brand stand out among many competitors, and effectively promoting the dissemination and promotion of brand value. (as shown in Figures3-2)

(3) English font

The English font of the brand logo is used to match the font of the brand logo, and the English standard word is also an essential element of the brand logo. The English standard character is consistent with the Chinese special font, and the color is black and white, so that it has a distinctive brand transmission effect. (as shown in Figures3-2)

(4) Standard color

When determining the standard color of the brand, the company should explore multiple dimensions in depth to ensure that the selected color is not only beautiful and coordinated, but also can accurately convey the core value of the brand and market positioning. First of all, the main color of a brand is the soul of its visual identity system, which is not only the direct mapping of the brand image in the eyes of consumers, but also the visual carrier of the brand personality, concept and cultural connotation. Therefore, when selecting this key color, it is important to analyze the industry context of the brand - for example, brands in the technology industry may prefer cool colors to signify their innovation and future, while brands related to nature and environmental protection may prefer green colors, symbolizing ecology and sustainability. At the same time, the aesthetic preferences of the brand's target market and audience can not be ignored, young consumers often prefer bright, vibrant colors, while high-end or mature markets may be more suitable for low-key luxury or classic colors.

Second, industry characteristics have a significant impact on color selection. For example, in the food and beverage sector, warm colors such as orange and yellow can effectively stimulate consumers' appetite and create a warm and inviting purchasing atmosphere, which is why many brands in the industry choose such colors as the standard color. By using these colors, brands can not only build emotional resonance with consumers, but also visually shorten the distance between products and customers and promote sales.

Moreover, the positioning of the brand itself is also a key factor in determining the color scheme. A populist brand, whose goal is to close the distance with the public, to establish a cordial, friendly and accessible image. Therefore, the use of bright and lively color combinations, such as sunny yellow, vibrant green or warm yet vibrant red, can effectively convey this quality of the brand. These colors are not only pleasant, but also easy to remember, helping to enhance brand recognition and favorability.

Specific to the actual operation, the carefully selected standard color palette includes black (#040000, R4 G0 B0, C93 M88 Y89 K80), which represents stability and advanced, suitable for emphasizing the professionalism and depth of the brand; Beige (#F2D2A6, R242 G210 B166, C5 M21 Y37 K0) brings a warm and natural feeling, suitable for creating a comfortable and harmonious brand environment; Red (#B92B25, R185 G43 B37, C30 M95 Y97 K0), a symbol of passion and energy, can quickly attract attention and stimulate the desire for action; And leaf green (#85A05F, R133 G160 B95, C54 M27 Y73 K0), representing vitality and health, suitable for strengthening the brand's connection with nature and environmental protection concepts. These color combinations not only reflect the diversified characteristics of the brand, but also maintain the consistency of the overall visual style, and build a expressive and recognizable color language system for the brand. Black is authoritative and formal: Black is often used as a color for authoritative and formal occasions. Beige is a softer, more comfortable color, between camel and white, with elegant atmosphere, but also with a refreshing and pleasant feeling. It combines the pure romance of white and the warm nobility of camel, and is a color that is both subtle and elegant. Red is a more passionate

color that attracts people's attention. Leaf green represents the symbol of life, a new brand rising, representing vigorous vitality. (as shown in Figures 3-3)

(5) Auxiliary graphics

The brand logo is important, but the auxiliary graphics are also essential in the cultural and creative derivatives of a brand, and we should consider and design throughout the brand design when designing auxiliary graphics. In the design of auxiliary graphics to consider its flexibility, at any time under any circumstances to use it, but also to consider its simplicity, auxiliary graphics as the name suggests is to play an auxiliary role in the graphics, so do not be too complex. (as shown in Figures 3-4)

(6) IP image

When the design team conceived the brand identity, the upper body of the IP image was cleverly integrated into the Logo, a creative decision that not only ensured the seamless connection between the IP image and the brand identity, but also deeply reflected the consistency of the brand visual identity system. Through the cartoonish artistic processing of hawthorn, the core element, the designer adopted the Q version style, which is widely loved by modern consumers, giving the traditional ingredients a lively and friendly new look.

The Q cartoon is famous for its rounded lines, exaggerated expressions and bright colors, which not only makes the brand image more friendly and down-to-earth, but also invisibly reduces the distance with the target consumer group. It transcends the age boundary, whether children or adults, can feel the affinity and vitality of the brand from this interesting design, so as to stand out among many brands and more easily inspire people's good feelings and resonance.

In addition, considering the fast-paced lifestyle of modern society and the background of the era of information explosion, a concise and recognizable Logo has become the key to attract consumers' attention. By precisely refining the characteristics of hawthorn and combining the expression form of Q cartoon, this design successfully creates a visual symbol that is easy to remember and rich in brand stories, effectively promoting the rapid dissemination and deep cognition of brand information.

This Logo design is not only an innovative application of visual elements, but also the result of careful consideration at the brand strategic level, aiming to build an emotional bridge between the brand and consumers through a design language that is highly compatible with modern aesthetic and emotional needs, laying a solid foundation for the spread of brand culture and the expansion of market influence (as shown in Figures 3-5)

(7) Three views of IP image

The three views of IP image design is an important view, the reason for the three views is that it intuitively shows the image appearance of IP to the viewer through the way of three-dimensional images. (as shown in Figures 3-6)

(8) IP emoticons

After the design of the IP image, according to the characteristics of the IP image combined with the type of drinks, the design of "Hello", "ok", "blink", "sleep", "dizzy", "struggle", "cry", "sleep blink", "eyes glow", "afraid", "hey hey", "good like" 12 appropriate expressions, These small expressions can convey the emotions you want to express very well, and the IP image will be more appropriate to life and full of feelings. (as shown in Figures 3-7)

(9) Posters

Poster, the carrier of visual art, is not only a simple pile of colors and shapes, it deeply contains the art and wisdom of information communication. As one of the indispensable media of publicity in modern society, poster plays an important role in the dissemination of brand information by virtue of its intuitiveness, creativity and extensiveness. They are like the colorful language of the city, shuttling through the streets and alleys, in the most direct and efficient way, and the crowd rushing past the silent but powerful dialogue, attracting the eyes of target consumers, stimulate their curiosity and desire to explore.

In this diverse world of posters, three unique designs stand out. First of all, the poster around the beverage bottle as the theme, it not only shows the shape of the bottle beauty, but also through the exquisite light and shadow processing and unique perspective selection, gives this everyday object with extraordinary vitality. The designer

skillfully uses lines and colors to outline the smooth outline of the bottle, allowing people to feel the high-end texture and unique charm of the product even in a moment of glance, so as to leave a deep impression on the brand.

The next poster is about hawthorn juice with 100% purity. The whole picture is permeated with natural and pure atmosphere, the designer adopted a fresh and refined tone, as if people can smell the sweet and sour hawthorn through the paper and the fragrance of nature. The vaguely visible hawthorn forest in the background is in stark contrast to the crystal clear hawthorn juice in the center, which intuitively conveys the core value of "pure" and "no addition" of the product, touching consumers' yearning for a healthy life.

The third poster, focusing on the 60% pure hawthorn juice, shows a different flavor and balanced beauty. The design combines modern and traditional elements, with a more lively and jumping color match, as well as a slightly abstract pattern design, expressing this drink not only retains the original flavor of hawthorn, but also takes into account the harmonic concept of public taste. This poster seems to tell every viewer, whether you are a purist who pursues the original taste, or a food lover who prefers the soft taste, you can find your own satisfaction in this cup of hawthorn juice.

All in all, these three posters are not only a visual feast, but also a wonderful interpretation of the brand story. Each of them carries unique information and emotions, and accurately touches the hearts of the target audience with artistic techniques, which not only enhances the brand image, but also successfully arouses the warm response of the market, showing the power and charm of visual communication media that cannot be underestimated. (as shown in Figures 3-8)

(10) Illustration

According to the IP image, the Q version was further processed, and six illustration IP of different actions were designed, namely, a cute IP genie with wings, an action of comparing hearts in the middle, an action of kicking a ball to celebrate, an action of raising hands to get a good result of something you like, indicating a very excited action, and a raised hand to cheer. It means that drinking hawthorn juice drinks can make consumers happy, happy, and give up troubles. One is holding a bunch of green plants,

representing that drinking hawthorn juice drinks can be healthy for consumers, aid digestion, and assist weight loss. (as shown in Figures 3-9)

3.2.2 Brand copywriting slogan

Based on in-depth exploration of the outstanding value of hawthorn juice as a traditional health drink, and its significant effect in the field of digestive health, we carefully refined the core message of the brand. Hawthorn juice, a gift from nature, not only carries a long history of dietary wisdom, but also its unique health benefits - aiding digestion, effectively regulating blood lipid levels, promoting blood vessel elasticity to maintain cardiovascular health, and as an auxiliary partner of a light lifestyle, helping modern people enjoy delicious food without the burden and easily manage their weight. Therefore, after extensive research and careful consideration, our brand slogan "appetizing and eating, not afraid to eat more" came into being. This simple and powerful commitment not only deeply reflects the characteristics and advantages of the product itself, but also accurately conveys the brand's commitment to improving the quality of life of consumers and encouraging healthy eating habits, so that every drop of hawthorn juice has become a secret weapon to balance delicious and healthy.

3.2.3 A touch of Hawthorn red brand visual application part design process

1.Packaging design

Packaging design refers to the selection of appropriate packaging materials, the use of clever technological means, for the packaging of goods container structure modeling and packaging beautification decoration design. Packaging design can not only protect products, convey product information to consumers, but also directly affect consumers' desire to buy. Through the design of novel and creative packaging to attract consumers'

desire to buy, but also let consumers feel the "a touch of hawthorn red" packaging brought exquisite and high quality.

(1) The outer packaging is divided into two kinds, one is 100% pure, and the other is 60% pure. The material is the same, the use is strong and thick, with high stiffness, break resistance and smoothness, the paper surface is flat, the outer package is 22cm high, 18cm wide, 26cm long, there are 6 bottles of drinks in one package. 100% pure hawthorn juice is the kind of natural gift that can make people drink unforgettable. It is derived from the tender and juicy, carefully selected hawthorn fruit, every drop contains the freshness and vitality of nature. During the preparation process, we adhere to the direct juicing technology, discarding the addition of any water, ensuring that each bite is full of pure fruit. Not only that, in order to completely retain the original glycyrrhic acid balance and rich nutritional value of hawthorn, the production resolutely refused to add sugar, artificial sweeteners or chemical acid agents, so that consumers' taste buds can directly contact with the original flavor of nature.

This pure and flawless hawthorn juice, because it does not contain any preservatives, demonstrates a commitment to health. Because of this, its shelf life is more brief and precious than those products on the market that have added various preservation ingredients. In order to ensure the best drinking experience, it is recommended to carefully store it in a refrigerated environment to delay the natural oxidation process and lock in the freshness of the first pick. Once opened, it is recommended to enjoy it immediately before the passage of time takes away its pure, unpolished flavor.

Packaging design, this hawthorn juice also reflects ingenuity. The label of the bottle adopts a concise and bright combination of Chinese and English signs, which not only highlights the international style, but also facilitates the rapid recognition of consumers with different cultural backgrounds. In addition, it especially integrates IP (Intellectual Property) extension design elements, through creative patterns or story illustrations, not only beautifies the appearance of the product, but also gives the brand unique cultural connotation and recognition, making every purchase and taste become a wonderful journey to interact with the brand story. Such hawthorn juice is undoubtedly a perfect gift for those who seek quality life. (as shown in Figures 3-10)

The 60% purity of hawthorn juice is a mixture of fruit juice and other ingredients, the nutritional value may be lower, but its taste is better than 100% hawthorn juice. The packaging is based on the original IP image and the combination of Chinese and English characters. (as shown in Figures 3-11)

(2) This exquisite bottle design, ingenious selection of transparent and excellent quality glass material, not only highlights the high-end and pure product, but also reveals a classic and environmental protection concept. Its elegant body height up to 16 cm, just reflects the product stable without losing the smart temperament. The width is carefully designed to be 7 cm, which not only ensures a firm grip, but also visually presents the beauty of perfect proportions.

With a capacity of 500 ml, this container can meet the needs of daily drinking, but also suitable for carrying and sharing, whether it is a family gathering or personal enjoyment, is ideal. It is particularly worth mentioning that according to the difference in purity, the packaging is cleverly divided into two styles, which is not only an intuitive reflection of the difference in quality, but also a careful consideration of the diversified needs of consumers.

Among them, the packaging created for 100% pure products can be called the finishing touch of design. It integrates a variety of auxiliary graphic elements, through the fine splicing process, to build a well structured, vivid and interesting visual feast. This innovative design technique not only enriches the artistic expression of the bottle, but also makes every detail full of fun to explore.

More eye-catching is that the packaging design into the IP image of the extension of the design, two unique IP characters seem to tell their own story, they or cute, or mysterious, not only for the product to add unlimited imagination space, but also deepen the brand's cultural connotation and recognition. The exquisite combination of these two IP images makes every time you lift a bottle to drink, it becomes an intimate contact with the brand story, so that the experience of consumers goes beyond simple drinking, sublimating to the dual enjoyment of emotion and aesthetics. (as shown in Figures 3-12)

With a purity of 60%, hawthorn juice is a clever blend of pure hawthorn juice and other selected ingredients. Compared with 100% pure hawthorn juice, its nutritional value

may be slightly inferior, but this does not prevent it from enjoying its own unique taste buds. Through careful preparation, this hawthorn juice retains the unique sweet and sour flavor of hawthorn itself, while adding a little softness and delicacy, making the taste more rounded and easy to accept, especially by those who prefer mild fruit drinks.

In the packaging design, this hawthorn juice creatively uses the brand's unique IP image as the visual core, combined with the elegant typeset in Chinese and English, showing an international fashion atmosphere. The IP image is vivid and lively, which not only instantly attracts the attention of consumers, but also effectively conveys the affinity and vitality of the brand. The harmonious collocation of Chinese and English fonts ensures the accurate transmission of information, which not only meets the cultural identity of the local market, but also takes into account the aesthetic needs of overseas markets, highlighting the international positioning of the product. The overall packaging color is bright, the design is modern and simple, which makes people memorable at a glance, and perfectly reflects the high-quality pursuit of both inside and outside the product. (as shown in Figures 3-13)

2. Cultural and creative product design

Good, appropriate cultural and creative products can build deeper brand influence and loyalty for the brand. When consumers experience cultural and creative products related to a touch of hawthorn red in their lives, they will further establish an emotional connection and identity with the brand. This emotional connection helps strengthen brand loyalty among consumers and motivates them to become brand loyalists. Cultural and creative products are designed by IP derived design action. High-quality cultural and creative products are like an invisible bridge. They can not only deepen the interactive dimension between brands and consumers, but also sow the seeds of brand awareness in people's hearts, and gradually sprout into a profound brand influence. When those cultural and creative goods containing hawthorn red elements, such as a vivid picture into the daily life of consumers, they are not only a piece of goods, but become a medium that triggers emotional resonance. This unique color is not only visually attractive, but also an emotional touch point, which awakens people's warm memories of nature, childhood, and yearning for a better life.

In the process of such an experience, an emotional bond beyond transaction is quietly established between consumers and brands. Every time you use these cultural and creative products, it seems to be a spiritual dialogue, so that consumers feel the temperature and feelings of the brand, and then deepen their identity and loyalty to the brand. This deep emotional connection is difficult to achieve in any advertising. It enables customers to change from passive receivers to active communicators, willing to share this special emotional experience in the social circle, bringing word-of-mouth effect to the brand and attracting more potential customers' attention and interest.

Cultural and creative products are not designed overnight, they are a deep combination of creative inspiration and brand intellectual property (IP) products. Designers carefully study the core values of the brand, the cultural background and the preferences of the target audience, and skillfully integrate these elements into the design to create both artistic beauty and cultural significance of the product. This series of design actions derived from IP is not only a re-creation of the brand story, but also an innovative expression of cultural inheritance, making each cultural product become a unique storyteller, silently transmitting the spirit and pursuit of the brand.

To sum up, excellent cultural and creative products, with their unique charm, play an important role in enhancing brand influence and building consumer loyalty. In the name of culture, they build a bridge between the brand and the people, so that every consumer behavior has become an emotional resonance and memory engraving, and ultimately achieve a deeply rooted brand legend.

(1) The main function of the coaster is to protect the table from being damaged by hot water or water stains, and it can also play a decorative role. (as shown in Figures 3-14)

(2) Masks, this seemingly insignificant health and epidemic prevention supplies, play an indispensable role in today's society. They are not only loyal guardians of our respiratory health, but also quietly integrated into every corner of daily life. With the continuous enhancement of people's health awareness, choosing a mask that is both beautiful and has efficient protective performance has become a popular trend.

In the dazzling market, the design of masks is increasingly diversified, from simple solid colors to complex patterns, from cartoon images to artistic textures, everything to meet the needs of different age groups and personality preferences. The integration of these fashion elements makes the mask no longer just a practical item, but also an accessory that expresses personality and fashion attitude. Whether it's a quick commute or a leisurely stroll in your leisure time, a well-chosen mask can add a touch of color to the overall look.

Of course, in addition to the appearance design, the core function of the mask - protective effect, is the focus of consumer attention. High-quality masks usually use multi-layer structural design, such as melt-blown cloth layer can effectively filter small particles in the air, such as viruses, bacteria and pollutants, while the skin-friendly inner layer ensures comfort when wearing, reducing the possibility of skin allergies. Some high-end products will also add antibacterial treatment or use special materials to further enhance the level of protection and give users a more secure protection experience.

In addition, good air permeability and fit are also important criteria for evaluating whether a mask is excellent. The ideal mask should be able to ensure the protective efficiency at the same time, as far as possible to reduce respiratory resistance, even if worn for a long time will not feel stuffy. The adjustable nose clip and elastic ear strap design ensure that the mask can be tightly fitted to various face shapes and effectively block the intrusion of harmful substances from the outside world.

To sum up, choosing a nice mask with good protective effect is not only related to personal health and safety, but also a way to show personal taste and attitude towards life. In this "new normal", let us not only protect ourselves, but also pursue that unique beauty and comfort. (as shown in Figures 3-15)

(3) The hat, an everyday accessory that blends practicality and fashion, not only plays an indispensable role in our lives, but also quietly becomes a spokesperson for personality and style. Their existence, beyond the simple function of protection, has evolved into an overhead art. Whether it is a hot summer day or a cool autumn day, the right hat can always add some unique charm to our outfit.

The brim, a delicate part of the design, is like a leaf in nature, cleverly shielding us from the glare of the sun, while giving the wearer a mysterious and elegant atmosphere. Under the hot sun, the wide-brimmed straw hat with its light and breathable material and wide shade range becomes the ideal companion for a beach holiday or outdoor picnic. In the streets of the city, the cap or baseball cap with a more casual attitude, not only effectively blocked the intrusion of ultraviolet rays, but also let urban men and women show a little unruly and casual.

In addition, there are a wide variety of hats, from classic berets, vintage newsboy hats to noble top hats, each style carries a different cultural and historical story, telling the changes of The Times and the pursuit of personal taste. Wool felt hat in the cold winter to give warmth at the same time, but also let people emit a vintage gentleman or lady temperament; The exotic Parna hat, on the other hand, seems to instantly bring people into the fantasy of a long holiday.

In short, as the guardian of the head and the finishing touch of the style, the hat has become an important element that cannot be ignored in our daily wear with its actual functionality and unlimited decorative potential. Choosing a suitable hat can not only add extra points to our shape, but also protect us invisibly, making life more colorful because of this meticulous care. (as shown in Figures 3-16)

(4) Mobile phone case, mobile phone daily use of protective shell, also plays a role in mobile phone decoration, the use of pc material. (as shown in Figures 3-17)

(5) Mouse pad, a small pad under the mouse, mainly to prevent the mouse from affecting the cursor positioning and scratching the mouse due to the influence of the following material. (as shown in Figures 3-18)

(6) The water cup, an indispensable object in daily life, is closely connected with the daily life of almost everyone of us. From the first sip of water when we wake up in the morning to the gentle comfort before going to sleep at night, it has accompanied us through countless busy and leisure hours. In the world of dazzling commodities, choosing a favorite water cup has become a way for people to express their personality and aesthetic preferences.

In the face of a variety of water cup designs on the market - from simple and modern transparent glasses, to retro charm ceramic mugs, to functional and powerful thermos cups and sports kettles, consumers began to pay more attention to their appearance and personal emotional resonance on the basis of practicality. Some prefer fresh and elegant patterns, seeking a peaceful mind; Some are inclined to lively bright colors, hoping to add a bright color to life; Others are fond of minimalist style, reflecting the pursuit of quality of life.

Choosing a water bottle is not just a simple purchase, it is more like choosing a daily life partner. Consumers wander through many options and often end up gravitating toward the ones that touch their hearts and look the most loved and comfortable. Behind this, not only the differences in individual aesthetic concepts, but also reflect people's attention to the details of life. After all, in this fast-paced society, a glass of water at the close of the eye may become a touch of warmth in ordinary days, making every drinking water a small enjoyment, reminding us that even in the most inconspicuous corner, we can also find and create our own small happiness. (as shown in Figures 3-19)

(7) Brooch is a kind of decoration pinned on the clothes, can also be used as a decorative round pin, brooch can also be disguised to promote the brand image. (as shown in Figures 3-20)

(8) Crystal paste is an epoxy resin with low viscosity, high transparency, yellowing resistance and folding resistance. It is a sticker that can make the surface of the printed matter obtain a crystal bump effect. (as shown in Figures 3-21)

(9) The bag has the characteristics of reusable, environmental protection, durable, etc., and then through fashion design can be used for a long time, plus cute IP image for use and selection. (as shown in Figures 3-22)

(10) U disk can be seen everywhere in daily life, whether it is university, middle school, teachers, students will use it, he is small and lightweight, can store a lot of things. (as shown in Figures 3-23)

(11) Color printing tape, it can be used as a packing tape in our daily life, but also for learning to bring some fun. (as shown in Figures 3-24)

(12) Shirts are also very common in our daily life, and simple and clean short sleeves are more loved by target consumers. (as shown in Figures 3-25)

Summary of the chapter III

1. Introduce the design scheme: In this creative design project, we will elaborate a design scheme full of charm and story. By digging deep into the core values of the brand and the preferences of the target audience, we have carefully curated a series of visual elements designed to create a brand image that is both recognizable and emotional.
2. Princess Hawthorn brand logo design: Around the theme of "Princess Hawthorn", our design team has created a brand logo that integrates traditional and modern aesthetics. In the logo, the elegant princess image is cleverly combined with the hawthorn element, which not only shows the natural innocence of the brand, but also implies a healthy and sweet attitude towards life, making people memorable at a glance.
3. Chinese and English font design of Princess Hawthorn: In order to ensure the international vision and cultural inclusiveness of the brand image, we specially customized the Chinese and English calligraphy font of Princess Hawthorn. The Chinese part is smooth and rich in cultural heritage, while the English is simple and modern. The two coexist in harmony, perfectly reflecting the role of the brand as a bridge between different cultures.
4. Mark the standard color: Carefully selected a set of standard colors representing the natural color of hawthorn - warm coral red with soft beige white, and vibrant green as embellishing, which not only enhances the unity of the brand image, but also conveys the vitality of the brand and the concept of natural purity.
5. Design auxiliary graphics: In order to enrich the visual language, we designed a series of auxiliary graphics, including delicate hawthorn flower patterns, lively fruit elements and light leaf Outlines, which can be flexibly applied to a variety of media to further strengthen the brand identity and visual appeal.
6. Designed the IP image and its follow-up IP: The core IP of "Princess Hawthorn" is endowed with distinct character characteristics and vivid story background, she is not only the spokesperson of the brand image, but also the protagonist of a series of wonderful stories. At the same time, we have planned several derivative IP roles to lay a solid foundation for future content creation and market expansion.

7. Create three IP image views: In order to meet the needs of different scenes and platforms, we designed three different styles of views for "Princess Hawthorn" : The classic version retains the original brand essence; The fashion version integrates popular elements to attract young groups; Children's edition with a lovely and warm image, close to the hearts of children and family consumers.
8. Expand IP image emoticons: In order to make "Princess Hawthorn" more close to daily life, we have developed a unique set of IP emoticons, covering various emotional expressions, to facilitate users' interaction and communication on social media, and effectively enhance brand affinity and communication.
9. Design theme posters: For different marketing activities and festival celebrations, we have designed a series of theme posters, each of which is deeply integrated with the brand image of "Princess Hawthorn" and the characteristics of the event, using visual storytelling to stimulate the audience's emotional resonance.
10. Design packaging: In the product packaging design, we pursue both beauty and practicality, the use of environmentally friendly materials, combined with exquisite pattern design and brand color, to create both in line with the brand image and highly attractive packaging solutions, so that consumers can feel the heart and quality of the brand at the moment they open the product.

CHAPTER FOUR CONCLUSION AND EXPERIENCE

After nearly a semester of hard work, the graduation design was successfully completed. Recalling the design journey of the graduation design, I have the following conclusions: (1) Unique visual style: Each design work should have its own unique visual style, so as to stand out among many design works and attract the attention of viewers.

(2) Good user experience: The design work should not only be beautiful, but also pay attention to the user experience, to ensure that the audience can feel comfortable and pleasant while enjoying the work. Experience: In the process of writing this paper, I have deeply realized the rigor and challenge of academic research.

From the initial topic selection, access to information, to the subsequent creation and design, modification, every step needs to be taken seriously and strive for excellence. In the communication with my tutor and classmates, I got a lot of valuable advice and inspiration, which have a positive impact on my graduation design creation. In addition, I also gained a lot of practical design skills and theoretical knowledge from this graduation design creation. These knowledge and skills are not only helpful to my study, but also have important guiding significance for my future career development. I believe that in the future design work, I will be able to use these knowledge and skills to create more excellent visual communication design works. In short, I benefited a lot from the creation of this graduation design for visual communication design. In the future study and work, I will continue to carry forward this spirit of exploration, and constantly pursue higher academic achievements and career development.

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[https://kns.cnki.net/kcms2/article/ab-](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojwrjQSSDDik_rsoRerPGgA3NG5-TqkOOZ-5A78l-Uiskf1FvgH5DhnTK0t1GeIBTWqeYSJQe0t0i5PhMkE7vK1w33fPYz_Ey-vFOt1RqeXCyw83W1oiyCnpXWUpeL0JKOE=&uniplatform=NZKPT&language=CHS)

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ANNEX



Figure 3-1 Brand logo



Figure 3-2 Chinese and English fonts

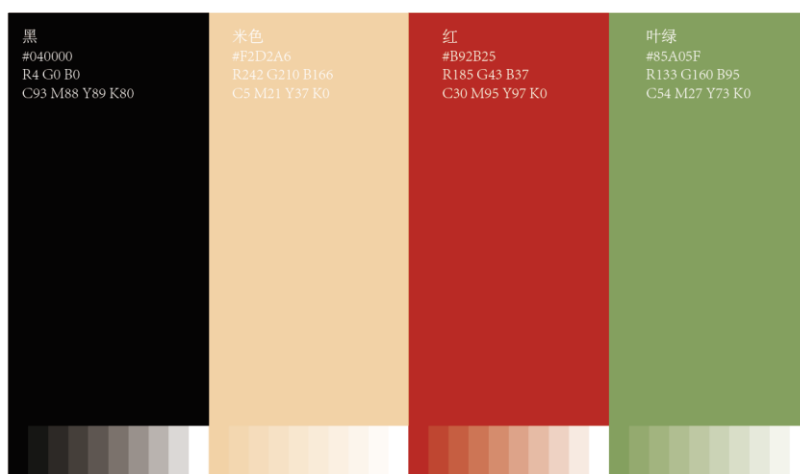


Figure 3-3 Standard colors

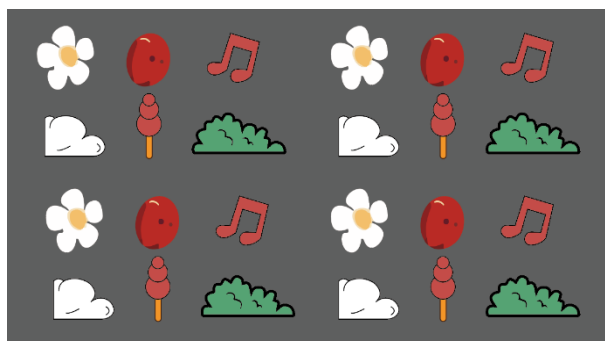


Figure 3-4 Auxiliary figure



Figure 3-5 IP address



Figure 3-6 Three views of the IP address



Figure 3-7 IP emoticons

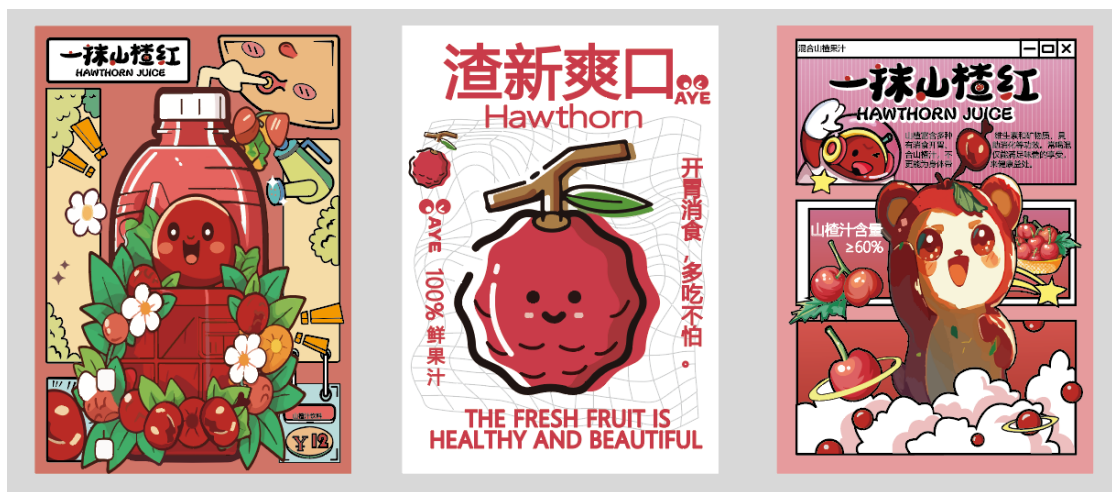


Figure 3-8 Poster



Figure 3-9 Illustration IP address

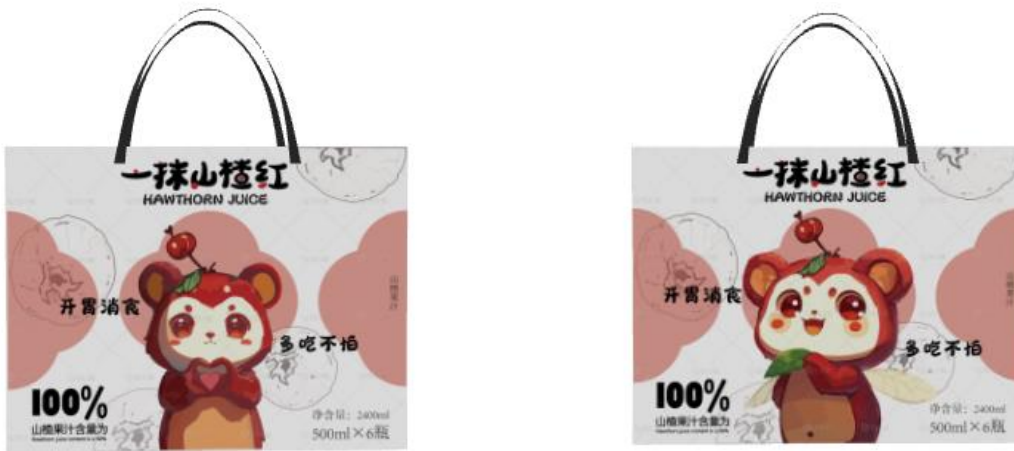


Figure 3-10 100% pure packaging



Figure 3-11 60% pure package





Figure 3-12 100% pure packaging



Figure 3-13 60% pure package

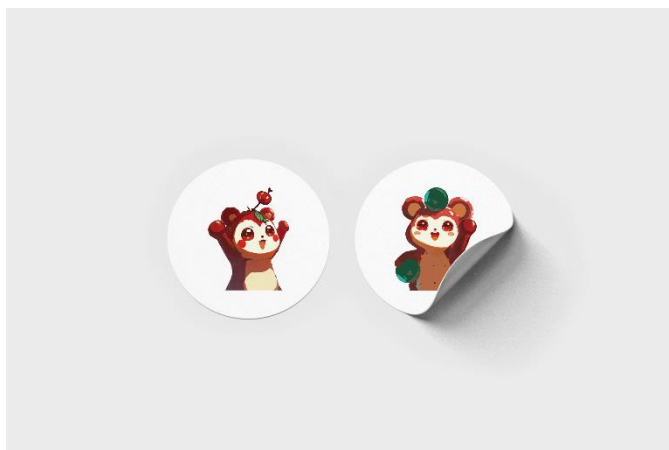
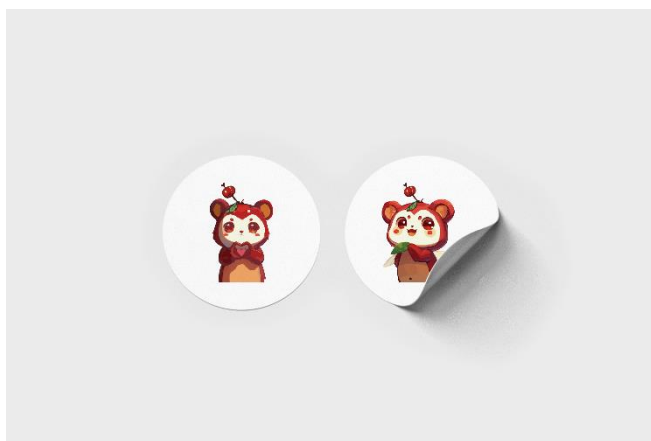


Figure 3-14 coaster

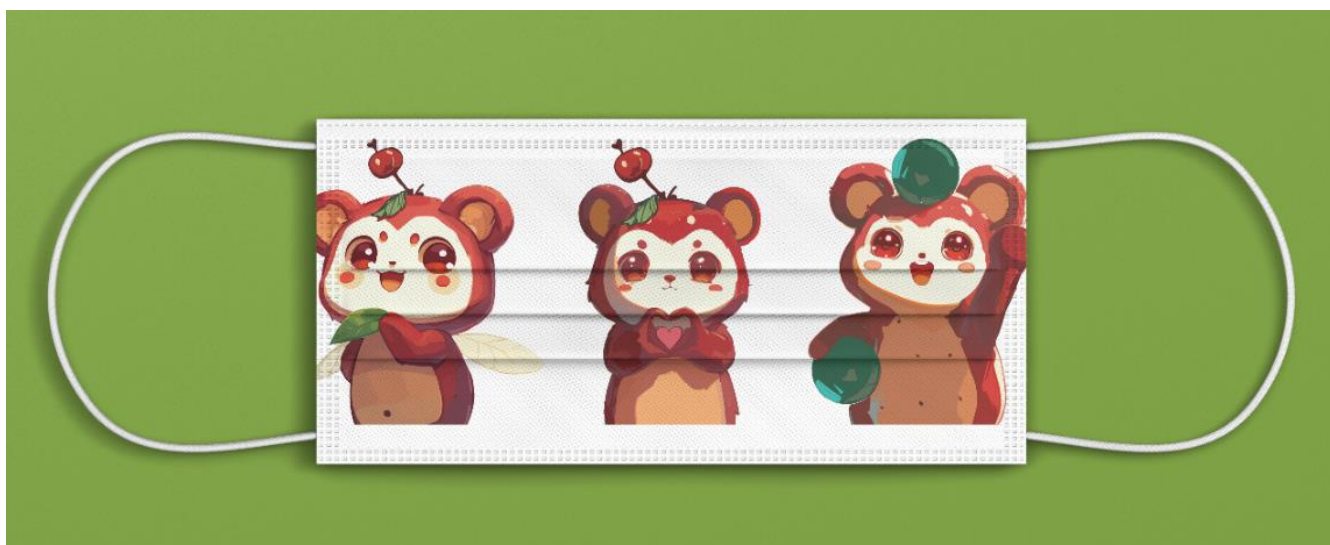


Figure 3-15 facemask



Figure 3-16 Hat

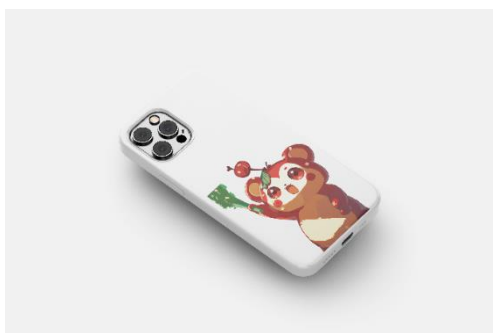




Figure 3-17 Mobile phone case

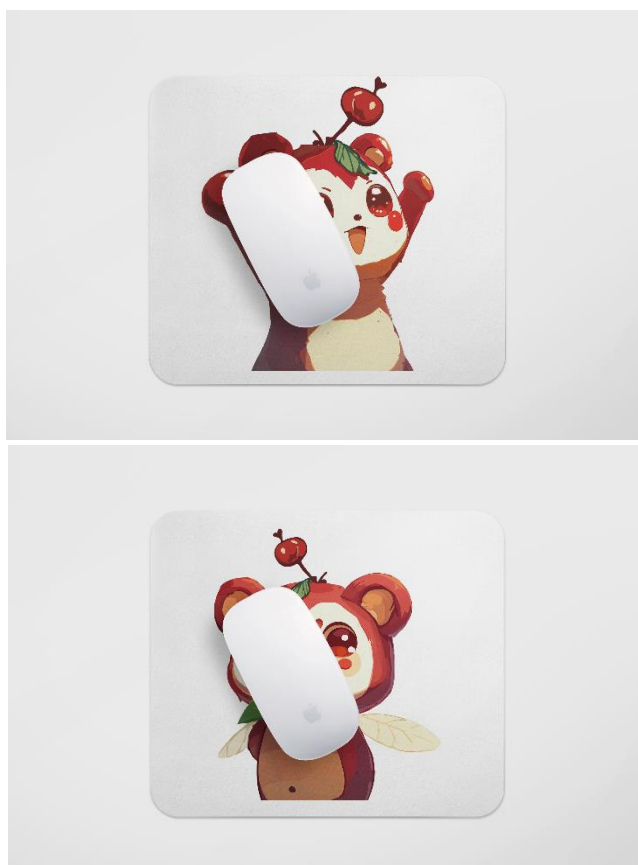


Figure 3-18 Mouse pad



Figure 3-19 cup







Figure 3-20 brooch

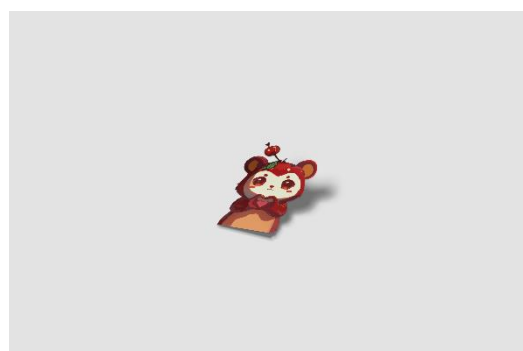
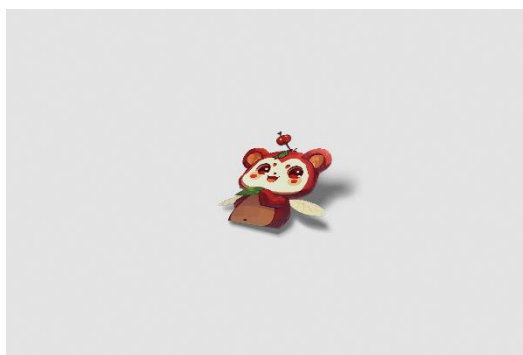
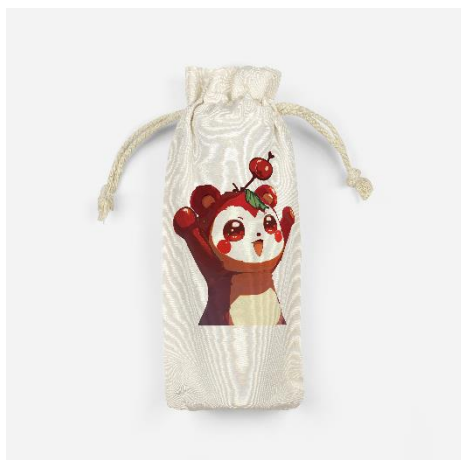


Figure 3-21 Crystal sticker



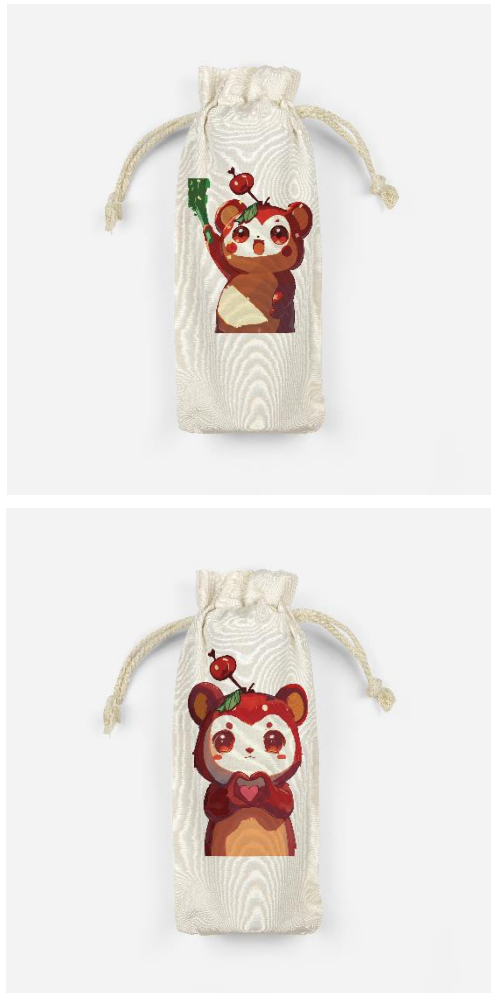


Figure 3-22 Cloth bag





Figure 3-23 Flash drive



Figure 3-23 Adhesive tape



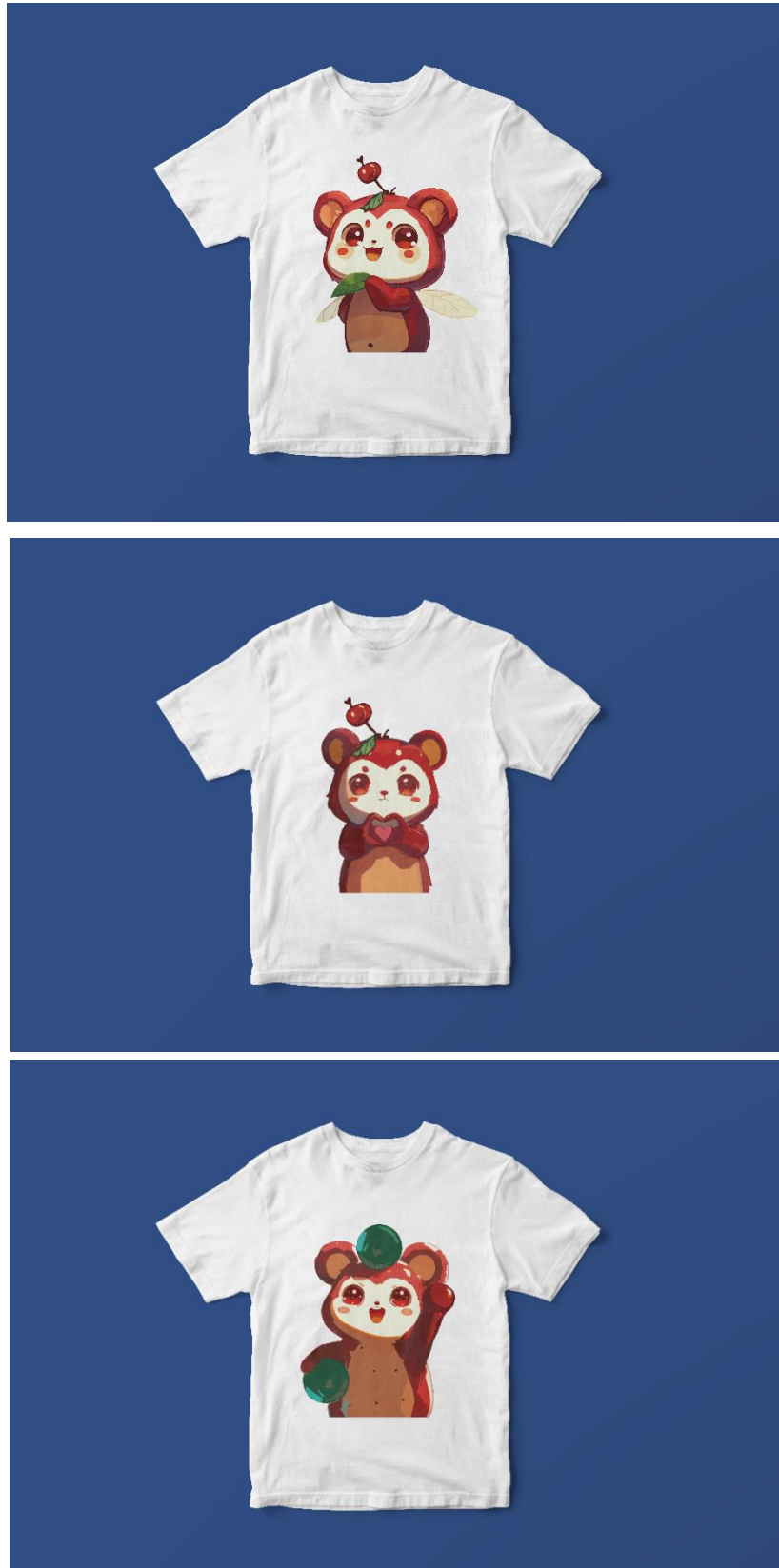


Figure 3-24 Shirt