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BACHELOR'S THESIS
on the topic:

Development of brand identity for “Enjoy Eating Fresh Breeze”

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ABSTRACT

The purpose of this study is to discuss the influence of light food and green healthy food on people's health, and analyze its development trend and market prospect in modern society. Through literature review and market research, the concept and characteristics of light food and green health food are introduced first, and their positive effects on health, environment and society are discussed. Secondly, it analyzes the cognition and preference of consumers to light food and green health food, as well as the sales situation and development trend of related products in the market. Finally, the paper puts forward some strategies and suggestions to promote the development of light food and green and healthy food, including strengthening publicity, optimizing product supply chain, improving consumer education level and so on.

This graduation project will complete the logo design, auxiliary graphic design, and IP image design of "Fanxi Group", as well as the design of peripheral derivatives. Design a series of brands and products around brands based on the forms and aesthetics favored by modern young people. Using the design knowledge learned, I designed a brand dedicated to green diet, with a new style and full of young vitality.

Key words: *Fan Xi Tuan; Green and healthy; Logo design; Health and environmental protection*

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INTRODUCTION

Relevance of the study.

With the improvement of people's living standards and the enhancement of health awareness, green and healthy food, as a new dietary concept and consumption trend, has attracted more and more people's attention. Green and healthy food emphasizes the safety, health, nutrition and environmental protection characteristics of food, aiming to provide consumers with safer, more healthy and environmentally friendly food choices. The purpose of this paper is to deeply discuss the concept, characteristics, development status and future trend of green and healthy food, and to explore its role and significance in ensuring the health of consumers, promoting sustainable development and promoting the upgrading of the food industry. At the same time, consumers' cognition, demand and preference of green and healthy food are analyzed, and the sales situation and market development trend of related products are discussed.

According to this study, the aim is to provide theoretical support and practical guidance for promoting the development of green and healthy food, provide reference for relevant policy formulation and market operation, promote the healthy development of green and healthy food industry, and promote healthy diet and sustainable development.

In recent years, there has been a significant global trend towards sustainability, environmental consciousness, and health awareness. This shift in consumer behavior has led to a growing demand for green and healthy products across various industries. As a result, businesses are increasingly focusing on creating and promoting brands that embody values of sustainability, environmental responsibility, and overall wellness.

The rise of green and healthy branding has been propelled by several key factors. First and foremost, heightened awareness of environmental issues, such as climate change, pollution, and resource depletion, has prompted consumers to seek out products that minimize their ecological footprint. Additionally, a growing emphasis on personal

health and well-being has led individuals to prioritize products that are not only environmentally friendly but also contribute to their overall health.

Moreover, advancements in technology and increased access to information have empowered consumers to make more informed purchasing decisions. They are now more cognizant of the ingredients, materials, and production processes behind the products they buy, leading them to favor brands that are transparent, ethical, and committed to sustainable practices.

From a market perspective, the green and healthy product segment has demonstrated substantial growth and resilience. Companies that have embraced eco-friendly and health-oriented branding have witnessed increased consumer loyalty, expanded market share, and improved brand reputation. Furthermore, many consumers are willing to pay a premium for products that align with their values, indicating a lucrative market opportunity for businesses that prioritize sustainability and health in their branding efforts.

In the realm of marketing and branding, the emergence of green and healthy products has necessitated a shift in strategies and messaging. Brands are now leveraging their commitment to sustainability and health as key differentiators, using environmentally conscious packaging, certifications, and educational campaigns to communicate their values to consumers. This has given rise to a new wave of advertising and branding approaches that emphasize authenticity, transparency, and social responsibility.

As the green and healthy branding landscape continues to evolve, it is crucial for businesses to understand and adapt to these changing consumer preferences. This research aims to explore the impact of green and healthy branding on consumer behavior, purchasing decisions, and brand perception, providing valuable insights for businesses seeking to thrive in this increasingly important market segment.

In summary, the rising demand for green and healthy products reflects a broader societal shift towards sustainability and wellness. Businesses that are able to effectively integrate these values into their branding and marketing strategies stand to gain a competitive edge in the marketplace. This research seeks to delve deeper into the dynamics of green and healthy branding, shedding light on its implications for businesses and consumers alike.

The purpose of the research: To create a green catering brand, its design purpose is to promote sustainable environmental protection strategies in the industry, and take into account customers' pursuit of healthy diet and safety and hygiene, to create an environmentally friendly catering brand, aiming to achieve a series of goals:

Increase brand value and appeal: Creating a catering brand image with environmental protection characteristics can effectively seize the attention of more customers, more and more consumers are concerned about their own health, the earth's ecology and long-term sustainability, so they are more inclined to choose environmentally friendly catering brands, highlighting the brand's green genes and environmental attributes, you can seize the trust and loyalty of consumers, so as to add value to the brand.

Research Objectives:

1. Analyze literary materials according to the theme, the general requirements for the object of the direction, and the normative documents that must be considered when designing the object of this category.
2. Pass on the values of environmental protection and health: Create a green catering brand with environmental protection concept and health orientation.
3. Through unique design to show the brand value, highlighting the depth of care for the planet and consumer health.
4. Special brand positioning can attract those customers whose values resonate, and then create a deep emotional bond between the brand and customers.
5. Actively popularizing the concept of green environmental protection and healthy living can guide the public to deepen their understanding of low-carbon diet and put it into practice.
6. Promote the sustainable development of the entire industry: The concept of environmental protection of the catering brand, can lead the trend of the catering industry, as more and more brands embrace the concept of green design, the industry is gradually moving towards a more sustainable and environmentally friendly future.

The research subject is the Green health brand.

The object (focus) of the research is the goal of this project is to create a recognizable brand identity for food enterprises that focus on health and environmental

protection. At present, the public pays more and more attention to healthy diet, and the green and healthy food market has great potential to create a compelling brand logo.

Research methods It is crucial for the product's image shaping in the market and the degree of acceptance by consumers. Creating a striking brand identity that highlights the characteristics of green and healthy food helps to enhance the brand's image and market competitiveness.

This project will integrate the unique selling points and marketing strategies of green and healthy food to create a simple and innovative logo, cleverly integrating green, health, environmental protection and other elements into it, highlighting the core values of the brand and the unique style of the product. At the same time, taking into account consumers' pursuit of beauty and brand recognition skills, The guarantee mark can be clearly presented in any transmission path and size transformation, and has the characteristics of recognition and easy memory.

The design purpose of this topic is to create a personalized and competitive logo for the green health food brand to enhance the brand image, consolidate the market position, and help the sustainable development and success of the brand.

Elements of scientific novelty.

The distribution of content elements to the four corners can visually create a sense of hierarchy in the foreground, middle scene and background, making the overall composition more rich and diversified, increasing the appreciation and depth. Moreover, the surrounding pressure Angle composition can effectively use the picture space, make the correlation between different elements closer, and the information transmission more clear and intuitive, so that the audience can understand and remember the IP content more easily. The use of peripheral pressure Angle composition can form a sharp contrast with the traditional center composition, highlighting the uniqueness and innovation of IP posters, so that the audience has a deeper impression of IP.

Practical significance. In my graduation work, I made an effort to create a logo representing the green health brand, which aims to reflect the concept of sustainable development of the brand, pay attention to health and advocate environmental protection. The source of this creativity is to meet the urgent needs of contemporary society for green life and health harmony. Today, as health and environmental protection gradually become the focus of the public, brands that pay attention to the

concept of green have won more eyes and love in the business war. Creating a logo that accurately reflects the essence of the brand is crucial to shaping the brand image. At the beginning of the creative concept, I conducted a thorough market investigation and comparative analysis of rival products. The purpose was to master the preferences and living habits of target customers, and to explore the brand strategy and design concept of industry rivals. Then, I carried out the process of thinking collision and preliminary drawing, explored many creative paths, and finally extracted several most promising design blueprints.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general conclusions, a list of used sources of 30 items and appendices (5 pages). The work contains 15 drawings. The results of the research are presented on 45 pages.

1.1 Study purpose and significance

The topic selection purpose of green catering brand design is to provide sustainable and environmentally friendly solutions in the catering industry, while meeting consumers' needs for health and safety. By designing the green catering brand, the following objectives can be achieved.

Increase brand value and attraction: Green catering brand design can establish a brand image and attract more consumers. More people care about health, environment and sustainability, and they are more likely to choose green dining brands. By emphasizing the sustainability and environmental characteristics of the brand, it can win the trust and loyalty of consumers and enhance the brand value.

Transfer the values of environmental protection and health: Green catering brand design can convey the values of the brand and emphasize the attention of environmental protection and health. Such a brand positioning can attract consumers who share the same values and form an emotional connection between the brand and consumers. By actively spreading the information of environmental protection and health, more people can be influenced and educated about the understanding and behavior of green food.

Reduce the environmental burden and resource consumption: Through the brand design of green catering, a more environmentally friendly and sustainable operation mode can be adopted to reduce the negative impact on the environment. For example, the use of organic ingredients to reduce the use of pesticides and chemical fertilizers, using biodegradable and recyclable packaging materials to reduce waste and plastic pollution. Such a design can reduce resource consumption and cause less burden on the environment.

Promote the sustainable development of the whole industry: green catering brand design can influence the development trend of the entire catering industry. As more and more brands adopt the concept of green design, the industry will gradually shift to a more sustainable and environmentally friendly direction. This will drive all players in the supply chain, including suppliers, farmers and chefs, to take a more environmentally friendly approach to sustainability across the industry.

The significance of green catering brand design lies in protecting the environment, improving health and safety, fulfilling social responsibilities, building brand image and differentiation, and promoting industrial transformation and sustainable development. This is good for consumers, businesses and society as a whole to achieve a more sustainable and meaningful catering industry.

The impact of a green and healthy diet on contemporary people can be seen in several ways.

Environmental protection: Green catering brand design is committed to reducing the environmental burden, using sustainable and environmentally friendly business methods. Through the use of organic ingredients, reduce the use of plastic and packaging waste measures, can reduce carbon emissions and resource consumption, reduce the impact on the environment, and promote ecological balance and sustainable development.

Health and Safety: Green catering brand design focuses on health and safety, providing consumers with quality food and beverage choices. By choosing fresh, natural and non-added ingredients, the brand can provide healthier meals and reduce potential harm to the human body. In addition, regular food safety testing and providing food

composition and nutrition information can make consumers more comfortable to choose brand products.

Social responsibility: Green catering brand design emphasizes social responsibility, focuses on social issues and sustainable development. By participating in community activities, supporting social welfare undertakings and farmers in poor areas, the brand can give back to the society and contribute to a more harmonious and sustainable social development.

Building brand image and differentiation: Green catering brand design is helpful to build brand image and differentiated competitive advantage. In the catering market, more and more consumers tend to choose environmentally friendly and healthy brands. By highlighting the green and sustainable characteristics, the brand can attract this part of the consumers, establish a good brand image, and distinguish it from the other competitors.

Industrial transformation and sustainable development: Green catering brand design can promote the entire catering industry to the direction of sustainable development transformation. As more and more brands pay attention to environmental protection and sustainability, all links of the industry supply chain will be affected, thus promoting the transformation and development of the entire industry. This will provide

more opportunities for innovation in the future, and make a positive contribution to the sustainable development of the catering industry.

The purpose and significance of research in brand design within visual communication lie in its ability to inform and guide the creation of effective and impactful brand identities. Through research, designers gain insights into various aspects of branding, including market trends, consumer behavior, competitor analysis, and cultural influences. This knowledge serves as the foundation for developing cohesive and compelling visual identities that resonate with target audiences and differentiate brands in competitive landscapes.

Research helps designers understand the unique characteristics and values of a brand, enabling them to translate these into visual elements such as logos, typography, color palettes, and imagery. By aligning the visual identity with the brand's essence and positioning, designers can create authentic and memorable brand experiences that foster emotional connections with consumers.

Furthermore, research plays a crucial role in ensuring the relevance and effectiveness of brand design over time. By staying informed about emerging trends, technological advancements, and shifting consumer preferences, designers can adapt and evolve visual identities to remain impactful and resonate with changing audiences.

Moreover, research in brand design enables designers to evaluate the effectiveness of visual elements in conveying brand messages and eliciting desired responses from consumers. Through methods such as user testing, surveys, and analytics, designers can gather feedback and data to refine and optimize visual identities for maximum impact and engagement.

Overall, research in brand design within visual communication serves the vital purpose of informing strategic decision-making, fostering authenticity and differentiation, ensuring relevance and effectiveness over time, and ultimately creating meaningful connections between brands and consumers. By leveraging research insights, designers can craft visual identities that not only reflect the essence of the brand but also resonate with audiences on a deeper level, driving brand recognition, loyalty, and success.

1.2 Study Methods

This project aims to design an iconic Logo suitable for the green and healthy food brand. With people's attention to healthy diet, the market potential of green and healthy food is huge. However, a successful brand identification is crucial to the recognition and acceptance of the product in the market. Therefore, by designing an attractive brand Logo that highlights the characteristics of green and healthy food, the brand image and market competitiveness can be improved.

This topic will combine the characteristics of green and healthy food and market positioning to design a simple, clear and creative Logo. Through the integration of green, health, environmental protection and other elements, highlight the core concept and product characteristics of the brand. At the same time, considering consumers' aesthetic trends and brand recognition ability, the Logo can be clearly displayed in different media and sizes, with recognition and memory.

Through the design of this topic, it aims to provide a unique and competitive brand identity for the green and healthy food brand, enhance the brand image and market position, and promote the long-term development and success of the brand.

Research methods in brand design within visual communication encompass a diverse array of approaches aimed at gathering comprehensive insights and informing strategic decision-making. These methods are tailored to uncovering relevant information about market trends, consumer preferences, competitor analysis, cultural influences, and brand positioning. Commonly employed research methods include market research to identify emerging patterns, opportunities, and challenges within specific market segments, competitive analysis to understand the competitive landscape and identify opportunities for differentiation, and consumer surveys and interviews to gather insights into preferences, perceptions, attitudes, and behaviors related to brands and visual communication. Additionally, focus groups provide qualitative feedback on design concepts and brand perceptions, while cultural and semiotic analysis helps decipher the meaning and significance of visual symbols. Trend research is essential for anticipating shifts in visual aesthetics and ensuring brand relevance, while usability testing evaluates the effectiveness and user-friendliness of visual designs. Data analytics, including web and social media analytics, offer valuable insights into consumer engagement and brand awareness, enabling data-driven optimization of visual communication strategies and measurement of design impact. By employing a combination of these research methods, designers can gather comprehensive insights into various aspects of brand design, ensuring the creation of visually compelling, strategically sound, and audience-centric visual identities that effectively communicate the essence and values of the brand.

Conclusion to Chapter 1

1. In conclusion, the development of a green, healthy dining brand requires a comprehensive understanding of the intersection between visual communication design and the values of sustainability and wellness. By carefully considering the visual elements that represent freshness, natural ingredients, and environmental

consciousness, we can effectively convey the brand's commitment to providing nutritious and eco-friendly dining options.

2. Through the strategic use of color, typography, imagery, and design principles, we aim to evoke feelings of vitality, balance, and conscientiousness in our audience. The ultimate goal is to create a visual identity that resonates with health-conscious consumers and communicates the brand's dedication to promoting personal well-being and environmental stewardship.

3. By aligning our visual communication strategies with the core values of our brand, we can establish a strong and authentic connection with our target audience, fostering trust and loyalty. Furthermore, our visual brand identity will serve as a powerful tool for differentiating our green, healthy dining concept in a competitive market, ultimately contributing to the success and impact of our brand.

4. As we move forward, it is imperative to remain committed to the principles of sustainability, health, and visual excellence, ensuring that every aspect of our brand's visual communication continues to reflect our mission and resonate with our customers on a deep and meaningful level. Through this approach, we will continue to position our brand as a leading advocate for green, healthy dining, inspiring positive change in both the culinary industry and the broader community.

Chapter 2: An Overview of the theory

In the logo design process, various design concepts are proposed through brainstorming and sketch stages. Different combinations of shapes, figures, and fonts were tried to find the most suitable scheme. Turn the most potential design concepts into hand-drawn sketches to help capture initial ideas and concepts. Use professional tools (such as Adobe Illustrator). In the design process, the design technique of making rectangular characters is adopted, and the overall frame structure of the font is constructed, and the strokes and shapes of the characters are determined. Combining the design techniques of rectangular and pen characters, a variety of different design options were found through continuous adjustment and exploration.

In the process of poster design, the layout of the poster adopts the composition of the four corners, which refers to the composition of the content elements close to the four corners of the picture in the design. For the IP poster design of the rice happy group, by placing IP elements in the four corners of the picture, the core content and theme of IP can be effectively highlighted, so that the audience can perceive the characteristics and style of IP in the first time. At the same time, the surrounding Angle pressing composition can create a compact and tense visual effect, attract the attention of the audience, enhance the visual impact of the poster, and enhance its ability to attract eyeballs.

The distribution of content elements to the four corners can create a sense of foreground, middle scene and background, making the overall composition more rich and diversified, and increase the appreciation and depth. In addition, the surrounding Angle pressing composition can make effective use of the picture space, making the correlation between different elements closer, making the information transmission more clear and intuitive, and making it easier for the audience to understand and remember the content of IP. The surrounding corner pressing composition can form a sharp contrast with the traditional center composition, highlighting the uniqueness and innovation of IP posters, and making the audience have a deeper impression on IP.

In the realm of visual communication design, brand design theory serves as the cornerstone for creating compelling and effective brand identities. At its core, brand design theory revolves around the strategic and creative process of shaping a brand's visual identity to convey its essence, values, and personality to its target audience.

Brand design theory encompasses various principles and concepts that guide designers in crafting cohesive and impactful brand identities. One fundamental aspect is understanding the brand's identity, which involves delving into its history, values, mission, and target demographic. This foundational knowledge forms the basis for all design decisions and ensures that the visual identity accurately reflects the brand's essence.

Another key element of brand design theory is consistency. Consistency in visual elements such as logos, typography, color palette, and imagery is essential for building brand recognition and establishing a cohesive brand identity across different touchpoints. Consistent branding reinforces brand recall and fosters trust and familiarity with the audience.

Furthermore, brand design theory emphasizes the importance of differentiation and memorability. In a saturated marketplace, brands must stand out from competitors and leave a lasting impression on consumers. Design elements should be unique, memorable, and instantly recognizable to capture the audience's attention and make a lasting impact.

Effective brand design also requires versatility and adaptability. Brands interact with consumers across various platforms and mediums, from print materials to digital channels. Therefore, the visual identity must be flexible enough to maintain its integrity and impact across different contexts while adapting to different formats and applications.

Another crucial aspect of brand design theory is authenticity. Authenticity involves aligning the brand's visual identity with its values, personality, and promises. Authentic brands resonate with consumers on a deeper level, fostering emotional connections and building long-term loyalty.

Additionally, brand design theory emphasizes the importance of storytelling. Visual elements should not only convey the brand's identity but also tell a compelling story that resonates with the audience. Whether through imagery, symbolism, or narrative,

storytelling adds depth and meaning to the brand identity, capturing the audience's imagination and forging stronger connections.

Finally, brand design theory recognizes the evolving nature of branding in response to changing consumer preferences, technological advancements, and cultural shifts. Designers must stay informed about emerging trends, innovative techniques, and evolving best practices to ensure that the brand's visual identity remains relevant, fresh, and engaging.

In summary, brand design theory provides a comprehensive framework for creating cohesive, memorable, and impactful brand identities. By understanding the brand's identity, maintaining consistency, prioritizing differentiation, fostering authenticity, storytelling, and staying adaptable to change, designers can craft visual identities that effectively communicate the brand's essence and resonate with its audience.

Conclusion to Chapter 2

1. The visual communication strategy plays a pivotal role in conveying the values and ethos of a green, healthy dining brand to its target audience.
2. Integration of design elements reflecting sustainability, freshness, and wellness is essential for effectively communicating the brand's commitment to providing nutritious and environmentally conscious dining experiences.
3. Strategic use of color, typography, imagery, and layout aims to evoke emotions related to health, vitality, and environmental responsibility, fostering a strong connection with health-conscious consumers.

4. Consistent alignment of visual communication design with the core principles of the brand is crucial for differentiation in the market and establishing a lasting impact on the audience.

5. Upholding the values of sustainability, health, and visual excellence is a continuous commitment, positioning the brand as a leader in promoting green, healthy dining and inspiring positive change within the culinary industry and beyond.

Chapter 3: Design and Conception

3.1 Market research

Green and healthy food refers to those food products that emphasize the characteristics of food safety, health and environmental protection. At present, the market is driven by increased health awareness of consumers and increased demand for environmentally friendly food, showing a trend of rapid growth. The main products include organic food, non-added food, natural food, agricultural products, plant protein food, etc., covering all fields from agricultural products to processed food.

And now, with the popularity of health concept, consumers pay more attention to the nutritional value and safety of food, and tend to choose green and healthy food. The enhancement of environmental awareness makes consumers pay more attention to environmental issues in the process of food production, so the demand for green and healthy food also increases accordingly. With the progress of science and technology and the improvement of production technology, the quality and types of green and healthy food will continue to be enriched and improved. Consumers' demand for food safety, health and environmental protection will continue to increase, promoting the development of the green and healthy food market. The green and healthy food market has a broad prospect and will continue to increase rapidly in the future.

Market research in brand design within visual communication is a multifaceted process essential for informing strategic decisions and creating impactful brand identities. It involves comprehensive analysis of various aspects of the market landscape, consumer behavior, competitor strategies, cultural influences, and emerging trends.

Understanding consumer behavior is a key component of market research. This entails studying consumer preferences, attitudes, and perceptions towards brands and visual communication. By delving into the motivations and desires of target audiences, designers can tailor visual identities to effectively resonate with them.

Competitor analysis is another crucial aspect of market research. Examining competitors' visual identities, branding strategies, and market positioning provides

valuable insights into market dynamics and opportunities for differentiation. By identifying gaps and areas of competitive advantage, designers can craft unique and compelling brand identities.

Trend analysis is essential for staying relevant in a rapidly evolving marketplace. Monitoring design trends, cultural shifts, and emerging aesthetic preferences allows designers to anticipate changes and ensure that brand identities remain fresh and engaging.

Cultural research is also integral to effective brand design. Understanding the cultural context in which a brand operates helps designers create visual identities that resonate with diverse audiences while avoiding cultural missteps.

Data analysis plays a significant role in market research, providing empirical insights into consumer engagement, brand awareness, and the effectiveness of visual communication strategies. By leveraging data from sources such as web analytics and social media metrics, designers can refine their approach and measure the impact of their efforts.

Overall, market research serves as the foundation for strategic brand design decisions. By gathering insights into market trends, consumer preferences, and competitor strategies, designers can create visually compelling brand identities that effectively communicate the essence and values of the brand to the target audience.

3.1.1 Domestic market research

At present, the development of green and healthy food in China presents the following main characteristics:

1. Continuous expansion of market size: With the improvement of consumers' health awareness and the increasing demand for environmentally friendly food, the market scale of green and healthy food continues to expand. All kinds of organic food, no added food, natural food and other favored by consumers, the market demand is growing steadily.

2. Diversification: The categories of green and healthy food are becoming more and more abundant, covering various aspects from organic vegetables and fruits, natural grains, pollution-free meat, poultry, eggs and milk to organic edible oil, organic

condiments and so on. Consumers can choose their own suitable green and healthy food according to their personal needs and preferences.

3. Increased brand competition: With the growth of the market, the competition among green and healthy food brands is becoming increasingly fierce. Some well-known food enterprises have launched their own green and health product lines, and at the same time, there are also many professional green and health food brands that have emerged, intensifying the market competition.

4. The rise of e-commerce channels: With the rapid development of e-commerce, the sales of green and healthy food on e-commerce platforms continue to grow. Consumers can easily buy all kinds of green and healthy food through the e-commerce platform, which promotes the further development of the market.

5. Increasing policy support: The Chinese government has increased policy support for the green and healthy food industry, and issued a series of supporting policies, including fiscal subsidies, tax incentives, and convenient market access, which have promoted the healthy development of the green and healthy food industry.

To sum up, green and healthy food has developed rapidly in China's domestic market and has huge market potential. With the improvement of consumer health awareness and the increase of policy support, it is expected that the green and healthy food market will continue to maintain steady growth in the future.

3.1.2 Foreign market research

At present, green and healthy food in foreign markets also presents the following main characteristics:

1. Consumers' health awareness: Similar to China, foreign consumers' health awareness is constantly improving, and more and more people pay attention to the nutritional value of food, the source of raw materials and whether it is environmentally friendly. This has promoted the development of green and healthy food in foreign markets.

2. The continuous growth of the organic food market: Organic food, as the main category of green and healthy food, continues to grow in foreign markets. Consumers in

Europe and the US particularly prefer organic food as healthier, safe and environmentally friendly.

3. Green vegetarian products are popular: With the improvement of people's health awareness and the popularity of vegetarianism, green vegetarian products are becoming more and more popular in foreign markets. Vegetarian meat alternatives, beans and other products are favored by consumers.

4. Brand diversity: There are many brands in foreign green and healthy food markets, including some brands specializing in organic food production, natural food brands, vegetarian brands, etc. Some well-known food companies are also actively launching green and healthy product lines.

5. Diversification of channels: The sales channels of green and healthy food abroad are diversified, including supermarkets, specialized organic food stores, farmers' markets and online retail platforms. Consumers can choose their own purchase channels.

6. Policy support and certification standards: Many countries and regions have issued certification standards and policy support for organic food and green and healthy food to protect the rights and interests of consumers and product quality.

To sum up, the foreign green and healthy food markets are also developing continuously, and show the characteristics of diversification and specialization. With the improvement of consumers' health awareness and the increase of the demand for green and healthy food, it is expected that the foreign green and healthy food market will continue to maintain a good development trend.

3.2 Design and positioning

The design positioning of green and healthy food brand mainly focuses on the following aspects:

1. Health and nature: The design of the brand should emphasize the health and natural attributes of the products, and highlight the natural, organic and non-added characteristics of the food. Through the fresh and natural design elements, to convey a healthy and pure image.

2. Environmental protection and sustainability: Green and healthy food brands should emphasize the attention to and protection of the environment and reflect the concept of sustainable development. The design can be used environmentally friendly materials, simple style, to express the friendly attitude to the environment.

3. Quality and trust: Brand design needs to highlight the high quality and reliability of products, and establish consumers' trust in the brand. Through professional packaging design, high-quality materials and excellent manufacturing process, reflect the quality assurance of products.

4. Clear positioning and communication: Brand design needs to fit with the needs and values of the target audience, clarify the positioning and characteristics of the product, and clearly convey it to consumers through the design language. The uniqueness and core value of the brand can be highlighted through logo, slogans, colors and other elements.

5. Innovation and individualization: Green and healthy food brands should pay attention to innovation, attract consumers' attention and enhance the competitiveness of the brand through unique design elements and personalized brand image. You can try to cooperate with artists and designers to create a unique and creative packaging design.

In general, the design positioning of green and healthy food brands should be healthy, natural, environmental protection, high quality and innovation as the core, convey a clear brand image and value proposition through the design language, and win the recognition and trust of consumers.

Conclusion to Chapter 3

1. The visual communication design concept is critical in conveying the brand's commitment to sustainability and healthy dining practices to its target audience.

2. Incorporating elements such as natural imagery, fresh color schemes, and clean typography helps to visually communicate the brand's dedication to providing nutritious and environmentally friendly dining options.
3. Through strategic design choices, the brand aims to evoke emotions of well-being, vitality, and environmental consciousness, resonating with health-conscious consumers.
4. The consistent application of the visual design concept will help differentiate the brand in the market and build a strong, authentic connection with the audience.
5. By maintaining a visual identity aligned with the core values of sustainability and health, the brand seeks to establish itself as a leading advocate for green, healthy dining, inspiring positive change within the culinary industry and beyond.

Chapter 4: Design Process and Results

4.1 Logo design

First, color choice: green is a symbol of health and natural color, which is very suitable for green food brands, you can choose different shades of green, or combined with other colors, to highlight the characteristics and personality of the brand. Second, graphic design: choose to use the graphic elements related to nature and health, such as leaves, vegetables, fruits, etc., to show the characteristics of the brand. The graphics should be simple and clear, easy to identify and remember, and should be consistent with the brand positioning. Third, font selection: choose a clear and concise font, consider the use of modern style font, or handwritten style font, to increase the personalization and appeal of the brand. Fourth, typesetting and layout: the layout and layout of the logo is simple and clear, highlighting the brand name or logo, while maintaining the overall balance and aesthetic feeling.

Fifth, creativity and uniqueness: to design a distinctive logo, can be through the creative design and unique elements to highlight the brand personality and characteristics, to attract the attention of consumers. To sum up, the design of green food brand logo needs to consider color selection, graphic design, font selection, typesetting and layout, as well as creativity and uniqueness, in order to create a logo design that highlights the brand characteristics and attracts consumers.

Initial market research shows that there are various LOGO styles in the field of green and health brands. In order to meet the brand positioning and the needs of the audience, I decided to adopt a simple and modern style, which focuses on the use of simplicity, geometric shapes and lines, usually using simple graphics or letters to build a unique and modern design.

This logo is designed based on the English "rice happy group", and adopts a mellow treatment method, which gives people a sense of intimacy like a hug. This treatment method makes the originally cold words glow with affinity and affinity, and produces a natural and cordial connection with the viewer. The logo cleverly uses orange and green, orange represents the cheerful, lively, warm, is one of the warmest

colors in the warm color system, meaning abundance, happiness and happiness, but also can arouse appetite, make people happy. Green represents a relaxed and healthy feeling, but also reminds consumers of the importance of rational consumption and moderate consumption. The color scheme of the logo not only gives people a retro feeling, but also integrates the English design, presenting a fashion trend atmosphere. The use of green in the logo also reflects the advocacy of rational consumption and moderate consumption, and injects a positive concept into the brand.

The following is the design process, standard drawing and grid drawing (see Figure 4-1 and Figure 4-2).

In brand design, logo design plays a pivotal role in visually representing the essence, values, and identity of a brand. A well-crafted logo serves as a powerful symbol that communicates the brand's personality and establishes a memorable visual connection with its audience.

When embarking on logo design within visual communication, designers must consider a variety of factors to ensure that the logo effectively encapsulates the brand's identity. Understanding the brand's mission, vision, and target audience is essential for creating a logo that resonates with the intended viewers. By conducting thorough research and gathering insights into the brand's unique selling propositions and market positioning, designers can align the logo with the brand's overarching strategy and differentiation points.

A successful logo design also takes into account the principles of visual communication, including color theory, typography, and form. Each element of the logo, from its color palette to its typography choices, should harmonize with the brand's identity and evoke the desired emotional response from the audience. Additionally, the logo should be scalable and adaptable across various mediums, ensuring consistent and recognizable representation across print, digital, and physical applications.

Furthermore, a well-designed logo reflects simplicity and timelessness, enabling it to endure evolving design trends and remain relevant over time. Striking the delicate balance between creativity and simplicity, designers aim to create a logo that is visually compelling while retaining its clarity and functionality.

Ultimately, the logo serves as a cornerstone of the brand's visual identity, embodying its values and establishing a strong visual connection with consumers. Through meticulous research, thoughtful design considerations, and a deep understanding of the brand's essence, logo design within visual communication contributes significantly to shaping a brand's lasting impression and recognition in the marketplace.

4.2 Assisted in the graphic design

For green and health brands, the design inspiration of "Fanxituan" auxiliary graphics comes from industry associations and repetitive elements. By consulting various materials and websites, several representative vegetable patterns were summarized, and their nutritional characteristics and health values were analyzed. After trying different painting styles, we finally chose simple figures to draw auxiliary figures. In addition, we applied the design of repetitive elements to intercept and rotate the vegetable elements in the logo to enhance consistency and uniformity. These designs reflect the professionalism of the brand, while giving people a gentle, simple and high-end feel. The following is the design process and the final form of the auxiliary graphics (see Figure 4-3).

The auxiliary graphics designed by the industry and Lenovo play a very important role for the brand. First, auxiliary graphics can be associated with the industry in which the brand is located, and convey the industry attributes and characteristics represented by the brand through graphic elements, so as to help consumers quickly understand the field and professionalism that the brand is located in. Second, auxiliary graphics can enhance the recognition of brands, making it easier to be remembered and recognized by consumers in the competitive market. Through industry-related graphic design, brands can leave a deep impression on consumers. Third, auxiliary graphics can endow a brand with unique visual features that distinguish it from other competitors. Through differentiated design, the brand can highlight its own uniqueness and individuation, and attract the attention of more target customer groups. Fourth, ancillary graphics can be an important part of a brand's story, helping brands to convey their core values, historical background, or unique

culture to consumers. Through the graphic elements, the brand can communicate with the consumers in a more vivid and intuitive way. Finally, the auxiliary graphics can trigger the emotional resonance of consumers and establish the emotional connection between consumers and the brand. Through industry-related graphic design, brands can establish a closer relationship with consumers, and enhance consumer loyalty and trust.

4.3 Poster design

The poster design of "Fanxi Group" first determines a unified concept, which runs through the whole series of posters, and maintains a consistent visual style in the whole series of posters, including color, font, image style and typesetting layout, which enables the viewers to establish a connection between different posters and identify that they belong to the same series.

The color of the poster is mainly alternating with bright green and orange. Orange is often seen as a vibrant, warm and sunny color that can inject a positive atmosphere into the green health poster. The bright and bright orange can attract the attention of the audience and make the poster more lively. And green is a symbol of health, ecology and environmental protection color, echoing the theme of green health. The use of green in the green health poster can convey a healthy lifestyle, environmental awareness and natural elements, so that the audience can feel a fresh, comfortable and harmonious atmosphere. The combination of orange and green can create a vibrant and balanced visual effect. The vitality and enthusiasm of orange contrast with the peace and health of green, foil each other and make the whole poster more colorful. To sum up, orange and green can jointly convey health, vitality and positive information through their specific symbolic meaning and visual effects, attract the attention of the audience, and achieve the purpose of promoting and spreading the concept of health. The following is the draft of the poster design (see Figure 4-4,4-5,4-6 and 4-7).

In visual communication, poster design plays a crucial role in conveying a brand's message, values, and identity to its target audience. A well-crafted poster serves as a powerful tool for capturing attention, sparking interest, and influencing perceptions.

When designing a poster for brand communication, designers must first understand the brand's objectives, target audience, and key messaging. Whether it's promoting a product launch, announcing an event, or raising brand awareness, the poster's design should align closely with the brand's overarching goals and communication strategy.

Visual elements such as color, typography, imagery, and layout are carefully chosen to evoke the desired emotional response and convey the brand's personality. Consistency with the brand's existing visual identity, including its logo, color palette, and typography, is essential for maintaining brand recognition and coherence across various touchpoints.

The poster's layout should be both visually appealing and functional, guiding the viewer's eye through the information hierarchy and leading them to take the desired action, whether it's attending an event, visiting a website, or making a purchase. Effective use of whitespace, contrast, and visual hierarchy helps prioritize information and create a balanced composition that engages the audience.

In addition to aesthetics, the content of the poster must be clear, concise, and compelling. A strong headline or tagline, accompanied by concise supporting copy, communicates the key message succinctly and leaves a lasting impression on the viewer. Including a call-to-action prompts the audience to take the next step and engage further with the brand.

Moreover, the poster's format and distribution channels should be carefully considered to reach the intended audience effectively. Whether displayed in physical locations, distributed digitally, or shared on social media, the poster's design should be optimized for its intended context and medium.

Overall, effective poster design in visual communication combines strategic thinking, creative execution, and a deep understanding of the brand and its audience. By leveraging visual elements and compelling messaging, designers can create posters that not only grab attention but also communicate the brand's message effectively and leave a lasting impact on viewers.

4.4 IP image design

The IP image of a brand (intellectual property image) plays an important role in brand building. A unique and recognizable IP image can help consumers to identify and remember the brand more easily. By establishing a distinct IP image, the brand can stand out in the market and enhance the brand awareness. IP image can convey the values, ideas and culture of the brand, and help consumers to establish an identity and emotional connection to the brand. A striking IP image can make consumers more willing to build long-term relationships with the brand. By combining IP image with products or services, a brand can give unique personalities and characteristics to its products, so as to stand out in the competitive market and attract more consumers.

To sum up, a strong and unique IP image can not only enhance the awareness and recognition of the brand, but also provide important support for the development and protection of the brand, which is crucial to the long-term success of the brand. The IP image of a brand plays a key role in the market, which helps to shape the unique recognition of the brand. A striking and unique brand IP image allows consumers to quickly identify and remember the brand, and is closely associated with it, thus improving the visibility and awareness of the brand.

The IP image design of "Fanxituan" uses broccoli, tomato, garlic, avocado and other vegetables and fruits as the brand IP image design. The IP image of broccoli as a green and healthy brand has several functions: First, broccoli, as one of the representatives of vegetables, has a healthy and nutritious image. The IP image of the brand can convey the concept that the brand pays attention to a healthy lifestyle and attract consumer groups concerned about health. Secondly, broccoli is the representative of green vegetables. Taking it as an IP image can highlight the values of environmental protection and sustainable development of the brand, which is in line with the current society's concern and pursuit of environmental protection. Although broccoli is not the most common in vegetables, its shape and color are unique in IP images, helping the brand to stand out in the market and differentiate itself from its competitors. Finally, broccoli as an IP image can help the brand to clarify its positioning in the field of green

health, emphasize its product line and concept related to healthy food, and establish the brand's professional image in the industry. The brand IP image of Fanxituan skillfully integrates a variety of elements, presenting the characteristics of innovation and personalization. This unique brand image attracts the consumer group who now pursue a green and healthy life.

4.4.1 IP Three views of the image

After determining the broccoli as the brand IP image, the next to draw its style and image. The main IP uses dark green as broccoli flower, light green with strange expression for flower root. Green is one of the most common colors in nature, representing the power of life and the process of growth. It is closely related to natural elements such as plants, trees and grass, etc., symbolizing new life and sustainable development. And green is usually associated with health and vitality, which also echoes the green health brand, making people feel energetic and vibrant. The following is a sketch of the IP image and the completion draft (see Figure 4-8 and Figure 4-9).

4.4.2 IP Face extension

Expression can help the brand IP image to convey more vivid and specific emotions, and make them more humanized and affinity. Through the expression, you can express different emotions, emotions and sorrows, making the brand image more rich and interesting. Therefore, the brand IP image with facial expressions can better connect and communicate with consumers emotionally. Emoji can resonate, make it easier for consumers to understand and accept the information conveyed by the brand, and increase the effect and efficiency of communication. Expression can also give personalized characteristics to the brand IP image, distinguishing it from other brands. Different facial expressions can show the diversity and richness of the brand and attract more consumers' attention and love.(See Figure 4-10)

4.4.3 IP Action extension

The action extension of IP image refers to the various movements and gestures of the image in the brand IP image design. Action extension can make the brand IP image more lively, increase the visual attraction. Through different movements and gestures, it can present the flexibility and vitality of the image to attract the attention of consumers.

Help the brand IP image to better participate in the brand story telling. Different actions and gestures can be matched with different stories, making the brand image more dramatic and story, attracting the attention and resonance of consumers.

Different actions and gestures can convey different emotions and attitudes, and help the brand IP image to more accurately express the emotions and values that the brand wants to convey. Through the action extension, can make the image more emotional resonance, enhance the emotional connection of consumers. Action extension can strengthen the characteristics and personality of the brand IP image, making it more distinct and unique. Through specific actions and gestures, the characteristics of the image and the core value of the brand can be highlighted, and consumers' impression and cognition of the brand can be deepened.

To sum up, action extension plays an important role in the brand IP image design, which can increase the vividness and attraction of the image, enrich the brand story, express emotion and attitude, strengthen the brand characteristics, and enhance the interaction and participation with consumers. The following are the draft and completion draft of the IP action extension (see Figure 4-11 and Figure 4-12).

Conclusion to Chapter 4

1. Logo Design:

The logo design process focused on creating a symbol that embodies the brand's commitment to sustainability and health while remaining visually appealing and memorable.

The use of organic shapes, natural color palettes, and possibly incorporating elements such as leaves, fruits, or other relevant symbols helped to convey the brand's green, healthy dining ethos.

2. Auxiliary Graphic Design:

Auxiliary graphics, such as menu designs, packaging materials, and digital assets, were created to complement the brand's visual identity and further emphasize its dedication to sustainability and wellness.

Consistent use of eco-friendly materials, earthy tones, and minimalist yet impactful designs contributed to reinforcing the brand's message across various touchpoints.

3. Poster Design:

Poster designs aimed to communicate the brand's values and offerings through captivating visuals and succinct messaging.

Emphasis was placed on highlighting the freshness of ingredients, the eco-friendly nature of the dining experience, and the promotion of overall well-being, creating visually compelling and informative posters for promotional purposes.

4. IP Design:

The development of unique intellectual property (IP) involved creating characters, mascots, or storylines that align with the brand's green, healthy dining concept.

These designs were crafted to resonate with the target audience, fostering emotional connections and serving as brand ambassadors in various marketing initiatives.

5. IP Product Extension:

Extending the brand's IP into products involved leveraging the established visual elements to create merchandise or co-branded items that embody the brand's values and appeal to consumers interested in sustainable and healthy lifestyles.

The product extension aimed to further solidify the brand's position in the market while providing additional touchpoints for engaging with the audience.

6. Overall Conclusion:

The comprehensive visual communication design process, encompassing logo, auxiliary graphics, posters, IP, and product extension, successfully conveys the brand's dedication to green, healthy dining, resonating with health-conscious consumers and differentiating the brand in the market.

Through cohesive and thoughtful design choices, the brand establishes an authentic connection with its audience, positioning itself as a pioneer in promoting sustainable, nutritious, and environmentally conscious dining experiences.

Chapter 5: Design evaluation and reflection

5.1 Design effect evaluation

Through rice xi group logo design let me understand a successful green health brand can clearly reflect the core values of the brand, such as environmental protection, health, sustainable, etc., to solve the problem of the brand communication concept, so in the design of the late I found this problem and timely correct the wrong route, the brand ip image screening, finally chose the broccoli as ip image.

Through the right design elements and styles, the brand logo can attract the attention of the target audience, thus solving the problem of attracting consumers. And a unique and attractive logo design can help brands stand out in the competitive market, thus solving the problem of differentiation from competitors. In the previous market research found about the green health brand brand posters mainly in a single green color, although green is response green health this slogan, but too monotonous, draw lessons, in the poster in the orange, in the form of orange and green mating, shine at the moment. From this graduation design writing, I realized that a good brand logo can help the brand to establish a good recognition in the market, so that consumers can easily identify the brand, so as to achieve the purpose of improving the brand awareness.

Through the beautifully designed, simple and creative logo, it can effectively strengthen the brand image of the brand, let consumers have a sense of trust and goodwill towards the brand, so as to achieve the purpose of improving the brand image. Evaluation and reflection are essential components of brand design within visual communication, allowing designers to assess the effectiveness of their work and refine their approach for future projects.

In evaluating brand design, it is important to consider the alignment of the visual identity with the brand's values, mission, and target audience. Assessing whether the design effectively communicates the brand's essence and resonates with the intended viewers is critical in determining its success. Reflection on the design process involves considering the creative decisions made throughout the project. This includes an

examination of the design choices such as color palettes, typography, imagery, and layout to determine their impact on conveying the brand's message and eliciting the desired emotional response.

Furthermore, evaluating the practical functionality of the visual elements is crucial. This involves assessing the scalability of the design across different mediums and its adaptability to various contexts, ensuring consistent and recognizable brand representation. Measuring the impact of the brand design on consumer perception and engagement is also integral. By analyzing metrics such as brand awareness, audience feedback, and consumer behavior, designers can gauge the effectiveness of their visual communication strategies and identify areas for improvement.

Reflection on the design process allows for a deeper understanding of the challenges encountered and the lessons learned. It provides an opportunity to celebrate successes and identify opportunities for growth, ultimately contributing to the designer's professional development and the enhancement of their creative skills.

Overall, evaluation and reflection in brand design within visual communication serve as a continuous learning process, enabling designers to refine their approach, enhance their understanding of brand identity, and create more impactful and resonant visual experiences for their audience.

5.2 Design reflection

By summarizing the design process of the logo, I understand that before the design, the core values and target audience of the designed brand should be fully understood, which helps to ensure that the designed logo can accurately convey the concept represented by the brand and attract the attention of the target audience.

A concise design is usually easier to identify and remember, and can be clearly displayed in different application scenarios. I took a lot of detours in the design process, so I had to avoid excessive design and complicated patterns. And before determining the final design, it is best to conduct multiple tests and solicit feedback, which can help us identify potential problems and make improvements to ensure that the final logo can achieve the desired results.

From the process of brand design, I found that we can try a variety of different design directions and styles, not limited to a single idea. Considering the green and healthy attributes of the brand, sustainable development elements, such as natural patterns and renewable energy symbols, can be integrated into the design, so as to further emphasize the environmental protection concept of the brand. The development of a brand is a continuous process, and the logo design should be updated and evolve simultaneously, so regularly evaluate the brand's development direction and market feedback, and adjust and optimize the logo in time to ensure that it is always consistent with the brand.

Reflection on brand design in visual communication unveils the profound impact of visual elements in shaping consumer perceptions and brand identities. It underscores the significance of a strategic and deliberate approach to visual branding, emphasizing the need for coherence, consistency, and differentiation.

One critical aspect of reflection is the realization that brand design goes beyond aesthetics; it serves as a powerful tool for communicating a brand's values, personality, and essence. This understanding prompts a reevaluation of design choices to ensure they authentically represent the brand's identity and resonate with the target audience.

Reflection also highlights the dynamic nature of brand design, necessitating adaptability to evolving trends and consumer preferences. It prompts designers to stay abreast of industry developments, embrace innovation, and continuously refine visual identities to remain relevant and impactful.

Moreover, upon reflection, the importance of storytelling through visual elements becomes evident. Effective brand design involves crafting narratives that captivate and engage consumers, fostering emotional connections and leaving a lasting impression.

Additionally, reflection leads to a heightened appreciation for the role of differentiation and memorability in brand design. It underscores the imperative of creating visually distinct and memorable identities that enable brands to stand out in crowded marketplaces and leave a lasting imprint on consumers' consciousness.

Ultimately, reflection on brand design in visual communication serves as a catalyst for elevating the strategic significance of visual elements in building compelling brand

identities. It encourages designers to approach brand design as a dynamic, purposeful, and authentic process that goes beyond aesthetics to create meaningful connections with consumers.

Summary

In my graduation project, I set out to design a Logo of a green and health brand, aiming to convey the brand's concept of sustainability, health and environmental protection. The background of this design is to respond to the need for sustainable development and healthy life. With the improvement of people's awareness of health and environmental protection, green health brands have received more and more attention and favor in the market. Therefore, it is particularly important to design a Logo that can accurately convey the core value of the brand. In the design process, I first conducted in-depth market research and analysis of competing products, in order to understand the preferences and behavior habits of the target audience, and to explore the brand positioning and design style of competitors. Then I went through the brainstorming and sketching stages, trying with different design directions and gradually selecting the most potential options.

After determining the design direction, I made detailed design and adjustment of each scheme using design tools such as Adobe Illustrator. In the design process, I focused on the choice of colors, shapes, and fonts to ensure that the Logo can accurately convey the image and values of the green health brand. In the end, I chose a simple, clear and modern design scheme. In the Logo, the green color symbolizes health and environmental protection. At the same time, I adopted a simple graphic element, representing the concept of nature and sustainable development. The overall design style is simple and generous, easy to identify and remember, and can effectively attract the attention of the target audience.

Through this graduation design project, I not only have a deep understanding of the core principles and techniques of graphic design, but also exercise my design ability and creativity. I believe that this green and healthy brand Logo will provide strong support for the brand image building and marketing, and help the brand to win more attention and recognition.

The graduation design project "Rice Happy Group" is an important practice and summary during my study in the university. Through this project, I not only improved my design skills, but also deepened my understanding of sustainable development and

healthy life. I look forward to playing a greater role in the design industry in the future, and making more contributions to the sustainable development of the society.

In conclusion, brand design in visual communication plays a pivotal role in shaping the identity and perception of a brand. Through strategic use of visual elements such as logos, typography, color palette, and imagery, designers can effectively convey the essence, values, and personality of a brand to its target audience.

Consistency is key in brand design, as it helps to establish brand recognition and foster trust and familiarity with consumers. A cohesive visual identity across different touchpoints reinforces brand recall and strengthens the brand's presence in the minds of consumers.

Furthermore, differentiation and memorability are essential for brands to stand out in a crowded marketplace. Unique and memorable design elements capture the audience's attention and leave a lasting impression, helping brands to carve out their niche and build meaningful connections with consumers.

Authenticity is also paramount in brand design, as consumers are increasingly drawn to brands that align with their values and beliefs. Design elements should reflect the brand's authenticity, conveying its personality and promises in a genuine and transparent manner.

Additionally, storytelling adds depth and meaning to brand design, engaging consumers on an emotional level and forging stronger connections. By weaving narratives through visual elements, designers can captivate the audience's imagination and create memorable brand experiences.

Finally, brand design must be adaptable to change, as branding trends, consumer preferences, and technological advancements continue to evolve. Designers must stay informed and innovative, constantly refining and updating the brand's visual identity to ensure its relevance and effectiveness in the ever-changing landscape of visual communication.

In essence, brand design is not just about creating a visually appealing identity, but about crafting a cohesive and meaningful brand experience that resonates with consumers and drives long-term loyalty and engagement. Brand design within visual communication encompasses a multifaceted approach to creating visual experiences that effectively convey a brand's identity, values, and message to its target audience.

Through the strategic integration of design elements such as color, typography, imagery, and layout, designers strive to craft cohesive visual identities that resonate with viewers and leave a lasting impression. In this comprehensive summary, I will delve into the key principles, processes, and considerations involved in brand design within visual communication.

the heart of brand design is the understanding of the brand's essence, mission, and target audience. Before embarking on the design process, thorough research and analysis are conducted to gain insights into the brand's unique selling propositions, market positioning, and competitive landscape. By understanding the brand's identity and its relationship with its audience, designers can develop design strategies that effectively communicate the brand's values and resonate with its intended viewers.

Central to brand design is the creation of a visual identity system that encompasses various design elements such as logos, color palettes, typography, and imagery. The logo serves as the cornerstone of the brand's visual identity, embodying its personality and establishing a recognizable symbol that fosters brand recall. Through careful consideration of typography and color, designers create cohesive visual systems that reinforce the brand's identity and evoke the desired emotional response from the audience.

In addition to aesthetics, functionality is paramount in brand design within visual communication. Designs must be scalable, adaptable, and suitable for various mediums and applications, ensuring consistent representation across print, digital, and physical platforms. By prioritizing usability and accessibility, designers create visual experiences that engage and resonate with diverse audiences across different contexts. Furthermore, brand design within visual communication is an iterative process that involves continuous evaluation and refinement. Through feedback, testing, and analysis, designers assess the effectiveness of their designs and make adjustments to optimize their impact. By measuring metrics such as brand awareness, audience engagement, and consumer behavior, designers gain valuable insights into the effectiveness of their visual communication strategies and identify areas for improvement.

Reflecting on the design process allows designers to gain a deeper understanding of their creative decisions and the impact of their work. It provides an opportunity to celebrate successes, learn from challenges, and refine their approach for future projects.

By fostering a culture of experimentation and innovation, designers can push the boundaries of brand design within visual communication and create visually compelling experiences that captivate and inspire audiences.

In conclusion, brand design within visual communication is a dynamic and multifaceted discipline that involves the strategic integration of design elements to create cohesive visual identities that resonate with audiences. By understanding the brand's essence, developing visual identity systems, prioritizing functionality, and embracing a culture of evaluation and reflection, designers can create impactful visual experiences that foster meaningful connections between brands and their audiences.

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Appendlx



Figure 4-1 Sketch design of "Rice Happy Group" logo



Figure 4-2 Standard drawing of "Fanxi Group"

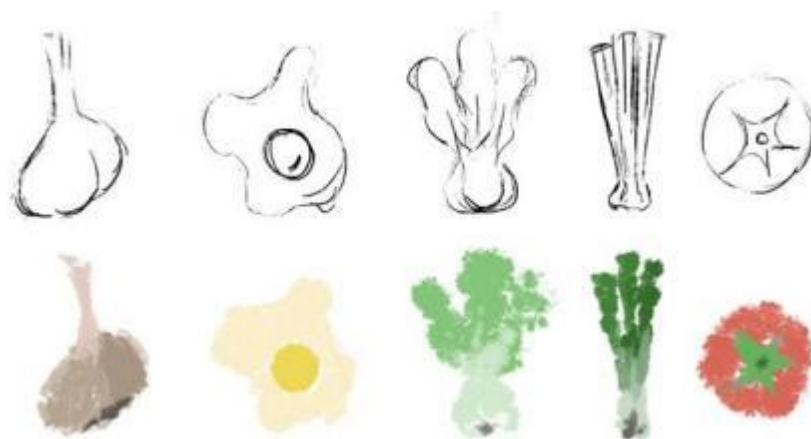


Figure 4-3 Auxiliary graphics



Figure 4-4 Brand poster



Figure 4-5 Brand poster



Figure 4-6 Brand poster



Figure 4-7 Brand poster

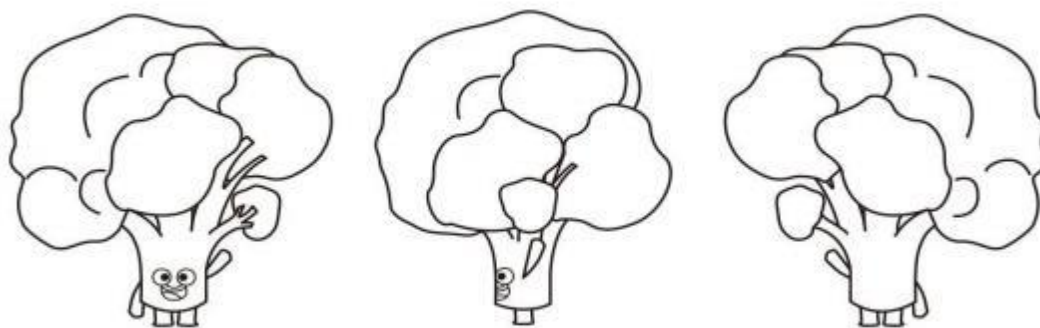


Figure 4-8 IP 3-view Draft



Figure 4-9 IP three views into the draft

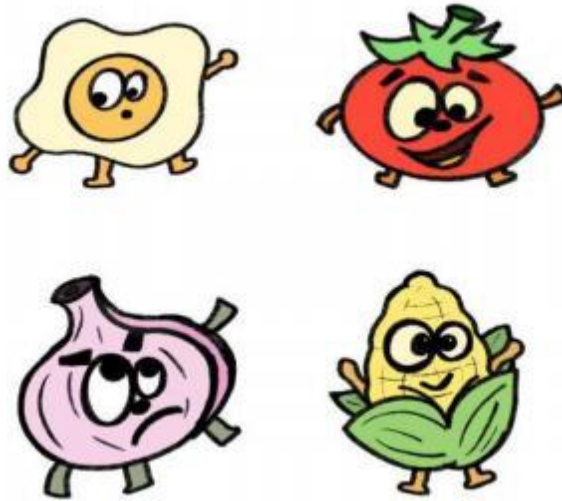


Figure 4-10 for IP memes





Figure 4-11 Action extension into the draft





4.4.5 Brand and IP peripheral product Design Chapter 5 Design evaluation and reflection