

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

Faculty of Design
Department of Graphic Design

BACHELOR'S THESIS
on the topic:

Development of brand identity for herbal health tea

Performed by: a student of the BED-20 group

Pingping BAO

Supervisors Lecturer Lin SHA,

Ph.D Danylo KOSENKO.

Reviewer PhD, As. Prof. Tetiana BULHAKOVA

Kyiv 2024

ABSTRACT

Ping ping Bao. Development of brand identity for herbal health tea

Bachelor's thesis on the specialty 022 Design. - Kyiv National University of Technologies and Design, Kyiv, 2024.

Vitality Awakening Tea is a new Chinese health tea that combines Chinese herbal medicine with modern milk tea. While retaining the sweetness of the original milk tea, the right amount of herbs is blended into the brewing to be delicious and healthy, and the brand is committed to combining the health benefits of traditional Chinese herbs with modern people's consumption concepts. Through scientific proportioning and exquisite craftsmanship, we can create healthy milk tea to meet consumers' pursuit of perfection. Secondly, the traditional herbal medicine culture is closely linked with the modern people's life and diet with the new Chinese milk tea as the carrier, so that more people can inherit the fine traditions of our country, pay more attention to physical health, study the formula of Chinese herbal medicine, and open the road to health preservation.

The theme of this series is designed to build a brand identity. With the goal of producing a complete set of VI brand visual identity, the production of Chinese herbal medicine brand logo, IP image, herbal illustrations, promotional posters, product packaging and derivative peripherals. The core purpose is to spread and carry forward the traditional Chinese herbal medicine culture, and the second is to hope that everyone will have a healthier body and a positive and optimistic life after drinking our tea.

Keywords: Traditional Chinese medicine milk tea, health preservation, milk tea, Chinese tradition, culture

CONTENTS

ABSTRACT	4
INTRODUCTION	6
Chapter I .TOPIC ANALYSIS	12
1.1 Background:	12
1.2 Objectives and implications	15
Summary of the chapter I	16
Chapter II DESIGN POSITIONING AND PLANNING	18
2.1 Research on the current situation in China	18
2.2 Current status of foreign research	20
2.3 Case Study	21
2.4 Market research	23
Summary of Chapter II.....	25
Chapter III.DESIGN PROCESS AND RESULTS	26
3.1 Collection and sorting of materials	26
3.1.1 Youth Detoxification Milk Tea.....	32
3.1.2 Eternal Youth Milk Tea.....	32
3.1.3 Immunity-enhancing milk tea	33
3.1.4 Codonopsis Radix Tea	33
3.2 Product name and positioning.....	33
3.3 Logo design description	35
3.4 Standard color.....	35
3.5 Auxiliary Colors	36
3.6 Auxiliary Graphics	36
3.7 Font Design	37

	6
3.8 IP image design	37
3.9 IP Derivative Design	38
3.10 Poster Design.....	38
3.11 Packaging Design.....	39
Summary of chapter III	39
CONCLUSION	42
REFERENCES LIST	43
APPENDIX	51

INTRODUCTION

Relevance of the study. Traditional Chinese medicine culture is an important part of traditional Chinese medicine culture, but also the precious wealth of the Chinese nation's excellent traditional culture. Starting from the study of traditional Chinese medicine milk tea, this paper introduces it in detail so that people can have a deeper understanding of traditional Chinese medicine culture. Traditional Chinese medicine is a great creation of the Chinese nation and a treasure of ancient Chinese science, which contains the Chinese nation's health concept and practical experience for thousands of years, and has made great contributions to the Chinese nation's reproduction and survival. It has had a positive impact on the progress of world civilization. The philosophical system, mode of thinking, and values of TCM are in line with the fine traditional Chinese culture. They are the crystallization of the wisdom of the Chinese nation and have long been integrated into the production and life of the Chinese people. Inheriting and developing traditional Chinese medicine culture is a practical need to carry forward the fine traditional Chinese culture and promote the inheritance and innovation of traditional Chinese medicine. From refining the cultural spiritual identifications of traditional Chinese medicine, to strengthening the sorting of cultural resources of traditional Chinese medicine, to strengthening the interpretation of traditional Chinese medicine culture times, telling the stories of traditional Chinese medicine well, spreading traditional Chinese medicine culture, and demonstrating the charm of traditional Chinese medicine culture will help enhance the cultural attraction of traditional Chinese medicine and guide people to correctly understand the value and contribution of traditional Chinese medicine. The birth of traditional Chinese medicine milk tea brand promotes the development of traditional Chinese medicine culture, integrates with modern health concepts, serves people's health, and meets people's needs for healthy life. Chinese medicine is not an abstract theory and concept, but stems from rich

clinical and life practice. Only through innovation in practice and protection and inheritance can we effectively discover and develop TCM, promote the high-quality development of TCM and its industry, and make new and greater contributions to promoting the construction of a healthy China and improving the health and well-being of the people.

Today's milk tea market is in need of a new type of tea drink, traditional Chinese medicine health milk tea has set up a new track, but the marketization of Chinese medicine tea drink is not easy. The standardized production of traditional Chinese medicine is difficult, and the dosage is difficult to grasp uniformly, and the demand of different consumers is different, so it is difficult to adopt the "ordinary commodity" standard or the "drug" standard for market supervision of Chinese medicinal tea. 此In addition, Chinese medicine pieces to "break the circle", but also need to take care of the price and safety. In terms of price, the price of plum soup in a store of Tongrentang is more than 30 yuan, which is about the amount of "a coke bottle". A staff at a store of Jinxiang pharmacy said that the price of a pair is 15 yuan, about "can endure 2 liters". Different prices, "output", or one of the Chinese medicine tea drinks need to be regulated. In terms of safety, as a kind of Chinese medicine issued according to the prescription of the TCM restaurant, plum soup may not be suitable for everyone to drink. Is the medicine three points poison, do not drink casually disorderly, unless a doctor prescribed a prescription, some medicine can not be eaten, like plum soup, people with stomach acid can not drink. If TCM tea is marketed, it should meet the relevant national drug regulatory regulations and standards; as food, it should meet the relevant national food safety regulations and standards to ensure the hygiene, quality and safety of products. In addition, the marketing of Chinese medicine tea also needs to comply with relevant laws and regulations, and should not exaggerate the publicity or mislead consumers.

The purpose of the research: Now people pay more and more attention to health, the choice of drinks is more rigorous, traditional Chinese milk tea has high nutritional value, and has become the only choice for consumers, which meets

consumers and also conforms to market demand. Secondly, Chinese herbal medicine has always been an excellent traditional culture in China, and the use of Chinese herbal medicine has a long history, which provides an important guarantee for people's health. It also contains rich cultural connotations. The preparation and decocting methods of Chinese herbs reflect the unique cooking culture and medicinal food culture of the Chinese nation. Therefore, Chinese herbal medicine is not only the embodiment of traditional Chinese culture, but also an important part of traditional Chinese medicine culture. The birth of TCM milk tea brand is also to promote and inherit traditional culture. Therefore, the theme of this study is the study of Chinese herbal medicine culture, the purpose is to design a set of Chinese herbal milk tea brand image, create and study the two themes of health, study the knowledge of Chinese herbal medicine culture, and explore the development of the current domestic market economy, the development prospects of Chinese herbal milk tea and consumers' pursuit of health. Based on market research, collect everyone's wishes for analysis and interpretation, produce herbal milk tea with unique meaning style, and make brand identity, IP image, packaging design, poster design and derivative peripherals.

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. Analyze existing studies of anthropological and psychophysiological characteristics of children aged 3-6 years
3. Analyze the completed projects of inclusive kindergartens in China and around the world.
4. Identify requirements for inclusive kindergarten functional planning and spatial solutions.
5. Identify the characteristics of artistic and aesthetic solutions for child-inclusive institutions.

6. Identify specific details of the choice of materials, furniture, and equipment for inclusive preschool interiors.

7. Identify the principles of interior design for inclusive preschool institutions.

8. Develop an experimental interior design project for an inclusive kindergarten based on the research findings.

The research subject (theme) is Traditional Chinese herbal medicine and modern milk tea are proportional into a new tea drink

The object (focus) of the research are Can be added to the daily food and diet of Chinese herbal medicine to scale milk tea to milk tea brand design

Research methods. Literature reading method. Through online information, understand the corresponding herbal culture, in order to conduct accurate design positioning. Through the study of the existing literature data, the data are summarized, sorted out, classified and analyzed.

Comparative study method. The works of similar themes are compared, the more suitable design scheme is selected through comparison, and the best scheme of visual image design is obtained through the comparison of the works of similar themes.

discussion method. Through the discussion with teachers and classmates, deepen the understanding of the graduation design works, and then get a better modification scheme.

Elements of scientific novelty. Nowadays, consumers are more and more concerned about a healthy diet, and have put forward higher requirements for tea. In addition to taste, more attention is paid to the sugar content and carbohydrates. Whether it is office workers who stay up late to work overtime, or students who burn the midnight oil, it is easy to produce "health anxiety" in the face of work and study pressure, and health care has become a new trend for young people. Many young people believe that Chinese medicine tea with the same medicine and food can prevent and treat some common diseases and improve their immunity. From this

point of view, traditional Chinese medicine tea complies with the current trend of health preservation.

In addition to meeting the needs of health care, traditional Chinese medicine tea drink is still a popular social symbol among young people. From last winter's surrounding stove boiled tea, to this summer's Chinese medicine plum soup, what fire, young people chase what. On the short video social platform, a variety of shares about Chinese health tea shops have emerged. Young people like to try new things and share their life experience. Chinese medicine tea is in line with their psychological needs and aesthetic taste.

From this point of view, it remains to be seen whether Chinese medicine tea can become a phenomenon in the beverage market. How to expand the tea drinks and enrich the consumption scene, and further explore the medical efficacy and cultural heritage behind the TCM tea, is the key for the tea industry to win the young generation of consumers in the future

.Practical significance. The development of traditional Chinese medicine milk tea is helpful to promote the development of market economy and inherit Chinese traditional culture

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 33drawings. The results of the research are presented on68 pages.

Chapter I .TOPIC ANALYSIS

1.1Background

The people's living standards are growing day by day, the pursuit of quality of life has become more stringent, and people pay more attention to green lifestyles. There are also new standards for the choice of beverages. As the years go by, we will eventually return to nature, and consumer demand for beverages will continue to grow. Traditional milk tea contains too much sugar and additives, which is harmful to health and is considered by people.

Traditional Chinese medicine culture is becoming increasingly hot, and the overall concept of traditional Chinese medicine culture, heaven and man corresponding to the time are closely related to ancient philosophy. Nowadays, our country attaches great importance to traditional culture, so traditional Chinese medicine culture also rises accordingly. In this regard, Professor He Qiang, secretary of the Party Committee of Zhejiang Provincial Hospital of Traditional Chinese Medicine, was also deeply touched. " In recent years, the state has vigorously supported the development of traditional Chinese medicine, and the people's recognition of traditional Chinese medicine is getting higher and higher, and the internal and external environment for the development of traditional Chinese medicine has been effectively improved."In particular, in February this year, the National Health Commission, the State Administration of Traditional Chinese Medicine and the State Administration of Disease Control and Prevention jointly issued the Opinions on Further Strengthening the Construction of Health Culture in the New Era, which specifically pointed out that TCM culture should be integrated into production and life. Fan Yongsheng stressed that the health care of traditional Chinese medicine should be combined with the development needs of the society, and efforts should be made in scientific health care and individualized treatment.

Health care is to cultivate a healthy way of life, such as diet, plum soup is one aspect, we also have to give up smoking and alcohol, pay attention to the diversification of food, timing and quantitative, meat and vegetable collocation and so on, on this basis, you can eat some medicated diet. Exercise is also very important. As a representative, Baduanjin also has wuqinxi, Taijiquan and so on. Compared with ordinary sports, Chinese medicine pays more attention to the coordinated adjustment of sports, breathing and psychology. Of course, people can also run, swim, do yoga and so on. Finally, to adjust their own mood, mental state, to achieve "mental guard, disease never". "Hospitals should provide more powerful and more effective publicity and education in promoting the health care of TCM culture. In addition, hospitals can also provide more products to meet the needs of people." Said Fan Yongsheng. In the future, with the continuous development of digital technology, the development of TCM may be deeply combined with AI, and AI will become a trend for TCM to assist Chinese doctors to see a doctor. The collaborative diagnosis and treatment of traditional Chinese and western medicine will be more thorough and more extensive. For some difficult diseases, traditional Chinese and western medicine can learn from each other, the better treatment effect and the side effects will be smaller, which is more conducive to the protection of people's health. This has triggered people's health boom, health ways are generally divided into three kinds

Traditional sports, the Chinese traditional sports health is a traditional sports based on the basis of the Chinese traditional culture. It is the product of the Chinese traditional culture and life science two-way interaction and strange intersection under specific social and historical conditions, with distinct religious theological characteristics. As a wonderful flower of the traditional sports culture of the Chinese nation, the reason why the Chinese traditional sports health preservation is very closely related to the traditional culture of the Chinese nation has its historical and logical inevitability.

Traditional Chinese medicine health preservation, "Introduction to Traditional Chinese Medicine Health preservation" is an entry course and a required course for

students majoring in traditional Chinese medicine health preservation. Through the assessment, on the one hand, stimulate students 'potential, cultivate students to develop good clinical thinking of traditional Chinese medicine, make students learn to combine theory with practice, improve the ability to analyze and solve problems, promote students' independent learning, enhance students' self-confidence. On the other hand, to test the students 'learning effect and make an objective evaluation of the students' learning effect, it can provide a basis for improving the students 'learning and teachers' teaching methods and optimizing the formative evaluation methods

. Under the guidance of the theory of zhuang medicine, the first time systematically elaborated the basic theory of strong medical health, comprehensively summarized the various techniques of zhuang medicine health, is the first monograph of zhuang medical health. Through the study of zhuang medicine health care, students can understand the essence of Luoyue health care culture, master the methods of folk health care of Zhuang nationality, learn the basic health care knowledge of zhuang medicine, improve the health care skills, and improve the ability of healthy living standards. Lay the foundation for the future research and development of new strong drugs. And lay a foundation for the study of other strong medicine health care characteristic courses.

Among them is the study of traditional Chinese medicine for health preservation Therefore, the emergence of traditional Chinese medicine milk tea immediately attracted people's attention and gradually became the new favorite of office workers and migrant workers. Traditional Chinese medicine milk tea contains the oriental way of health preservation, which is in line with modern people's yearning for a green and healthy life, and pushes the new Chinese tea drink to a new height. Even though this is an emerging market, the potential is huge. According to statistics, in recent years, the annual growth rate of the traditional Chinese medicine health market has remained stable at more than 10%, mainly because in line with today's social and political trends, the government has increased its support for the

traditional Chinese medicine industry, strengthened the development strategy of healthy China, and is committed to building a healthy social system.

In short, the launch of the TCM milk tea project not only meets the market demand but also conforms to the social and political development trend, and has broad market development potential and value. In this bustling city, herbal health has become a new way of life, allowing more people to re-understand the power of traditional wisdom and feel the nourishment and care brought by Chinese herbal medicine.

However, the industry is now facing various challenges, such as bottlenecks in product design and legal regulation. But in any case, Chinese herbal milk tea, as a drink that perfectly combines tradition and modernity, undoubtedly adds more color and choice to people's lives

1.2 Objectives and implications

First of all, traditional Chinese medicine milk tea has a certain health care value. With the acceleration of the pace of modern life, young people are paying more and more attention to maintaining health, and the concept of healthy consumption is also changing. As a healthy and delicious drink, traditional Chinese medicine milk tea is gradually being favored by consumers. The essence of Chinese medicine is perfectly integrated with modern milk tea, allowing people to experience the health benefits of Chinese medicine while tasting the delicious taste. This combination retains the unique charm of traditional Chinese medicine, and integrates modern milk tea making technology, allowing consumers to feel the collision of tradition and modernity while enjoying the food.

Secondly, Chinese herbal milk tea promotes and inherits the ancient Chinese medicine culture. Combined with modern milk tea, it brings people the double enjoyment of health and deliciousness. Let consumers experience the charm of traditional Chinese medicine in the taste. Traditional Chinese medicine (TCM) is

used as a raw material for the prevention and treatment of patients' physical conditions under the guidance of TCM. By adding traditional Chinese medicine ingredients, Chinese herbal milk tea has different effects on the prevention and treatment of diseases. The well-crafted Chinese herbal milk tea retains the original medicinal properties of the herbs and integrates the mild taste of milk tea, allowing consumers to enjoy the delicious taste while conditioning their bodies and maintaining their health.

Third, the combination of Chinese herbal medicine and milk tea is an entrepreneurial opportunity. With the popularization of the concept of healthy eating and the growth of consumers' demand for natural, nutritious and healthy foods, the market for traditional Chinese medicine milk tea has shown explosive growth. For those who want to start a business, this is a golden field of entrepreneurship full of business opportunities. Traditional Chinese medicine milk tea is aimed at health-conscious consumer groups, such as white-collar workers, Chinese medicine enthusiasts, Chinese medicine experts, students, middle-aged and elderly people, etc., with potential demand. Therefore, the market has a broad consumer base and has rapidly developed to the stage of traditional Chinese medicine

Inheritance is the foundation of the development of TCM, and innovation is the driving force of TCM development. To promote and develop the culture of traditional Chinese medicine, we need to realize the creative transformation and innovative development of TCM health preservation culture, so that it is integrated with modern health concepts and serve the people's health of the people. TCM is not an abstract theory and concept, but originates from rich clinical and life practices. Only by innovating in practice and inheriting in protection can we effectively explore and develop TCM, promote the high-quality development of TCM and industry, and make new and greater contributions to the building of a healthy China and the health and well-being of the people.milk tea franchise investment.

Summary of the chapter I

1. Through the analysis of the background, purpose and significance of the research, it is concluded that the Chinese herbal milk tea brand will have great development prospects in the beverage industry and has great social significance
2. China's traditional Chinese medicine culture is unique and has a broad international market potential. Chinese medicine milk tea can use the opportunity of Belt and Road initiative, culture with brand to sea, with the product as the carrier of traditional Chinese medicine culture, actively expand overseas markets, promote the culture of traditional Chinese medicine, enhance the international influence of Chinese brand, change the status quo of China's economy is big but not strong, Belt and Road first, conveniently spread of traditional Chinese medicine culture global users, is the role of Chinese herbal medicine drinks and brand.
3. so that consumers can experience China's fine traditional Chinese herbal medicine culture while drinking tea, and carry forward our traditional cultur
4. Hence one can see that On the treatment of the disease is called health; in the treatment of the disease is called health care; under the treatment of the disease is called medical treatment. Traditional Chinese medicine can awaken the cultural identity of Chinese people. China's cultural revival depends on the rise of traditional Chinese medicine. Traditional Chinese medicine diet is the priority of the people. With people's growing health pursuit and the emergence of new consumption scenes, the TCM dietary industry is facing huge opportunities for development. This paper will focus on the trend of development of the Chinese medicine diet industry, and take the popular Chinese medicine milk tea brand in Zibo as a specific analysis, and explore the new opportunities of health, diet, China-fashion, science and technology in the new era.

Chapter II DESIGN POSITIONING AND PLANNING

2.1 Research on the current situation in China

China's tea industry refers to the industry that takes tea as raw material to make various tea drinks and provide them to consumers. In recent years, with the improvement of people's health awareness and the improvement of consumption level, the tea industry has achieved rapid development. This paper will analyze the development status, market segmentation, consumption trend and future development prospects of the tea industry

. First of all, the development status of the tea industry. The tea drinking industry has shown a rapid growth trend in the past few years. Various varieties of tea drinks, including milk tea, scented tea, fruit tea, etc., to meet the taste needs of different groups of people. Combined with the traditional tea culture, the tea industry is particularly popular among the young people. At the same time, the tea industry has also attracted a large number of entrepreneurs to join it with its easy and convenient characteristics.

Secondly, the market segment of the tea industry. The tea industry can be subdivided according to different consumer needs. Milk tea market is one of the most popular market segments in the tea industry. The sweet taste of milk tea and a variety of taste choices have attracted a large number of young consumers. In addition, the scented tea market has also been developed rapidly in recent years. With its unique flower fragrance and health preservation effect, scented tea has been favored by some consumers who pursue a healthy lifestyle.

Thirdly, the consumption trend of the tea industry. With consumers' pursuit of a healthy lifestyle, the tea industry is developing towards the direction of health, low sugar and low fat. Consumers pay more attention to the raw materials and production process of tea drinks, and prefer natural and organic tea. At the same time, the tea

industry is also constantly innovating, launching more healthy and creative tea drinks to meet the diversified needs of consumers.

Finally, the development prospect of the tea industry. Tea drinking industry has a huge market potential and development space. With the increasing consumer demand for healthy drinks, the tea industry is expected to continue to grow rapidly. At the same time, the tea industry can also be deeply integrated with other industries to create more business opportunities. For example, the cooperation with retail, e-commerce, tourism and other industries can bring more development opportunities for the tea industry.

Tea industry in the current development trend, has shown a rapid growth trend. The market segments of the tea industry are diversified, and consumers' demand for healthy and creative tea drinks is increasing. Tea industry has a huge development potential, the future development prospect is very broad. But at the same time, the tea industry is also facing the challenge of fierce competition and market changes, and it needs to constantly innovate and improve the service quality in order to maintain competitiveness in the market.

Traditional Chinese medicine milk tea is a new type of drink that combines traditional Chinese medicine with milk tea, which has attracted much attention in the domestic market in recent years. Traditional Chinese medicine milk tea is deeply loved by young consumers for its unique medicinal taste and sweet taste of milk tea. However, at present, the research on traditional Chinese medicine milk tea in China is still in its infancy, and there are still many loopholes, and the technology needs to be improved.

On the one hand, the exploration and research of Chinese herbal milk tea in China mainly focuses on the efficacy of herbal medicine and the proportion of ingredients. For the selection and collocation of Chinese herbal medicines, researchers mainly rely on traditional experience and trial-and-error methods, and lack scientific basis and systematic research. At the same time, the preparation

process of traditional Chinese medicine milk tea is also relatively simple and rough, and there is a lack of neat, unified and orderly standard production process.

On the other hand, the domestic research on the efficacy and safety of traditional Chinese medicine milk tea is also relatively weak. Although Chinese herbal medicine has a great effect on the blood circulation of the human body, the content and efficacy of medicinal materials in Chinese herbal milk tea have not been clearly defined, and there are certain safety risks. In addition, the effects of long-term consumption of traditional Chinese medicine milk tea on human health need to be further studied.

In response to the above problems, some domestic research institutions and enterprises have begun to increase investment in the research of traditional Chinese medicine milk tea. Through modern scientific and technological means, they analyzed and studied the medicinal components and medicinal effects of traditional Chinese medicine milk tea, and tried to find out the suitable compatibility and preparation process of traditional Chinese medicine milk tea. At the same time, some large food companies have also begun to participate in the research and development of traditional Chinese medicine milk tea, hoping to build traditional Chinese medicine milk tea into an internationally competitive beverage through technological innovation and market promotion.

In general, as an emerging beverage, Chinese herbal milk tea has great market potential. However, in order to truly realize the health, safety and scientific development of traditional Chinese medicine milk tea, it is also necessary to strengthen the research and standardized production of traditional Chinese medicine milk tea. It is hoped that in the future, a complete research system of traditional Chinese medicine milk tea can be established in China, which will provide a more solid foundation for the development of traditional Chinese medicine milk tea.

2.2 Current status of foreign research

The spread and development of Chinese herbal medicine has also affected foreigners' understanding and research of traditional Chinese medicine and discovered new ways of health preservation, in fact, foreigners themselves also pay great attention to health preservation, Americans are very healthy and low calorie for their three meals a day, get up early to drink a cup of coffee, eat salad at noon, and add sugar and milk to British black tea has become their daily standard afternoon tea. The rise of new Chinese tea has aroused the strong attention and love of foreigners who pay attention to body conditioning, and many herbal tea stores can also be seen in various cities, which provides new opportunities for the development of traditional medicine and also makes the brand market to a higher level.

2.3 Case Study

There is a big Chinese medicine hall next to Zibo Vientiane City, the name is called Medicinal Diet Workshop, there is a strong smell of Chinese herbal medicine when you enter the store, the decoration style is very elegant and unique, which retains the decoration style of the traditional pharmacy and adds new Chinese elements at the same time, the interior is hung with a variety of pen and ink paintings, the style is unique, the staff in the store is also very quiet, and there are specialized doctors to sit in the consultation, the service is thoughtful and meticulous. Most of their drinks are added with a lot of health-preserving Chinese medicine materials, which are completely different from the coffee and milk tea we usually drink~ It is estimated that many people can't drink the faint smell of traditional Chinese medicine, but the Chinese-style packaging and store decoration are very good to take pictures! I feel inexplicably that their tea is very suitable for the post-90s, this kind of people who have begun to soak wolf berries in thermos cups one after another. Most of the in-store consumption is dominated by some office workers, because he is in the urban area, so it is very hot. People come and go. There are many beautiful ladies who come to check in and take pictures, and there are also many people who

work while drinking tea. The audience is mainly in the post-90s, and there are fewer post-00s.

Most people's demand for traditional milk tea lies in the combination of health and deliciousness, healthy milk tea may not meet people's taste, and most of the delicious milk tea is high in calories and sugar, which is not conducive to people's health. Milk tea that is both healthy and delicious is actually difficult to achieve. The taste of medicinal herbs is bitter and sour, and some herbs can still smell the smell of nasal flushing when they are far away, and this taste is difficult to hide even if it is combined with milk tea. Researchers have found that milk tea is difficult to achieve in terms of taste and health. According to the survey, consumers in Guangdong and Guangxi are considering whether traditional Chinese milk tea can meet the tastes of the majority of consumer groups, and the sweetness of milk tea itself has been greatly reduced, and the bitterness of traditional Chinese medicine is difficult not to make people wonder whether this is really called milk tea. The preparation of TCM milk tea is not just about boiling, but requires traditional ion technology and TCM techniques. If the EU wants to make some Chinese medicinal materials into milk tea, it should be processed appropriately. For example, deep-fried will be more delicious and more suitable for making milk tea. Various Chinese herbs and milk tea are mixed together, as well as the time and method of cooking, and the taste is also different. Only the right combination can achieve the best taste and health results.

In fact, traditional Chinese medicine milk tea is not so "serious", but it cannot be "cow drink". Since Chinese medicine milk tea has the word "traditional Chinese medicine", it will naturally make people think that it is a medicine with three poisons. When herbs are ingested, they also come with certain risks. The use of traditional Chinese medicine elements to make products has attracted widespread attention and heated discussions, and there are also some legal risks that are difficult to avoid from other milk tea brands. "The consumption of traditional Chinese medicine must be within the scope of the current provisions of

the Food Safety Law of the People's Republic of China, and product innovation must be made around the elements of 'medicine and food homology', and the catalogue of medicine and food homology cannot be broken, otherwise it will be illegal operation and will face the risk of being fined.

"That's one of them. The most important thing is that Chinese herbal milk tea is not drunk casually, the lack of yang to make up for yang, lack of yin to make up, and it is easy to backfire if there is no illness or disaster. Different people have different physical characteristics and must be more self-conscious than themselves, so the premise of people buying herbal milk tea is to first understand what kind of physique they are, what their body lacks, what should be made up, what kind of tea is suitable for themselves, such as people with a cold body, they can't drink cold drinks, and try to drink less drugs that still have cool properties in the ingredient list, and the body is the capital of the revolution People should pay attention to health preservation while also choosing carefully not to blindly follow the herd. If you are confused about what kind of physique you have, you can first go to the hospital and ask the doctor to prescribe the right medicine according to the doctor's instructions "We believe that health care is not just a simple food combination, it requires scientific dietary coordination and nutritional conditioning to exert the best effect. "Therefore, we advocate that consumers should consume rationally, eat reasonably, be safe and healthy, and escort their own health!

2.4 Market research

In order to have a deeper understanding of the market situation of the track of traditional Chinese medicine milk tea, look forward to the future prospects, and understand the needs of consumers, to better serve the rectification, market research was conducted on several traditional Chinese medicine milk tea shops, and the post-zero and post-90s were selected 108 consumers after the 80s conducted a

questionnaire and learned that most of the groups exposed to Chinese herbal milk tea are post-90s people, and they are all migrant workers sitting in the office building. Of course, this is undoubtedly like the decoration style and atmosphere of our tea shop, and 70% of them are serious about drinking tea. After class, take the little sisters to drink beauty tea. Come to your aunt for menstrual pain to buy your aunt's red date hot drink, the milk tea with various effects in the store is very popular, and the most popular one is sold to nourish the spirit. Today in this noisy city, maybe everyone has inner pain and sadness, come to drink a cup of milk tea to find inner comfort, which is also the purpose of the milk tea brand. Finally, the majority of consumers are 70 women, accounting for 64.8%, and a small number of men are 38, accounting for 35.2%. Slowly, the audience of health tea is becoming more and more extensive, in addition to students and migrant workers, there are also some medical enthusiasts and medical professionals. This survey realized that milk tea will flourish in the new Chinese health tea drinking track.

The market scale continues to expand, the scale of the tea market is constantly expanding, and consumers' demand for tea is increasing. Tea has become an indispensable part of People's Daily life, with huge market potential. At the same time, diversified product categories are emerging, and the product categories in the tea market are becoming more and more diversified. Consumers can choose different tea drinks according to their own tastes and needs. In addition to the traditional green tea, black tea, oolong tea, there are also a variety of innovative flavors of tea drinks, such as fruit tea, milk tea, scented tea, etc. These novel flavors have attracted more attention from more young people. With the rapid development of the tea market, the brand competition has become more and more fierce. Major tea brands have entered the market to attract consumers through different marketing methods and product characteristics. Well-known brands such as Xi Tea and Naixue Tea occupy a certain share in the market, while many emerging brands are constantly emerging. Therefore, health has become the focus of consumers' attention. Under the promotion of health awareness, consumers pay more and more attention to the health

attribute of tea. Tea is considered to help eliminate fatigue, improve immunity, reduce weight, and other effects, so it is favored by health pursuers. Tea enterprises have also launched low-sugar, no-sugar and other health products to meet the needs of consumers. Online and offline channels.

The sales channel of the tea market are also expanding, with equal emphasis on online and offline. Traditional brick-and-mortar stores are still the main channel for tea sales, but with the development of the Internet, online sales are also gradually emerging. Many tea brands are promoted and sold through e-commerce platforms and social media, increasing brand awareness and sales.

Quality and experience become the key, tea market competition is fierce, quality and experience become the key factors for consumers' choice. Consumers pay more attention to the taste, freshness and production process of the tea drink. Tea enterprises need to constantly improve their product quality and create a unique consumption experience to attract more loyal consumers.

Summary of Chapter II

1. Through the study of the market economy of domestic herbal milk tea and the market research, the development status of the tea market is characterized by the expansion of market scale, diversification of product categories, fierce brand competition, health as the focus, both online and offline channels, and quality and experience as the key points. In the future, the tea market will continue to maintain rapid growth, and tea enterprises need to constantly innovate and improve to meet the needs of consumers. The results show that there are still many problems in Chinese herbal milk tea and need to be improved,

2. but in general, the development and development of Chinese herbal milk tea with its own characteristics still has a good market prospect

Chapter III. DESIGN PROCESS AND RESULTS

3.1 Collection and sorting of materials

In order to have a deeper understanding of the market situation of the track of traditional Chinese medicine milk tea, look forward to the future prospects, and understand the needs of consumers, so as to better serve and rectify, market research was conducted on several traditional Chinese medicine milk tea shops. The first choice is Zibo's medicinal food shop in Vientiane Hui and chose the post-00s, post-90s, post-80s 108 consumers to conduct questionnaires, and learned that most of the groups exposed to traditional Chinese medicine milk tea are post-90s people, and they are all migrant workers who sit in the office building. Of course, this is undoubtedly like the decoration style and atmosphere of our tea shop, and 70% of them are serious about drinking tea. After class, take the little sisters to drink beauty tea. Come to Aunt with menstrual pain to buy Aunt Red Date Hot Drink, the milk tea with various effects in the store is very popular, and the sales of qi and nourishment are the most popular. In this noisy city today. Perhaps everyone has inner pain and sadness, come to drink a cup of milk tea to find inner comfort, which is also the purpose of the milk tea brand. Finally, the majority of consumers are 70 women, accounting for 64.8%, and a small number of men are 38, accounting for 35.2%. Slowly, the audience of health tea is becoming more and more extensive, in addition to students and migrant workers, there are also some medical enthusiasts and medical professionals. This survey realized that milk tea will flourish in the new Chinese health tea drinking track.

Through research and investigation, it is found that Chinese medicine tea is a special Chinese medicine to treat and strengthen the body and benefit life, which plays an important role in medical and health care. First is to take convenient, easy to regulate, traditional Chinese medicine tea can be according to the condition need

dialectical prescription, with the disease, and according to the drug performance characteristics choose the appropriate use method, simple procedure, convenient deployment, pertinence, both keep the dialectical theory of TCM decoction with flexible, curative effect significant characteristic, and overcome the traditional decoction Fried cumbersome, carry inconvenience, and to speed up the development trend of modern life. Chinese medicine for tea drink is easy to store, easy to carry, can be drunk many times at any time, and fully absorbed, so it can be used in special circumstances or some emergencies, has a good adjuvant therapeutic effect.

Secondly, the drug effect is sufficient, the curative effect is significant, the Chinese medicinal materials are crushed into coarse powder or cut into thin filament, small section, the surface area increases, and the solvent contact surface increases, so that the effective ingredients of the drug is easy to dissolve after decocting. The experiment proved that the concentration of these drugs after crushing is much higher than that of the resolution of uncrushed medicinal materials. The Chinese medicine with boiling water or drinking after decoction avoids the loss of some drugs, especially the active ingredients of aromatic drugs. On the other hand, the drugs with boiling water can quickly degrade and inactivated the enzymes and avoid the decomposition and destruction of the active ingredients. The experiment shows that: first, the solution table drug contains volatile oil, can be volatile at room temperature, easier to volatilize with water steam, so it should not be fried for a long time. Second, when the temperature of the liquid is 30-40°C, the enzyme activity of the drug is very strong. The active components of the drug, especially the glycosides, are prone to decompose under the action of enzymes, which will lead to the reduction of the content of the active ingredients and affect the curative effect. It is particularly suitable to make high-temperature gum drugs, such as gelatin, ejiao, antler jiao gum and caramel, patchatum, mint, elsholtzia, honeysuckle. Because colloid drugs into the decoction easy to boil, and adhere to other drugs, affecting the dissolution of drug ingredients. Use as medicinal tea avoids the loss of its active ingredients due to

long decoction, so that the effect of drugs can be fully played and the curative effect can be improved.

Moreover, light and exquisite, sweet, light and peaceful. From the perspective of drug composition, the group of tea generation pays attention to dialectical and rigorous compatibility, its outstanding feature is the selection of medicine, light drug dosage, compared with decoction, tea generation can save the source of medicine. For example, the "stiff silkworm ginger tea" contained in "Compendium of Materia Medica" has the effect of dispelling wind and relieving pain, and is good governance. Square only white silkworm, high ginger two flavors, divided into the end, each take a money, that is, 3 grams. And into the decoction, its common dosage is 20 grams. Using tea agent, you can save 17 grams of drugs every day. It can be seen that the amount of medicinal materials saved by using traditional Chinese medicine for tea drinking method is considerable

From the point of view of the nature of the drug, the medicine used in the tea drink is peaceful, not hurting the stomach, and the taste is more sweet and light, or a slightly bitter and cold products, not only has the work of eliminating the disease conditioning, but also the disadvantages of tasteless suffering and throat, especially suitable for pediatric patients.

From the drug function, generation of traditional Chinese medicine, tea has more solution table, heat, cough, dehumidification, and stomach, guide, defecation, heat, relief, tonic, good governance, external cold, external wind, phlegm, lung, heat connotation, accumulation, bowel dry jin dry, heat, restless, qi and blood deficiency caused by the disease. Use less vomiting, jun under the product, generally not highly toxic dispel evil drugs.

And through long-term use, slow treatment of Chinese medicine tea drinking light, appropriate to take frequency, and the medicine is mild and gentle, not destructive gastric qi, so can adhere to the long-term use, slowly map its effect, and the viscera, especially suitable for the treatment of chronic diseases and the adjustment of the body function. For many diseases, long-term use of medicinal tea,

can make the effective ingredients of the drug in the body to reach the quantitative standard, resulting in more consolidated efficacy, the effect is more lasting. For patients with urinary stones, it can maintain the concentration of drugs in the urinary tract after continuously taking medicinal tea. Meanwhile, it can dilute the urine, clean the urinary tract and increase the scouring force of urinary stones, thus contributing to the reduction and discharge of stones.

Chinese medicine instead of tea is peaceful, which can reconcile the Yin and Yang of zang organs and qi and blood, and frequently drink and take, which can not only cure diseases, but also have the effect of conditioning. Especially for the conditioning after the disease, the recovery of physical strength, it is of great benefit.

In short, traditional Chinese medicine instead of tea takes the purpose of eliminating evil diseases, disease prevention and health care, and has the advantages of convenience, flexibility, effectiveness, economy, strong pertinence and wide adaptability. It not only maintains the remarkable characteristics of decoction, but also overcomes the shortage of decoction production, waste medicine; it is suitable for long-term use, stronger than the Chinese patent medicine

The use of traditional Chinese medicine for tea has a long history and a wide range of applications, which can be summarized as three aspects: disease prevention and treatment, post-disease conditioning and health care. Firstly, traditional Chinese medicine is easy to use, lasting, and no disadvantages of dull spleen and stomach, suitable for long-term drinking and taking, so it can be used as the main treatment method for mild or chronic diseases; it can also be used as an auxiliary treatment method for severe or acute diseases; in addition, it can also be used for epidemic prevention and prevention of heatstroke.. Prevention and treatment of internal diseases, internal diseases have external diseases and internal injuries. Exogenous disease mainly refers to typhoid fever, wind temperature, summer temperature, wet temperature and other febrile diseases. According to the dialectical classification of zang-fu organs, internal injuries can be divided into lung, heart, spleen and stomach, liver and gallbladder, kidney and other diseases. Most of them can be treated by

substitute tea drinking method. Numerous tea prescriptions for the prevention and treatment of internal medicine diseases are contained in the ancient and modern medical books.

Prevention and treatment of surgical diseases, traditional Chinese medicine surgical names, mainly including sores, skin diseases, anal diseases, tumor diseases. The prevention and treatment of surgical diseases instead of traditional Chinese medicine can obtain good curative effect. For example, surgery, chemotherapy and radiotherapy are used in cancer treatment. If it can be combined with appropriate herbal tea therapy, the side effects of the above therapies can be reduced and improve the curative effect. Prevention and treatment of gynecological diseases for the prevention and treatment of gynecological diseases, folk collection acceptance of tea. For example, boiled white root tea can cure the symptoms of early menstruation and excessive menstruation; "glutinous rice and Astragalus tea" is composed of glutinous rice, astragalus, and chuanxiong, regulating qi, blood, and abortion. Because the prevention and treatment of pediatric diseases in children often take medicine, Chinese medicine for tea to treat diseases but not very bitter, easy to accept for children, so the use of tea drinking prevention and treatment of common pediatric diseases is particularly prominent. Prevention and treatment of facial diseases, in behalf of tea method to prevent and treat common diseases, quite many effective test. Such as vision loss, "Han Yisheng Twelve tea" contains: barbary wolfberry son, chrysanthemum, frost mulberry leaves, grain grass water fried tea, good governance of liver and kidney Yin deficiency caused by vision loss. All the medicines are bright products, and nourish the liver and kidney, combined as tea agent, easy to take for a long time.

After the disease conditioning, substitute tea drinking medicine is relatively peaceful, often through the method of reconciliation to make the viscera Yin and Yang Qi and blood rise and decline tend to be normal, so it is quite appropriate for the rehabilitation of the disease conditioning. In order to make the disease evil, after cutting, choose mild medicine, dispel evil and strengthen the effect of drugs instead

of tea drink, slow map its effect, to and the viscera, to achieve the purpose of making the disease cure. In the medical court of the Qing Dynasty, after the medical records of the Qing Dynasty, we often pay attention to the recuperation of stomach qi. Make up for the vitality. In old age, kidney qi gradually decline, and after the disease more vitality, so it is necessary for the elderly at the beginning of the recovery of the use of tonic vitality of medicine tea, slowly conditioning, to help restore vitality. Health care, prolong life, traditional Chinese medicine instead of tea drink mild effect, lasting effect, easy to long-term use, for one of many TCM health care, anti-aging methods. Usually often choose health care medicine tea, tonifying the five viscera, harmonizing qi and blood, for delaying aging, fitness and longevity is of great benefit.

There are many ways to use Chinese medicine for tea, among which decoction is the most commonly used. Most medicinal tea because of the flavor and dosage, the tea set can not be brewed, should use decocting method; some tea prescriptions contain hard texture, active ingredients are not easy to dissolve, or thick taste, tonic drugs, also decocting method is better. The traditional decocting method is to put all the traditional Chinese medicines in the tea recipe into the tea set, add water, boil it for about 10-15 minutes, remove the fire, take the juice, fry it 2-3 times, combine the liquid medicine, filter, and drink the tea frequently.

With the advancement of the modernization process of traditional Chinese medicine, new TCM diagnosis and treatment equipment has been continuously developed and applied. According to the requirements of decoction, the herbal fountain has developed the TCM tea box, innovating the decocting method and packaging process of Chinese medicine for tea drink. On the basis of following the traditional Chinese medicine decoction, the decoction ingredients can be prepared in 2-5 minutes, and the extraction rate is high, saving the medicinal materials; the special structure makes the Chinese herbal medicine without burning, dipping, and precipitation

. As a supporting product of "Chinese medicine decocting pot" (decocting medicine pot), "Chinese medicine tea box" is prepared and processed according to the doctor's prescription, which further enriches the application scope of Chinese medicine substitute tea drink, and has the characteristics of quantitative packaging, one person and one party, physical dosage, convenient use, safety and health.

3.1.1 Youth Detoxification Milk Tea

Ingredients: 4 grams of honeysuckle, 3 grams of bellflower, 2 grams of licorice, 3 grams of jasmine, 2 grams of rock sugar.

Method: First wash all the ingredients, put the honeysuckle and rock sugar in the pot and fry together, add other ingredients, then pour in 200ml of water and boil, add milk.

Efficacy: Honeysuckle is mainly antipyretic and detoxifying, anti-inflammatory and swelling, summer heat, dry and itchy throat is the most suitable cup to relieve heat.

3.1.2 Eternal Youth Milk Tea

Ingredients: 3 black plums, 3 hawthorns, 5 grams of mulberries, 2 grams of tangerine peel, 6 roses, 2000ml of milk.

Method: Wash all the ingredients and put them in a container, add 300ml of water, then add tangerine peel and boil, then add black plum, mulberry, and rose boy to steam for five minutes, filter the residue, pour in 200ml of milk, and add an appropriate amount of honey.

Efficacy: Drinking tea helps blood circulation, regulates the body, keeps the body in a healthy state, adjusts the complexion will also become better, the skin will

be firmer, and the appearance of acne will be reduced, and the mood will be naturally hot.

3.1.3 Immunity-enhancing milk tea

Ingredients: 2 grams of astragalus (sliced), 5 grams of wolfberry, 10 grams of jujube, 75 grams of milk powder, 3 grams of black tea, a little rock sugar.

Method: (1) After the jujube is fried until fragrant, put it in a pot with astragalus, add 500 ml of water and an appropriate amount of rock sugar, and boil until boiling; (2) Add wolfberry and black tea and boil for 2 minutes, turn off the heat and simmer for 5 minutes, and filter out the residue after cooling; (3) Finally, add 75 g of milk powder and stir and boil, and then drink when it cools.

Efficacy: This is more suitable for drinking a cup of health hot drink in the cold wind in winter to relieve the symptoms of depression and physical and mental fatigue, especially when things do not go well in life or study, a cup can enhance immunity.

3.1.4 Codonopsis Radix Tea

Ingredients: 8 grams of poria cocos, one clove of tangerine peel, two red dates.

Method: Take Poria cocos, wash the tangerine peel for more than ten years and boil it in a health pot for 20-30 minutes.

Efficacy: It is used for people with spleen and lung qi deficiency, no appetite, often feeling tired, lack of qi and blood, and yellow complexion, improving gastrointestinal function, lowering blood sugar, regulating blood lipids, delaying aging, and improving memory.

3.2 Product name and positioning

Product positioning should first determine the target market of the product, that is, the main audience group of the product. This includes the comprehensive consideration of consumers' characteristics, needs, preferences and other aspects. Product positioning needs to design the characteristics and functions of products according to the characteristics of the target market to meet their needs and expectations. Secondly, understand the product characteristics: determine the characteristics and functions of the product, and the advantages over the competitors. Product features can include product performance, quality, appearance, function and so on. By highlighting the unique characteristics and advantages of the product, it can attract the attention of the target market and differentiate itself from its competitors. Value proposition: to clarify the value proposition of the product, that is, the core value and benefits that the product can bring. Value proposition can include product utility, convenience, cost saving, improvement of quality of life and other aspects. By clearly conveying the value proposition of the product, the purchase motivation of the target market can be attracted. Create brand image: build the brand image of the product, including brand positioning, personality and values. Brand image is consumers' perception and cognition of products, which can be conveyed through brand name, logo, slogans, advertisements and other ways. Brand image needs to fit with the needs and preferences of the target market to establish an emotional connection with consumers. Analysis of competitors: understand the product positioning and market performance of competitors, so as to find opportunities for differentiation in the positioning process. Competitor analysis can help to determine the product positioning space and market positioning strategy, so as to better meet the needs of the target market.

With Genki Awakening as the brand name. Yuan qi In fantasy novels, Yuan qi is the root of human beings, representing vitality, and Yuan qi means the beginning, that is to say, Yuan qi is the root of everything. If you compare people to mobile phones, then the vitality is the battery, and the vitality will weaken with the growth of age, and the vitality awakening is to replenish energy and rejuvenate. Awakening

is the awakening of consciousness and energy. Pick yourself up from your state of decadence, confusion, and loss. It is intended to illustrate the hope that consumers will be refreshed and energized after drinking our tea. Whether it is the bottleneck encountered in learning, the difficulties encountered in life or the troubles encountered in work, we can maintain a positive attitude, accept the reality, do not complain or deny the existence of difficulties, cheer up and calmly face difficulties, overcome difficulties, and usher in a new dawn.

3.3 Logo design description

The corporate logo is the representative of the corporate image, he must have a certain symbolic meaning, and can intuitively express the brand theme idea. Brand logo design with its simple shape, vivid image to express the core concept of the enterprise, convey the enterprise content and product characteristics and other information, logo not only has a unique shape, but also has an attractive role, the expression of personality at the same time reflects and the development of the corporate theme. Logo design is widely used in brand packaging, posters and derivative peripherals, and the production of various daily necessities. The design combines Chinese herbal medicine culture with modern milk tea to make a healthy tea drink that is powerful for consumers' bodies, and the logo design is expressed in the form of graphics, and the theme is the form of thick lines of clouds, which have rich meanings and symbols in human culture. Clouds are a kind of spiritual sustenance, and when people are sad or lonely, people often look up to the sky to find comfort and hope in the clouds. The black dot represents the rising sun, which slowly rises in the clouds and represents new beginnings, hope, and vitality. A leaf is interspersed in the middle of the clouds, which reflects the nature with herbs as the main body, and combined with the brand name of milk tea.

3.4 Standard color

The standard color of the enterprise is the main color covering the entire design, through the color expression of the visual impact of the consumer's eyeballs, the standard color also comes with emotional color, he uses the form of color to convey a positive and sunny mentality, while expressing and spreading the theme of the brand, as well as the meaning to be conveyed, I choose the logo standard color as black. Using one color is more uniform, and black is more formal and sophisticated. Black has a long meaning. In ancient times, ink painting was black, although it was only pure black, but it was quiet and elegant, and the world could be painted only through Mo black, so it was said that the ink was five colors, and the road was simple.

3.5 Auxiliary Colors

The main object of this theme is Chinese herbal medicine, so the large color block is mainly green, supplemented by yellow, and dotted with red. In terms of color matching, cold colors are the mainstay, and a large area of green is covered to give people a sense of visual impact, so that consumers can have a sense of intimacy with nature at first sight, and they can also feel the freshness and nature of herbal milk tea. Yellow is supplemented, first of all, because yellow yellow comes from self-feeling, is the color of the earth, and secondly, yellow is the representative color of optimism, warmth and sunshine. Finally, the red embellishment is to show the charm of Chinese herbal medicine culture and at the same time add red to increase the interest, which is in line with the brand positioning.

3.6 Auxiliary Graphics

The brand auxiliary graphic is drawn according to the shape of the leaf and then made into a pattern as an auxiliary graphic, which echoes the Chinese herbal medicine in the main body of the brand, and also makes it easy for consumers to

identify the brand image and make people recognize our brand at a glance. This pattern is also a better match for the corporate logo, and it can highlight the corporate logo when typeset together.

3.7 Font Design

The font I am divided into two parts, but both are the same brush words, combined with the logo with the typesetting of the font, I choose to use the concise and formal Ming carving Wan Song, the logo as a brand, think about the logo with the font should also appear formal. Secondly, the use of exaggerated brush handwriting fonts on the packaging posters, by learning the brush trend, learning Chinese traditional culture, and integrating the brush font into it, it shows the subtlety of China's traditional culture. Further deepen the theme and at the same time integrate with the overall style of the picture, so that the work is more connotative.

3.8 IP image design

IP image design is an important field, which is crucial for enterprises and brands, and refers to intellectual property rights, including trademarks, patents, copyright, etc. In commercial marketing, a successful IP image can help enterprises to establish a good brand image, improve product sales and market competitiveness. A successful IP can help enterprises to establish a unique image, improve the brand competitiveness and market influence. The goal of IP image design is to build a unique brand personality and story by consciously shaping and managing the image of the enterprise or brand, so that consumers can have a sense of identity and loyalty to the brand. Through the image design of IP, enterprises can better convey the core value of products or services, and achieve differentiated market competition. Need to make clear their target audience, market positioning and core competitive advantages. When designing IP image, it is necessary to consider the preferences,

needs and values of the target audience, and combine with the core competitive advantages of the enterprise, so as to achieve effective communication and connection with the target audience.

The design is designed for Chinese herbal milk tea, mainly to promote the culture of traditional Chinese medicine, and the image design is more ancient, so the clothing is similar to the ancient medicine picking boy. The version has also been clean and neat, the main top wears a vest, the cuffs are tightened, the bottoms are worn to make it easy to go up the mountain to collect medicine, and a gourd hanging pot is hung around the waist to help the world, which reflects the great quality of Chinese medicine to save people from illness and help all beings. In his left hand, he holds the book of the Compendium of Materia Medica, and in his right hand, he holds herbs while learning to read various herbs and collecting medicinal materials

o

3.9 IP Derivative Design

Peripheral stickers, umbrellas, badges, tapes, small cards, etc. are made according to the IP image and given to consumers for free. Giving back to consumers'

3.10 Poster Design

Poster design is one of the expression forms of visual communication. Through the composition of the layout, it attracts people's attention in the first time, and obtains the stimulation of the moment, which requires designers to fully combine pictures, text, color, space and other elements, to show propaganda information to people in an appropriate form. A moving poster usually contains notification, so the theme should be clear and conspicuous, clear at a glance, and then summarize the main content such as time, place, notes and so on with the most concise sentences.

The illustration of the poster and the beauty of the layout is usually a good way to attract attention. In real life, there are more abstract and concrete. The theme of the poster design is mainly herbs that can be fused with milk tea, and the three posters are mainly painted with honeysuckle, astragalus, and poria cocos, and then matched with brush fonts to reflect the ancient charm, and the background is made into rice paper, and the effect is more feeling, and the three large color blocks of green, yellow, and red are laid behind the illustrations to set off the main body

3.11 Packaging Design

Milk tea packaging design is an important link to enhance the brand image and market competitiveness. This design scheme takes simplicity, fashion and environmental protection as the core concept. Through innovative design elements and packaging forms, we can improve the identification of milk tea packaging and consumers' desire to buy. At the same time, the packaging design of good milk cup requires that the packaging appearance is consistent with the brand image and logo, so that consumers can identify at a glance, and make the brand more deeply rooted in the hearts of the people, but also to combine the characteristics of the brand and market demand, targeted design and adjustment, in order to achieve the best design effect. The packaging design concept is mainly to convey the efficacy of herbs, different subjects have different color combinations, honeysuckle is mainly yellow, Poria cocos is mainly red, and astragalus is mainly green. The typography uses the overlapping method, which is disorderly and orderly, and finally matches the brush handwriting font to make it more vivid and vivid

Summary of chapter III

1. Before the brand design of Yuanqi awakening, I realized from collecting and sorting out relevant data that Chinese medicine tea, as the combination of traditional

medicine theory and modern tea culture, not only has rich taste experience, but also can play the pharmacological role of Chinese medicine to help people regulate their bodies and prevent diseases. However, it should also be noted that when drinking TCM tea, we also need to pay attention to the quality of herbs, moderate drinking and when avoiding interactions with other medicines. There are many kinds of Chinese medicine tea, each tea has its unique effect and suitable people. When choosing traditional Chinese medicine tea drinks, they should be selected according to their own constitution and needs. For example, weak people can choose tonic tea, such as barberry wolfberry tea, jujube tea, etc., and easy to choose heat and detoxification tea, such as chrysanthemum tea, honeysuckle tea, etc. Through the scientific and reasonable drinking of traditional Chinese medicine tea drink, we can better enjoy its health benefits. Conduct the logo design for the brand

2. A set of perfect IP image is designed for the brand, with distinct personality and unique charm, while the IP image design also integrates the elements of cultural inheritance. By excavating and refining the essence of traditional culture and integrating it into the design of IP image, it can not only show the cultural heritage of the brand, but also stimulate the audience's interest and respect for traditional culture. The IP image design concept covers many aspects such as uniqueness, identifiability, emotional resonance, cultural inheritance and scalability. In the design process, designers should fully consider these principles to ensure that the IP image designed can fully show the personality charm and value connotation of the brand. At the same time, with the change of market and consumer demand, IP image design concept should be constantly updated and improved, in order to adapt to the development and change of The Times

3. For awakening milk tea brand design posters and packaging milk tea set packaging design fusion all design elements innovation layout design, improve the brand promotion, attract more consumers to increase sales and differentiated competitive advantage, in function, can join the small clip, straw design clever practical elements, to better serve consumer demand. The material design of

environmentally friendly, easily degradable materials, in line with the needs of social environmental protection.

CONCLUSION

Through this period of hard work, my graduation project was successfully completed. Looking back on the whole process of doing the graduation project, I learned a lot of new knowledge in the process, and I grew up in the process of making and making in learning. The production process was created using the knowledge learned in four years. It made me understand what it means to make the leap from quantitative change to qualitative change. When I was a freshman, I could only draw stick figures, but now I can complete a whole set of designs independently. From the initial selection of the topic to the repeated revisions in the middle to the completion of the final draft, it is very rewarding to see the completion of the hard work and sweat. In this completion, I have a closer relationship with my mentor. I used to be afraid to speak and express my own opinions, but now I talk about life with my mentor, and I am grateful for my help. I have learned a lot of life philosophy in the design and production process, and I will continue to work hard in the future, both in work and study. In the study I also realized my own shortcomings, lack of ability is a hard injury, but the tutor encouraged me, roommates helped me, under the careful guidance of everyone, I finally successfully completed my completion, my success is inseparable from the help of each of them,

At the same time I need to improve my sense of innovation in creative design. There are still some limitations in this study, and there is still a lot of room for improvement and improvement. This graduation design production and subject research let me have a deeper understanding and knowledge of traditional Chinese herbal medicine culture, let me realize the profundity of Chinese culture, the original our traditional culture is so great and meaningful, I hope that this brand image design will play a certain role in the promotion of China's traditional Chinese medicine culture

REFERENCES LIST

1. Tang Mimi.(2024-03-07). "Medicine and food homology" in HainanDaily ,
A10. :
10.28356/n.cnki.nh1rb.2024.000978.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojijhw9AqevuwstxjfR6X6F1sIMfw_TMJPxUBx-kO6uGHYBfF6wR2zjS1EDXS82NEI8S0QAzxDrbe1jsmD19oo7ivs1_IdvvEFaK3f32gKXwpgHpsCg8mVj2hpdHH7O77qRPJ0namlHaQ
2. CHEN Xiao jiang.(2023).The popularity is gradually rising, how far can
Chinese medicine tea drink China Food (21), 72-
75https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogVnQpSZ3g_K-rx2BjyuZRF7VcHRK9_SpOBAI9OYK_33tcq9Sgs34P4pGWp72u-5qAlJnAeGRiM-q7jAqG2O0Pn_X-OYq1-vsW1Q3GGaRBukSBR71XjaPz_z58f_HYLsgNI0VwAgNWUWA==&uniplatform=NZKPT&language=CHS
3. Wen Yan.(2023).“Can Chinese herbal tea drink be healthy? . Tea ceremony
(10), 66-
69https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogVnQpSZ3g_K-rx2BjyuZRF7VcHRK9_SpO4iTddfnpS7gcpUPbB0u2zxwvMmFincIN3L1qsuc0TCKHR1dltAoQGR2HpZSP6DBNTWGULzC_zh3eJue7TbDt64bqUi8x_1pTY3oaD-SqufQ==&uniplatform=NZKPT&language=CHS
4. Lu Xin tian et al.(2021).Research and development of traditional Chinese
medicine milk tea with traditional Chinese medicine instead of chemical
additives Guangdong Chemical Industry (16), 59-
60https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oj2l--ZwGiQXb_xDO0Zaw6zNdDCC6O9WmovW5BVpPhYiWBhe7gx7ap9S4Z4_

- [jXtQVCnHkDHMXJ7aCdst4DO1haODL4q1ZP6vcJIPehPeHw_vuRmR5gKcMSd-w-8-Sv7xC1qu_gj62qjKw==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiuyEVf08vi8fnQbYubiAoQeKGw6A7CDSs_-dlh59QKaPUZaT3-QJj1tZ4sCUXQ9621xKkHal4wszgsAuNkjrI9xhp-luHk5RPXFa4_eE22i32kZ_U3h8JPRvo7VhDdQU=&uniplatform=NZKPT&language=CHS)
5. Lin Zi xiao. (2023-09-26). Drink the pulse for the popular traditional Chinese medicine tea. Economic Daily , 004.doi:10.28425/n.cnki.njjrb.2023.006595.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiuyEVf08vi8fnQbYubiAoQeKGw6A7CDSs_-dlh59QKaPUZaT3-QJj1tZ4sCUXQ9621xKkHal4wszgsAuNkjrI9xhp-luHk5RPXFa4_eE22i32kZ_U3h8JPRvo7VhDdQU=&uniplatform=NZKPT&flag=copy
 6. Xie Lei. (2023-11-30). Can health tea really keep healthy? Consumer Daily, A02.doi:10.28866/n.cnki.nxfrb.2023.001616.<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oi7YBWs32Rt2538JBN9f4U7PrG5cQv-COI2-5kIKNvUZTc7t3oj65V6E6pIq0SqpP4IVu357j5xJ9FpMuS2RPmjNQJigVzb-WPLXxV3zKG5Inv2o40oK8HzPovnpEp88achc7DfhCoeOw==&uniplatform=NZKPT&language=CHS>
 7. Yan Sheng. (2023-02-16). Health tea can't be drunk indiscriminately. Health Times, 014.doi:10.28034/n.cnki.nbjsb.2023.000041.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohSF_3tmTZ03fKpt0m2Sd6zCYgM0wEZlyp9EHZRq8Rp-46V-MMyTIE5in9LAtTuzgs1TfXPZcDiT9dnohc2DCMgxjrzK9Ws0A1uKmNAHR1_FIe63kstt09ZV9YJxf25iI9ow6uXywd5hg==&uniplatform=NZKPT&language=CHS
 8. (2023).Summer health Chinese medicine tea Family Medicine (09), 48-49https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogz3_EBQ0tMQR04tQW7x0tRqhYcWYdQVxWc25pJxSlsnlHLqoXHDO5zkx1xEAz_Q6slyVNfYEBXDfx5S1mIlBRcLdcGKZlcBJ0Xv-7_1F8-

[5epfiCePmx92FCZ4d9L1dC2Ragwy2LxXzA==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0j7mH506kMHGuApdy1dSZ1ny_vzMgNpV-j1biO0H4IQPL_TadtMn4mFy789IYd7nHtg8bvKL9nTfWubA8HwSFZjF11_V4dAwIpEZJj1Oa9D6xy781eyjsu9Qi2YvqLUFvJ2TcUCMzfrzw==&uniplatform=NZKPT&language=CHS)

9. JIA Run mei.(2024-01-18).The new tea has become popular, and young people have "new tricks" for health preservation China Quality News, 007.doi:10.28164/n.cnki.nczlb.2024.000221https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0j7mH506kMHGuApdy1dSZ1ny_vzMgNpV-j1biO0H4IQPL_TadtMn4mFy789IYd7nHtg8bvKL9nTfWubA8HwSFZjF11_V4dAwIpEZJj1Oa9D6xy781eyjsu9Qi2YvqLUFvJ2TcUCMzfrzw==&uniplatform=NZKPT&language=CHS
10. LI Jing.(2024-02-02).The traditional Chinese medicine of Quanzhou milk tea "evolution road". Quan zhou Evening News, 018https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojijhw9Aqevuws_txfR6X6F1sIMfw_TMJNHED4uS_ni3Y9jzMBKq_uz2HDA8dcezudkOkPR5UfIPmTG-evyZjBRGoGS0WXhE-nAuoI2u5jcIpFrBFeL1NOM0uXbUPeGVWAtkV4gsgvM9w==&uniplatform=NZKPT&language=CHS
11. (2017).I Heart Tea launches Kickstarter Campaign for its Premium Organic Health Tea Range!.M2 Presswire (11. (2017).I Heart Tea launches Kickstarter Campaign for its Premium Organic Health Tea Range!.M2 Presswire) https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oicmG97WYyvqijD4WXzD2-jeqzLHWjLDtE56YwOAxDmDp7RtPMV1oUCavKQ6omYK27-o7yvf9ZjoKGjSl3hHbdbLkbOe4vZ4Vy3QgLFi8ISFqkkQxotohP4S3y6ahqhGprT1IhiCZCSHqq0OR5saL5mKUwIhr_qATs=&uniplatform=NZKPT&language=CHS
12. Xiao Sheng. (2024). "sour plum soup behind the popularity of health new fashion" reading. Middle school students reading (junior middle school edition) (02), 23-25 + 45-

- 46.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohGa-LIXScMKn0JJuEmce8ajTyWU7gAxe3pe2Tu0niHX_JIGI8ZqxwjO6JErP23f9awn_KCpqEXWdnXjWyjdOXDdHA4fzqq2Ua26XWGyx1ZQ15He01CpO6iUDy9Co0oTVa4WWFlsOtMnA==&uniplatform=NZKPT&language=CHS
13. Meng Qingjia & Dong Zhizhong. (2019). Tea functional research and the application of biotechnology in the background of healthy China. *Biological Industry Technology* (06), 75-86.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohrRS6jOUKyJO9uCRXodAFtuBGgHHKdegtBMf1uDft-yYfujHALV2iaPSXPFZLJMOLZrJvuFO6kG20yuREGhoUEBe5VAfjVd9n8NuJfGf4opxbViWFUa_-B5cKWP92wsa2p_ZD7MKAoRg==&uniplatform=NZKPT&language=CHS
14. (2022-05-12). Traditional industry giants target the cup of milk coffee in your hand. *Chongqing Business Daily*, 004.doi:10.28121/n.cnki.ncqsb.2022.000135.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojtfRfAGY-ekKj96Ixc1Q7IdKK7Q3ASRhILDQvXPvxemdYYKuCkU5wSK-5aZJHi9mPIUr8oR8kvdpVrqrMuea1EthC5g6BB3D3_17I-QQxyXLQWhkjeHJnp5dQ2t20TGcEi6hgccimrjQ==&uniplatform=NZKPT&language=CHS
15. Sun Wei. (2024-03-25). New tea drink cross-border joint name emerge in endlessly healthy tea drink is better. *The China Consumer News*, 004.doi:10.28867/n.cnki.nxfzb.2024.000544.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiY2tm9UFtHYxx0QeQvdx_fLM5wiINv01FHu463zl6vztoDzE6kYHRY1JQcnhBHnXc-SeGUUhczUkoj4ZhT8R0cKooo0IiXqzNBnVrXGGjFAQDDN792xLwsXcxg9bmGO7uN0fxLDhZ01A==&uniplatform=NZKPT&language=CHS
16. Zhang Song. (2018). Analysis of the efficacy of Chinese herbal tea bag

- combined with Western medicine in treating H hypertension. The Electronic Journal of Clinical and Medical Literature (96),27-28.doi:10.16281/j.cnki.jocml.2018.96.017.
17. Xiao Mingchao. (2015). How can China's healthy tea drinks go global?. Voice screen world advertising man(10),40.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohkxOd_aLN5O3MAY-LBoX4nXzSei1Ti9AvtqFlqDG4U10IYQ9xddtZHmJ3tGcBFzjUnlFSn9h7E9Z_aM1flit3hGTezEyPVRCTM7ZZ0wNjxYO_aJCR5sVo1Qt0zL9dCjFyCGznEQJLtOhQ==&uniplatform=NZKPT&language=CHS
 18. Zhao Ling. (2006). Healthy tea drinks to prevent colds. Urban and rural Bridge in China (12), 73.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohkxOd_aLN5O3MAY-LBoX4nXzSei1Ti9AvtqFlqDG4U10IYQ9xddtZHmJ3tGcBFzjUnlFSn9h7E9Z_aM1flit3hGTezEyPVRCTM7ZZ0wNjxYO_aJCR5sVo1Qt0zL9dCjFyCGznEQJLtOhQ==&uniplatform=NZKPT&language=CHS
 19. Xu Chong & Zheng Lixia. (2016). Healthy tea packaging design. Packing Works (12),199.doi:10.19554/j.cnki.1001-3563.2016.12.055.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oh5-ic0LUOiDNyi6fwN7AHegcajpaq1Aq1dgo8eQ9V_Chmb8dmH4A39neHWlze mMm30yVXHBBrqykhIQhDOeEgJ5_C2CAr6KDOIICGkBGbFHpoE_8ojdbJXmxr-wbKtZOuDFmy5hbwX4Pg==&uniplatform=NZKPT&language=CHS
 20. Yang Ranran. (2023-11-14). Health preservation + tea drink: an innovative integration of the "two-way rush". The Workers' Daily Journal,007.doi:10.28277/n.cnki.ngrrb.2023.005515.<https://kns.cnki.net/kcms2>

- [/article/abstract?v=vRpkk4QO0ohFjwuySy-iLBSajvUA0XMYgHy8EclU5-KhvPv-4mDZzgfHngRbYmXuVsyC-ekWlt2rYt5YNXTZBQys9QUF6lqM2XTNngv7v7YP63QX6fu37tFGW9fKZYLU8E3uGop00-2XtLscGWPDHyA==&uniplatform=NZKPT&language=CHS](#)
21. Jiao Yiming, Zhang Ting, Wang Fang. (1992). The use of traditional Chinese medicine for making tea and drink. Sichuan traditional Chinese medicine(06),16.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojLNzFRgGtungXQTO5RFFrU6XjwVThSowun1_t_9J8Zw4eZ1rgj-2cWrkxTZLHudf_DK0g6HMqLhnjNfoVhOJcOsNKe7vwTaAduD6cBVOeB5I1QHXY6l-tRklfRnGH0v7A=&uniplatform=NZKPT&language=CHS
 22. Li Xiangren. (2006). Traditional Chinese medicine that can be used for drinking in tea. Greening and living(06),29.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojQZeMhnWOF97ptuc3TCO5STtedkRv7jFKkLvNDzgZg1_gNelevORFdtRMK2W MX-CCdR6Xc4c3VZW0WhCBUn8PedJIYHRhkyTX3Wn2-INxf0BgZQ_bjVzpQwbYUsItzsa4=&uniplatform=NZKPT&language=CHS
 23. Xing Jun. (2007). Use Chinese medicine with caution. Agricultural knowledge(28),51.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ojh5kZ-qf4RuQ7RmhkysABgn5ThMXNmdnX_Q0Ainga0sDE-GfDjX7UKs71XZD2CvwXrTPQJ4eEwk1hikL1B0V1VPMfwRCeT7TDlpl-BoAeK0fZS56u1r3E4fLA13iclpvA=&uniplatform=NZKPT&language=CHS
 24. Zhao Jiaqi, Chen Jianping, Fu Chaomei, Gao Fei & Chen Zhejie. (2017). Modern positioning and key problem analysis of Chinese herbal tea bag agent. traditional Chinese medicinal materials(12),2978-2983.doi:10.13863/j.issn1001-4454.2017.12.053.<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ogkhISQkDN4gZNTTMB0KufurOTFgzSTZkLH9I0yMgkEKLVCUaxInsEQxrMDvbVpk2aRguM0iFLcX9m1KcLvSlkMTERuBQ7B3re548y1->

- [h36Nz10IRG3ish-3l26kHiQ0BIXL0LuOKEucA==&uniplatform=NZKPT&language=CHS](https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oi5WKa6x5njFMyOxS-VbC81DnhizSA4EIBgydDIKki9nBenSu5zk-yXgM3TluUYgExt2cOXTHQLsRXi7Cy89pt8oQ7w2qFFdYY6UGKN84wfAXqRVgXvKSMwSM19WbR9DcY=&uniplatform=NZKPT&language=CHS)
25. (2013). Traditional Chinese medicine makes tea to prevent and cure colds. Modern distance education of Traditional Chinese medicine in China(23),97.<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oi5WKa6x5njFMyOxS-VbC81DnhizSA4EIBgydDIKki9nBenSu5zk-yXgM3TluUYgExt2cOXTHQLsRXi7Cy89pt8oQ7w2qFFdYY6UGKN84wfAXqRVgXvKSMwSM19WbR9DcY=&uniplatform=NZKPT&language=CHS>
26. Xu Yangchen. (2022-05-10). Chinese health care products, "good medicine" can not be eaten at will. The China Women's Daily,008.doi:10.28067/n.cnki.ncfnb.2022.003559.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oj9kewUULmq9yeag9pHGKt2Hdc8gbcKkEFZwlnQxiwNc_YJz7_ixrk-JHCMA_FqQuqU_Ngzz7mlpWS1df14V1S98f_Px2sDfLF-GBXmIGijx68cvUjiCJv-Br9Efr9i7Ye3n-CO5zhfHQ==&uniplatform=NZKPT&language=CHS
27. Wu Juan. (2021). "Shunhe" solar term health tea brand design master (dissertation, Changsha University of Science and Technology). Master of Arts<https://link.cnki.net/doi/10.26985/d.cnki.gcsjc.2021.000070doi:10.26985/d.cnki.gcsjc.2021.000070>.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiJwwFkdK6GxnHN4oNaXVpYAWlCuHt43YUD9CQnb5tfdZ0HXvXsKid_NOLACiCrdzio7gCaWsYrwxj3N0mnDHNszTTLRyjaTkVtOAYCycWfyaaIYcDNoCpXOUS2MgKhLafUad6z4SQHgw==&uniplatform=NZKPT&language=CHS
28. Liu Wenbiao & Wu Kehan. (2021). Macau intangible cultural heritage of —— herbal tea. Youth years(11),33-

35. https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0og0cjhcZFxaGeJDe-JlgoSxGVlRzU9r8xdpgjKXLX4HQb_KkVfrTsp6vSHBeExguDqUiIvUhg9LPW4ohMKpNpp3jENIkaYEH04rUVuiUXCQOmocy-Loy3IleQ1-2q00Etjk27trI6AOaw==&uniplatform=NZKPT&language=CHS
29. Sun Wei. (2024-03-25). New tea drink cross-border joint name emerge in endlessly healthy tea drink is better. The China Consumer News,004.doi:10.28867/n.cnki.nxfzb.2024.000544.https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0ohPe1IQthi1OPQRopXicBrch4MynNoe6u0EZiAMpTySxHYrqPsU5xC2z3t87OnBrdkNMzd09enpwCzRJCvQPOt2gxyU7kkY_rmCy6BaVesVw_CoKhjHQDI8nNisfsshL51zn_m1NkDIg==&uniplatform=NZKPT&language=CHS
30. (2015). They say tea is healthy. What is there in tea?. Knowledge library(01),52.<https://kns.cnki.net/kcms2/article/abstract?v=vRpkk4QO0oiIPmgOfhvbj9ZtN8zR65n84jnj1as85cWFCE-B2xG2p40VZ4S67GvTore4z14dvQZzsd8bb1JaJmBBCuc6K2fcVGX9M8DAWIog-gP3Irh9UuULGLiMQnybEXI0XoXMeoCyRvndfWvd3A==&uniplatform=NZKPT&language=CHS>

APPENDIX



(Fig2-1 Medicinal food shop facade)



(Fig2-2In-store decoration)



(Fig 3-1 burden sheet)



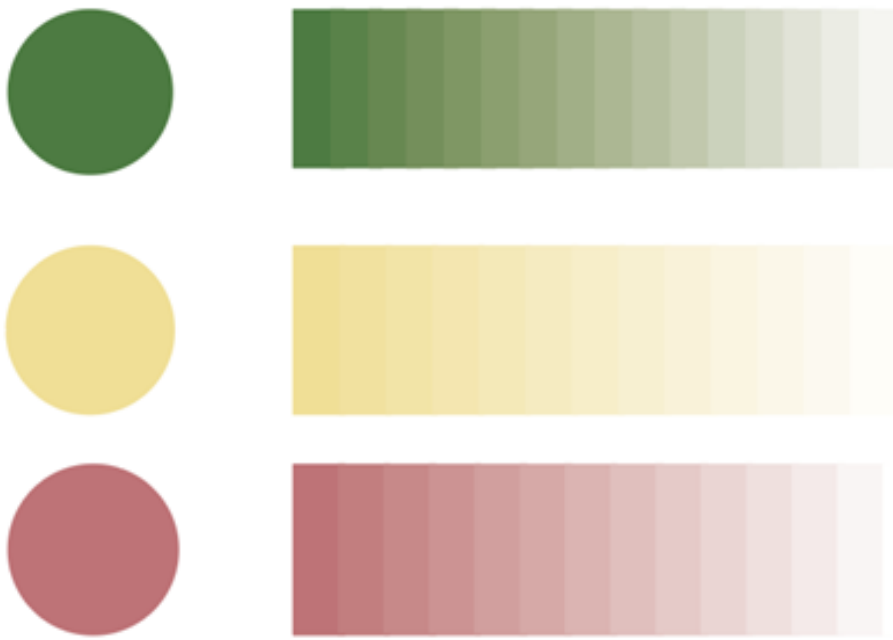
(Fig 3-2logo)



(Fig3-3logo draft)



(Fig3-4logoSquare drawing)



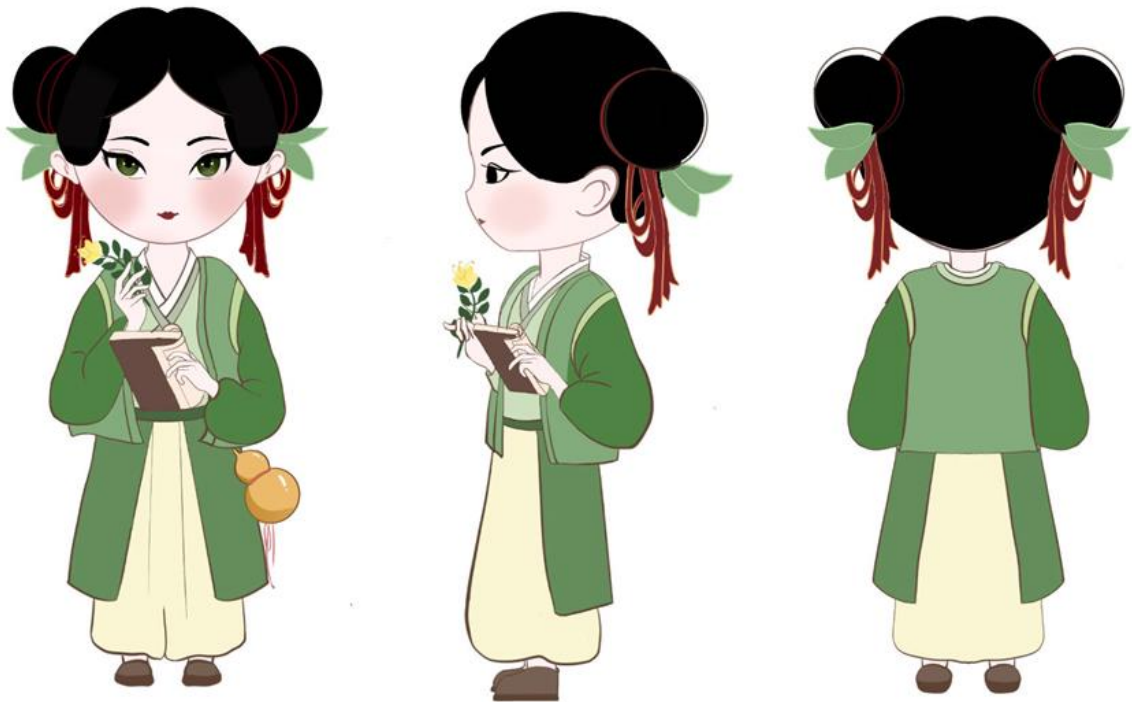
(Fig3-5 complementary colors)



(Fig3-6 auxiliary graph)

元气觉醒
元气觉醒
元气觉醒

(Fig3-7 font)



(Fig3-8 IP three views)



(Fig3-9 IP Internet meme)



(Fig3-10 IP Derivative design)



(Fig3-11 playbill)



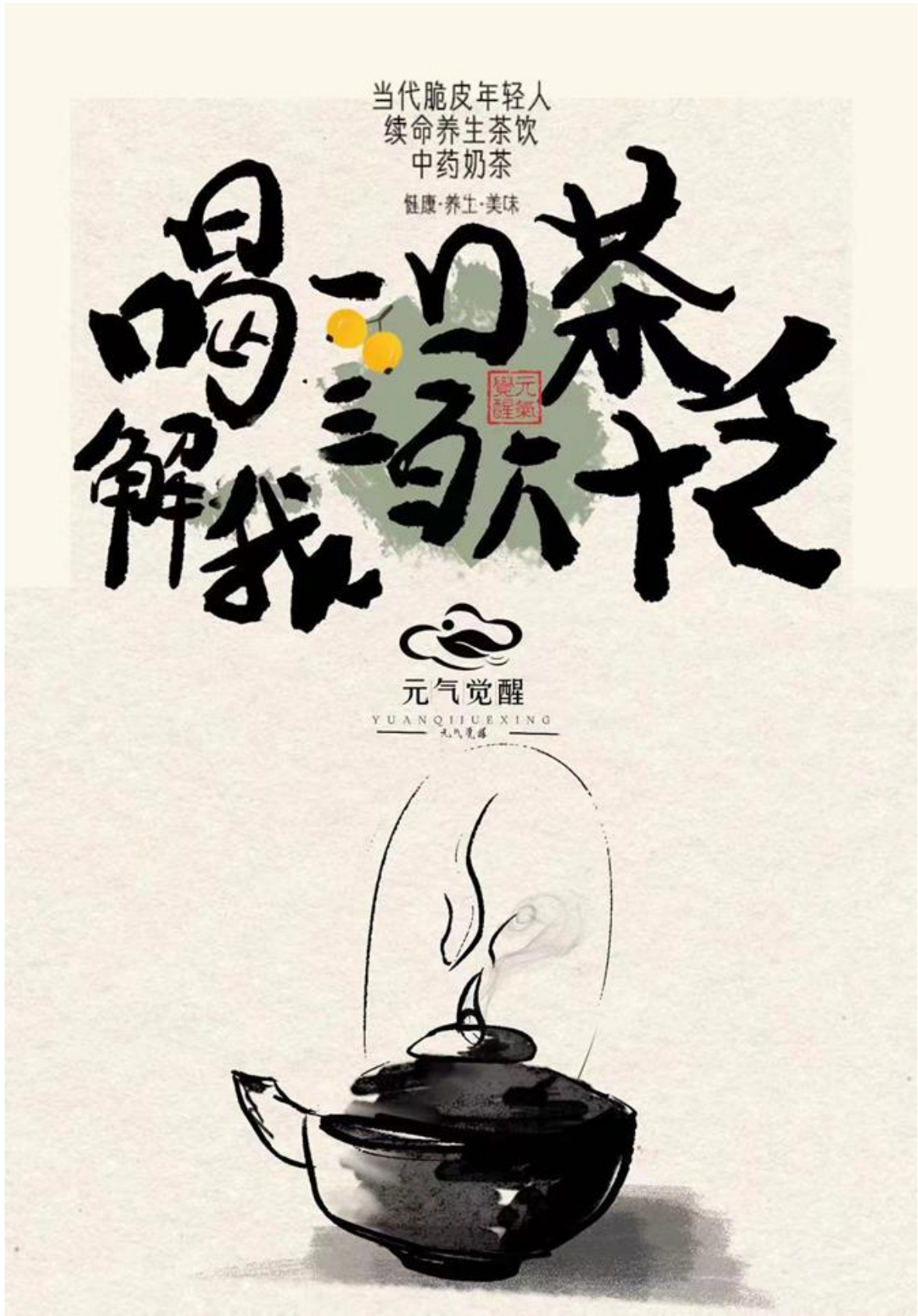
(Fig3-12 playbill)



(Fig3-13 playbill)



(Fig3-14Poster display)



(Fig3-15 Copy writing poster)



(Fig3-16 Copy writing poster)



(Fig3-17 Copy writing poster)



(Fig3-18 Pack band renderings)





(Fig 3-19 Packaging design of milk cup set)



(Fig 3-20 Packaging rendering of the cup sleeve)



(Fig 3-21 Pattern design of *Astragalus membranaceus*)



(Fig 3-22 Honeysuckle pattern design)



(Fig. 3-23 Design of Poria cocos pattern)



(Fig 3-24 prototype display diagram)