

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN
Faculty of Design
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BACHELOR'S THESIS
on the topic:
"Development of a visual complex for “Wu Yi zhai”

Specialty 022Design
Educational program Design (by types)

Performed by: a student of the BED-20 group

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Kyiv 2024

ABSTRACT

Under the background of rural revitalization, Jining yanzhou village construction of the project, the project as part of the rural revitalization strategy, the construction purpose is to build a set of cultural exchanges and personnel rest a place, the project service scope wide not serve the villagers, project workers, leaders, students, tourists and teachers, they discuss here to participate in the construction of rural tourism, the project focus on the development of rural tourism, also responded to the national policy of rejuvenating rural strategy.

Research methods include field research, literature review, and practical design. In the field investigation, understand the local style, project design requirements and local opinions; provide theoretical reference and theoretical support for further design; create a set of brand visual identification system, including logo design, font design, IP image design, poster design, derivative design, etc. These designs can expand the popularity of the project and deepen the public's understanding and recognition of the project.

The design of Wuyi Zhai in Fujialou Village can provide favorable help for the development of the rural revitalization strategy of Fujialou Village. At the same time, it also shows the cultural heritage of Yanzhou, as the hometown of Confucius and one of the ancient nine states, and improves the participation of the community under the rural revitalization strategy. The adaptation of the national policy of vigorously developing the rural revitalization strategy provides a reference and guidance for the future development of rural tourism.

Key words: *rural revitalization, rural tourism, brand design, IP design, VI design*

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INTRODUCTION

Relevance of the study:The necessity of research is reflected in the urgent need of rural revitalization strategy. At present, China's rural areas are experiencing rapid urbanization, but they are also facing problems such as population loss, lagging economic development and cultural inheritance crisis. The rural revitalization strategy aims to address these issues by promoting comprehensive economic, cultural and social development. As part of this strategy, the Wuyidai project seeks to enhance the cultural charm and tourism appeal of the countryside through design innovation and cultural integration, and promote local economic development and community participation. Therefore, carrying out this study helps to explore new paths for rural revitalization and provide lessons for other similar areas.

The purpose of the research:The aim of the study is to provide theoretical and practical support for the rural revitalization strategy through the design of the Wuyifai project. Through brand design and cultural shaping, the identification and attractiveness of rural tourism are enhanced, and the cultural confidence and community participation of local residents are increased. The study also aims to explore and protect local cultural heritage as a core competence of rural development and as a basis for economic and social progress in rural areas.

Research Objectives:

(1) Collect excellent rural brand design cases, conduct field visits to Fujialou Village, sort out the data, summarize the rules of brand design, integrate into the local cultural characteristics of Fujialou Village, and finalize the brand design style concept content.

(2) After collecting the information and determining the style concept, design the logo of "No Yifai" according to the finalized style, and determine its standard characters to design several fonts.

(3) Complete the standardization of the logo and determine the standard color and use of the logo.

(4) Design the brand IP image, emojis and peripheral extension according to the summarized data.

(5) Complete the related peripheral design of the brand image manual.

(6) Proofread the completed brand image identification manual and brand IP image, modify details, and make layout adjustments

(7) Complete the entire design and adjust the final details of the proofreading.

The research subject (theme): is promoting Chinese traditional culture.

The object (focus) of the research is: The focus of the research is to combine the rural revitalization strategy, conduct in-depth field research, fully explore and display local cultural characteristics, and enhance the identification and attractiveness of rural tourism through systematic brand design. The key work includes logo design, font design, IP image design, poster design, etc., to ensure the effectiveness and sustainability of the Wuyisai project in cultural communication and tourism promotion.

Research methods: The research methods include field investigation, literature review and practical design. The specific methods are as follows:

Field research: Through visiting Fujialou Village, understand the local style, project design needs and opinions of local residents to ensure that the design plan meets the actual needs.

Literature review: Consult relevant theoretical and design materials to provide theoretical reference and support for the design of Wuyishai project to ensure the scientificity and feasibility of the design.

Practical design: Create brand visual identity system, including logo design, font design, IP image design, poster design, etc., through practical design work, form specific design results.

Elements of scientific novelty: Elements of scientific novelty is to combine modern design techniques with traditional cultural elements, and enhance the attraction of rural tourism through visual design and brand building. At the same time, the design concept of Wuyizhai project breaks the traditional pattern of homogenization of rural construction, and integrates the ideas of Jixia School, the connotation of Confucian culture and the spirit of hard work, making it a unique cultural exchange platform. This innovation is not only reflected in the design of physical space, but also reflected in the creative integration of cultural and spiritual levels.

Practical significance: The practical significance of the research is to promote the implementation of the rural revitalization strategy, improve the quality of life of rural residents, and promote the coordinated development of urban and rural areas. Through the implementation of the Wuyifai project, community participation and cultural confidence can be enhanced, the cultural heritage of Fujialou Village can be displayed, more tourists and scholars can be attracted, and local economic development can be promoted. The Wuyifai project not only provides new vitality and impetus for rural revitalization, but also provides reference and reference for other rural revitalization projects across the country.

Structure and volume of the thesis: The thesis includes introduction, investigation, design, summary of four parts of reference (32 articles) and appendix, the total length of the thesis is 74 pages.

Chapter I

TOPIC SELECTION ANALYSIS

1. 1 Introduction to topic selection

Wuyi Zhai is a unique exchange and rest place located in Fujialou Village, Yanzhou District, Jining City. Its construction concept is profound and comprehensive, aiming to provide a space for everyone to exchange and rest. This includes not only the local villagers, but also the project workers, leaders, students and tourists who come to Fujialou village to participate in the construction. This multifunctional platform provides a place for people with different backgrounds and needs to exchange views, discuss issues and express their aspirations, creating an open and inclusive community environment.

There, people can discuss rural construction, their own needs, and various issues in life and work. This mechanism of exchange and discussion has not only helped implement the rural revitalization strategy, but also fully mobilized the enthusiasm of all types of people for rural development and promoted the construction and development of rural areas. For example, villagers can bring up various problems encountered in daily life, workers can discuss the improvement of working conditions, leaders can share long-term plans for rural development, and tourists can offer outside perspectives and suggestions. Through these multifaceted discussions, Wuyisai has become a platform to gather wisdom and provide valuable suggestions and solutions for the development of Fujialou Village.

Wuyifai is not just a local feature project, its construction concept breaks the common homogenization and formulaic model of rural construction process. Inspired by the chapter "No Clothes" in the Book of Songs, its construction concept combines

the thought of Jixia School, the connotation of Confucian culture, and the spirit of hard work. This unique concept not only makes Wuyi Zhai a physical space, but also makes it a spiritual and cultural symbol, reflecting the full exploration and respect for local characteristics and cultural concepts.

The chapter "Wuyi" in the Book of Songs expresses the spirit of unity, cooperation and solidarity, which coincides with the construction concept of Wuyi Zhai. The Jixia School's emphasis on academic freedom and the contention of a hundred schools of thought is also reflected in Wuyisai's tolerance of diverse viewpoints and discussions. Confucian culture emphasizes benevolence and etiquette, which is reflected in the pursuit of community harmony and mutual aid spirit in Wuyisai. The spirit of hard work inspires Wuyifai to give full play to the spirit of creativity and innovation in the case of limited resources, and create a unique communication platform.

Through the construction of Wuyifai, Fujialou Village has demonstrated a new mode of rural revitalization. This model not only focuses on the construction of infrastructure, but also pays more attention to the communication and participation of various groups in the community. It is not only a platform for discussion and exchange, but also a platform to inspire community members to participate and work together. By bringing together the wisdom and strength of multiple parties, Wuyifai provides an innovative platform for rural development, showing the diversity and possibilities of rural construction.

The successful experience of Wuyidai also provides a model for other villages to learn from. It shows that the integration of cultures and ideas, community participation and diverse exchanges are crucial in promoting rural revitalization. The experience of Wuyisai shows that only in this way can the sustainable development and prosperity of the countryside be truly achieved.

In short, Wuyi Zhai is not only a physical space, but also a symbol of the culture and community spirit of Fujialou Village. It has played an important role in the rural

revitalization strategy, providing new ideas and new methods for rural construction. Wuyi Zhai not only injected new vitality and impetus into Fujialou village, but also provided valuable experience and inspiration for the entire rural revitalization strategy, and is a shining pearl on the road of rural revitalization.

1.2. Purpose and significance of the topic selection

The rural revitalization strategy is one of the important strategies for China's development, and was put forward in the report of the 19th National Congress of the Communist Party of China. All regions responded positively and introduced a series of policy measures to promote the comprehensive development of rural economy, society and culture. These policies and measures have promoted rural revitalization to a certain extent, provided strong support for rural development, and also provided rich cases and experience for the practice of rural revitalization.

However, the implementation of rural revitalization strategy also faces some problems and challenges. In particular, some places attach too much importance to the development of rural tourism, while ignoring the actual needs and life experience of rural residents. Although the development of rural tourism helps to promote local economic growth and improve the image, many tourism projects lack depth and the embodiment of local culture, making tourists unable to truly appreciate the local history, customs and other characteristics. This phenomenon has prevented the rural revitalization strategy from fully realizing its potential and truly benefiting the majority of rural residents.

To solve this problem, all regions need to strengthen the understanding and grasp of the rural revitalization strategy, not only pay attention to the development of rural tourism, but also take into account the life and development needs of rural residents. In addition, it is also necessary to pay attention to the excavation and protection of rural cultural heritage, enhance the cultural soft power of rural areas, and provide solid cultural support for rural revitalization.

As the hometown of Confucius, Fujialou Village, Yanzhou District, Jining City, deeply rooted in Confucian culture, learned from the wind of Jixia in the Spring and Autumn period and the Warring States period, and created a cultural exchange place named "Wuyi Zhai". Wuyi Zhai is not only an important place for inheriting and promoting Confucian culture, but also a comprehensive platform for ideological exchange, study and discussion, and cultural experience.

Through the construction and operation of Wuyifai, Fujialou Village not only inherits local culture, but also injects new vitality into rural revitalization. Wuyi Zhai not only attracts a large number of scholars and tourists to visit and exchange, but also provides a platform for local residents to learn, think and communicate. Here, people can deeply explore the strategy and path of rural development, and jointly explore new ideas and new models of rural revitalization.

At the same time, the construction of Wuyi Zhai has also injected new vitality and connotation into the rural tourism of Fujialou village. As a tourist attraction with profound cultural heritage, Wuyi Zhai attracts more tourists to visit and adds a new growth point for the local rural economy. Moreover, through the promotion of Wuyifai, a distinctive cultural brand, the popularity and influence of Fujialou Village have also been enhanced, injecting new impetus into rural revitalization.

However, more measures and efforts are needed to achieve the full success of the rural revitalization strategy. In addition to strengthening cultural exchanges and inheritance, it is also necessary to increase support for rural infrastructure construction, industrial support, talent introduction and other aspects to improve the overall level of rural development. At the same time, the government, enterprises and all sectors of society should strengthen cooperation to jointly promote the development of rural revitalization and achieve the goal of comprehensive rural revitalization.

To sum up, the implementation of rural revitalization strategy needs to take into account economic development and cultural inheritance, pay attention to tapping local resources and absorbing foreign forces, in order to achieve the overall goal of rural

revitalization. Only by constantly exploring and innovating and finding suitable development paths can we truly realize the successful implementation of the rural revitalization strategy and allow rural residents to enjoy the fruits of development.

1.3 Introduction of the topic content

Wuyi Zhai is a part of the rural revitalization strategy of Fujialou Village, but it is far more than that, it is a place to gather wisdom and inspiration, but also a spiritual home for people to collide and exchange ideas. Its existence is not only to provide a simple courtyard, but also to promote the gathering and exchange of talents, and contribute to the development of rural revitalization.

First of all, no clothes Zhai carries the core idea of the collision of ideas. Here, people come together, regardless of education, industry, or status, to listen to each other and exchange ideas and insights. This open environment sparks sparks of innovation and inspiration, driving the collision and exchange of ideas. From the experience of the elderly to the creativity of the young, every voice is gathered into a surging stream of ideas in this courtyard, injecting new impetus and vitality into the revitalization of the countryside.

Secondly, Wuyifai is a place where knowledge and experience are shared. Here, people can not only share their own knowledge and experience, but also draw wisdom and inspiration from the experiences of others. This exchange of knowledge and experience helps to broaden people's horizons and improve their knowledge and cultivation. At the same time, it also provides valuable wisdom and programs for rural revitalization, and provides solid support and guarantee for rural development.

In addition, Wuyisai is also a platform for talent and knowledge sharing. Here, teachers and students, local teams and outsiders can collaborate to carry out various forms of academic research and practical activities. Such cross-border cooperation and collaborative innovation will help form more comprehensive and in-depth solutions and

promote the continuous development of rural revitalization. At the same time, it also provides a stage for young people to show their talents and motivate them to join the cause of rural revitalization.

Finally, No Yifai is not just about theory, but also about translating thoughts and ideas into practical action. It encourages people not only to have ideals, but also to work hard and contribute to the development of rural communities. In this team base, people discuss the strategy and direction of rural revitalization, and jointly create a vibrant and hopeful future. It is not only a place for the exchange of ideas, but also a starting point for dreams, a place where people with dreams gather.

To sum up, the meaning and function of Wuyifai go far beyond a simple courtyard. It carries people's yearning for a better life and contributes its share to the cause of rural revitalization. In the future, Wuyi Zhai will continue to carry forward, inject more vitality and impetus into the cause of rural revitalization, and write a magnificent chapter of rural revitalization in the new era.

Summary of the chapter I

1. Main functions of WuYizhai: As a unique place of exchange and rest, the main functions of No Clothes are to promote exchange and discussion, gather wisdom and advice, promote culture and tradition, stimulate innovation and practice, and provide a platform for learning and exchange. Here, people can freely exchange views and discuss issues regardless of background or identity, creating an open and inclusive community environment. At the same time, Wuyi Zhai is deeply influenced by Confucian culture, and carries forward traditional values such as unity and cooperation, academic freedom, benevolence and etiquette, contributing to the inheritance and development of rural culture. In addition, it encourages people to translate their thoughts and ideas into practical actions, stimulating the spirit of innovation and practice, and contributing to the development of rural communities. As a place where knowledge and experience are shared, Wuyi Zhai provides a platform for people to

learn, communicate and share, which helps to broaden their horizons and improve their personal cultivation.

2. Purpose of construction of WuYizhai: As a unique place of exchange and rest, the main functions of No Clothes are to promote exchange and discussion, gather wisdom and advice, promote culture and tradition, stimulate innovation and practice, and provide a platform for learning and exchange. Here, people can freely exchange views and discuss issues regardless of background or identity, creating an open and inclusive community environment. At the same time, Wuyi Zhai is deeply influenced by Confucian culture, and carries forward traditional values such as unity and cooperation, academic freedom, benevolence and etiquette, contributing to the inheritance and development of rural culture. In addition, it encourages people to translate their thoughts and ideas into practical actions, stimulating the spirit of innovation and practice, and contributing to the development of rural communities. As a place where knowledge and experience are shared, Wuyi Zhai provides a platform for people to learn, communicate and share, which helps to broaden their horizons and improve their personal cultivation.

3. Construction basis of WuYizhai: The foundation of Wuyifai is the result of multi-party cooperation, cultural inheritance, community participation and idea-leading. Its construction is deeply rooted in the Confucian culture of the hometown of Confucius, and draws the thought of Jixia School, the connotation of Confucian culture, and the spirit of hard work. The wide participation and support of various groups within and outside the community ensures that the process of its construction is democratic and inclusive, while attracting talents and resources from different fields to participate in cooperation and innovation. This foundation of multi-party cooperation, cultural inheritance, community participation and concept leadership provides a solid support for the construction and development of Wuyi Zhai as a unique rural exchange and rest place.

Chapter II:

PROJECT RESEARCH AND ANALYSIS

2.1 Study status

Rural revitalization strategy is one of the important strategic guidelines of contemporary China's rural development, and rural tourism, as an important part of it, has been entrusted with the important mission of promoting the integration of primary, secondary and tertiary industries and promoting the all-round development of rural economy and society. In the process of implementing the rural revitalization strategy, rural tourism can not only drive the development of local economy, but also improve the quality of life of rural residents and realize the coordinated development of urban and rural areas. In order to better promote the rural revitalization strategy, we need to start from multiple aspects. First of all, we must strengthen the investment in rural infrastructure construction. The development of rural tourism needs good infrastructure support such as transportation, communication, water and electricity, and only sound infrastructure can provide a solid guarantee for the development of rural tourism. Secondly, it is necessary to give full play to the local cultural characteristics. Each place has its own unique history, culture and folk customs, and these cultural elements are often the core competitiveness of rural tourism. By excavating and displaying local cultural resources, rural tourism can be infused with unique charm and attract more tourists' attention and participation. In addition, the development of rural tourism industry with local characteristics is also the key to the rural revitalization strategy. Rural tourism industry includes many forms, such as farmhouse music, characteristic homestays and rural experience Tours, which are important pillars of rural economy and can increase farmers' income and promote the prosperity and development of rural

economy. It is also necessary to enrich the rural tourism model with local characteristics, which can not only meet the needs of different tourist groups, but also better show the local characteristics and charm. For example, tourism routes and tourism products with local characteristics can be launched to enrich tourists' travel experience and enhance the attractiveness and competitiveness of rural tourism. Finally, it is necessary to solve the contradiction between local people and nature and realize the harmonious symbiosis between human and nature. In the process of rural tourism development, we should pay attention to the protection of ecological environment, prevent environmental pollution and ecological damage, and achieve sustainable development. At the same time, it is necessary to take into account the interests of local residents to ensure that they can share the dividends brought by rural tourism development and achieve common prosperity. To sum up, as an important part of the rural revitalization strategy, rural tourism needs the participation and support of the whole society. Only through unremitting efforts, can we realize the win-win situation of rural tourism and rural revitalization strategy, and make greater contributions to the comprehensive development of rural economy and society in China.

The implementation of rural revitalization strategy needs to fully excavate and explore the local cultural resources in rural areas, which is an important driving force to promote the development of rural economy. By making full use of local cultural characteristics, we can create products with rural characteristics, thereby extending the industrial chain and increasing the added value of the industry. This means that we need to dig deep into the unique charm of rural culture and integrate it into every link of product design and production, so that the product is not only practical, but also has cultural connotation and historical significance. Through careful brand visual image design, we can give spiritual connotation to rural industry, enhance the brand value and market competitiveness of products. In order to achieve the goals of the rural revitalization strategy, we also need to constantly promote the updating and iteration of products to make them modern and practical. This means that we need to keep up with

the pace of market demand and technological development, and constantly improve and innovate products to meet the growing needs of consumers. At the same time, we should also deeply integrate and develop with rural industries, promote the coordinated development of the upstream and downstream of the industrial chain, and achieve the goal of promoting the high-quality development of the rural economy in both points and aspects. Under the guidance of the rural revitalization strategy, cultural and creative industries will also usher in new development opportunities. Cultural and creative products not only have cultural connotations, but also cover the new development of communication, design, marketing, development and other aspects. By combining cultural innovation with the concept of The Times, we can deeply implement the strategic concept of rural revitalization and fully meet the people's needs for spiritual consumption in the process of development. This will inject new vitality into the development of the rural economy and inject new impetus into the rural revitalization strategy.

Under the guidance of the rural revitalization strategy, cultural and creative industries will become an important engine to promote rural economic development. Cultural and creative products not only have rich cultural connotations, but also cover the new development of communication, design, marketing, development and other aspects. By combining the cultural and creative industry with the trend of The Times, we can deeply implement the strategic concept of rural revitalization and fully meet the people's needs for spiritual consumption in the process of development. This will not only inject new vitality into the development of the rural economy, but also inject new impetus into the rural revitalization strategy. In the development of cultural and creative industries, innovation in communication is crucial. Through the use of modern communication technology and channels, we can spread the charm of rural culture more widely, so that more people understand and pay attention to the unique charm of the countryside. At the same time, creative design is also an important link in the development of cultural and creative industries. Through design innovation, we can

integrate rural cultural elements with modern fashion to create more attractive and competitive cultural and creative products to meet the needs of different consumer groups. In terms of marketing, we need to give full play to the role of the Internet and social media, use new media platforms for precise positioning and precision marketing, and enhance the market influence and competitiveness of cultural and creative products. At the same time, government departments can also increase their support for cultural and creative industries, provide better development environment and policy support for cultural and creative enterprises through policy support and capital investment, and promote the healthy development of cultural and creative industries. In general, cultural and creative industries will become an important support for the rural revitalization strategy and inject new vitality and impetus into the development of the rural economy. By continuously promoting the innovation and development of cultural and creative industries, we can achieve the objectives of the rural revitalization strategy and lay a solid foundation for the long-term prosperity of the rural economy.

As a key driving force for rural revitalization and development, the Internet plays an indispensable role. By making full use of the Internet platform, we can improve the visibility and influence of rural industries and inject new vitality into rural revitalization. First of all, the Internet platform can become an important channel to publicize rural tourism projects. Through careful planning and publicity, more tourists can be attracted to experience the unique charm of the countryside and promote the development of rural tourism. Secondly, the rise of Internet short video platform provides a new publicity method for rural revitalization, which can show the natural scenery, cultural landscape and folk customs of the countryside through short videos, so that more people can understand and pay attention to the beauty and charm of the countryside. At the same time, it can also fully explore the local culture, use the Internet platform to create a cultural platform with local characteristics, display rural traditional culture, folk customs and handicrafts, and inject new cultural vitality and development momentum for rural revitalization. Through the Internet platform, we can also provide opportunities

for online display and promotion of cultural and creative products, income models and festival activities with rural characteristics, expand the market space of rural industry, and enhance the development potential of rural economy. In addition, the use of Internet platforms can also stimulate the people's sense of participation in the rural revitalization strategy, promote the understanding and support of all sectors of society for rural revitalization, and provide a broader social foundation and public opinion support for the smooth implementation of the rural revitalization strategy. In short, the Internet plays an important role in rural revitalization and development. By making full use of the Internet platform, we can promote the development of rural industries, promote the prosperity of rural economy, and realize the overall success of rural revitalization strategy.

The brand image development of rural revitalization needs to be comprehensively considered and all factors should be coordinated to ensure that the brand image can accurately reflect the unique regional cultural characteristics of rural areas, as well as the visual expression of regional culture, while meeting the local economic, political, cultural, geographical and other characteristics. This means that we need to dig deep into the history, tradition, folk customs and other cultural elements of the countryside, and integrate them into the design and communication of the brand image, so that consumers can associate the unique charm and cultural heritage of the countryside in the first time. In the process of developing brand image, we need to establish consumers' fixed impression of the brand, improve brand recognition and memory points, in order to enhance brand awareness and reputation. This can be achieved by establishing a distinct brand identity, shaping a unique brand image, and carrying out a series of targeted brand promotion activities, so that consumers have identity and trust in the brand. At the same time, we can also rely on the rich resources of the countryside to help brand publicity, through the integration of other resources, the formation of a unified brand awareness, enhance the brand communication advantages. This includes cooperation and integration with local attractions, characteristic industries, cultural

traditions and other resources to create a more attractive and influential brand image. In terms of optimizing the consumer experience and strengthening the sense of consumer engagement, we need to enhance consumers' sense of brand identity from multiple perspectives. This can be achieved by providing quality products and services, building a good user experience, and actively participating in social good activities, thereby promoting deep interaction and emotional connection between consumers and brands. In addition, it is essential to maintain the independence of the brand and to continuously renew and maintain the brand. We need to constantly adjust and optimize the brand image to adapt to the changes in market and consumer demand, and maximize the needs of different consumer groups, so as to ensure the sustainable development and growth of the brand in the rural revitalization strategy.

2.2 Field research

In the process of investigation, Fujialou Village has convenient transportation around Yanzhou Station and the railway traffic line to the west, and also has rich historical color. The overall village planning is complete, the transportation is convenient, and the village is clean and has a large number of idle courtyards. Its preparation to build the subject scene of cultural tourism integration project, planning based on its advantages to create a tower on the first floor as the core, two street three lane as the theme, characteristics of ecological courtyard, the subject scene as the connotation of the new countryside, break the original rural tourism mode, build a new mode of rural revitalization strategy, new development. Pay JiaLou village make full use of network resources on the platform to create the "ideal pay JiaLou" video number, "JiuXianQiao Fu JiaLou" public, to the publicity of pay JiaLou village construction concept and at different time launched "township tao set", "intangible necessities county", "Shared garden", "eleven carnival" and "national public class" project, better spread out of the pay JiaLou village construction concept and activities, improve the visibility of pay JiaLou village also respect the construction of the rural revitalization.

Found in the process of on-the-spot investigation of the country in the process of construction also has a rich connotation in it, in the use of idle courtyard building features in the process of exploring the ancient Chinese cultural heritage, attracted a root carving, inscriptions with the Chinese traditional history and cultural heritage skills of craftsmen, for pay home floor village increased the traditional culture atmosphere.

Now FuJialou Village has implemented the policy of industrial downturn and agricultural production. It uses its idle courtyard to develop home stay facility, teahouses, farmhouse and rural experience projects, and also uses idle space to develop shared farmland, creative farms, theme camps, health activities, game interaction and bar projects, to create a multifaceted space theme. The development of Fujiou Village has completed five transformations: rural areas have become cultural tourism "districts", left-behind villagers have become partnership "shareholders", idle farm houses have become characteristic "small courtyard", field work into research experience, and sleeping resources into revitalization.

Fujialou Village has shown a strong momentum of development in the rural revitalization strategy, by vigorously developing a high degree of integration of the first, second and third industries, making full use of idle yards and land resources, to achieve diversified development and sustainable growth of the industry. Fujialou Village uses the idle courtyard to develop characteristic homestays, shared restaurants and shared farms, combining the experience of rural life with tourism and sightseeing, attracting more tourists and travelers. This not only creates a new economic growth point for the village, but also provides employment and income opportunities for local residents, and promotes the integrated development of the primary, secondary and tertiary industries. Then, Fujialou village uses idle land for planting and breeding, and sends agricultural products to every area of the village through a distribution system, realizing online ordering and distribution services. This not only improves the sales efficiency of agricultural products, but also provides local residents with fresh and high-quality agricultural products, promotes the close connection between agricultural production

and market demand, and realizes the coordinated development of the first, second and third industries. Finally, Fujialou Village cooperated closely with local handicraft factories and village collectives. The workers of the factory were local villagers, the profits of the factory were fairly distributed, and the industrial benefits were returned to each worker, realizing the organic integration of the secondary and tertiary industries. This mode of cooperation not only promotes the development of the factory, but also increases the income source of the villagers and promotes the all-round development of the rural economy.

As for the utilization of idle courtyard and land resources, the village makes profits through rent and dividend, which gives full play to the potential resources of Fujialou village, increases the income of residents, and revitalizes the village. The effective use of this resource not only improves the overall economic level of the village, but also improves the quality of life of the residents, and injects strong impetus and vitality into the rural revitalization.

2.3 Design and positioning

Based on the findings of the first two paragraphs of research, Fujialou rural revitalization strategy has the problem of insufficient visual identity system in place design. In order to better promote the rural revitalization strategy of Fujialou Village and publicize its development concept, we plan to carry out brand design for Wuyisai and produce a brand visual identity manual. This project will be based on the brand visual identity manual of Wuyifai, deeply integrating the concept of rural revitalization strategy, and integrating the spirit of countryside, scholars, and hard work into the brand image to produce a visual brand image. By visualizing the brand image, it strengthens the brand identity of Wuyifai, enhances the discernability and attractiveness of the brand image, and thus spreads its brand concept and values more effectively. The design ensures that the brand image can fully reflect the core concept of Fujialou's rural

revitalization strategy, while introducing modern design elements to make it more in line with the aesthetic needs of contemporary consumers and brand identity habits. In addition to the brand visual identity manual, we also carried out derivative design of the brand image of Wuyisai, including office stationery, brand image memes, posters and other designs. These derivative designs will help further strengthen the brand image, expand the brand influence, and promote the brand communication and promotion of Wuyisai. Through the implementation of this project, it can make a positive contribution to the rural revitalization strategy of Fujialou Village, enhance the recognition and influence of the brand image, and promote the further development and growth of Wuyishai in the process of rural revitalization. Through the brand design of Wuyisai, more people can understand the rural revitalization strategy of Fujialou village, provide better cultural experience for tourists who come to Fujialou Village, give full play to the collision of ideas of Wuyisai and collect opinions from all aspects, and provide more development programs for the rural revitalization strategy of Fujialou Village.

Through the brand design of Wuyifai, it can not only enhance the visibility and influence of the rural revitalization strategy of Fujialou village, but also provide a richer cultural experience for tourists who come to Fujialou Village. The establishment of brand image will make Wuyisai an important representative of Fujialou Village's rural revitalization, attract more tourists to visit and experience, and through the cultural connotation of Wuyisai, let them more in-depth understanding of Fujialou Village's rural revitalization strategy, feel its unique charm and value. As a place for ideas to collide, the promotion of brand design will also provide a platform for Wuyisai to attract more opinions and suggestions from all aspects. These opinions and suggestions can not only enrich the cultural connotation of Wuyi Zhai, but also provide more development plans and ideas for the rural revitalization strategy of Fujialou village. Through exchanges and cooperation with community residents, tourists, scholars and

other parties, Wuyifai can become a gathering place of wisdom, and inject more innovation and vitality into the rural revitalization of Fujialou Village.

Summary of the chapter II

1. Research status of rural revitalization design: Rural revitalization strategy is one of the important guidelines of contemporary China's rural development, and rural tourism, as an important part of it, has the mission of promoting the integration of the primary, secondary and tertiary industries, improving the quality of rural life, and promoting the all-round development of rural economy and society. In order to promote rural revitalization, it is necessary to strengthen infrastructure construction, such as transportation, communications, water and electricity, to provide a good supporting environment. At the same time, it is also crucial to give play to local cultural characteristics, which can inject unique charm into rural tourism by mining and displaying local cultural resources. In addition, the development of rural tourism industry with local characteristics is the key to the rural revitalization strategy, such as farmhouse music, characteristic homestays and other forms, can increase income for the rural economy and promote economic prosperity. At the same time, it is also necessary to solve the contradiction between man and nature, realize the harmonious coexistence between man and nature, and ensure the sustainable development of rural tourism.

2. Local field research in Fujialou Village: Fujialou Village has realized the integrated development of the first, second and third industries by making use of idle yards and land resources and developing projects such as homestays, teahouses and farmhouse music, injecting new vitality and impetus into the village. Publicity through Internet platforms has increased visibility and attractiveness, injecting new impetus into rural revitalization. These field research data and phenomena provide an important basis and reference for the subsequent brand design.

3. WuYi Zhai brand design plan: Fujialou Village has realized the integrated development of the first, second and third industries by making use of idle yards and

land resources and developing projects such as homestays, teahouses and farmhouse music, injecting new vitality and impetus into the village. Publicity through Internet platforms has increased visibility and attractiveness, injecting new impetus into rural revitalization. These field research data and phenomena provide an important basis and reference for the subsequent brand design.

Chapter III:

DESIGN PROCESS AND RESULTS

3.1 Design plan

The design plan will first collect excellent rural brand design cases as inspiration, learn from their successful experience and design concept. Subsequently, the field visit to Fujialou Village was carried out to gain an in-depth understanding of the local cultural characteristics, historical inheritance and rural revitalization. The collected data will be sorted out and analyzed, the rules of brand design will be summarized, and the style concept content of brand design will be determined in combination with the regional cultural characteristics of Fujialou village.

After determining the design style concept, we began to design the logo of "No clothes". First, determine the standard font used by the logo, and design several font styles. Through the adjustment and optimization of these styles, finally determine the logo form that conforms to the brand style. Subsequently, the standardization of the logo is determined, including the determination of the standard color and use of the logo to ensure the consistency and stability of the logo in different occasions.

Next, according to the style of logo design and brand concept, design the brand image, emojis and peripheral extension and other related content. In the design process, pay attention to the close combination with the rural revitalization strategy, through the display and extension of the brand image, highlight the regional characteristics and cultural charm of Fujialou village.

After completing the brand image design, make the brand image identification manual. The manual will introduce the design concept of the brand image in detail, the

standardized application of the logo, the use of brand color norms and other content, to provide guidance for the unified management and promotion of the brand image.

Finally, proofread and adjust the brand image and manual, complete the adjustment of the plate and the optimization of details, and ensure the integrity of the design scheme and the feasibility of implementation. Finally, all the design schemes will be implemented into the actual project to ensure the realization of the design effect and the smooth progress of the project.

3.2 Design process

3.2.1 The Basic part of the Brand Vision Manual

(1) Brand logo design

Brand logo is the most frequently used visual symbol of the brand and the core element of the formation of brand visual image, is the symbol and spirit of the brand image. The symbol of Wuyisai is found in the field inspection of Fujialou village that most of the places related to rural tourism in Fujialou village are mainly bungalows, and there are root carves, tablets and other places in the village have rich history and culture, and Fujialou village homestays are mainly decorated with thatched houses and wood furniture, so on the basis of using the brainstorming method to get the following keywords: Cultural atmosphere, historical sense, light gold, new Chinese style and other words, according to the above hanging keywords to make a draft (Figure 3.2.1-1)

Based on the analysis of the unreasonable form of the draft, it is finally determined that the logo is based on the new Chinese style, and the logo is designed around the three characters of "Wuyi Zhai". On this basis, the seal character is used as the main form to reflect the feeling of ancient history. Through the construction of lines

to reflect the feeling of the hut roof. However, the main recognition font of the logo is the seal character, the character recognition is low, its composition form is complex line negative, lack of remote recognition ability, and the transmission is low. Learning from the experience of the first version of the logo, the main identifying characters were changed to regular script, and the traditional "Wuyifai" font was designed based on the character bones built by Ouyang Xun and its arrangement was modified and refined. However, this sign is difficult to reflect the abstract meaning, the expression of regional characteristics is too little information, difficult to reflect the specific regional characteristics and the use of the logo scene, the lack of logo expression ability, does not solve the shortcomings of poor communication recognition. In view of the problem that the text logo is difficult to reflect specific information and may want to repeat with other brands, the third edition chooses to give up the main sign form of pure text, and uses a combination of graphics to design, and carries out an abstract design of the traditional "no" character to reflect the specific industry attributes. However, this sign pays too much attention to the sense of form and lacks the composition attribute, the sign is too loose and complex, there are many attributes of unknown meaning, and the composition is lack of research. In response to the problem of too much attention to form, this version strengthens the sense of composition of the logo, using red as the color of the graphic and black as the color of the text to enhance the identification of the logo. However, this logo pays too much attention to the sense of composition and lacks formal attributes, the logo reflects insufficient concept, the design graphics are somewhat rigid, and the lack of certain local specific style. Finally, the fourth version of the logo was changed to combine the structure and form, using the structure and density to reflect the form of the house. And combined with the source of song typeface combination of a new logo.

Finally, it is concluded that the logo is based on the traditional "no" character as the theme, integrating elements such as houses and so on according to the content of brainstorming, the final version is obtained. The logo adopts the new Chinese style,

with "no" calligraphy as the main body combined with the ancient architectural style, showing the historical sense of no Yifai, the ancient saying that the sky is round and the place is round, the logo adopts the smooth way of the roof, and the following square is mainly, which means the collection of the world, representing the good wishes of the world without Yifai. Logo using simple light gold, in the Fujialou is located in Jining Yanzhou District has a long history of cultural atmosphere, the use of light gold can better reflect the sense of ancient heritage. Moreover, Fujialou village decoration tourism style is mostly based on thatched houses and spring wood furniture, and the use of light gold is more suitable for the overall style of Fujialou village. The whole logo combines both a sense of seriousness and a sense of ease in line with the construction concept of no yifai and in line with the characteristics of easy identification, easy memory and easy dissemination of the logo.

(2) Font design

In the process of font design, the seal script of "Wuyi Zhai" was used, but because its low recognition did not conform to the style of the logo, the font of the second edition was applied, but because the design was a repetition of the shape of the logo, it was not conducive for recognition. Finally, the BLOD English font of Siyuan Song font is Times New Roman (Figure 3.2.1-2). The use of this font meets the visual effect of the logo, which also makes the visual vision of the logo unified and increase the recognition degree, which is conducive to the spread.

(3) Standard color and auxiliary color

Standard color is an important factor symbolizing brand spirit and brand culture. It produces a strong impression through visual communication and achieves the role of color in visual recognition. The standard color of Wuyi Zhai is the light gold of the logo. The use of light gold can better reflect the profound cultural connotation of Fujialou Village, so that rural tourists can feel the cultural atmosphere and warm feeling.(Figure 3.2.1-3) In addition to the standard color, several colors are also needed to assist the use

of standard colors to make the color image more rich and unique. The auxiliary color uses a kind of cinnabar color and dark yellow with the standard color.

(4) Auxiliary graphics

As the core logo of a brand, the main identification part of the brand, but the logo can not completely include all derivative products, which needs to be used with auxiliary graphics. Auxiliary graphics are an important factor in the corporate culture, which can help the logo expansion recognition, so that it has a strong brand impression, which is an important recognition in addition to the standard color and standard word. The identification and usage of auxiliary graphics is very flexible. In the later use, it can be flexibly used according to different occasions and needs.

The auxiliary graphics of the Zhai are divided into standard pattern and standard pattern shape (Figure 3.2.1-4). Standard graphic pattern is divided into one step to intercept the local mark and then continuous, and another part of the industry association according to the elements of auspicious cloud in the continuous production, auxiliary graphic pattern is used as the base grain in its derivatives, can enhance the recognition of brand items to enhance the richness of its content. Part of the auxiliary graphic shape is reconstructed according to the local logo interception, part is the industry association, and another part is to enlarge the local interception. The shape of the logo graphic is suitable for the use of business cards, envelopes, file bags and other items, which can maintain its uniqueness and improve its identification.

(5) The combination form of the logo

The logo has many forms, which needs to use different combination forms according to different environments and different functional needs. To ensure the accurate transmission of logo information, different forms of brand identification should be coordinated with different environments.(Figure 3.2.1-5)

(6) Flag color draft

In order to make the corporate image system, ensure that the brand logo is always

clearly visible on the colored background. The brand logo should be applied in the background of different brightness and purity of the standard color, and the standard color scale specification should be formulated. Brand single color draft and color draft is the embodiment of the standard logo, the use of the prescribed color draft can ensure the unity of the corporate image.(Figure 3.2.1-16)

3.2.2 Application part of brand vision Manual

Brand visual recognition manual application part as an extension of the brand image, each application is as the carrier of brand image communication, in the application part should consider most of the use scenario of the design, where nothing involved should specify specific style as a reference convenient brand subsequent development. The following is the partial extension of the application part and its production details.

(1) visiting card

Business card is one of the most important tools for enterprises to exchange information both internally and externally. It also represents the spirit of the enterprise and shows the image of the enterprise. Business card simple design is the use of auxiliary graphics pattern use is the brand standard color.

Specification: 90mmX54mm

Material: matte steel plate paper white 300g

Font: use the print standard font

Color: standard color; text information using K90

Technology: four-color printing or special-color printing

(Figure 3.2.2-1)

(2) Envelope

Envelope design The special envelope for enterprises shall be designed within the permitted scope of the standards in accordance with the regulations of the state administrative department of postal services. Postal code box, stamp office and postal code are placed uniformly in accordance with the standard. Its design corresponds to the style of the business card with the logo of the anti-white draft and standard color, simple and practical recognition is high.

Material: 80-100g offset paper

Specification: 220mmx110mm

Font: use the print standard font

Color: standard color and auxiliary color; font information is K90

Technology: four-color printing or special-color printing

(Figure 3.2.2-2)

(3) letter paper

Letter paper is a common means of communication between enterprises. Letter paper silently shows the taste and connotation of enterprises, but also shows the respect for partners. Letter paper is an important item for external expression, which should be unified with the envelope style. The overall design and the envelope are a unified style, are in the anti-white logo and standard color, unified style.

The specification of the letter paper is 210mm * 297mm, and the material is recommended to use

Material: 120g offset paper or special paper

Specification: 210mmx297mm

Font: use the print standard font

Color: according to the specified standard color and auxiliary color application; font information adopts K 85

Process: offset printing

(Figure 3.2.2-3)

(4) Note

Note is also an important item to convey brand information. The note is a bit of cheap cost and wide dissemination. In the design process, we should not only maintain the unity with the brand style but also do it as simple as possible. In the design of the logo of the overall amplification to reduce transparency, in the lower left corner of the standard color of the logo.

Material: 120g, offset paper or special paper

Specification: 100mmx100mm

Font: use the print standard font

Color: according to the specified standard color and auxiliary color application; font information adopts K85

Technology: four-color printing or special-color printing

(Figure 3.2.2-4)

(5) file pocket

Document bag is one of the important tools for enterprises to exchange information internally. It also represents the spirit of the enterprise and shows the corporate image. In the design process, the file bag is made of offset paper, using the standard color of the brand and the logo of the center arrangement, and the whole information is placed in the center and easy to identify.

Material: 140g of offset paper

Specification: 230mmx322mmx25mm

Font: use the print standard font

Color: according to the standard color and auxiliary color; small letters in the information bar adopt K85

Technology: four-color printing or special-color printing

(Figure 3.2.2-5)

(6) Reticule

Handbag is one of the important tools for information exchange both internally and externally. It also represents the spirit of the enterprise and shows the image of the enterprise. Through the unified design to strengthen the visual effect, the overall design uses the standard color and magnifying glass to intercept the logo partial design.

Material: 200g-250g of coated paper

Specification: 300mmx400mmx80mm

Font: use the print standard font

Color: according to the specified standard color, auxiliary color application

Technology: offset printing, screen printing

(Figure 3.3.2-6)

(7) dixie cup

Paper cup is one of the important tools for enterprises to exchange information internally. It also represents the spirit of the enterprise and shows the image of the enterprise. Or the enterprise billboard with the science paper cup can convey the concept of the brand. Paper cup designers use the auxiliary to reflect the semi-full printing to reduce the opacity of the low auxiliary graphics, highlighting the brand logo, which is unified with other application materials style.

(Figure 3.2.2-7)

(8) The flag

Flag is one of the important media to show the corporate image, is an important part of the brand logo, is used to show the company scale, image, characteristics of the logo, used for display and decoration to play a publicity role. The material is made of nylon silk can also consider the local specific requirements of the use of other materials, the specification is 2400mmx1600mm (flag 2) size, the use of standard color full shop,

the application of anti-white draft logo。

(Figure 3.2.2-8)

3.2.3IP Image design

(1) IP three views

When designing the concept of Fujialou Village, I conceived and designed the IP image of a pair of "book children". The image of the bookboy is not only to enhance the brand's recognition and appeal, but also to convey the core concept and cultural spirit of Wuyisai and Fujialou Village. Based on the historical background and cultural background of Fujialou village, the design of the IP image of the bookboy strives to present the characteristics of simplicity and strong scholar flavor in vision. Children's clothing design is simple and generous, and the color collocation is mainly gray green. This color not only reflects the plain scholar image, but also gives people a quiet and peaceful feeling, as if back to the time when books were friends and knowledge was companions. The grey-green choice is both a tribute to nature and a reflection of the simplicity and tranquility of the rural setting, conveying an atmosphere of unadorned, focused curiosity. The pair of book children's clothes are simple and generous, neither too gorgeous, nor monotonous. In the fashion design, attention to detail, simple lines and natural fabric selection make the image of the bookboy closer to the rural life, reflecting a simple lifestyle and a strong desire for knowledge. Through these design elements, we hope to convey a spirit of pursuing knowledge and being willing to discuss, so that book children are not only knowledge pursuers, but also explorers and thinkers. The design of the image of the bookboy also incorporates some modern elements, so that it not only has the temperament of traditional scholars, but also can meet the aesthetic needs of contemporary young people. Through the clever combination of tradition and modernity, the image of the bookboy not only retains the

unique charm of rural culture, but also has a sense of The Times and affinity, which can better attract the attention and love of tourists, especially the young generation. Through the design of the IP image of the bookboy, the cultural connotation of Wuyisai and Fujialou village can be conveyed, and a spirit of pursuing knowledge and advocating learning can be displayed. At the same time, the image of the book children also provides a bright and vivid visual symbol for the brand promotion and cultural communication of Wuyisai, which helps to enhance the brand's recognition and memory point, and further enhance the brand's influence and attraction. The design of the IP image of this pair of bookboys is not only to decorate and beautify the place without clothes, but also to convey a spirit, create an atmosphere, and stimulate people's love for knowledge and identification with rural culture. In the future development, the image of the book children will serve as an important symbol of Wuyifai, continue to play its role in cultural communication and brand promotion, and contribute to the rural revitalization strategy of Fujialou Village. (Figure 3.2.3-1)

(2) IP expression extension

IP emoticons are an important part of IP image, which can vividly express emotions and better spread brand image. Through different expressions such as sad, angry, happy, shy, etc., memes give people a deeper understanding of the connotation contained in the IP image, so as to establish emotional resonance. The extension of IP emojis can not only increase the affinity, but also make the IP image more three-dimensional, so that consumers can more easily accept the concept of the brand, enhance the appeal of the brand, and improve its market competitiveness. These expressions not only enrich the image of the bookseller, but also convey diversified emotions through vivid expression changes, so that the brand image is more close to the daily life of consumers. The variety of emojis can meet the needs of different scenarios. For example, on social media platforms, users can use these memes for comment replies, daily interactions, etc., increasing the frequency and stickiness of

interaction with brands. At the same time, these memes can also be used in the online and offline activities of the brand, such as brand brochures, advertising posters, souvenirs and other media, you can see these vivid emoji images, further expanding the influence and recognition of the brand. Through these designs, memes not only become an important tool for brand communication, but also become a bridge between brands and consumers. The diversity and vividness of emojis allow consumers to have emotional resonance in the process of use, and enhance the affinity and appeal of the brand. This kind of emotional resonance and interactive experience will further promote the brand's word-of-mouth communication and the improvement of market competitiveness.(Figure 3.2.1-2)

(3) IP clothing extension

IP clothing extension is a reference for different scenes in the next extension. Clothing extension of IP can enhance the richness of the brand image, and can cover more scenes and audiences, which is conducive to the publicity of the brand. In consideration of the scene used by the brand image, a pair of ancient clothing is made to extend the ancient clothing while keeping the color matching as far as possible. The other is to do modern clothing design, which is the same color as the ancient clothing, and to extend the clothing. (Figure 3.2.1-3)

(4) IP action poster extension

In order to further improve the spread and extension of the brand image with the extension of the expression clothing design, the Q version design of the brand stars is easier to layout the brand image movements on the basis of the design, which enriches the visual effect of the brand image. (Figure 3.2.1-4)

3.2.4 Publicity poster design

Poster design is the main means of publicity, through the publicity poster can let people understand the brand to convey the information, and effectively promote the brand image. For the design of the propaganda poster of Fujialou Village, we chose the same color as the poster picture to unify the overall style and enhance the visual effect. The choice of color should not only match the picture, but also reflect the cultural atmosphere and brand spirit of Fujialou Village. Through the unity of colors, we are able to create a harmonious and coordinated effect visually, so that the audience can feel the unique charm and consistency of the brand when they first see the poster. In poster design, the overall layout pays attention to visual balance, and the main information is graded to highlight the main information of the publicity. The hierarchical processing of the main information helps the audience to capture the most important content in a short time, thus improving the efficiency of information transmission. For the main message that needs to be highlighted in the publicity, we use a large font and prominent colors to make it clear in the poster. At the same time, the layout of the detail text is orderly and logical, ensuring that the experience of reading details can maintain consistency when the vision is prominent. We focus on text alignment and spacing during the design process to ensure that each line of text is clear and easy to read, avoiding confusion and blurring of information.

Posters not only need to attract the audience's attention at a distance, but also need to provide clear, detailed information at close range. This requires that in the design process, we should not only pay attention to the use of large areas of color blocks and graphics, but also deal with each text and icon in detail. Through such a design, the poster can not only attract the attention of the audience, but also allow the audience to obtain the most important information in a short time to further understand the unique charm and cultural connotation of Fujialou Village, thus promoting the publicity and implementation of the rural revitalization strategy. In order to better promote the rural revitalization strategy and cultural connotation of Fujialou Village, we also added some elements with local characteristics to the posters. For example, we incorporated the

iconic buildings and natural landscape of Fujialou Village in the background of the poster, so that the audience can identify the location advertised by the poster at a glance. At the same time, we also added some patterns and symbols related to local culture in the poster, such as the pattern of root carving and tablet, which not only enriched the visual effect of the poster, but also enhanced the audience's sense of identity and interest in the culture of Fujialou Village. In order to ensure that the poster design works as expected, we also conducted several tests and adjustments. We invited audiences of different backgrounds and ages to view the posters and collect their feedback. Based on this feedback, we made several adjustments to the color, layout and text of the poster to ensure that the final version of the poster maximizes the audience's attention and effectively communicates the brand message. Through well-designed promotional posters, we can not only attract more tourists to Fujialou Village to experience the local culture and scenery, but also improve the brand awareness and reputation of Fujialou Village, and further promote the implementation and implementation of the rural revitalization strategy. Through these efforts, we hope to contribute to the economic development and cultural inheritance of Fujialou Village, and help the realization of rural revitalization. Poster font selection is "sharp truth" and "ses bold" title part with "sharp truth" because it can quickly identify can also through its modelling characteristics increase the visual impression, subtitle body part is adopted "ses bold" in the text reduction can keep its reading makes plate more standard and reasonable. The use of these two fonts not only ensures the visual unity and recognition, but also reduces the cost of later publicity because of the font copyright disputes avoided by the free commercial fonts.(See Figure Figure 3.2.4-1)

3.2.5 Vegetable packaging design

According to the customized distribution of vegetables and fruits in Fujialou Village "Fujia-Woditian" project, the packaging design was carried out, and paper

packaging was selected. Ensure that packaging both protects the product and enhances the brand, while focusing on environmental protection and sustainability. The packaging design has the characteristics of modularity, ventilation and easy to carry, while visually highlighting the brand elements, through the printing of vegetable color lead painting and vegetable application of the same color, increase the brand affinity and rural sense. In the delivery service, ensure the freshness and integrity of vegetables and fruits, enhance brand awareness and environmental benefits, so as to effectively solve the packaging and transportation problems, and promote the development of Fujialou village rural revitalization project. (Figure 3.2.5- 1)

Summary of the chapter III

1. Design plans and research: Information collection and analysis were carried out in the initial stage of the design plan. First of all, many excellent rural brand design cases were collected, and field visits were carried out to deeply understand the cultural characteristics, historical inheritance and rural revitalization of Fujialou village. These works provide guidance for the subsequent brand design and determine the overall style and concept of brand design.

2. Logo design process: The logo design has been optimized for many times, from the seal character to the regular style to the new song style, and constantly adjusted to ensure the recognition and dissemination of the logo. Each optimization is to better reflect the cultural connotation and brand concept of Fujialou Village. The final logo design is not only unique, but also can maintain good recognition in various communication channels.

3. Logo standardization: At the same time of logo design, the basic part of the manual is made. This includes the choice of colors and the specification of how they are used to ensure the consistency of the brand image in various application scenarios.

The completion of the standardization work provides clear guidance for the brand in the process of promotion and use, and improves the overall visual effect.

4.Brand image design and manual:Brand image design is the core part of brand construction. Combining its logo style and brand concept, the brand image, emojis and surrounding extension content are designed to highlight the regional characteristics and cultural charm of Fujialou Village. At the same time, through the design of the brand image identification manual, the design concept of the brand image, the standardized application of the logo and the use of brand color norms are introduced to ensure the unified management and promotion of the brand image.

5.Practical application and visual specification:Brand image in the practical application involves a variety of items design, such as business cards, envelopes, letter paper, bags, paper cups, flags, building signs and vehicle identification. All designs follow a uniform visual specification to ensure consistency and recognition of the brand across a variety of application scenarios. Business cards and stationery are designed to be simple and recognizable, while everyday items such as tote bags and paper cups highlight the brand logo and color code.

6.IP image design:In order to better spread the image of no clothes, we also designed the IP image of "bookboy". Through the design of emojis, clothing extension and action poster extension, it enriches the emotional expression and application scenarios of IP images. This not only enhances the affinity of the brand, but also enhances the competitiveness of the brand in the market.

7.Publicity design and visual effects:In terms of publicity design, it ensures the unity of colors and the main information of publicity, integrates local characteristics elements, and ensures the double effect of visual effects and information transmission. Through the use of a series of visual elements, the poster design makes the content more attractive and appealing, and enhances the promotion and communication effect of the brand image.

CONCLUSION

In this graduation project, since it is the design of a real project, I need to make a field visit to determine its style and content. In the past, I have been working behind closed doors without the support of actual projects, so this graduation project is also an important test for me. This graduation project not only exercises my ability to land design works, but also allows me to accumulate valuable practical project experience. In the future work draft, I can be more convenient to create and design. Through field visits to Fujialou Village, I was able to gain an in-depth understanding of the local cultural characteristics, historical background and lifestyle of the residents. This information is of great reference value to the design, which can help me design works that are more in line with the actual needs and the local cultural atmosphere. The field study also made me realize that design is not only a combination of graphics and colors, but also needs to integrate deep cultural connotation and realistic background, so as to give the work greater vitality and influence. During the design process, I learned how to think creatively under limited conditions, how to get inspiration through communication with local residents, and how to transform these inspirations into concrete design schemes. The field trip also made me realize that every detail of the design needs to be reviewed and adjusted repeatedly to ensure that the final product can achieve the desired effect and meet the needs of the practical application. This graduation project also made me familiar with the whole process of project management, from the preliminary research, conceptual design, program optimization to the final implementation, every link needs to be strictly controlled. Through this series of practices, I improved my project management ability, enhanced my control of the overall project process, and was able to complete the design task more efficiently. The design of this actual project also made me realize the importance of teamwork.

During the process of the project, I worked closely with team members, with clear division of labor and mutual support. This cooperation not only improves the efficiency of the work, but also allows us to jointly face and solve various challenges and problems encountered in the design process. The actual project experience of this graduation design is a comprehensive exercise and improvement for me. It not only enhanced my design skills, but also accumulated rich practical project experience, which laid a solid foundation for my future work and creation. I believe that through this valuable practical experience, I will be able to deal with various design challenges more confidently and create more excellent works in my future career.

Traditional VI manuals tend to contain a lot of design specifications and details, but in practice, some of the content can seem cumbersome and impractical. Considering the local reality, the unreasonable parts in the VI manual were eventually removed, and the core and most practical design specifications were retained. This can not only reduce the waste of resources, but also improve the operability of the manual, so that users can be more convenient and efficient in actual operation. In the process of designing the VI manual, the possible future development needs of Wuyisai were taken into account. With flexible design specifications and an extensible vision system, there is enough room for the development of the brand image of Wuyisai. In this way, even when the brand is updated and expanded in the future, it can also make a smooth transition under the existing VI system and maintain the consistency and continuity of the brand image. Taking full account of local conditions, some specific application examples and operation guides are added to the VI manual to help users better understand and apply the design specifications. For example, the manual shows the effect of the logo in different practical applications such as promotional materials, office supplies, packaging design, and provides detailed operating steps and precautions. This not only helps users quickly grasp the content of the VI manual, but also avoids common errors and problems in actual operation. Through the preparation of the VI design and manual, not only provides a complete set of visual identity system

for Wuyifai, but also provides strong support for the rural revitalization strategy of Fujialou Village. Through the combination of standardized visual image design and actual needs, we can enhance the brand image of Wuyisai, enhance its competitiveness in the market, and contribute to the economic development and cultural inheritance of Fujialou Village.

This design is not only a test of my four years of learning, but also a valuable experience to improve my design ability. Although the final result deviated from my initial expectation, this process allowed me to accumulate rich design experience, which provided valuable reference and reference for future design work. In the research of the topic selection, this design is based on the rural tourism project under the rural revitalization strategy. Although the theoretical support is abundant, the project is relatively unpopular and the design reference is few, which brings many challenges to the design. In the process of field visit to Fujialou Village, I studied the local geographical location and rural culture in detail, and first determined the content of the logo with a light gold theme. Light gold not only symbolizes harvest and hope, but also reflects the unique history and culture of Fujialou Village. Through this color choice, I hope to convey a warm and solemn atmosphere, so that people can feel the positive power of rural revitalization when they see the logo. After further studying the construction concept of Wuyifai, I designed the image of a pair of studying scholars, which was inspired by the cultural and educational background of Fujialou Village. The image of the bookboy not only symbolizes knowledge and wisdom, but also reflects the educational spirit and cultural inheritance of no Yifai. The color of the book children's clothing refers to the light green coarse cloth worn by the young generation after 00 when they were young. This color is not only close to nature, but also has affinity, which can arouse people's happy memories of childhood. Through these two forms of design, I hope to convey the concept of Wuyisai and Fujialou Village to the outside world. The combination of the logo and the bookboy image not only enhances the brand's recognition and affinity, but also better demonstrates the cultural charm and

development potential of Fujialou Village. In the actual design process, I combined modern design techniques and traditional cultural elements, and strive to be visually innovative without losing the traditional charm.

This design project made me deeply understand the importance of combining theory with practice. In the design process, I not only applied the theoretical knowledge learned in class, but also obtained a lot of valuable first-hand information from field visits. Through continuous practice and adjustment, I learned how to flexibly apply design knowledge in the face of practical problems, how to obtain design inspiration through communication with local residents, and how to convert these inspirations into concrete design schemes. Despite the difficulties encountered during the design process, every challenge is a valuable learning opportunity. Through this design, I not only improved my design ability, but also accumulated experience in practical projects. In the future, when facing new design tasks, I will be more confident and calm, and be able to better cope with various challenges. This design experience has benefited me a lot. It is not only a reflection of my four years of learning, but also a comprehensive ability improvement. I believe that through this valuable practical experience, I will be able to go further in the future design road and inject innovation and vitality into more projects.

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APPENDIX



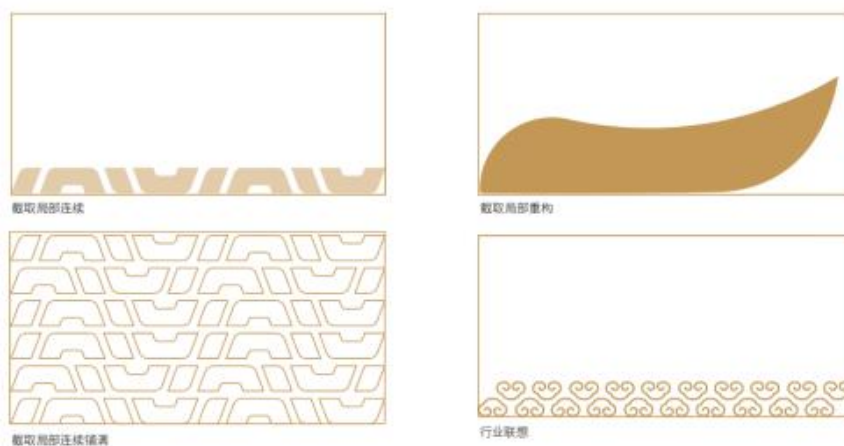
Figure 3.2.1-1 Wu Yi zhai logo



Figure 3.2.1-2 “Wu Yi zahi” font design



Figure 3.2.1-3 Brand color





graph 3.2.1-4 Auxiliary figure



Figure 3.2.1-5 Logo combination form



Figure 3.2.1-6 Mark colour



Figure 3.2.2-1 Calling card

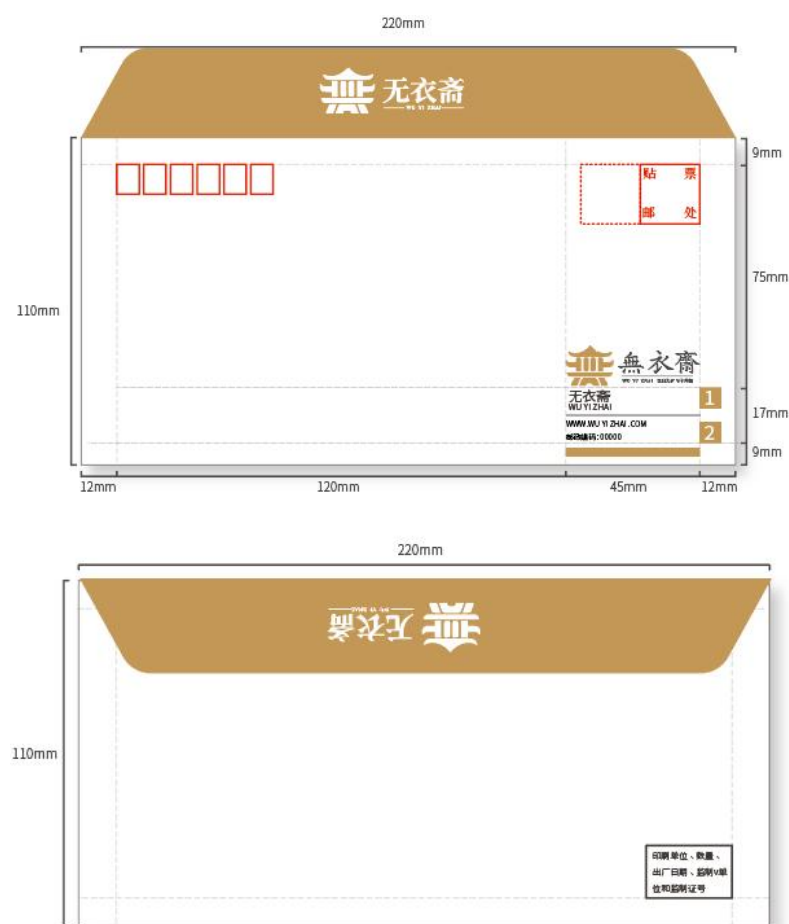


Figure 3.2.2-2 envelope



Figure 3.2.2-3 Writing paper

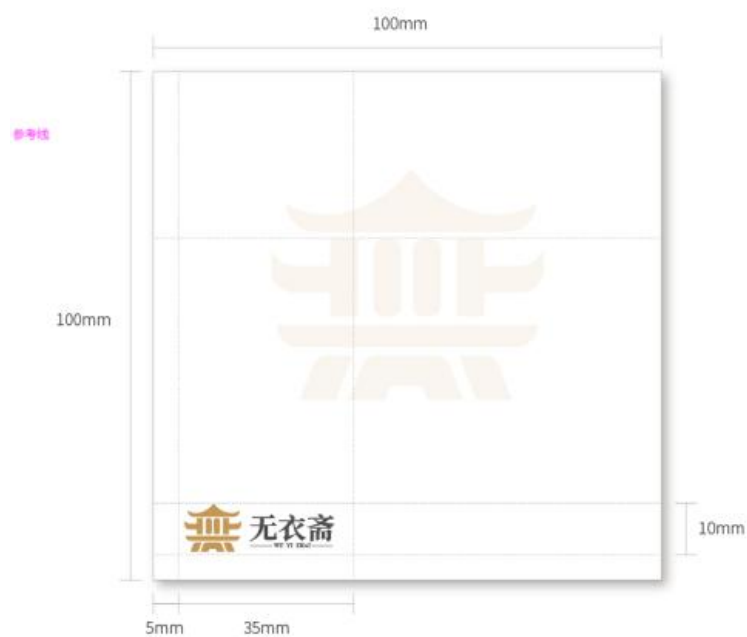


Figure 3.2.2-4 Sticky notes



Figure 3.2.2-5 File bag

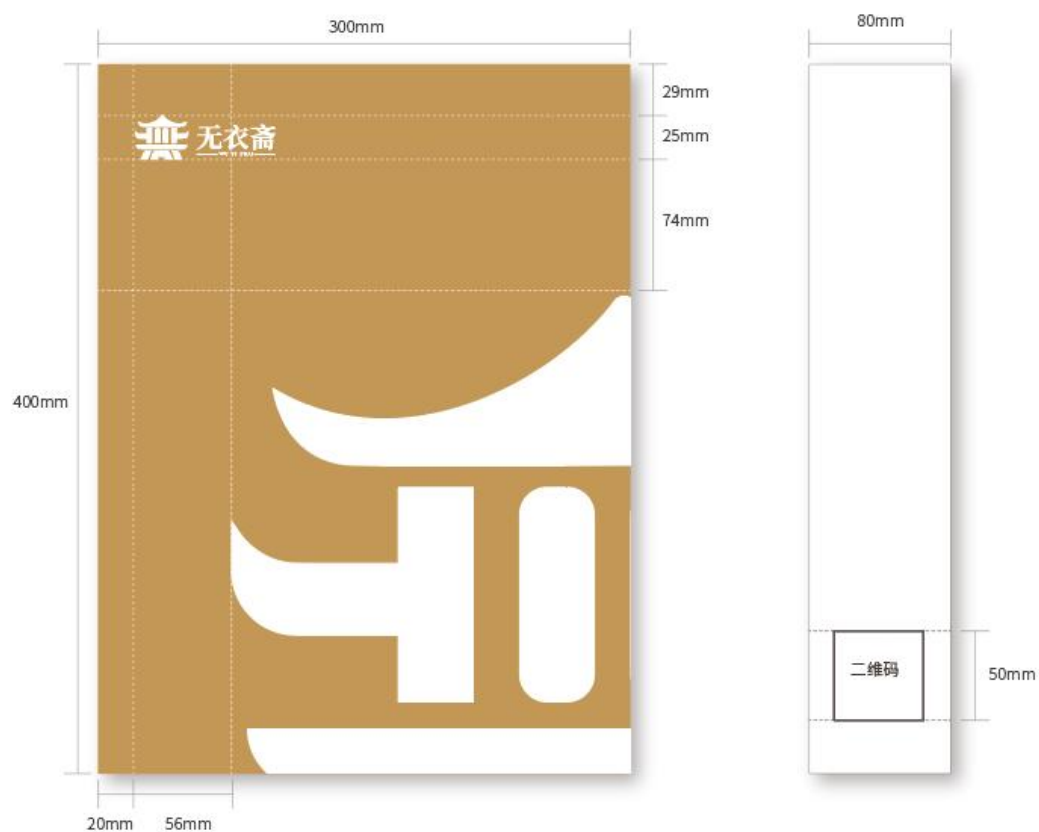


Figure 3.2.2-6 Handbag

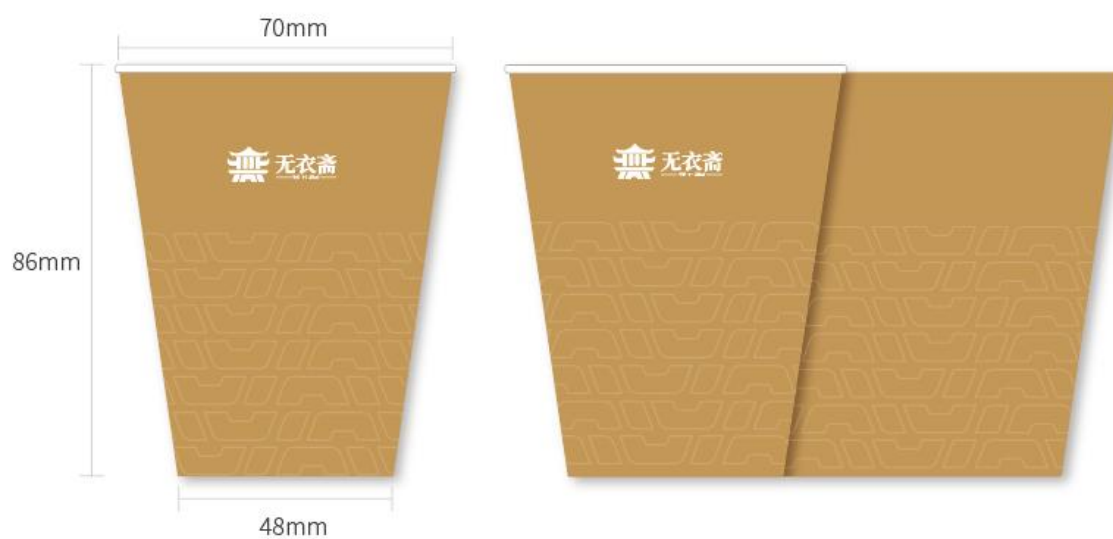


Figure 3.2.2-7 Paper cups



Figure 3.2.2-8 Division flag



Figure 3.2.3-1 IP three views



Figure 3.2.3-1 IP expression extension



Figure 3.2.3-2 IP Clothing extension



Figure 3.2.3-3 IP action extension

理想付家楼 向往新生活

• 一塔一楼 • 三街两巷 • 特色新农村

地址

济宁市兖州区酒仙桥街道付家楼村

无衣商

智造农村XIN模式
乡间院落服务家

交通便利

文化深厚

环境整洁

特色文旅

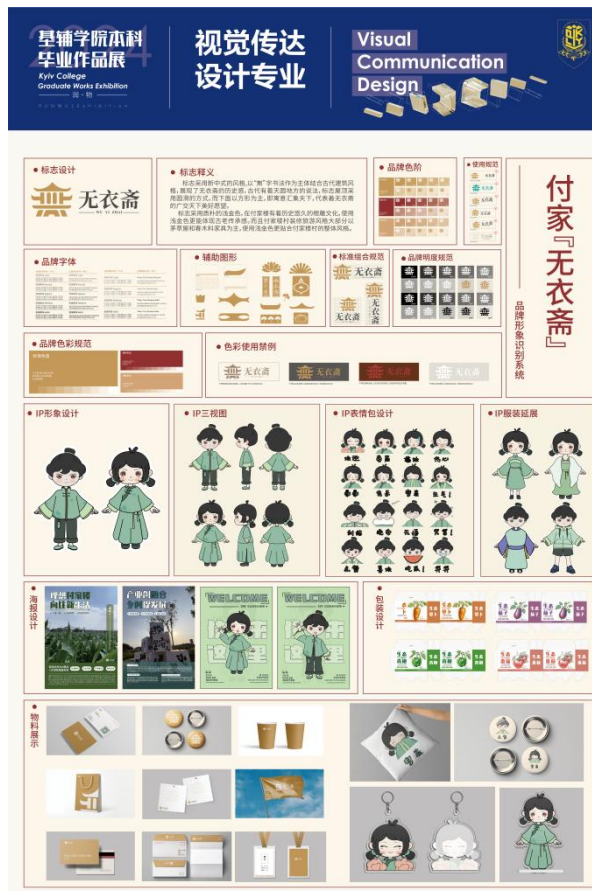
理想付家楼项目位于济宁市兖州区酒仙桥街道付家楼村，周边铁路环绕，临近兖州站、古城煤矿，东临湿地公园，西邻铁路车务线，历史色彩丰富，场地整，村座净馨洁，道路宽敞，现有状况具备打造特色主题情境的文化旅游业，融合项目顶料结合现状特点，规划、设计、创建以一塔一楼为核心，两街三巷为生体、特色主题庭院、主题情境为内涵的主题文旅新乡村，打造乡村振兴的新样板、新发展。



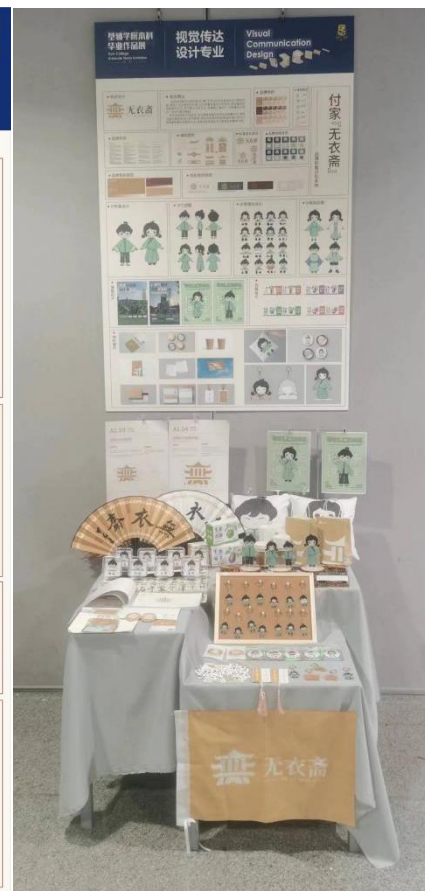
Figure 3.2.4-1 Propaganda poster



Figure 3.2.5-1 Propaganda poster



Display effect



Panel effect