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BACHELOR'S THESIS
on the topic:

Development of brand identity for herbal tea

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ABSTRACT

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With the development of society, people are no longer satisfied with meeting their daily health needs through Western supplements and are beginning to find a way of recuperation from traditional culture. According to the Opinions on Implementing the Healthy China Action issued by the State Council, appropriate traditional Chinese medicine health preservation methods should be applied to improve one's own health status. As a convenient and fast traditional Chinese medicine health product, herbal tea is highly sought after by young people.

The new Chinese herbal tea design of the herbal tea brand of "YAOSHENGCHADIAN" is the second design of the image of traditional herbal tea, which combines the combination of traditional Chinese medicine health culture with popular elements to achieve the purpose of brand communication. Reflect the brand concept of "homology of medicine and food". Brand color matching to red and yellow color matching, fit the brand tradition. Graphic design of medicinal materials, the production of herbal tea tools and other physical objects for visual planar processing. The poster design mainly introduces the production steps of herbal tea to play the role of brand publicity. The packaging mainly uses the layout design to highlight the curative effect of herbal tea. The design of cultural and creative products meets the needs of consumers while enriching the brand image.

Key words: Brand design; packaging design; poster design; new Chinese herbal tea

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INTRODUCTION

Relevance of the study. The visual image of traditional herbal tea is single, the brand image is too old, and it lacks recognizable visual elements, which hinders the subsequent development and dissemination of the brand. With brand design as the key point, we will build a new Chinese herbal tea brand, dig deep into the historical culture and regional characteristics of traditional herbal tea, and integrate the modern popular elements to create the aesthetic style of new Chinese style health preservation. Improve consumers' consumption experience and cultural identity, and create brand uniqueness. Enhance the goodwill of new Chinese herbal tea in consumer groups, promote the spread of the brand, and improve the market competitiveness.

The purpose of the research: Aiming to create a new brand of Chinese herbal tea, and by deeply exploring the historical, cultural, and regional characteristics of traditional herbal tea, combined with modern popular elements, to shape a new style of Chinese health aesthetics. The following is a detailed analysis of this goal:

1、 Building a new Chinese herbal tea brand

1. Brand positioning and differentiation: Establish the core concept and characteristics of the brand, ensuring that the new brand has distinct differentiation and competitiveness in the market. This can be achieved by conducting in-depth market research to understand the needs and preferences of the target consumer group, in order to find the positioning point of the brand.

2. Quality assurance and innovation: Ensure that the quality of herbal tea products meets or even exceeds the standards of existing brands in the market, and continuously enhance the brand's competitiveness through technological and product innovation.

3. Brand communication and construction: Utilize diversified communication methods, such as social media, advertising, public relations activities, etc., to enhance brand awareness and reputation.

2、Digging deeper into the historical, cultural, and regional characteristics of traditional herbal tea.

1. Historical and Cultural Research: Systematically sort out and study the historical and cultural aspects of traditional herbal tea, excavate its unique cultural value and spiritual connotation, and inject profound cultural heritage into the brand.

2. Exploration of Regional Characteristics: Different regions of herbal tea have different flavors and characteristics. It is necessary to conduct in-depth research on the herbal tea culture in each region, extract its unique elements, and enrich the connotation and diversity of the brand.

3、Integrating modern popular elements.

1. Modern flavor research and development: Based on the taste preferences of modern consumers, develop herbal tea flavors that meet modern aesthetic and health needs, and meet a wider market demand.

2. Modern Packaging Design: Combining modern design concepts and trends, design packaging that reflects both traditional cultural charm and modernity, enhancing the visual appeal of the product.

3. Digital marketing: Utilizing modern technological means such as big data analysis and social media marketing to accurately target consumer groups and achieve rapid brand dissemination and promotion.

4、 Creating a new Chinese aesthetic style.

1. Health concept dissemination: Emphasize the health benefits of herbal tea, advocate a healthy lifestyle, and make herbal tea an important choice for consumers to pursue a healthy life.

2. Aesthetic value enhancement: By enhancing the aesthetic value of herbal tea products, such as exquisite packaging design and unique taste experience, herbal tea becomes an important carrier for showcasing Chinese health aesthetics.

The research subject (theme) : Brand image design of herbal tea.

The object (focus) of the research: Brand image design, poster design, packaging design, and derivative product design for herbal tea.

Research methods. Analyze the sources and materials of historical literature on herbal tea, compare and analyze the image design of existing herbal tea brands, conduct on-site inspections of existing traditional herbal tea shops, iterate and draw sketches, and use computers to create electronic drafts.

Practical significance. The results of this study can be used for the brand design practice of the new Chinese herbal tea "Yaosheng Chadian" and the exploration of herbal tea brand design.

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 (28pages). The results of the research are presented on 67 pages.

Chapter I ORIGIN OF THE TOPIC SELECTION

1.1 Explanation of topic selection

1.1.1 Background

In modern society, the public are no longer satisfied with the increasingly rich material life, and begin to pay attention to their own health and mental state. Fast-paced urban life, irregular work schedules and overeating all affect the health of young people. Long-term sub-health body to young people to warn, wake up their health awareness. Traditional Chinese medicine tea health tea, herbal tea, Taiji Baduanjin and other Chinese ancient health methods are gradually accepted and popular among young people, through these traditional health ways to change their own health state. Herbal tea, which originated from the ancient beverage in Guangdong province, has gradually become a health product nationwide. The Chinese medicine concepts of herbal tea such as "medicine and food" and "cure disease" are deeply sought after by contemporary young people, and the purpose of health preservation is achieved through food tonic and prevention. The convenient and timely drinking characteristics of herbal tea are in line with the lifestyle of young groups. This wave of health preservation is the self-help of modern young people, but also the confidence in the historical roots of Chinese traditional culture, and find a healthy life in the process of inheritance and developing.

1.1.2 Topic selection outlook

The outbreak of the epidemic has brought unprecedented challenges to the global health system, but at the same time, it has greatly raised public health awareness and promoted the rapid development of the healthcare market. In this context, people have developed a strong interest in traditional health preservation methods, especially traditional Chinese medicine health preservation methods, which have been increasingly sought after due to their profound cultural heritage and unique health preservation concepts.

With the popularization of traditional Chinese medicine for health preservation, Guangdong's characteristic herbal tea, which contains rich traditional Chinese medicine concepts and wisdom, has begun to enter the lives of more young people. Herbal tea has become an indispensable part of modern fast-paced life due to its unique taste, diverse effects, and convenient drinking methods.

To meet market needs, we aim to create a brand new Chinese herbal tea brand. In terms of brand design, we focus on differentiating ourselves from traditional herbal teas to highlight the uniqueness and innovation of the brand. We have delved into the essence of traditional Chinese medicine culture, combining traditional elements with modern design to create a brand image that combines traditional cultural heritage with modern aesthetic trends. The following points need to be improved:

1. The focus of designing a new herbal tea brand is to revitalize old brands. Time honored herbal tea brands usually carry a profound cultural and historical heritage, which is the core element of brand uniqueness. In order to activate the charm of these time-honored brands, conduct in-depth research and understanding of their historical background, extract the brand concepts pursued by the audience, and showcase these concepts and characteristics through visual image design. Deeply explore the history of time-honored herbal tea brands, understand the origin, development process, and underlying history of time-honored herbal tea, inject more emotional elements into the brand, and resonate with consumers. Extract the brand concept pursued by the audience, deeply

understand the needs and expectations of the target consumers, and reflect them in visual image design.

2. In order to identify and accurately target trendy young people as target consumers, detailed market research and analysis are needed. Young consumers are passionate about pursuing fashion and trends, curious about new things, and value personalized and high-quality consumer experiences. They are willing to pay for unique and distinctive products or services. For this consumer group, new herbal tea brands need to pay attention to the following aspects in visual upgrading to create a popular brand image:

Fashion: Integrating modern fashion elements into brand image design, such as popular color combinations, minimalist and fashionable graphics and patterns, and font choices that cater to the aesthetic preferences of young people. Make the brand more attractive and modern.

Personalization: In brand image design, various styles, themes, or series of packaging and products can be considered to meet the personalized needs of different consumers. At the same time, interact with consumers through social media and other channels, encourage them to share usage experiences and creativity, and further strengthen the personalized characteristics of the brand.

Quality awareness: Young consumers not only pursue fashion and individuality, but also value product quality. In visual upgrading, it is necessary to reflect the sense of product quality through high-quality design and material selection.

Interactivity: Young consumers enjoy interacting and communicating with brands. And participate in brand promotion and marketing activities.

3. Adjust the composition and efficacy of herbal tea products themselves, especially in response to differences in climate, soil, and physical conditions in different regions.

Firstly, Guangdong is located in the subtropical zone with a humid and hot climate. Therefore, the main function of herbal tea is to clear heat, relieve heat, reduce fire, and promote body fluids. However, when herbal tea enters other climatic regions, such as arid and cold regions in the north or plateau regions in

the west, its taste and efficacy will be adjusted. For example, in cold regions, people may need a warm herbal tea to keep warm and warm, rather than an overly refreshing taste.

Secondly, regional differences in physical fitness also require adjusting the taste of herbal tea. Due to factors such as dietary habits and lifestyle, there may be differences in physical fitness among populations in different regions. Therefore, when promoting herbal tea, we need to adjust the formula and taste of herbal tea based on the physical characteristics of the target consumer group. For example, for people with weaker physical constitution or more sensitive digestive systems, the bitter and cold components in herbal tea can be reduced, and some warm herbs can be added to alleviate irritation to the body.

In terms of taste, it is possible to consider adding some local unique herbs or ingredients to enhance the regional characteristics and taste level of herbal tea.

1.2 Purpose and significance of the topic selection

The purpose of this project is to deeply analyze the current development status of herbal tea brands in the healthcare market, and to solve the problems of similar image, insufficient differentiation, and lack of creativity of herbal tea brands in the current market. With the increasing awareness of consumer health and the booming development of the healthcare market, herbal tea, as a traditional beverage with a long history and unique effects, occupies an important position in this market. However, due to severe homogenization competition among brands, herbal tea brands often find it difficult to leave a deep impression in the minds of consumers.

This project proposes to combine traditional culture and trendy elements to create a unique image of herbal tea brands, in order to enhance their market competitiveness. Traditional culture is the foundation of herbal tea brands, carrying the profound historical and cultural connotations of herbal tea. By deeply exploring and inheriting traditional culture, we can inject unique cultural genes into herbal tea brands, making them stand out in the market.

Summary of the chapter I

1. The background of the topic is in modern social life. With the improvement of people's health awareness, young people have begun to favor traditional health preservation methods, such as traditional Chinese medicine tea health preservation, herbal tea, Tai Chi Eight Section Brocade, etc. Herbal tea is favored by young people for its convenience in drinking and the concept of traditional Chinese medicine health preservation, making it one of the choices for a healthy lifestyle. This trend reflects the confidence of young people in traditional culture and their pursuit of a healthy life.

2. Against the backdrop of the epidemic, the global health system is facing challenges, and the healthcare market is flourishing. Guangdong specialty herbal tea is welcomed due to its unique advantages. To meet market demand, we plan to launch a new Chinese herbal tea brand, emphasizing fashion, personalization, high quality, and interactivity, integrating traditional Chinese medicine culture with modern design, and revitalizing the old brand. At the same time, considering regional differences and consumer physique, adjust herbal tea to adapt to a wider market..

3. This project aims to address the issues of brand image similarity, lack of differentiation, and lack of creativity among herbal tea brands in the healthcare market. With the increasing awareness of consumer health and the rapid development of the healthcare market, herbal tea, as a traditional beverage with unique efficacy and a long history, plays an important role in the market. In order to enhance the market competitiveness of herbal tea brands, this project proposes to combine traditional culture and trend elements to create a unique image for herbal tea brands, deeply explore and inherit the historical and cultural connotations behind herbal tea, attract more young consumers through innovative design, and make herbal tea brands stand out in the market.

Chapter II TOPIC SELECTION, POSITIONING AND DESIGN AND RESEARCH

2.1 Selection and positioning

The core of this design is brand design, aiming to comprehensively and meticulously showcase the brand image of the new Chinese herbal tea through a carefully planned VI (Visual Identification) system. The design inspiration draws from the decorative elements of traditional cool tea shops, which not only carry profound cultural heritage, but also contain the unique temperament of the cool tea brand.

In terms of design techniques, artistic summarization and transformation are used to extract and recreate traditional elements, creating creative and expressive graphic designs. Through flat, visual, and symbolic design techniques, we transform these elements into easily recognizable and memorable visual symbols, thereby shaping a brand image that conforms to modern aesthetics and trends.

The design of the new Chinese herbal tea brand starts from multiple aspects such as brand name, logo design, font selection, color matching, etc., to create a unique and distinctive brand image. The brand name "Yaosheng Chadian" is concise and clear, easy to spread and remember; The logo design will incorporate traditional elements and modern aesthetics, showcasing the unique charm and cultural heritage of the brand; Font selection and color matching will fully consider the brand's positioning and style, ensuring the unity and coordination of the overall design style.

Additional poster design, packaging design, cultural and creative peripheral design forms are added to enrich the brand's visual presentation and communication methods. The poster design will use creative composition and visual elements to attract consumer attention and convey brand information; Packaging design combines Republican style with modern design to enhance the attractiveness and competitiveness of products, creating a sense of retro; Cultural and creative peripherals integrate brand culture into daily life,

deepening consumer awareness and love for the brand.

In the early stages of design, we will present the design proposal in electronic format, using computer software and digital technology for production and presentation. This approach allows us to quickly adjust and optimize the design plan, ensuring that the final effect meets expectations. Subsequently, we will transform the design scheme into a physical display through printing and other processes, allowing consumers to more intuitively feel the charm and characteristics of the brand.

Overall, this design work will focus on brand design, and comprehensively showcase the brand image of the new Chinese herbal tea through the creation of a VI recognition system, as well as various design forms such as poster design, packaging design, and cultural and creative peripherals. We believe that in the integration of tradition and modernity, new herbal tea brands will radiate new vitality and bring consumers higher quality products and services. It will be displayed in the form of electronic draft, and then displayed through printed physical objects.

2.2. Design and research

Have a deep understanding of the historical origin of herbal tea and explore the cultural connotation of herbal tea, so that the "YAOSHENGCHADIAN" new Chinese herbal tea brand has more historical and cultural atmosphere, and better serve the public to meet the consumption habits and spiritual and cultural needs of consumers.

Learn about the historical development of herbal tea through Internet research. Herbal tea, a traditional beverage loved by people in Guangdong, can be traced back to the distant Eastern Jin Dynasty. The Lingnan region is extremely humid and hot, and the famous physician Ge Hong has developed a unique prescription to resist this harsh climate, laying a solid foundation for the culture of herbal tea.

With the accumulation of time, herbal tea has been widely spread and popularized in Guangdong region. The people of Guangdong constantly try and improve the production methods of herbal tea according to their own taste and needs, gradually forming a unique style. Guangdong people regard drinking herbal tea as an essential habit in their daily lives, and achieve various goals such as clearing heat and detoxifying, removing heat and dampness, and quenching thirst by drinking herbal tea.

The density of Guangdong herbal tea shops also reflects the popularity of herbal tea in the local area. In the bustling streets and alleys, you can see a herbal tea shop every short distance. These traditional herbal tea shops often have a strong Guangdong style, as if they are part of the city's history and culture. Entering the store, you will be attracted by those ancient appliances, dried herbs, handwritten signs, and yellow herbal remedies. These elements are intertwined to form a unique visual style, allowing people to feel the profound cultural heritage of Guangdong herbal tea.

In the herbal tea shop, the master uses ancient clay pots and clay jars to carefully brew herbs, releasing their unique aroma and efficacy. This traditional production method not only preserves the original flavor of herbal tea, but also makes people feel the respect and inheritance of traditional culture by the people of Guangdong. This unique tea drinking habit has formed Guangdong's unique tea culture and visual style. (as shown in Figure 2-1 and 2-2).

In the in-depth investigation of traditional herbal tea shops, we visited numerous herbal tea shops with a long historical background. These shops mostly feature a unique decorative style, showcasing a sense of simplicity and tranquility. In terms of color selection, warm yellow is widely used as the main color tone, symbolizing warmth and comfort, giving people a feeling of being at home. At the same time, in order to increase visual impact, eye-catching red or black are cleverly integrated, adding a bright color to the store.

The shop signs and herbal tea prescriptions often use handwritten calligraphy font. This traditional writing style not only showcases the artistic charm of calligraphy, but also highlights the profound cultural heritage of herbal

tea. Whenever people walk through these shops, they can be attracted by the unique calligraphy font, as if they can feel a sense of historical significance.

However, although these traditional herbal tea shops have attracted some young people who pursue retro nostalgia with their unique sales forms and visual images, their marketing capabilities are relatively weak and their dissemination scope is also relatively narrow. This is mainly because they rely mainly on word-of-mouth and quality to spread in neighborhood streets, and lack the use of modern marketing methods. The limitations of this dissemination have led them to gradually lag behind market development in fierce market competition.

When conducting research on existing herbal tea brands, we found that there are many herbal tea brands in the market, some of which originated from smaller herbal tea shops and have developed into "time-honored" brands through historical sedimentation. These brands often use "time-honored brands" as their main visual image, leveraging their long history and quality assurance to occupy a place in the market. However, we have also found that many herbal tea brands have some problems in their brand image design. They often lack unique recognizability, have a single brand image, and are difficult to leave a deep impression in the minds of consumers. Meanwhile, in the design process of brand image, these brands have not fully integrated profound cultural connotations and brand characteristics, resulting in consumers having difficulty feeling the unique charm and cultural belonging of the brand.

In the research of herbal tea products, we also found some problems. Firstly, as a herbal beverage brewed with water, herbal tea often has a certain bitterness in its taste. This bitterness may be difficult for most people to accept, thereby limiting the further expansion of the herbal tea market. To address this issue, herbal tea brands need to adjust the taste of their products to better cater to the tastes of modern consumers. Secondly, from the perspective of traditional Chinese medicine pharmacology, traditional Chinese medicine has unique medicinal properties and needs to match the physical condition of the drinker in order to achieve the best effect. However, existing herbal tea products often lack

consideration for the physical condition of the drinker, resulting in unsatisfactory product effects. Therefore, herbal tea brands also need to develop more targeted products based on the needs and constitutions of different groups of people.

Summary of chapter II

- 1、 This design work focuses on brand design and showcases the brand image of the new Chinese herbal tea in detail through a complete VI identification system. The design inspiration comes from the decoration of traditional herbal tea shops. Through artistic processing, the graphic design is refined and summarized, and a flat, visual, and symbolic design technique is used to create a brand image that conforms to modern trends. This design mainly revolves around brand design, supplemented by poster design, packaging design, cultural and creative peripherals, etc.
- 2、 Through historical research on Guangdong herbal tea, its history can be traced back to the Eastern Jin Dynasty. The humid and hot climate in Lingnan region promotes unique medicinal prescriptions, laying the foundation for the culture of herbal tea. Through historical accumulation, herbal tea has been continuously improved by local people based on their own taste and needs, forming a unique style through its production methods.
- 3、 On site research shows that traditional herbal tea shops are mostly in a standalone style, with warm yellow as the main color tone and red or black accents. Handwritten calligraphy font is commonly used for signs and prescriptions. Relying on word-of-mouth and quality to spread in the neighborhood, but with weak marketing capabilities and limited scope of dissemination, it leads to lagging behind in market competition.
- 4、 There are many existing herbal tea brands, mostly originating from traditional herbal tea shops and developing into "time-honored brands". However, the brand image is single, lacks recognition, and fails to integrate cultural connotations and brand characteristics, resulting in a disadvantaged position in competition and difficulty in reflecting brand value.

5、 Research on herbal tea products has found that the products lack adjustments to taste and medicinal properties. Traditional herbal tea is brewed from herbaceous plants, often with a bitter taste and requires compatibility with the body to exert its medicinal effects, limiting its audience.

Chapter III DESIGN PROCESS AND DESIGN RESULTS

3.1 Design plan

(1) Explore the historical culture and drinking habits of Guangdong herbal tea, determine the brand tone and style type.

Before starting to design the new Chinese herbal tea brand "Yaosheng chadian", we first conducted in-depth research through the Internet. We have studied the historical changes of Guangdong herbal tea and gained an understanding of its unique herbal formula and medicinal value. At the same time, we have also delved into the drinking habits of people in Guangdong, including drinking time, pairing food, etc., to ensure that our brand can meet the actual needs of consumers. Based on these studies, we have determined that the brand's tone is a combination of tradition and innovation, and the style type is "New Chinese Style", aiming to combine traditional herbal tea culture with modern aesthetics.

(2) Design of Brand Visual Identification System.

After determining the brand tone and style, start designing the brand visual identity system. Design the brand logo of "Yaosheng chadian" herbal tea brand, using simple lines to outline the image of an ancient pharmacist, symbolizing the brand's traditional inheritance and professional spirit. Meanwhile, we have chosen red and yellow as the brand's standard colors to reflect the traditional quality of herbal tea. Conduct a series of auxiliary graphic designs to enhance the brand's dissemination in different occasions.

(3) The production of a brand image recognition manual

In order to ensure the uniformity and standardization of the brand visual recognition system, a detailed brand image recognition manual has been produced. This manual contains design specifications and usage guidelines for brand identification, standard colors, auxiliary graphics, etc., as well as application examples on different media. To ensure that brand visual elements remain clear and accurate in different sizes and proportions of media.

(4) Design promotional posters

Designed four promotional posters, each focusing on a key link in the herbal tea production process. The poster showcases the entire production process from herbal weighing, grinding, boiling, and storage to consumers with vivid visual effects and concise text. The design style of the poster is consistent with the overall brand style, maintaining the overall and modern design sense of the brand.

(5) Product packaging design

In terms of product packaging design, design six independent small packages and one large package. The small packaging features simple lines and fresh colors, making it easy for consumers to carry and share. The large packaging adopts a more exquisite design, enhancing the product's sense of grade and collectible value through rich visual elements and layering. All packaging is printed with the brand logo and relevant information, ensuring that consumers can easily identify the brand.

(6) Prototype display, guidance, and feedback

In the design process, we continuously optimize brand design through prototype display, guidance, and feedback. By inviting target consumers and mentors to review and provide feedback on the brand, modifications and adjustments are made based on their suggestions.

(7) Physical Printing and Exhibition Design

Finally, we printed the designed posters, packaging, and other physical objects, and designed an exhibition to showcase our products and brand. The exhibition, with the theme of "Medicinal Tea Classic", showcases our brand story, product features, and production process to the audience through rich visual elements and interactive activities. The design of the exhibition not only reflects the traditional charm of the brand, but also incorporates modern technological elements, bringing a visual and taste feast to the audience.

3.2 Design process

3.2.1 Logo design

When designing the brand identity of the new Chinese herbal tea brand "Yao sheng cha dian", inspiration came from the essence of the traditional Chinese medicine concept of "medicine and food share the same origin", and attempts were made to integrate it into modern aesthetics. The creativity of brand identity comes from respect and inheritance of traditional Chinese medicine culture, as well as the pursuit of modern aesthetic trends.

The brand identity theme revolves around the image of ancient Chinese medicine. The image of wearing a traditional robe symbolizes the profound heritage and long history of traditional Chinese medicine. To showcase the modernity of the brand, we cleverly added modern elements - glasses and paper cups. Glasses reflect in-depth research on traditional Chinese medicine, while tea cups directly point to the brand's core product - herbal tea. The screen freezes at the moment when the pharmacist drinks herbal tea. This not only demonstrates the pharmacist's recognition of the quality of herbal tea, but also conveys the health and tradition of herbal tea to consumers. The combination of ancient Chinese medicine and modern elements in the brand logo presents a visual collision between tradition and modernity, bringing visual contradictions and freshness to consumers, stimulating their curiosity and desire to explore the brand. At the same time, this design also reflects the brand's inheritance and innovation of traditional Chinese medicine culture, highlighting the brand's unique charm.

The design form and color scheme, the brand logo is framed in a circular shape, symbolizing the completeness and completeness of the brand. In terms of formal expression, hand drawn linear graphics are used as the design language, which not only retains the charm of traditional hand drawn, but also incorporates the simplicity and delicacy of modern design. The entire logo adopts a red and yellow color scheme, with deep red representing the tradition and history of herbal tea, symbolizing the brand's profound heritage; Bright yellow symbolizes youth, vitality, and trend, representing the brand's grasp of modern aesthetic

trends. This color scheme has a strong visual impact while maintaining unity and harmony.

In terms of form comparison and design significance, we have adopted two forms of comparison in the design of brand identity: positive and negative. The positive image showcases the moment when the pharmacist drinks herbal tea, conveying the core message of the brand; Negative image is a simplified or distorted form used for brand recognition in different occasions. This comparison not only enhances the brand's recognition, but also further highlights the characteristics of the brand image.

In terms of design significance, the combination of deep red and bright yellow not only reflects the brand's fusion of tradition and modernity, but also highlights the perfect combination of the trend of "Medicine Saint Tea Classic" and traditional cultural connotations. Not only does it meet the needs of consumers for healthy and cool drinks, but it also satisfies their pursuit of cultural and artistic aesthetics. Through the design of the brand logo, we hope to make "Yaosheng chadian" a bridge connecting tradition and modernity, culture and trends, and bring consumers a brand new experience of herbal tea.(as shown in Figure 3-1).

3.2.2 Standard drawing of the signs

In order to ensure that the logo of the herbal tea brand "Yaoshengcha Dian" does not change in various printed materials and electronic devices, and to maintain a high degree of consistency in its image during external promotion, a standard brand logo drawing method is adopted to standardize the shape proportion, structure, and spatial distance of the brand logo. The "Yaoshengcha Dian" brand logo is a visual expression of the brand image, carrying the brand's concept, culture, and values of "medicine and food homology". Clear and standardized brand logos can enhance brand recognition, enhance consumer awareness and loyalty to the brand. Therefore, for herbal tea brands, it is crucial to develop and implement standard brand logo drawing methods.

Standardize the shape ratio of the "Yaosheng chadian" logo, and strictly follow the prescribed shape ratio to ensure consistent visual effects on different sizes and media. The graphic structure of the brand logo of "Yaosheng Tea Encyclopedia" should be clear and clear to avoid blurring or distortion.(see Figure 3-2).

3.2.3 Black and white drafts of the brand logo

When encountering various material and media constraints in the practical application of the herbal tea brand logo of "Yaosheng chadian", in order to ensure the clarity and recognition of the logo in various environments, a black and white draft processing method is adopted: targeting the constraints of different materials and media, such as metal, paper, and cloth; There are differences in color presentation and clarity among printed materials, electronic screens, outdoor advertisements, etc.

When the background of the logo needs to be dark or black, black draft anti black processing can be used. This processing method ensures the clarity of the logo by making the font and pattern dark or black, contrasting with a dark background. Especially on dark materials or media, using black draft anti black processing can significantly improve the recognition of the logo.

When the main character or font of the logo needs to be highlighted on a light or white background, a white draft should be used to highlight it. This method makes the logo more eye-catching by turning the main body of the logo into white or light color, forming a sharp contrast with the light background. On light colored materials or media, using white drafts to reverse white processing can ensure that the visual effect of the logo is not affected.(see Figure 3-3)

3.2.4 Multiple combinations of brand logo

The brand logo of "Yaosheng chadian" serves as the core element of brand visual recognition, and its various combinations can cope with different usage

scenarios and enrich the brand image. By using flexible and varied combinations, the brand logo can better adapt to various usage scenarios, enhance brand recognition and influence.

Horizontal combination: suitable for flat advertising, promotional posters, packaging design and other scenes, so that the brand logo occupies the main visual position in the horizontal direction. Features: The horizontal combination method can maintain the integrity and recognition of the brand logo of "Yaoshengchadian" herbal tea, while making it easy to match and combine with other elements.

Vertical combination: suitable for vertical billboards, tall and thin packaging, website headers, and other scenarios, making the brand logo occupy the main visual position in the vertical direction. Features: The vertical combination method can highlight the height and vertical visual effect of the "Yaoshengchadian" herbal tea brand logo, while increasing visual impact.

Text wrapping combination: suitable for brand brochures, product manuals, website articles, and other scenarios, combining brand logos with text content to form a unified visual style. Features: The text wrapping combination method can enhance the connection between the brand logo and text content, and enhance the overall communication effect of the brand. Meanwhile, by using different wrapping methods and font combinations, a variety of visual effects can be created.(as shown in Figure 3-4).

3.2.5 Prohibition of brand logo

The brand logo of Yaosheng chadian must strictly adhere to the established standards during actual use to ensure the correct communication and establishment of the brand image.

1. Incorrect combination of logo and font: If the logo and font are not properly combined, it may cause overall visual confusion and affect the communication of brand image.

2. Logo deformation: Changing the shape or proportion of the logo without

authorization may cause the logo to lose its original recognition and beauty, thereby affecting the brand image.

3. Using the wrong font: Choosing a font that does not match the brand logo style may disrupt the overall harmony of the design and reduce the professionalism and credibility of the brand.

4. Non whitening of mixed colors: Directly using symbols that have not been whitened on a specific background, such as a dark background, may result in unclear symbols and affect recognition.

The correct usage standards must strictly follow the established standards. The use of the brand logo of "Yaosheng chadian" herbal tea must be strictly carried out in accordance with the established standards, including the combination of the logo and font, the shape and proportion of the logo, the selection of font, and color matching. Keep the logo clear and distinguishable, and prohibit unauthorized changes to any element of the brand logo, including shape, proportion, font, and color, to ensure the consistency and stability of the brand image. (as shown in Figure 3-5).

3.2.6 Safe space for brand logo

Yao sheng cha dian attaches great importance to the safety space protection of its brand logo, to ensure that the brand logo can maintain clear visual effects and the best visual expression when applied. To achieve this, the reserved space for the brand logo is set at 2x units in length and width. This design aims to ensure that the brand logo does not conflict or invade with other elements in position during the dissemination process.

In the design of the "Yao sheng cha dian" brand poster, the brand logo is usually located in a prominent position on the poster to attract the attention of the audience. To ensure the clarity and optimal visual effect of the brand logo, leave sufficient safety space around the logo of "Yao sheng cha dian". This means that at least 2x units of length of blank space should be reserved in all four directions of the logo to avoid overlapping with other text, images, or

design elements, thereby ensuring the recognition and attractiveness of the logo; The safety space of the brand logo is also important in the packaging design of the "Yao sheng cha dian" brand. The recognition and visual effect of a brand logo directly affect consumers' perception and impression of the product. Ensuring the clarity of the brand logo can also make the overall packaging look neater, more professional, and attractive. (as shown in Figure 3-6).

3.2.7 Minimum use scope of brand logo

The brand logo of Yao sheng cha dian, as the most core and frequently used communication element in brand image design, must strictly follow certain size specifications in various communication media to ensure clear display and accurate communication of the brand image.

The standard logo of Yao sheng cha dian refers to the standard form of the brand logo, usually used in formal occasions and large-scale communication media. To ensure the clarity and recognition of the brand logo, a minimum size of 20mm has been set. This means that on any communication medium, whether it is posters, billboards, or other printed materials, the size of the brand logo should not be less than 20mm. This ensures that consumers can clearly recognize the brand logo even when viewed from a distance, thereby deepening their impression of the brand.

Minimum size of logo (vertical)

Vertical signage is usually used in narrow or vertical media spaces, such as slender billboards, product packaging, etc. To ensure the clarity and visual effect of the vertical logo in these media, we have set its minimum size to 10mm. When using a vertical logo, its height should not be less than 10mm to ensure the integrity and recognition of the logo.

Minimum size of logo (horizontal)

Horizontal logos are usually used in horizontal or wide media spaces, such as banner advertisements, large posters, etc. To ensure the visual effect and clarity of the horizontal logo in these media, we have set its minimum size to

30mm. When using a horizontal logo, its width should not be less than 30mm to ensure the integrity and recognition of the logo. (see Figure 3-7).

3.2.8 Font design

Yao sheng cha dian showcases a completely different style from traditional herbal tea brands in terms of brand font design. Abandoning the traditional handwritten font commonly used by herbal tea brands, we have instead opted for a bold font transformation, cleverly reflecting the brand's quaint and innovative image.

Firstly, bold font itself has the characteristics of clarity, simplicity, and modernity, which can bring a professional and reliable feeling to the brand. On the basis of using bold font, Yao sheng cha dian has also undergone careful deformation design, making the font clear and easy to read, while also possessing higher recognition and artistry.

In order to address the potential inconsistency caused by font structure issues, some fonts were vertically compressed to address the structural issues and make the entire font visually more unified and harmonious. By adjusting the proportion and layout of the font, a visual effect that is both ancient and modern has been created.

In addition, some strokes have undergone calligraphy deformation. Preserving the essence of calligraphy art, such as the smoothness of lines and changes in brushwork, endows fonts with more flexibility and vitality. The transformation of calligraphy allows fonts to maintain recognition while adding more artistic and aesthetic value. Make the brand font of Yao sheng cha dian not only highlight the brand's quaint temperament, but also demonstrate the brand's innovative spirit.(See Figure Figure 3-8)

3.2.9 Brand standard color and auxiliary color design

Firstly, the brand's standard colors are dark red and bright yellow. Deep red

is a summary and extraction of the colors in the traditional visual landscape of Guangdong herbal tea shops, rich in historical and cultural heritage, while also having a strong visual impact. In brand design, deep red is widely used, ensuring the brand's eye-catching and high recognition. The use of this color not only reflects the brand's inheritance of traditional herbal tea culture, but also highlights the brand's unique personality and modernity(as shown in Figure 3-9).

The bright yellow color comes from the natural color of herbal teas such as Chenpi and Huangqi. This color plays a coordinating role in the brand's color scheme, making the overall visual effect more harmonious. At the same time, bright yellow also brings some trendy vitality to the brand, making herbal tea, a traditional beverage, more youthful and fashionable in visual presentation. The use of this color not only demonstrates the brand's respect and appreciation for herbal tea, but also reflects the brand's keen insight into fashion trends.

In addition to standard colors, the brand also uses blue-green and brown as auxiliary colors. Blue green comes from the traditional color of Guangdong bricks and tiles, which brings a sense of tranquility and freshness to the brand's visual image. In brand visual design, blue-green is used as a visual rest area to help consumers better feel the traditional charm and modern atmosphere of the brand. The use of this color not only enriches the brand's visual image, but also creates a unique visual atmosphere for the brand.

The brown color comes from the color of herbal tea that is commonly boiled, and this color plays a role in compensating for the dark color in the brand's visual design. By adding a brown color, the brand's visual image maintains traditional simplicity while also adding some depth and depth. The use of this color not only makes the brand's visual image more complete and rich, but also reflects the brand's deep understanding and respect for traditional herbal tea culture.

The brand color design of Yao sheng cha dian not only reflects the traditional value and cultural heritage of the brand, but also showcases the brand's modern innovation and fashion sense. By carefully selecting and matching different colors, the brand has successfully created a unique and

charming visual image, bringing consumers a profound brand impression and a pleasant visual experience(as shown in Figure 3-10).

3.2.10 Color collocation and use prohibition of brand logo

In order to clearly display the brand logo of Yao sheng cha dian in both standard and auxiliary colors, a combination of different color logos with standard and auxiliary colors is used(as shown in Figure 3-11).

Different colors of brand logos may display differences in annotation and auxiliary colors. Color combinations that are not clearly displayed should be prohibited to prevent adverse effects on the brand image(as shown in Figure 3-12).

1. Combination of deep red logo with standard and auxiliary colors: When matching deep red logo with deep red background, it is necessary to ensure that the logo has sufficient contrast with the background to avoid being visually overwhelmed. This can be achieved by adjusting the depth of the logo, adding borders or textures, and other methods; When paired with bright yellow, the deep red logo will create a strong contrast and be very eye-catching. This combination not only maintains the traditional sense of the brand, but also adds vitality; When paired with blue-green, it can create a stable and fresh feeling. This combination is suitable for occasions that require showcasing brand tranquility and natural attributes; When paired with brown, it can create a simple and elegant atmosphere. This combination is suitable for emphasizing the brand's history and cultural heritage.

2. Combination of bright yellow logo with standard and auxiliary colors: When matching the bright yellow logo with a bright yellow background, it is also necessary to ensure sufficient contrast. It can be achieved by adjusting brightness and saturation; When paired with deep red, the bright yellow logo will create a strong contrast, highlighting the brand's vitality and modernity; When paired with blue-green, it can create a bright and fresh visual effect. This combination is suitable for showcasing the brand's youthful and fashionable

attributes; When paired with brown, it can create a warm and comfortable feeling. This combination is suitable for occasions that require showcasing brand warmth and affinity.

3. Prohibited color combinations: When the color of the brand logo is too close to the background color, it may make the logo visually difficult to recognize. It is necessary to avoid using similar color combinations, such as dark red logo with dark red background, bright yellow logo with bright yellow background, etc; Some color combinations may produce disharmonious visual effects, such as being too dazzling or too dull. These color combinations also need to be avoided to ensure positive communication of the brand image.

3.2.11 The design of the auxiliary figures

The auxiliary graphic design of "Yaosheng chadian" originates from a deep exploration and understanding of herbal tea culture. These graphic elements not only reflect the herbal ingredients of herbal tea and the traditional utensils used in the boiling process, but also cleverly integrate modern design concepts, making the brand more unique and attractive visually.

In terms of graphic processing, the design first delved into the various herbal components of herbal tea, such as honeysuckle, chrysanthemum, and tangerine peel, as well as their efficacy and symbolic significance in herbal tea. Next, these herbal elements are transformed into visual symbols through abstract, simplified, or exaggerated techniques, forming a series of herbal auxiliary graphics. These graphics not only retain the morphological characteristics of the herbs themselves, but also give them a new visual beauty, making people immediately associate the health and nature of herbal tea.

In addition to herbal auxiliary graphics, the design also focuses on traditional utensils used in the process of brewing herbal tea, such as clay pots, clay pots, spoons, etc. These artifacts not only have a strong cultural atmosphere, but also carry the skills and craftsmanship of making herbal tea. The designer graphically processes these utensil elements to form a series of auxiliary

graphics to showcase the traditional craftsmanship and unique charm of herbal tea production.

In the subsequent poster design, these auxiliary graphics have been fully applied. By combining the auxiliary graphics of objects with the production steps, the production process and characteristics of herbal tea are conveyed to consumers through vivid images and concise text explanations. This design approach not only enhances the attractiveness and information content of the poster, but also gives consumers a deeper understanding and recognition of herbal tea.

In packaging design, herbal auxiliary graphics play a greater role. Cleverly integrating these graphics into packaging design makes the packaging visually richer and more interesting. Meanwhile, these graphics also emphasize the herbal ingredients and natural health characteristics of herbal tea, enhancing consumer trust and favorability towards the product. (as shown in Figure 3-13).

Font auxiliary graphics are the elements of traditional Cantonese decorative style in Guangdong. The plaques, couplets and menus of herbal tea shops are created as inspiration, highlighting the distinctive Cantonese style of traditional herbal tea and showing the regional characteristics of the herbal tea brand.

During the creative process, I gained a deep understanding of traditional decorative arts in Guangdong, especially the plaques and couplets closely related to herbal tea culture. These traditional elements not only carry rich cultural connotations, but also showcase unique visual aesthetics. The designer disassembled, analyzed, and refined the text layout, font style, decorative elements, etc. from these elements one by one, forming a unique visual language.

Next, integrate these extracted elements into the design of font assisted graphics. By utilizing traditional calligraphy strokes, lines, and composition methods, combined with modern design concepts and technical means, a series of font auxiliary graphics with a strong Cantonese style have been created. These graphics not only reflect the regional characteristics of herbal tea brands, but also showcase the unique charm of traditional decorative art in Guangdong.

In brand communication, these font assisted graphics will play an important

role. They can not only be applied in visual design such as product packaging and promotional posters, but also play a role in brand stories, cultural promotion, and other aspects. Through these graphics, consumers can more intuitively feel the traditional charm and regional characteristics of herbal tea brands, thereby enhancing their sense of identification and favorability towards the brand. (as shown in Figure 3-14).

The brand logo of Yaosheng Tea Encyclopedia is used as an auxiliary graphic for extended design and as a decorative pattern in scenarios such as manual covers. It is not just a simple symbol or logo, but a core element of the brand's visual recognition system, carrying the brand's philosophy, culture, and values.

The brand logo, as an auxiliary graphic for extended design, can greatly enrich the visual expression of the brand. In the design of the manual cover, the use of the brand logo as a decorative pattern can further enhance the professionalism and quality of the manual. By presenting the brand logo in an artistic way, such as enlarging, shrinking, rotating, deforming, etc., or organically combining the logo with background patterns, colors, and other elements, a unique cover design is formed. This design not only attracts the attention of readers, but also conveys the unique temperament and style of the brand, making readers have a deeper impression of the brand.

The decorative application of brand logos in scenarios such as manual covers can also strengthen the emotional connection between the brand and readers. When readers see familiar brand logos, they naturally associate them with the products, services, culture, etc. represented by the brand, thus generating a sense of familiarity and trust. This emotional connection is of great significance for brand construction and development, which can encourage readers to pay more attention to the brand, enhance brand loyalty and word-of-mouth communication(as shown in Figure 3-15).

Taking herbal tea cabinet as inspiration to design auxiliary graphics, can reflect the medicinal value of the brand. The medicine cabinet is made into auxiliary figures, and is combined and arranged by comparison, unity and

repetition, and used as decorative patterns for decorative function. It can also be used as a structural reference for layout design.

Firstly, as an important tool for storing and displaying herbal tea, the shape and structure of the herbal tea cabinet itself are full of a sense of design. Extract design elements based on the style, material, and partition layout of the herbal tea cabinet, and transform them into graphical language. For example, the layered structure of a herbal tea cabinet can be transformed into a combination of lines and shapes, while the handles or decorative details on the cabinet door can become decorative embellishments.

In design, visual design principles such as contrast, unity, and repetition are used to combine and arrange these graphic elements. Comparison can be achieved through graphic elements of different shapes, sizes, colors, or materials, thereby enhancing the sense of hierarchy and visual effects of the graphics. Unification requires graphic elements to maintain consistency in style, color tone, and theme to ensure overall design harmony and unity. Repetition can enhance the brand's visual recognition and memory by repeatedly using the same graphic elements or composition.

As a decorative pattern to enrich the brand's visual image, it can also serve as a structural reference for layout design. In the design of brand promotional posters, product packaging, and manual covers, we can plan the layout and layout of the entire design based on the composition and structural characteristics of auxiliary graphics. This design approach not only helps to enhance the professionalism and quality of the design, but also better conveys the brand's philosophy and value.

In addition, the auxiliary graphics inspired by the herbal tea cabinet cleverly reflect the medicinal value of the brand (see Figure 3-16).

3.2.12 Poster design

The design of the poster is used as an artistic expression form to convey the brand image and visual information. It is an effective means of brand

communication and marketing with creative visual combination of graphics, text and color collocation.

As a regional health product, the production steps and efficacy of herbal tea are not well known. While spreading the brand image and function of new Chinese herbal tea, the function of science popularization should be taken into account. The publicity poster of the "Pharmaceutical Saint Tea Canon" brand aims to attract the attention of consumers by introducing the graphics of the production steps of herbal tea, so as to achieve the purpose of brand communication.

The creative inspiration for the brand poster of "Yao sheng cha dian" comes from the essence of herbal tea production, which includes four key steps: "weighing, grinding, boiling, and storage". These four steps are not only the process of making herbal tea, but also contain a profound culture of health preservation and unique craftsmanship. By presenting these steps in a graphical way, the aim is to provide consumers with a more intuitive and vivid understanding of the production process of herbal tea, thereby further increasing the brand's attractiveness and influence.

In terms of graphic design, we have summarized the four steps of "weighing, grinding, boiling, and storage", extracted the core elements of each step, and transformed them into concise and dynamic graphics. These graphics not only accurately convey the meaning of each step, but also increase the visual impact and artistic appeal of the picture through exaggeration, deformation, and other techniques. At the same time, in order to enhance the dynamic feel of the image, dynamic elements such as flow and rotation are integrated into the graphic design, making the image more vivid and interesting.

In terms of text matching, we have chosen bold font that matches the brand tone. The bold font has the characteristics of elegance and stability, which complement the retro and health positioning of the "Medicine Saint Tea Classic" brand. Text not only plays a decorative and explanatory role in posters, but also further enhances the brand's visual recognition and memory through its unique font style and layout.

In terms of color, we adopted a combination of standard colors and auxiliary colors. Standard color is the core color of a brand, representing its uniqueness and recognition; And auxiliary colors are used to enrich the color hierarchy and visual effects of the picture. Through clever color matching and application, the brand and poster are successfully closely linked, enhancing the correlation between the brand and the poster.

In terms of layout, the old style silver and commercial banknotes have adopted a surround and center symmetrical composition. This composition not only highlights the visual center of the picture, but also presents a simple and elegant atmosphere throughout the entire picture. At the same time, in order to enhance the vertical depth of the poster, we will enlarge and reduce the transparency of the main visual graphic to match the central graphic of the picture. This processing method not only makes the image more layered, but also naturally directs the viewer's gaze towards the core content of the poster.

The series of promotional posters use brown, red, green, and blue as the theme colors to distinguish the different tones of the posters and achieve the purpose of differentiation. (as shown in Figures 3-17 to 3-20).

3.2.13 Brand packaging design

Traditional herbal tea has always maintained its unique style in packaging design, mainly focusing on the packaging of beverage cups and herbal tea prescriptions. In the herbal tea shops on the streets and alleys, people often see beverage packaging with transparent beverage bottles and store specialty labels. This packaging form is simple and direct, allowing consumers to recognize the type and brand of herbal tea at a glance. For consumers who wish to brew herbal tea at home, some herbal tea shops also provide prepared herbal tea prescriptions, which are usually presented in paper packets of old-fashioned Chinese medicine. The paper packets are printed with detailed herbal tea ingredients, therapeutic effects, and instructions on how to use the brewing method, meeting the personalized needs of consumers for herbal tea production.

However, with the changing times and changes in consumer aesthetics, traditional herbal tea packaging also needs to keep up with the times to better adapt to the needs of the modern market. In this context, the "Yao sheng cha dian" brand has made changes in packaging.

The packaging design inspiration of "Yao sheng cha dian" comes from traditional Chinese medicine boxes and medicine bags, which not only carry profound traditional Chinese medicine culture but also embody people's pursuit of health and wellness. Designers have taken inspiration from these elements and carried out in-depth artistic creations, combining tradition with modernity to create packaging designs that are both in line with modern aesthetics and full of cultural charm.

In the packaging design of "Yao sheng cha dian", gift box packaging has become the main form. This packaging form not only has a high-end and atmospheric feeling, but also conforms to the pursuit of quality and taste by modern consumers. The inside of the gift box contains six independent small packages, each with exquisite design, allowing people to feel the brand's dedication and craftsmanship at a glance.

The design of independent packaging is also inspired by traditional Chinese medicine boxes and medicine bags, using modern design techniques and materials to recreate and elevate traditional elements. In terms of color, we have chosen tones that match the brand's tone, which not only highlights the brand's uniqueness but also creates a fresh and healthy atmosphere. In terms of graphics and patterns, a clever combination of traditional and modern elements is used to create a design that has both cultural heritage and a sense of fashion.

The packaging structure adopts the square box mainly in line with the traditional Chinese prescription package form. Both practicality and protection.

In terms of visual design, the packaging design of "Yao sheng cha dian" is based on traditional Chinese medicine graphics, cleverly integrating classical and modern elements, creating a visual effect that is both cultural and creative.

Firstly, the use of traditional Chinese medicine patterns is a visual interpretation of the herbal tea formula. These patterns are not just decorative

elements, they intuitively display the main ingredients of herbal tea, allowing consumers to recognize the uniqueness and medicinal value of the product at a glance. This design approach not only increases the credibility of the product, but also allows consumers to have a clearer understanding of its efficacy and ingredients when making purchases.

In terms of layout, complex text layout has been cleverly reduced to avoid visual fatigue. They create a fresh and comfortable visual atmosphere through carefully designed traditional Chinese medicine patterns and simple color schemes, allowing consumers to enjoy a pleasant visual experience while browsing products.

The choice of packaging color is also very important. The use of the brand's main color tone directly reflects the medicinal characteristics of herbal tea, while also endowing the product with unique visual recognition. The use of this color not only makes the product stand out on the shelves, but also deepens consumers' impression and understanding of the brand.

In terms of text layout, the designer adopts a combination of vertical and horizontal layout, combining traditional reading forms with modern reading forms. This design approach not only increases the visual sense of jumping, but also makes the overall layout of the packaging more layered and dynamic. Consumers can experience a traditional and modern reading experience when reading product information.

The layout adopts the typesetting style of the old newspaper, and the names of the herbal tea, active ingredients, main medicinal materials, medicinal properties, brand names and so on are arranged in order. As the main information, the herbal tea category is placed in the visual center of the packaging, highlighting the focus of the packaging. The layout is decorated with font typesetting and auxiliary graphics. The complexity of the front of the package and the minimalism around create a retro and modern contrast.

Differentiate medicinal properties through the use of different theme colors in color design. Firstly, black is used to symbolize Bansha herbal tea. This deep color directly reflects the black brown color of Bansha herbal tea soup, as well

as its ancient and strong taste characteristics. The use of black not only enhances the visual impact of the product, but also gives people a sense of trust in the efficacy of Bansha herbal tea.

The color design of the 24 flavor herbal tea adopts a combination of red and green. Red represents vitality and enthusiasm, while green symbolizes health and nature. This color combination not only showcases the strong Cantonese style of 24 flavor herbal tea, but also highlights its representative position in Cantonese herbal tea. The interweaving of red and green, like the fusion of various herbs in herbal tea, showcases the rich taste and medicinal effects of twenty-four flavors of herbal tea.

The package color design of *Siraitia grosvenorii* five flower tea is brown. This hue echoes with the color of *Siraitia grosvenorii* itself, highlighting its "cool and sweet" and "cool and cool" effects. The use of brown makes the package soft and warm, and also gives people a more intuitive understanding of the medicinal properties of *Siraitia grosvenorii* five flower tea.

The packaging color design of Maogen Bamboo Cane Water is mainly blue. Blue symbolizes freshness and tranquility, complementing the moisture, dryness, and neutrality of Maogen bamboo cane. The use of blue makes the packaging appear refreshing and elegant, and also gives people a deeper understanding of the efficacy of Maogen Bamboo Cane Water.

The packaging color design of Qinggan Mingmu tea adopts the brand's auxiliary color green. Green symbolizes vitality and vigor, as well as health and nature. This color tone not only corresponds to the medicinal effects of Qinggan Mingmu tea in dispersing wind and heat, detoxifying and dehumidifying, but also aligns with the overall image of the brand. The use of green makes the packaging appear fresh and natural, and also gives people a deeper trust in the efficacy of Qinggan Mingmu tea.

Finally, the packaging color of sour plum soup herbal tea has chosen the brand's standard red color. Red represents passion and vitality, echoing the color of sour plum soup and tea soup. The use of red not only enhances the brand's fit, but also makes sour plum soup herbal tea more eye-catching on the shelves. The

red packaging makes people easily recognize it as a product of the "Medicine Saint Tea Classic", and also arouses a strong interest in sour plum soup herbal tea. (Figure 3-21 to 3-26).

The design of the main gift box is inspired by the medicine box of the Chinese medicine doctor, and the independent small package is like a prescription waiting to be used. (See Figure Figure 3-27)

2.3.14 Derivative product design

Derivative design plays a crucial role in shaping and enriching brand image. Against the backdrop of increasing global cultural development and exchange, cultures from various countries and regions are like a hundred flowers blooming, displaying a rich and colorful appearance. This cultural exchange and integration not only promotes the development of the world economy, but also provides a continuous source of inspiration and materials for derivative product design.

For the "Yao sheng cha dian" Herbal Tea Brand, derivative design is a crucial part of shaping its brand image. Through derivative design, brands can combine the profound cultural connotations of traditional Chinese medicine with innovative design concepts, endowing this ancient and precious culture with new forms of expression and contemporary significance.

The essence of derivative product design lies in reinterpreting and applying traditional culture. In the derivative design of the "Yao sheng Cha dian Cool Tea Brand", designers delve deeply into the essence of traditional Chinese medicine culture, combining its elements, symbols, and concepts with modern design techniques to create new products that have both traditional charm and modern aesthetics. These derivatives are not only extensions of products, but also disseminators of brand culture, allowing more people to understand and fall in love with traditional Chinese medicine culture through them.

Specifically, the derivative design of the "Yao sheng cha dian" Herbal Tea Brand can be approached from multiple aspects. For example, a series of daily

necessities such as tea sets, water cups, and tableware inspired by traditional Chinese medicine can be designed to allow consumers to experience the charm of traditional Chinese medicine culture during use. At the same time, cultural and creative products with traditional Chinese medicine characteristics can also be developed, such as bookmarks, notebooks, stationery, etc., so that people can appreciate and use these products while deepening their understanding and recognition of traditional Chinese medicine culture.

In addition, the "Yao sheng Cha dian" herbal tea brand can also expand its product line through derivative design to meet the needs of different consumers. For example, different styles of derivative products can be launched for consumers of different age groups, genders, and regions to make the brand closer to consumers and improve its market competitiveness.

The "Yao sheng cha dian" brand is well aware of the importance of office supplies in daily work. They are not only essential for employees' daily work, but also an important carrier for showcasing corporate culture and brand philosophy. Therefore, the brand has carefully designed a series of office supplies, aiming to establish a good brand concept within the enterprise, so that employees can feel the unique charm of the brand in every use.

Firstly, as the most direct display window for a brand, business card design is crucial. The business card of "Yao sheng cha dian" adopts a design style that combines classical and modern elements, with the brand logo as the core and incorporating traditional Chinese medicine elements, showcasing the brand's profound cultural heritage. At the same time, high-quality paper and printing technology are used to ensure that the hand feel and visual effect of the business card reach the best.

Letter envelopes are an important tool for enterprises to communicate with the outside world. The letter envelope design of "Yao sheng cha dian" is simple and generous, with harmonious color matching, which not only reflects the professional image of the brand but also highlights the unique charm of traditional Chinese medicine culture. In terms of details, the seal of the envelope adopts a unique pattern design, which not only adds beauty but also reflects the

brand's attention to details.

As an indispensable small item on the office desk, the "Medicinal Tea Classic" has also been carefully designed. The sticky notes are made of environmentally friendly materials, with brand logos and traditional Chinese medicine element patterns printed on the surface, which is convenient and practical, and can also play a role in promoting the brand.

In addition, "Yao sheng cha dian" has also launched a series of practical and commemorative office supplies, such as umbrellas, USB drives, work permits, etc. The design of the umbrella incorporates elements of traditional Chinese medicine culture, such as herbal patterns and health preservation concepts, which are both practical and beautiful; The USB flash drive adopts a compact and exquisite design, with brand logos and distinctive patterns printed on the surface, making it convenient for employees to store and share important documents; The work permit uses high-quality materials and manufacturing techniques to ensure durability and aesthetics.

As commonly used consumables in daily office work, paper cups and bags have also been carefully designed in the "Medicine Saint Tea Classic". The paper cups are printed with brand logos and traditional Chinese medicine cultural patterns, allowing employees to feel the brand's care while drinking water; The paper bag is made of environmentally friendly materials, with a simple and elegant design that is both convenient to carry and in line with the brand's environmental concept..(as shown in Figure 3-28).

Daily products are derivative products launched to meet the daily needs of consumers, including expanded key chain, mobile phone case, badge, pillow, etc.

Summary of chapter III

1、The design plan includes: in-depth exploration of Guangdong herbal tea culture and connotation. Determine "Yao sheng cha Dian" as a new Chinese herbal tea. Visually designed: Ancient pharmacist logo with red and yellow tones and auxiliary graphics. Create a brand identification manual. Poster design: Four herbal tea craft posters. Packaging design: Six small and one large

packaging. Finally, provide feedback and make modifications. Physical and exhibition layout: Print and design display.

2、 The creative source of the brand logo: Traditional Chinese Medicine's "medicine and food share the same origin", integrating ancient pharmacists and modern elements. In terms of design: the collision between tradition and modernity showcases contradictions and freshness. In terms of form design: circular frame, hand drawn linear, red and yellow color scheme, positive and negative contrast. Meaning of the logo: Deep red represents tradition, bright yellow represents trend, inheriting and innovating the "yao sheng cha dian".

3、 The standard graphic design of the logo ensures that the brand "Yaosheng cha dian" has a consistent image on various media, and standardizes the proportion, structure, and spatial relationship of the design.4 、 Multiple combinations of brand logo.

4 、 The brand logo of Yao sheng cha dian is suitable for different media: black draft is used for light background, anti black treatment highlights the logo; White drafts are used for dark backgrounds, and anti white processing ensures recognition. Develop standard drawing specifications to ensure that markings are clearly visible on various media.

5、 The brand logo of Yao sheng cha dian adopts various combinations such as horizontal, vertical, and text wrapping to adapt to different usage scenarios and enrich the brand image, especially widely used in brand derivative design.

6 、 The use of the brand logo of Yao sheng cha dian must comply with regulations to avoid illegal operations such as font combination errors, logo deformation, font errors, or untreated noise, ensuring a unified brand image.

7、 The brand logo of Yao sheng cha dian is designed with a safety space of 2x units in length to ensure clarity and optimal visual performance in various applications (such as posters and packaging), avoiding overlap with other elements.

8、 The minimum size requirement for the brand logo of Yao sheng cha dian in communication media is 20mm standard logo, 10mm vertical logo, and 30mm horizontal logo to ensure clarity in various media.

9、 The font design of the Yao sheng cha dian brand adopts bold font deformation, which solves structural problems through vertical compression and calligraphy deformation, enhances recognition and artistry, and reflects the brand image of simplicity and innovation.

10、 The brand color of Yao sheng cha Dian is dark red and bright yellow, originating from herbal tea shops and medicinal herbs; The auxiliary colors are blue-green and brownish, respectively taken from traditional brick and tile and herbal tea boiled colors.

11 、 Brand logo and color matching guide for Yao sheng cha dian:Ensure that the brand logo is clearly visible in both standard and auxiliary colors, and use it in a reasonable combination. For color combinations with unclear logo display, prohibition measures should be taken to maintain brand image.

12、 Herbal graphics enhance the traditional Chinese herbal ingredients and cooking of herbal tea, enriching the brand's visual appeal; Extracting Cantonese decorative style from font graphics, showcasing the Cantonese regional characteristics of herbal tea brands; The extended design of the logo adopts amplification and transparency reduction techniques, using partial figures as decorative patterns; The inspiration for the medicine cabinet graphics comes from the herbal tea shop medicine cabinet, emphasizing medicinal value and serving as a reference for decorative patterns or layout design. These designs collectively enhance brand recognition and cultural depth.

13 、 Posters as an artistic form of brand communication and marketing. In terms of creativity, the poster revolves around the four steps of "weighing, grinding, boiling, and storage", and adds dynamism through generalized graphic design. The text is in bold font that conforms to the brand tone, decorated and explaining the content. In terms of color, combining standard and auxiliary colors enhances brand relevance. In terms of layout, the use of old-fashioned

silver and commercial banknotes with surround and center symmetrical composition highlights the visual center, and enhances the vertical depth of the poster by enlarging and reducing the transparency of the main visual graphics.

The reading order of the text is from right to left, retaining a sense of retro.

The series of posters are themed in brown, red, green, and blue, distinguishing different tones.

14、The design inspiration comes from traditional Chinese medicine, emphasizing the combination of modern aesthetics and traditional elements. The gift box is combined with an independent small packaging, and the square box body is practical and protective. The graphic design focuses on traditional Chinese medicine graphics to enhance the credibility of drug efficacy; The color is mainly brand color, which directly reflects the medicinal properties. The combination of traditional and modern text layout, drawing inspiration from old newspaper styles, orderly arranges product information, and creates a contrast between retro and modern. Color design is selected based on medicinal properties, such as black, red green combination, brown, blue, green, red, etc., to enhance brand fit and convey the characteristics of herbal tea.

15、Derivative design combines culture and innovation, enriches brand image, and revitalizes traditional culture. Office product derivatives, such as business cards, stationery, and sticky notes, integrate brand concepts and promote corporate culture.

(1) Office derivatives. Office derivatives are often used in daily office work and help establish brand concepts, including business cards, stationery, sticky notes, umbrellas, USB drives, etc.

(2) Daily derivatives. Daily derivatives meet daily needs, such as keychains, phone cases, badges, pillows, etc., enhancing the connection between brands and consumers.

Conclusion

Graduation design is an important milestone in a designer's academic career. It is not only a summary of past learning achievements, but also an important exercise for future career paths. Through in-depth participation in the production of graduation projects and the compilation of papers, I deeply feel that brand design is a huge and complex design project, which requires designers to have multiple abilities and skills.

Brand design is not just about creating a logo or packaging, it is about a comprehensive and in-depth understanding and exploration of a brand. This requires designers to have a profound understanding and comprehension of the cultural connotations behind the brand, because culture is the core and soul of the brand, and it is the unique feature that sets the brand apart from other brands. Only by delving deeper into the cultural connotations of a brand can designers create designs with cultural support, which can better promote and develop the brand.

In the process of brand design, skills such as logo design, packaging design, poster design, and book design are essential. These skills are important tools for designers to express design ideas and present design results. Therefore, mastering these skills proficiently is crucial for designers. Through continuous learning and practice, we can improve our design skills and better implement design ideas.

However, simply mastering skills is not enough. An excellent designer also needs to have sharp design insights. This means that designers need to be able to discover visual elements that can be designed, extract design inspiration from them, and find the best design solution through a large number of design iterations.

This requires designers to have an open mindset and a spirit of continuous exploration, only in this way can we continuously advance in the field of design.

It is inevitable to encounter problems during the production process of graduation project. At this point, an excellent mentor becomes particularly important. They can not only provide clear design directions, but also provide timely guidance and assistance when we encounter problems. By constantly revising and improving, we can complete our graduation project under the guidance of our supervisor, while also enhancing our design and problem-solving abilities during this process.

In addition to design skills and insights, a designer also needs to be proficient in relevant software. These software are important tools for designers to express design ideas and present design results. Only by mastering these software proficiently can we better transform our design ideas into practical design works.

Finally, writing a design paper is also an indispensable part of the graduation project. It requires designers to have clear logical thinking ability, and be able to systematically organize and explain the design process, design concepts, and design results. By writing design papers, we can delve deeper into our design process and achievements, and also better communicate and share our design ideas with others.

On the path of graduation design, we must have the courage to start. Only a good start can promote the smooth progress of graduation design. Through a little exploration and practice, we continuously improve our design works and papers, laying a solid foundation for our future career path.

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APPENDICES



Figure . 2-1 Herbal tea shop



Figure 2-2 Herbal tea prescription



Figure 3-1 Logo design “yao sheng cha dian”

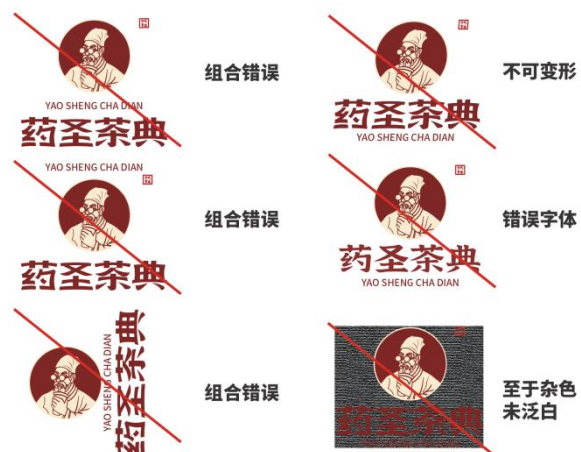


Figure 3-5 Prohibition of brand logo



Figure 3-6 Brand logo safety space

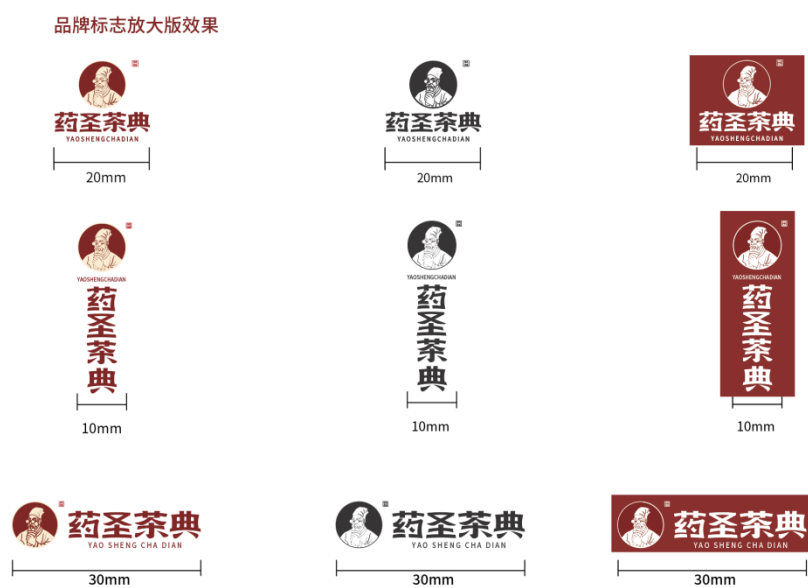


Figure 3-7 Minimum use range of the brand logo



Figure 3- -8 Standard word design

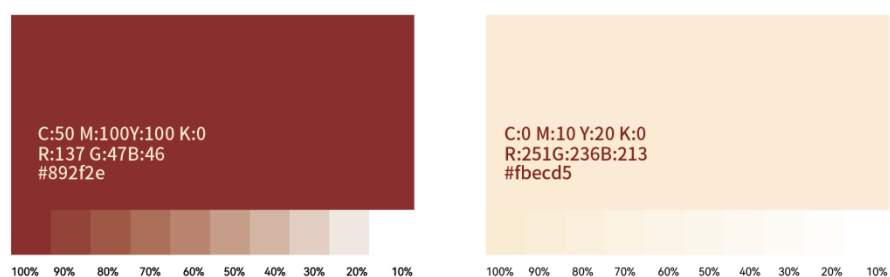


Figure 3-9 Brand standard color

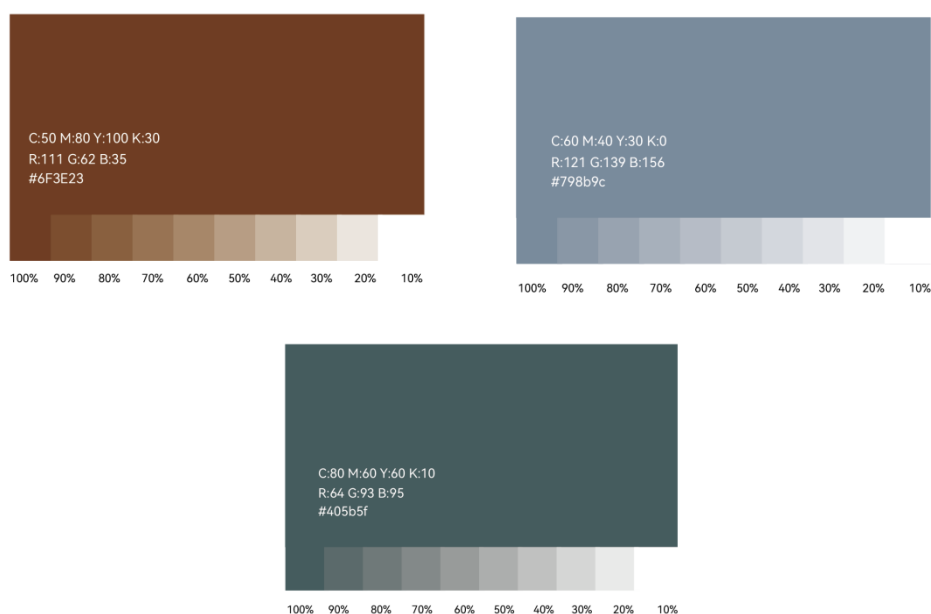


Figure 3-10 Brand auxiliary color

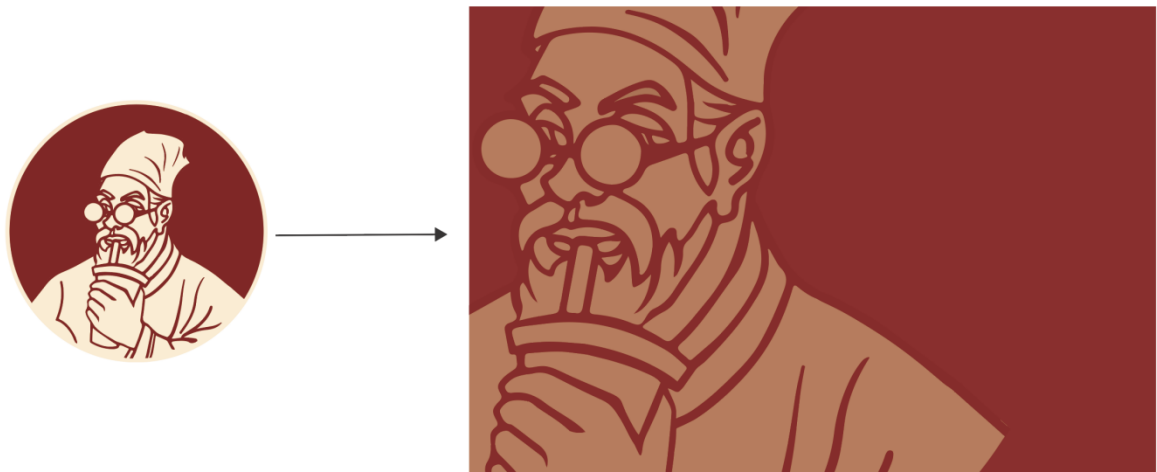


Figure 3-15 Auxiliary graphic design

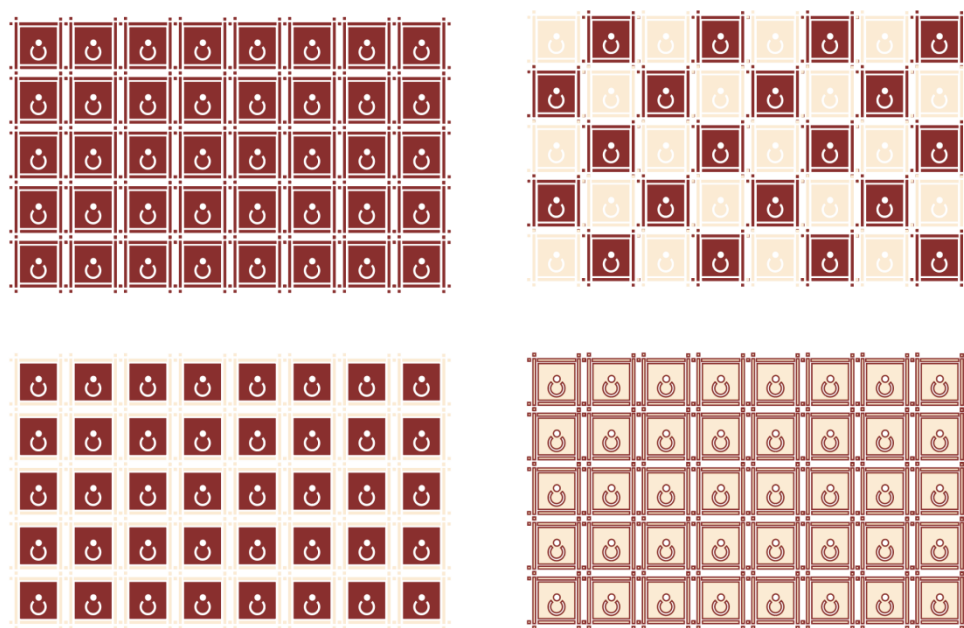


Figure 3-16 for pattern-aided graphic design



Figure 3-17 The "weighing" poster



Figure 3-18 The "Grinding" poster



Figure 3-19 "boil" poster

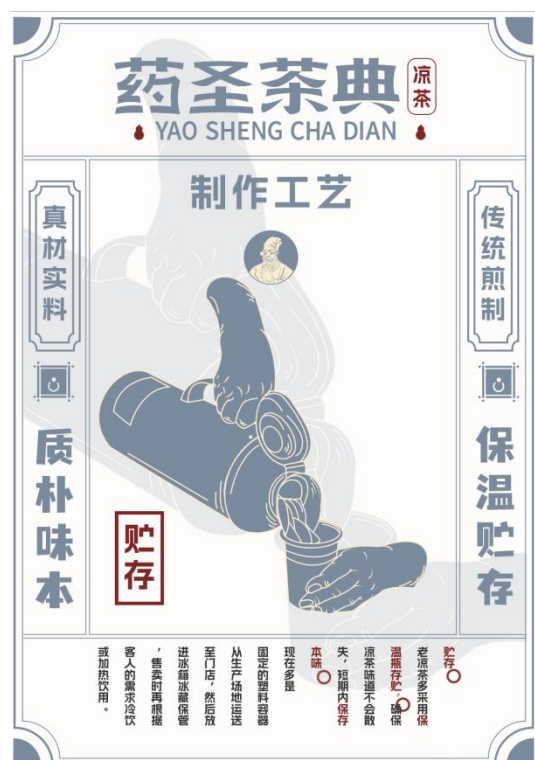


Figure 3-20 "boil" poster



Figure 3-21 Packaging design of cha herbal tea



Figure 3-22 Packaging Design of 24-flavor herbal tea



Figure 3-23 Packaging design of arhat Chinese Fruit Tea



Figure 3-24 Packaging design of green bamboo sugarcane water



Figure 3-25 Packaging Design of Qinghepatic Mingmu Tea



Figure 3-26 Packaging design of sour plum soup herbal tea



Figure 3-27 Packaging design of the gift box



Figure 3-28 prototype map