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BACHELOR'S THESIS
on the topic:

Brand image design and promotion for “Fighting Life”

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Abstract

With the global popularization of combat sports, its unique cultural connotation and positive attitude towards life have attracted the attention of many young people. Combat sports is not only a kind of sports, but also a spiritual culture, and the cultural value and social significance behind it deserve to be deeply explored and spread.

Combat sports have significant benefits for the overall development of young people. At the physical level, it enhances the strength, endurance and flexibility of young people, while improving their coordination and reaction speed. On the psychological level, combat sports help build self-confidence, reduce stress, and enhance emotional management skills. The education of combat skills enhances the youth's sense of self-protection and improves their ability to defend themselves against potential threats. Combat training also encompasses the cultivation of adolescents' upright qualities, which are essential for building a harmonious school environment and preventing bullying behavior.

This paper intends to utilize the means of visual communication design to dig deeper into the deep culture of combat sports and to design a visual identity system for combat sports brands, including logos, products, IP images, moving images and peripheral products. The aim was to convey the positive spirit of combat sports through the design, which aroused young people's interest in combat sports and their recognition of positive life attitude. It effectively demonstrates the cultural charm and positive life philosophy of combat sports and provides a new strategy for the cultural promotion of combat sports. It is hoped that it will deepen the public's understanding of the culture of combat sports and contribute to the promotion of positive social values.

Key words: Baliqiao food market; branding; campaign; vector illustration

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INTRODUCTION

In modern society, young people lack physical activities due to excessive use of electronic devices, resulting in frequent physical and mental health problems. Combat sports, as a kind of comprehensive physical activity, can not only improve the physical quality of young people, but also develop their psychological quality and social adaptability. In addition, combat sports can enhance adolescents' self-protection awareness and prevent school violence.

The design methods include literature research method, case study method, questionnaire survey method and theoretical analysis method. Through these methods, the theoretical framework of the study was established, the psychological and behavioral characteristics of the target users were collected, and an in-depth brand theory analysis was conducted.

The design results cover the brand foundation part and brand application part. The brand foundation part includes logo design, standard word design, auxiliary graphic design, logo combination design, standard color design, IP image design and IP image action extension design. The brand application part includes poster design, illustration design, packaging design and extension design. In the end, the author has created an attractive brand image for "Fight Life" combat sports club, which conveys the positive spirit of combat sports through the means of visual communication design, and arouses young people's interest in combat sports and their recognition of positive attitudes towards life.

The social value of combat sports was analyzed, and through professional brand design, a strong visual link was established between the combat sports club and the youth, aiming to promote the healthy growth of the youth and the cultivation of a sense of social responsibility.

Chapter I

ANALYSIS OF SELECTED TOPICS

1.1 Background of the selected topic

In the context of modern society, the comprehensive development of teenagers has attracted wide attention of the society. The rapid development of science and technology has led to teenagers increasingly indulging in electronic devices, which makes their daily activities more static and lack of important physical activities. This phenomenon not only poses a threat to the physical health of adolescents, but also has negative impacts on their mental health and social fitness. In particular, the frequent occurrence of campus violence not only seriously damages the physical and mental health of the victims, but also damages the harmonious environment of the campus. Therefore, the participation of sports activities, especially fighting sports, is of great significance to improve teenagers' self-protection skills, enhance their physical fitness and cultivate a positive attitude.

Adolescence is a critical period for individual physical and psychological growth. However, poor living habits, such as long addiction to electronic devices and lack of adequate physical exercise, have led to growing problems such as obesity, vision loss, and distraction. These problems not only affect the physical health of teenagers, but they may also trigger mental health problems, including depression and anxiety.

As a comprehensive form of physical activity, fighting sports can effectively improve the strength, speed, endurance, flexibility and coordination of teenagers. It also helps teenagers build confidence, increase their ability to cope with stress and foster teamwork. These qualities are critical to their personal growth and social adaptation. In view of my professional fighting training and part-time experience as a children's boxing and Sanda coach, I have

a deep understanding of this field and hope to be more deeply involved in the design of fighting sports brands.⁸

1.2 Purpose and significance of the topic

In the modern social environment, the overall development of adolescents has attracted much attention, especially the extent of their participation in physical activity and their mental health status. To this end, a brand system of fight sports clubs is designed to improve their physical fitness, develop a positive attitude and self-protection skills to cope with a variety of social challenges, including school violence.

As a link between the fight sports club and the teenagers, the brand design plays a vital role. Professional brand design can bring wider marketing opportunities for fighting sports, and an attractive brand can also effectively stimulate the interest of teenagers and enhance their initiative to participate in sports activities. Brand design not only includes visual design elements such as logo design, color scheme and font selection, but also covers a wider range of content such as brand core concept, service system construction and user interactive experience. A well-planned brand design scheme can effectively convey the intrinsic value of fighting sports, attract the attention of teenagers, and inspire them to devote themselves to fighting sports.

This graduation design chooses to build the image of the brand of "fighting life". The goal is to create an attractive brand image for the club to stimulate teenagers' interest and participation in fight sports. At the same time, through the promotion of fighting sports, the design hopes to play a positive role in reducing the occurrence of campus violence, and make due contribution to creating a harmonious campus environment.

1.3 Introduction to the selected topic

The significance of the research of "Fighting Life" brand design lies in its multi-dimensional influence on the growth of teenagers and social development. First of all, as a challenging physical activity, combat sports can not only enhance the physical fitness of teenagers, but also cultivate their perseverance and courage to face difficulties on the mental level. Through the in-depth study of brand design, we can explore how to more effectively stimulate young people's interest in fighting sports, so as to attract more young people to participate in this sport.

The research of brand design can provide teenagers with more scientific and systematic training programs. Through a professional coaching team and scientific training methods, Fight for Life ensures that young people can quickly improve their fighting skills in a safe environment, while developing their tactical awareness and teamwork spirit. This systematic training not only helps teenagers develop in the field of fighting, but also lays a solid foundation for their future study and work.

The research of "Fighting Life" brand design also focuses on how to integrate healthy, sunny and positive fighting spirit into the daily life of teenagers. Through the dissemination of brand culture, young people can be guided to establish correct values and cultivate their positive attitude towards life, which is of great significance for the all-round development of young people.

The research of "Fighting Life" brand design also involves how to combine fighting sports with social culture, enhance the social influence of fighting sports, and enhance the public's awareness and participation in fighting sports by holding various fighting events and activities. This can not only promote the development of fighting sports, but also contribute to the diversity of society and culture.

Today, with the increasing development of science and technology, the research of "Fighting Life" brand design can also explore how to combine modern science and technology with fighting sports, and use virtual reality, smart wearable devices and other technical means to provide more rich and interesting training experience for teenagers, and improve the scientific and interesting training.

The study of "Fighting Life" brand design also focuses on how to achieve sustainable development of the brand. By studying the use of environmentally friendly materials, the rational use of resources and the fulfillment of social responsibilities, we can ensure that "Fighting Life" can contribute to the sustainable development of society while promoting the development of youth fighting sports.

The research significance of the brand design of "Fight Life" is to use visual communication strategy to create a dynamic and positive brand image for youth fight sports clubs, aiming to attract young people to devote themselves to fight sports, so as to promote their physical health and psychological positive development. This study will explore in depth how brand visual elements, concept delivery, and user experience design work together to enhance teenagers' self-protection awareness, prevent school violence incidents, and foster their sense of social responsibility. In addition, the research also aims to enhance the market competitiveness of the club, stimulate the innovation and progress in the field of youth fighting sports, so as to have a positive and lasting impact on the personal growth of teenagers, the solution of social problems, and the popularization of sports culture.

1.4 Selection of research topic and research method

(1) Literature research method

An extensive review of youth sports activity, the social value of fighting sports, and the related theory and practice of brand design. This will include academic papers, books, industry reports, and online resources to establish a theoretical framework for research and to provide background information for subsequent studies.

(2) Case study method

Successful youth sports brands and fighting sports brands at home and abroad are selected as the research objects. Through in-depth analysis of the visual effects of these brands, brand promotion strategy and market positioning and other key elements, the successful elements for the reference of the "fight life" brand design are extracted.

(3) Questionnaire survey method

The views, attitudes and expectations of adolescent trainees and their parents regarding fighting sports were collected through questionnaires and interviews. Through the interview and questionnaire analysis, the psychological and behavioral characteristics of the target users were explored to provide more accurate guidance for the brand design.

(4) Theoretical analysis

Combined with the brand design theory, visual communication design principles and consumer behavior science and other multidisciplinary theories, the in-depth theoretical analysis of the "fight life brand". Through the construction of theoretical framework and logical reasoning, to ensure that the scientific and systematic brand design work.

Summary of the chapter I

1. In modern society, the comprehensive development of young people is emphasized, but the rapid development of science and technology has led to their over-reliance on electronic devices and reduced physical activities, which

affects their physical and mental health and social adaptability. Especially, the problem of violence in schools has seriously damaged the learning environment and the physical and mental health of students. Combat sports, as a kind of physical activity, plays an important role in improving the physical fitness and positive mentality of young people.

2. To design a branding system for combat sports clubs tailored for adolescents with the aim of improving their physical fitness, developing a positive mindset and self-protection skills, and coping with social challenges. Brand design is a bridge between clubs and youths, and excellent brand design can expand marketing, enhance youths' enthusiasm for sports activities, and promote their overall development.

3. The brand design of "Fight for Life" aims to create a vibrant and positive brand image for youth combat sports clubs through visual communication design, attracting the active participation of youths and promoting their physical and mental health development. The design will explore how to enhance the awareness of self-protection, prevent school violence and cultivate a sense of social responsibility through brand visual elements, conceptual communication and user experience design.

4. Literature research method, case study method, questionnaire survey method and design practice method are used to conduct the research. Literature research method is used to establish the theoretical framework, case study method is used to refine the successful elements, questionnaire survey method is used to collect the views and expectations of the target users, and design practice method combines multidisciplinary theories for brand image design to ensure the scientific and systematic nature of the design.

Chapter II

TOPIC RESEARCH AND DESIGN ORIENTATION

2.1 The origins and development of combat sports brand design

The evolution of the brand design of fighting sports is closely linked to the globalization and commercialization of fighting sports. As a long-honored competitive activity, the origin of fighting can be traced back to the ancient Greek and Roman fights. However, the design of fighting sports brands started late, mainly developed with the popularity of fighting sports in the middle and late 20th century.

In the middle of the 20th century, with the wide spread of boxing, judo, taekwondo and other boxing events on the international stage, the related brand design began to sprout, mainly reflected in the logo design of the event and the trademark of sports equipment. These designs are mainly simple and practical, aiming to distinguish between different fighting organizations and events. By the end of the 20th century, the rise of MMA (mixed martial arts), especially the commercial success of the UFC (Ultimate Fighting Championship), made the sport attract wider public attention. During this period, the brand design of fighting sports began to adopt a more professional and systematic design concept, covering the visual identification system (VIS), event posters, professional clothing, venue logo and other aspects. These brand designs not only enhance the professional image of fighting sports, but also enhance the audience's watching experience and loyalty to the brand.

After entering the 21st century, with the tide of globalization and digitalization, the brand design of fighting sports began to show the characteristics of diversification and personalization. Designers began to integrate rich cultural elements and innovative design concepts, and used modern design tools and technologies to create a brand image with strong visual

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impact and cultural characteristics. At the same time, the popularity of social media has also brought more opportunities for fighting brand design to interact with and spread with young audiences.

At present, fighting sports brand design has become an indispensable part of sports brand design. While pursuing the visual beauty of the brand, designers also make efforts to convey the brand stories, reflect cultural values and establish emotional connections with consumers. Modern fighting brand design emphasizes personalization and differentiation, and shows the power, speed and passion of fighting sports through the unique design language. In addition, with the development of esports and virtual reality technology, the fight sports brand design is also exploring the integration with these emerging media to attract the attention of the younger generation.

2.2 Current status of domestic and international research on combat sports brand design

The research status of fighting sports brand design at home and abroad is reflected in many levels, including the construction of brand concept, the development of visual identification system (VIS), and the strategy of interaction between brand and consumers.

In the international field, the research on the brand design of fighting sports is relatively mature. Many well-known brands, such as UFC and GLORY, have formed a complete brand design system. The design of these brands includes not only basic visual elements such as LOGO, color and font, but also deep content such as brand story, cultural value and market positioning. International brands often pay attention to the shaping of brand personality and internationalization strategy, through professional design team and marketing strategy, transfer the power and passion of fighting sports, while maintaining the global consistency of the brand.

The research of brand design of domestic fighting sports started late, but with the popularity of fighting sports in China, domestic brands began to pay attention to the innovation of brand design. For example, Kunlun Final (Kunlun Fight) combined with Chinese martial arts culture to create a fighting event with local characteristics, forming a unique brand positioning and visual style. Domestic brands pay more attention to the integration of local cultural elements in the design, and establish contact with consumers through emotional resonance and story nature.

In terms of academic research, the interest in fighting sports brand design is growing among scholars at home and abroad. The research content is extensive, including brand design strategy, consumer perception, brand loyalty, etc. Scholars used case study, market research on construction and other theories to discuss the impact of brand design on the promotion and commercialization of fighting sports.

With the rise of digital and social media, research on fighting sports brand design has also begun to focus on digital brand experiences and social media marketing strategies. The scope of branded design has expanded from traditional visual design to the construction of digital interfaces, mobile applications and online communities.

Both in the international and domestic markets, the research on the brand design of fighting sports continues to deepen, and the brand design is generally regarded as one of the keys to the commercial success of fighting sports. Looking ahead, with the globalization and marketization of fight sports, the research and practice of brand design is expected to become more diversified and specialized.

2.3 Trends in Combat Sports Brand Design

The trend of fighting sports brand design is gradually updated with the change of social culture and the evolution of consumer preferences. Rich cultural elements are integrated into the design practice, aiming to show the diversity of fighting activities and enhance the international charm of the brand. As digital technology advances, fight brands are gradually increasing their online interaction and social media engagement, providing more immersive experiences through virtual reality (VR) and augmented reality (AR) technology. Let more consumers can more easily feel the fun brought by fighting sports, increase the area of consumer groups. At the same time, brand design has begun to pay attention to the application of sustainability and environmentally friendly materials in order to attract consumers who demand corporate social responsibility.

In the fight brand design, personalized and customized services constitute the core part, and enhance the loyalty of consumers to the brand through the provision of personalized logo and customized equipment. The integration of smart technologies, such as the application of smart wearable devices, brings users a more scientific and personalized exercise experience. The strengthening of the brand story creates an emotional bond with consumers by showing the history and values of the brand. In the visual design, bright patterns and strong color contrast are used to convey the movement and energy of fighting sports. Cross-border cooperation has introduced innovative thinking and new market opportunities for fighting brand design, and expanded the connotation and market influence of brand culture through the combination with other fields such as fashion and music. User experience occupies a central position in the brand design of fighting sports, and the brand strives to ensure that both offline and online platforms can provide a unified and high-standard consumer experience. Ultimately, flexibility and adaptability become the key attributes of brand design

in order to be able to quickly respond quickly to changes in the market and new demands of consumers.

2.4 Related Brand Research

First of all, the brand design of "Fearless Fighting" was investigated. The brand as a whole uses bright yellow as the brand color, and the yellow gives people the feeling of positive, bright and positive energy. The overall design is simple and generous, and the yellow can also convey the sense of happiness, youth and optimism. Logo design has a very good identifiable, simple and dynamic. Through the logo design and IP image design to run through the whole brand design, IP image design has the characteristics of fighting sports, but also take into account the sense of young fashion. Build sports brands with interesting IP image .

Secondly, I investigated the international famous brand VENUM. As an outstanding brand in the field of fighting sports, it has won wide praise and favor around the world with its excellent product quality and innovative design concept. The VENUM brand attracts much attention in the design field of combat sports equipment for its unique and eye-catching features. VENUM's logo design is unique, inspired by the image of the snake, which not only reflects the ambition and vitality of the brand, but also symbolizes the bravery and tenacity of the fight fighters in the arena.

In terms of color, VENUM tends to use bright and high-contrast colors,

such as black, red and white, which not only complement the tension of fighting sports, but also make the brand stand out among many competitors, successfully attracting the attention of consumers. In addition, VENUM is good at using a variety of materials and techniques to produce both high-quality and durable fighting equipment to meet the high standards of athletes in training and competition.

VENUM not only focuses on the design of its visual recognition system, but also strives to the delivery of brand stories and cultural values. The design of the brand is inspired by the essence of fighting culture from all over the world, and through the collaboration with local artists and designers, the multicultural elements are integrated into the brand, showing the diversity and inclusiveness of the brand. At the same time, VENUM also cooperates with well-known fight athletes to launch a special joint series to enhance the brand awareness and reputation with the personal charm of the athletes.

Thirdly, the study studies the VI design of Infinity Panda female sports brand. Infinite Panda uses the brand image design with distinct personality in the overall design, and the national treasure panda design has a certain sense of affinity, which makes it more emotional in the process of communication and can leave a deep impression in the minds of consumers. The color and characteristics are also more prominent. With relatively high saturated pink and blue, it can show a sense of youth, which is conducive to the construction of brand concept. Full of sports passion of the modeling design, can also play an

encouraging role in sports. For female sports enthusiasts, to provide a safe, comfortable, free sports environment. It is more in line with the aesthetic needs of contemporary young people and can catch the attention of young people to achieve the purpose of promoting consumption .

Finally, after conducting the relevant brand research, I also conducted the relevant analysis on the boxing gym where I had worked for, and reviewed the relevant experience and knowledge. To observe the actual scene and atmosphere of the boxing gym, have in-depth communication and interviews with the coaches and children, understand their understanding, experience and views on the fighting sports brand, and get inspiration and material from it. A good sports environment is very important for children's physical and mental health, and the brand service can also better drive children to actively learn fighting sports. Learn a lot about fighting sports brand related knowledge, brand operation and brand design, etc. This teaching experience also enables me to know more about the children's thoughts, feel their inner world, and help to design a fighting sports brand for teenagers .

2.5 Design and positioning

In the in-depth research of fighting sports brands, I felt the impact of fighting sports on teenagers. In addition, I have been engaged in related work, so I can better understand that the importance of fighting for teenagers lies in that it can exercise their physical quality, cultivate their will quality and psychological quality, promote team spirit and cooperation ability, and promote their mental health. In the contemporary social background, violent incidents occur

frequently on campus, which has become a social problem that cannot be ignored. By learning to fight, teenagers can not only enhance their own safety awareness, but also effectively reduce the possibility of injury when they encounter potential threats. Fighting training plays a positive role in shaping the confident attitude and brave spirit of teenagers, enabling them to bravely refuse and resist in the face of school bullying. Therefore, I want to design a fighting sports brand for teenagers, and strive to cultivate their healthy body and positive attitude through fighting sports.

The brand of "Fighting Life" is a sports club with the goal of cultivating teenagers' fighting skills. For teenagers, the younger brand design is more acceptable to them. Therefore, I chose to design a more cartoon and cute brand IP image, and design products that are helpful for teenagers to learn and fight. In the "fight life", students can not only improve their physical quality and skills, but also cultivate self-confidence, perseverance and determination in the exercise, laying a solid foundation for future growth. We advocate a healthy, sunny and positive fighting culture, and are committed to providing a platform for teenagers to grow up healthily, so that they can make continuous progress in the challenges and show the wonderful fighting life.

Summary of chapter II

1 .Combat sports brand design originated in the mid to late 20th century and developed with the globalization and commercialization of combat sports. At first, it was mainly based on event logos and sports equipment trademarks, and the success of MMA and UFC at the end of the 20th century pushed the professionalization and systematization of brand design. In the 21st century,

combat brand design shows diversification and personalization, and makes use of modern design tools and technologies to create brand images with visual impact and cultural characteristics, and the popularity of social media also provides more interaction and communication opportunities.

2 .International combat brand design is mature, such as UFC and GLORY, forming a complete brand design system, focusing on brand personality shaping and internationalization strategy. Domestic brand design started late but focuses on the integration of local cultural elements, such as Kunlun Duel combined with Chinese martial arts culture to form a unique brand positioning and visual style, through emotional resonance to establish contact with consumers.

3 .Combat brand design trends are reflected in the integration of cultural elements, increased online interaction and social media engagement, and the provision of personalized and customized services. Brand storytelling is reinforced to show the brand's history and values and create an emotional connection with consumers. The visual design uses distinctive patterns and strong color contrasts to convey the dynamism and energy of combat sports. Cross-border cooperation introduces innovative thinking to expand the brand's market influence.

4. The "Fight Life" brand is located in the youth combat sports club, headquartered in Jinan, Shandong Province, aims to cultivate youth combat skills. The brand's philosophy is to inspire potential, transcend self, embrace challenges, and achieve excellence. The main consumer group is 6-18 years old teenagers, design cartoon cute brand image and help teenagers learn combat products, advocate healthy, sunshine, positive spirit of combat, to provide a healthy sports platform for teenagers.

Chapter III

DESIGN PROCESS AND APPLICATIONS

3.1 Brand Foundation

3.1.1 Logo design

In the process of brand building, the design of the brand logo plays a key role, which is not only the center of the visual communication of the brand, but also the symbol of the brand concept and values. Carefully conceived brand logo design can immediately capture the attention of the target group, and effectively convey the internal information of the brand, making the brand stand out from many competitors. As a visual communication tool, the brand logo can quickly and deeply convey the core ideas of the brand to consumers through its concise and expressive design. The visual influence and memory points of this design help consumers to quickly identify and remember the brand among the many options, thus improving the recognition of the brand.

Brand logo design is also an indispensable part of the brand strategy, which needs to be consistent with the overall positioning and long-term vision of the brand, and reflect the brand's development strategy and target customer base. Therefore, brand logo design is a complex issue involving brand strategic planning, market positioning, consumer psychology and other levels.

In this study, a total of three signs were designed in the design of the brand logo. First of all, the first logo wants to integrate the fish and the logo together. Considering that the fish symbolizes vitality and dynamic beauty, they want to give the logo a kind of vividness, but the actual fusion effect is not ideal. This design attempt conflicts with the club's brand philosophy, and is too complex in visual representation to form a strong visual focus and recognition. There is a

stylistic mismatch between the image of the fish and the power sense and competitive characteristics of the fighting sport. Secondly, the structure of the design is complicated and fails to achieve concise and powerful visual communication, which affects the identifiability and transmission effect of the logo. Moreover, the lack of a distinct visual element makes it difficult to highlight among many competitive brands and leave a lasting impression on the audience .

In the design of the second brand logo, I tried to abstract the upper body movements as a visual symbol of the brand, aiming to reflect the dynamic power of the club. However, this design exploration faces several difficulties. The simplified processing of graphics in the design leads to the lack of visual integrity, and the continuity and harmony of movements have not been fully displayed. The insufficient visual influence and memory of the logo affect its effect as a communication tool.

To overcome these obstacles, I revisited and optimized the design strategy. This may involve a reinterpretation of boxing to ensure uniformity and dynamic expression of the graphics, incorporating more influential visual elements to enhance the visual appeal of the logo, and carefully selecting design details to improve the recognition and memory of the logo .

The logo design of the third paragraph is designed to improve the shortcomings of the second logo. The brand logo cleverly integrates the letter "F" with the boxing action in fighting sports, so as to highlight the close connection between the brand and fighting. "F" is not only an acronym for "Fight Life" (Fight Life), but also symbolizes strength, confidence and fighting spirit. The boxing action emphasizes the essence of fighting sports, reflecting the club's commitment to the skills and moral character of teenagers. The fight Club's signature design incorporates black, red and blue, a color palette that not only gives a sharp visual contrast, but also has symbolic implications. As the keynote, black reflects the strength and professionalism, symbolizing the perseverance

and perseverance in fighting sports. Red represents the passion and motivation of sports, which can arouse the fighting will and competitive enthusiasm of athletes. Blue, on the other hand, symbolizes calmness and wisdom, encouraging athletes to keep clear and think strategically during the intense competition. The design is presented in a simple and powerful style, which not only captures the dynamic beauty of fighting sports, but also integrates the core concept of the brand, creating a unique and easy to identify brand image for Fight Life Club .

3.1.2 Standard word design

At the beginning of building the brand logo design, through analysing the history and culture of Baliqiao vegetable market, architectural characteristics, and the current business situation, we extracted the core keywords of "Baliqiao", "vegetable market" and "steel frame shed". Core keywords. Among them, the unique arch-shaped architectural shape of Baliqiao vegetable market "steel frame shed" as a representative of the brand image; "vegetable market", pointing out the brand's corporate nature and commercial properties; "Baliqiao The "Baliqiao" indicates the geographic location of the vegetable market.

Many attempts were made in the first draft design. First of all, consider the symbolic meaning of the logo, symbolic graphics can simplify complex concepts, ideas and information into easy to understand and remember graphic symbols, through simple graphic expression, making the message more intuitive and clear. Through the field research of Jinan Baliqiao vegetable market, it was found that the vegetable market used the open-topped shed as the main building of the selling area. 2019 the former Baliqiao wholesale market was partially relocated due to the construction of the traffic track, and after the relocation, the Baliqiao vegetable market was built with 10,000 square metres of steel-framed structure, and most of the stalls were located in the interior of the steel-framed

shed, which was featured with the sunshine and the rain shelter. The logo design takes its unique architectural appearance as a starting point, and uses circular curves to express the appearance of the market's architectural features. The shape of the arc is similar to many curves and arcs in nature, often conveying a warm, friendly, soft and comfortable visual effect, giving people a sense of intimacy and harmony. And the circular arc graphics can be continuously extended and connected to form a variety of different patterns and structures, in the design of a certain degree of flexibility and diversity, conducive to the extension of the vegetable market visual guide system design and regional representative graphic design.

3.1.3 Assisted in graphic design

The core of the "Fight Life" brand concept is to inspire teenagers to develop healthy, confident and optimistic qualities. The auxiliary graphic design of this brand is inspired by the brand logo, and is based on flowers, which not only represent the delicacy and splendor of life, but also symbolize the maturity and transformation of teenagers in the fight training. I believe that every teenager has its own unique personality, like a budding flower, will be in the fighting life under the bright bloom, healthy growth. Therefore, through the brand logo change into a flower appearance also expressed my design concept. The other two auxiliary graphics are my disassembly of the flower auxiliary graphics. The first one is similar to the Chinese character "human", which also connects the name of the "Fight Life" brand. Simple auxiliary graphics design is conducive to later application and make more extension .

3.1.4 Sign combination design

Logo combination design is the core element of brand design, it not only carries the visual identity function of the brand, but also conveys the core value and cultural connotation of the brand. An excellent logo combination design can quickly attract the attention of the public and make the brand stand out from many competitors.

The logo combination design builds the first impression of the brand through unique graphics, colors and fonts. It can intuitively communicate the brand's personality and positioning, helping consumers quickly identify and remember the brand. The establishment of this visual identity is the basis of brand communication, which helps the brand to establish a unique brand image in the minds of consumers.

Logo combination design can also reflect the brand's culture and philosophy. Through the selection and combination of design elements, the brand's history, values and vision for the future can be conveyed. This deep cultural expression helps to enhance consumers' sense of identity and loyalty to the brand.

The logo combination design also has the role of guiding consumer behavior. A clear, easily identifiable logo can lead consumers to conduct brand-related search and purchase behavior, thereby boosting the brand's market performance.

In the process of brand communication, logo combination design also plays the role of unifying brand image. Whether in product packaging, advertising or online and offline marketing activities, a unified logo design can ensure the consistency of the brand message and strengthen the overall influence of the brand. With the development of the brand and the change of the market environment, the logo combination design also needs to be updated and

optimized constantly. Timely design updates can not only keep the brand fresh, but also adapt to new market trends and meet the changing aesthetic needs of consumers.

Logo combination design plays a vital role in brand design, which is not only related to the visual identity and cultural communication of the brand, but also directly affects the brand cognition and market performance of consumers. Through the carefully designed logo combination, the brand can occupy a favorable position in the fierce market competition and achieve long-term development.

The diversified combination strategy of brand identity plays a crucial role in its communication and market adaptability at multiple levels. These strategies cover independent applications of logos, integration with branded fonts, and collaborative use with other visual elements, each combination designed to maximize the impact of the brand in a specific application context. Brand graphic logos used alone are quickly conveyed to the public, which is particularly important in situations where rapid recognition is needed, such as in website icons or personal profiles on social media. The combination of brand logo and font can provide more comprehensive brand information, which is particularly appropriate in official documents, advertising materials and brand introduction, thus enhancing the sense of formality and authority of the brand. By flexibly using these different combinations, brands can maintain the consistency of their information while also meeting the unique needs of different markets.

This design will be a lot of brand logo arrangement, different arrangement methods can be flexibly applied to different scenes. The combination of Chinese and English of the brand is designed to then use the brand logo flexibly in different applicable scenarios .

3.1.5 Standard color design

In the process of shaping the brand image, the design of the brand standard color plays a vital role. The core purpose of the design is to enhance the market recognition of the brand through the use of color strategy, so that consumers can quickly identify and remember the brand among the many options. According to the principle of color psychology, the choice of color can evoke specific emotions, and thus establish a deep emotional connection with consumers. The design of brand standard colors must take into account the cross-cultural diversity and ensuring that the message conveyed by colors in different cultures is appropriate. The design of brand standard colors usually includes dominant colors and a series of auxiliary colors, a combination designed to ensure that the brand shows a unified and harmonious visual effect in a variety of media and applications.

The "Fight Life" brand is mainly black, red and blue, and it also reduces the saturation on the basis of blue and red, creating a more suitable light blue and light red assistance for children. More fresh and bright, suitable for the application of a series of products for teenagers. The addition of yellow also improves the interest of the brand color, making the overall color more dynamic and showing the feeling of movement. The overall color is very consistent with the brand concept, and the products produced with this set of colors will be more in line with the youth fighting sports brand. Establishing a certain emotional connection with teenagers is a color matching that is more easily accepted by teenagers .

3.1.6 IP image design

In the current society, many brands have their own unique brand IP image design, and brand IP image can attract more attention from young people in the process of young market communication. As a unique visual identity, a brand IP image can be quickly recognized by the public, so as to highlight its uniqueness in many brands. The IP image often contains the core value and cultural essence of the brand. Through the IP image, the brand can convey its deep concept and vision to consumers, and establish a deep emotional connection. A well-designed IP image can positively affect the brand image, enhance consumers' trust and preference for the brand, thus promoting the establishment of long-term customer relationship. Because the design of "fighting life" is mainly aimed at young people, more interesting design thinking and younger design concept will be used in the design of IP image, so that the IP image becomes more active and more in line with the hobbies of teenagers. First of all, I designed the first design draft of IP image. At the beginning, the idea was to design Xiaolong Man, hoping to design an IP image more in line with the modern trend. However, after the design of the drawing is too complex, it does not conform to the hobbies of most teenagers, it is not convenient to extend the later image, the IP is too complex is not conducive to brand promotion and brand image recognition, so it does not meet the overall brand positioning requirements .

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3.1.7 IP image and action extension design

After determining the three views of the IP image, I plan to carry out a lot of action extension design for the IP image, so as to facilitate the application to various materials in the later stage and facilitate the publicity of the brand. The action extension design of IP image plays a key role in the process of brand building. Through the unified visual elements, the brand recognition is enhanced, and the emotional bond with consumers is strengthened. The action extension design also promotes the multi-channel development of the brand, provides rich materials for marketing activities, and enhances the interaction between the brand and consumers.

The brand IP image action extension should be designed around the brand concept, so I put the IP action extension that is related to the youth hobbies and fighting sports. After the IP image extension, the brand can show its unique personality, making the brand more vivid and attractive. Because the audience is teenagers, we plan to extend the IP image action more lovely, which is more

attractive to teenagers. Show the young characteristics of the brand, and bring the dynamic cartoon IP image to the children.

3.1.8 Special printing font

Brand specific font is an important part of brand visual identity system, and its effect on the brand is reflected in many levels. First of all, brand-specific fonts can enhance the uniqueness of the brand. Through customized font design, the brand can have a unique visual symbol, which helps the brand to impress consumers and enhance brand recognition.

Brand specific fonts reflect the culture and temperament of the brand. The style, lines, structure and other elements of the font can convey the personality and values of the brand, such as modern sense, traditional sense, affinity, etc. The transmission of this visual language helps to shape the brand image and establish an emotional connection with consumers.

Brand fonts play a unified and coordinated role in brand communication. Whether in advertising, product packaging, websites or other marketing materials, consistent font use ensures the consistency of the brand message and enhances the sense of integrity of the brand.

Brand-specific fonts can also enhance the brand's professional image. A well-designed font is not only beautiful, but also easy to read, which can enhance the user experience of the brand and enhance consumer trust in the brand.

In the digital age, brand-specific fonts also help brands maintain consistency across media and platforms. With the proliferation of social media and mobile devices, brands need to maintain the clarity and beauty of their fonts across a variety of screen sizes and resolutions, which is critical to maintaining their brand image.

The design and use of brand specific fonts are also the embodiment of brand innovation and foresight. As design trends change, brands can demonstrate their adaptability and innovative spirit to new trends by updating their fonts.

The role of brand fonts on brands is multi-faceted, it is not only related to the brand's visual identity and cultural communication, but also involves the brand's market performance and consumer experience. A successful brand specific font design can bring unique competitive advantages to the brand and promote the long-term development of the brand.

Brand special font is an important part of the brand visual identification system. The title black, Mengyuan black body and good body are the special font of "Fight life" brand, which can be used in brand packaging, brand visual communication and other documents. Follow the font specification to ensure the consistency of visual brand communication .

3.2 Brand application part

3.2.1 Poster design

Poster design plays a crucial role in brand building. It conveys the brand message to the target audience in an intuitive and eye-catching way through the form of visual art. Poster design can quickly attract people's attention, deepen the public's memory of the brand through unique visual elements and style, and improve brand recognition. It can present complex information in a concise and clear way, enabling consumers to quickly understand the brand's core values and marketing messages in a short time.

Poster design not only conveys information, but also reflects the culture and personality of the brand. Through the clever use of color, image, font and other design elements, you can shape and strengthen the brand image, and establish an emotional connection with consumers. It can expand the influence of the brand and attract more potential consumers' attention. Posters are usually placed in crowded public places with high visibility.

Poster design often incorporates interactive elements, such as QR codes, augmented reality (AR) technology, etc., to encourage consumers to participate in interaction and enhance the interaction and sense of participation between brands and consumers. It is an important part of marketing activities, whether it is a new product launch, promotional activities or brand activities, posters can effectively support and promote the development of marketing activities.

Poster design is the embodiment of brand innovation. With the development of design trends and technology, brands can show their grasp of new trends and innovation through innovative poster design. It can be adjusted according to different application scenarios, whether it is online digital posters or offline traditional posters, it can adapt to different communication channels and consumer habits.

Poster design is the visual carrier of brand communication, and its role should not be underestimated. It can not only enhance the external image of the brand, but also deepen consumers' awareness of the brand, promote brand marketing and sales, and is an indispensable part of brand building and development.

Brand poster is one of the important media for communication between brand and consumers. Brand poster design plays a vital role in the long-term development of brand by transmitting key information, shaping brand image, stimulating emotional resonance, promoting sales and expressing brand personality. It not only strengthens the interaction between the brand and consumers, but also provides strong support for the market positioning of the brand and the growth of the brand value. Brand poster design should have certain brand characteristics, can accurately promote the brand concept. In this poster design, the IP image is applied to the poster design, and the design is younger and can show the brand culture more. And according to the poster design to promote the content of the brand design, strengthen the visual identification of the brand, convey the brand information, build the brand image, but also to promote the brand communication. For publicity posters, different types of posters are designed for different use scenarios .

3.2.2 Illustration design

Illustration design plays a crucial role in brand building. Through the form of visual art, it gives the brand a vivid image and emotion, so as to establish a deep brand impression in the hearts of consumers. The unique style and creative expression of illustration can intuitively convey the core values and concepts of

the brand, making the brand message more vivid and easy to understand.

Illustration design can enhance brand recognition. A recognizable illustration can quickly capture the attention of the target audience and help a brand stand out in a competitive market. The personalized characteristics of illustration make the brand form a unique style in visual communication, so that it is easier to be remembered by consumers.

Illustration design helps to shape the brand image. Through illustration, a brand can show its unique personality and emotions, and establish an emotional connection with consumers. The elements, colors and composition in the illustration can convey the emotion and atmosphere of the brand, and enhance the affinity and attraction of the brand.

Illustration design plays a bridge role in brand communication. It can transform the abstract brand concept into a concrete visual image, making the brand message more intuitive and easy to spread. Whether in advertising, product packaging, social media or other marketing materials, illustrations can effectively attract consumers' attention and improve the efficiency of brand information dissemination.

Illustration design can also enhance the innovation of the brand. As design trends continue to change, illustration, as an art form, is highly innovative and flexible. Brands can demonstrate their adaptability and innovative spirit to new trends by constantly updating and innovating illustration designs.

Illustration can also enhance the cultural value of the brand. As a way of

cultural expression, illustration can reflect the cultural connotation and social responsibility of the brand. Through illustration, brands can communicate their social, environmental and humanistic concerns, thereby enhancing their cultural values and social impact.

The role of illustration design on the brand is multi-faceted, it is not only related to the brand's visual identity and cultural communication, but also related to the brand's market performance and consumer experience. A successful illustration design can bring unique competitive advantages to the brand and promote the long-term development of the brand.

Design cartoon style decorative illustrations to decorate in clubs to add a sense of sporting ambiance. The cartoon style is also more in line with the youth demographic. Cartoon decorative illustrations can breathe life into the club environment and create a pleasant and upbeat atmosphere for the kids. These illustrations not only convey positive messages and positive energy, but also encourage kids to actively participate in combat sports while developing a healthy outlook on life and values. Through the design of interesting sports illustrations, it can further enhance the children's participation and experience in the club, making them more immersed in the fun and satisfaction brought by combat sports. The cartoon decorative illustration design not only enriches the visual environment of the club, but also has a positive impact on the children's psychological and emotional development, and at the same time lays a solid foundation for the long-term development of the brand.

3.2.3 Packaging design

Brand packaging design plays a crucial role in business operation and brand development. Packaging design not only enhances the market recognition of the product, so that consumers can quickly recognize and remember the brand, through visual communication, can effectively convey the core concept of the brand and cultural values. Packaging design also assumes the practical function of protecting the product, facilitating transportation and storage, and ensuring that the integrity and freshness of the product can be maintained in every step from production to consumption.

The brand packaging of "Fight Life" is to want to be simple and generous direction, because the combat sports brand does not use packaging to attract consumers, so simple and generous can be, to have a good brand recognition. For the "Fight Life" brand packaging, I carried out the design of three bags, respectively, drawstring bag, travel bag and handbag. The three bags are applied to different packaging needs, the drawstring bag is more commonly used, usually can be loaded with boxing gloves, cups and other sports equipment, drawstring bag is simple and lightweight, will not increase the burden of the movement, provides a convenient way of storage, to avoid the inconvenience of carrying boxing gloves or training items. Travel bags are used in cases where there is a greater need, such as when the club will organize some summer camps and other courses that require a longer period of time to train the children, the travel bag will be more convenient. The tote bag is the bag that the club will use for normal activities. The three bags are simple design, with the main logo as the core of the packaging design, simple brand logo is easy to identify, can leave a deep impression in the minds of consumers, and enhance the brand's

recognizability. Currently the emergence of a variety of complex packaging, but I simple and elegant packaging design is more likely to attract the eyes of consumers, to meet the aesthetic needs of modern consumers.

3.2.4 Extended design

Extension design, also known as brand extension design, refers to the design activities carried out when a brand expands into a new product line, service or market area on the basis of the original. Its role for the brand is multi-faceted and has important strategic significance.

Extended design helps increase brand equity. By extending a brand's core values and identifying elements to a new product or service, a brand can leverage existing brand influence and loyalty to accelerate the market acceptance process of a new product, thereby achieving brand value.

Extended design can enhance the market competitiveness of the brand. In new market areas or product lines, brands can quickly establish market position through extended design, compete effectively with competitors, and expand market share.

Extended design can also enrich the connotation and image of the brand. Through innovative design in different areas and products, the brand can show its diversity and innovation, bring freshness to consumers and enhance the appeal of the brand.

Extended design helps brands build deeper connections with consumers. By extending design into more aspects of consumers' lives, brands can deepen consumers' cognition and emotional investment in the brand and improve consumers' brand loyalty.

Extended design can also bring new growth points to the brand. With the changing market environment and the diversification of consumer demands,

brands need to constantly innovate and expand into new business areas. Extended design can help brands identify new market opportunities and diversify their business.

Extended design can also increase the adaptability and flexibility of the brand. In a rapidly changing market environment, brands need to have the ability to respond quickly to market changes. Extended design gives brands the flexibility to adapt their product and marketing strategies to changing market demands.

Brand extension design plays a key role in brand strategy. It not only facilitates the expansion of a brand into new markets and consumer segments, but also significantly increases brand awareness and competitiveness in the marketplace. Through the use of extensions, brands are able to maintain the consistency of their core values, brand story and image across a diverse range of products, services and market segments, thereby enhancing their overall impact and market position.

The brand extension was designed in a number of directions to maximize the richness of the brand's product offerings. There are extension designs for sports products including water cups, sports bracelets, anti-sweat bands and boxing gloves dumbbells, etc. There are also extensions for the brand's IP, which can better meet the needs of young people and enrich the brand's culture. Including seed cards, puzzles, stamps, pillows and a series of cultural products.

Summary of chapter III

1. The basic design of a brand is the cornerstone of building a brand image, of which the logo design is particularly important, not only is it the core of the visual design, but also symbolizes the core concepts and values of the brand. After several rounds of iterations in the brand design of "Fighting Life", the logo combining the letter "F" and the fighting action, as well as the bold

standard character design, which are simple and powerful, easy to recognize, and in line with the brand concept, were finally decided.

2. The secondary graphic design was inspired by the brand's logo and is based on a flower, symbolizing the growth and transformation of youth. The standard color design is based on black, red and blue, supplemented by light blue and light red, aiming to establish an emotional connection with the youth, and at the same time conveying the brand's core values and athletic philosophy.

3. The IP image design adopts the cartoon image of an angel with boxing gloves, aiming to convey the purity and guardianship in combat sports. The action extension design centers on the brand concept, showing the spirit of youth combat, making the brand more vivid and attractive.

4. Brand-specific fonts include Ushi Title Black, Dream Source Black, and Ushi Good Body, which are used for brand packaging, visual communication, etc. to ensure the consistency of the brand's visual communication.

5. The brand poster design combines IP image to show youthfulness and brand culture. The illustration design adopts cartoon style to increase the sports atmosphere, which is suitable for youth aesthetics. The packaging design is simple and generous, easy to recognize, and meets the needs of different use scenarios.

6. The extension design enriches the brand's product line, including sporting goods and cultural products, such as water cups, sports bracelets, anti-sweat bands, boxing gloves dumbbells, seed cards, puzzles, stamps, pillows, etc., aiming to meet the diversified needs of young people, while strengthening the dissemination of brand culture.

7. Through a series of carefully designed basic elements, application design and extension design, the brand design of "Fight Life" has successfully shaped a unique, easy-to-recognize and attractive brand image for young people. The design process focuses on the communication of the brand concept and the

grasp of youth psychology, so that the brand can establish a deep emotional⁴¹ connection with the target audience, and enhance the brand's market competitiveness and influence through a variety of products and activities.

CONCLUSION

After researching and practicing the brand design of "Fight Life", I have gained a lot, not only improving my design thinking ability, but also better combining theory and practice in design. In the process of designing the combat sports brand, I deeply understood the needs of the youth population and the current social situation. Young people are facing social challenges such as physical and mental health problems and bullying in schools, and combat sports provide a positive and healthy solution for them. The brand name "Combat Life" itself implies the inspiration of life, representing the courage and determination to face challenges and embrace life. Through precise control of brand positioning, I am committed to building a combat sports brand with the core concept of healthy growth and self-improvement for youth.

Combat is a sport that I have always aspired to since I was a child, and my previous training and studies have given me a deeper understanding of combat. I realized that the design of a combat sports brand should not only provide a place to play sports, but also become a social interaction space for youth to release stress, build self-confidence, and solve physical and mental problems. Brand design thus becomes a reflection of social problems and a proposal of solutions. Through the promotion of the brand, I expect to encourage young people to establish a positive outlook on life, face challenges in life bravely, and enhance their physical fitness and self-confidence through participation in combat sports to better cope with competition and pressure in society.

In the process of my graduation design, I realized that design is used to solve problems, and this theory is also applicable in many aspects, which is worth keeping in mind. Design is not only a kind of visual expression, but also a force that can inspire change and promote social development. Through the design of the "Fight for Life" brand, I hope to have a positive impact on young people, helping them to overcome physical and mental problems and develop a

spirit of courage. I also hope that the society can reduce the occurrence of school bullying and other vicious incidents and strengthen the protection of youth. I also realize that as designers, we have the responsibility to pay attention to social issues and use the power of design to bring positive energy to society and promote social progress. Through design, we can convey positive messages and promote the flow of positive energy and the pace of social development.

In the "Fight for Life" brand design graduation design, encountered many difficulties and challenges, but these difficulties make me more awake, but also let me realize my own professional knowledge in the study of the lack of aspects. Knowing the shortcomings, I will strive to make progress, and look at the distant mountains, but I will do my best. In the coming days, I will do my best. This is also my biggest gain, this is a will refinement, is an enhancement of my practical ability, but also will have a great help to my future learning and work.

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ANNEX



Figure2.1

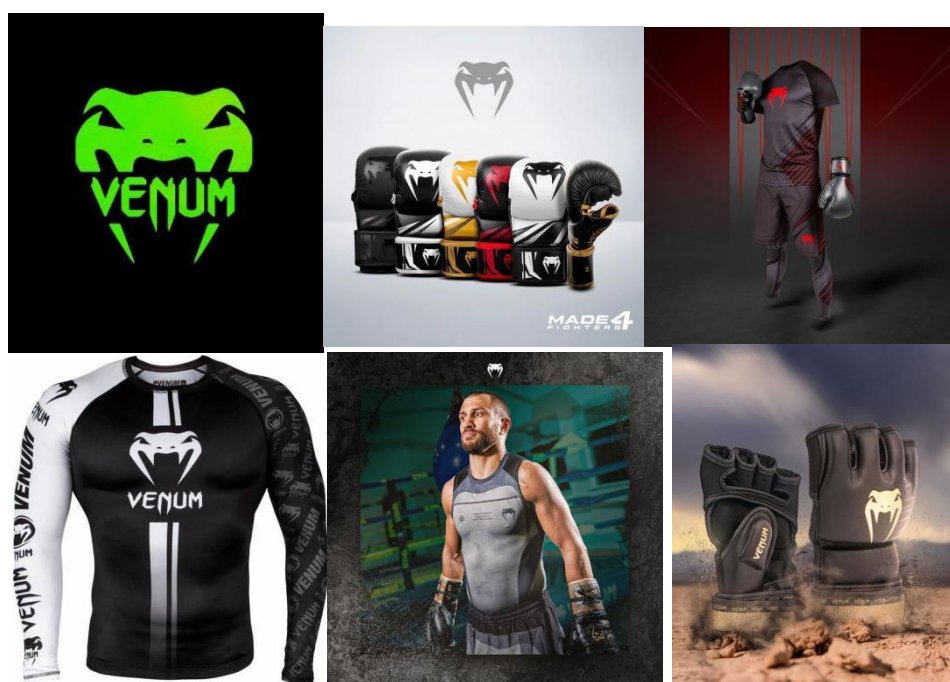


Figure2.2



Figure2.3



Figure2.4

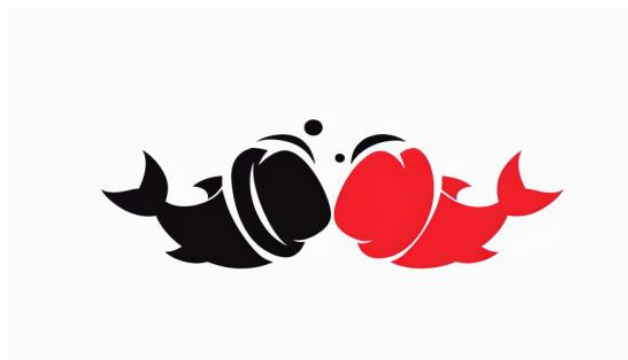


Figure3.1



Figure3.2

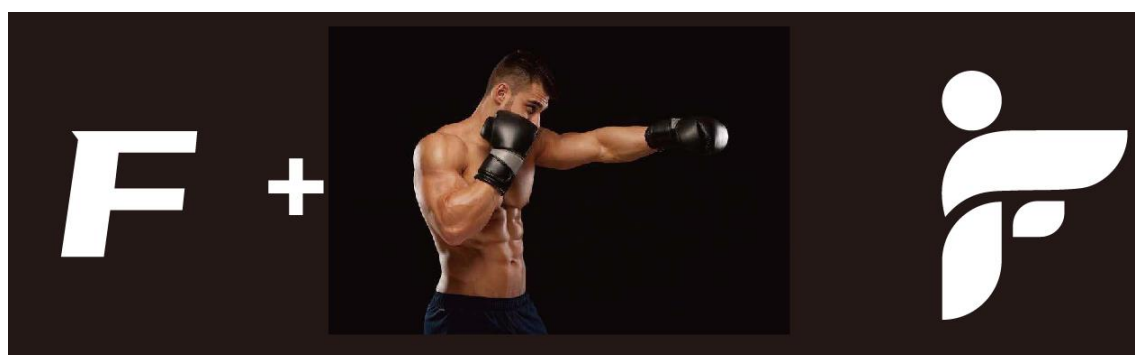


Figure3.3



Figure3.4

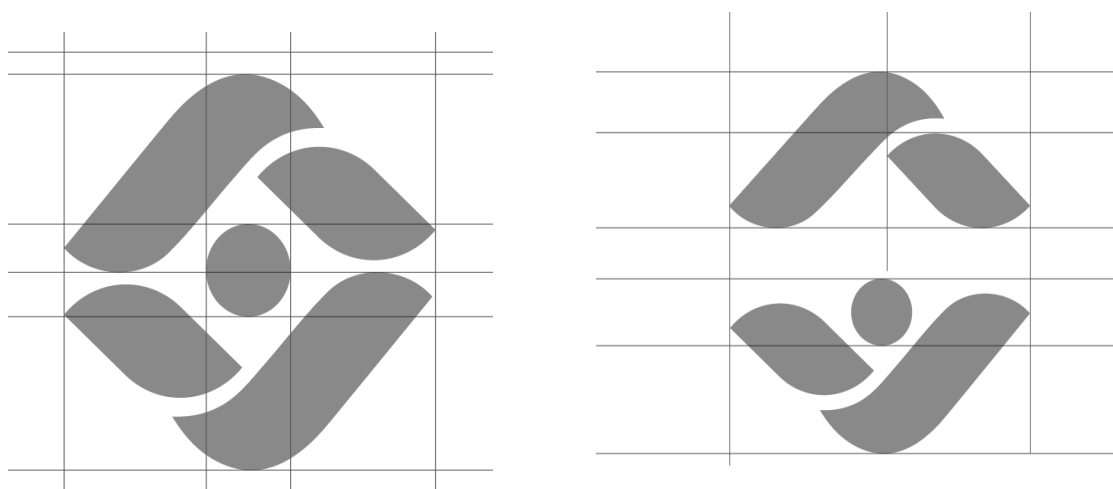


Figure3.5



Figure 3.6



Figure3.7



Figure3.8



Figure3.9



Figure3.10



Figure3.11



Figure3.12



Figure3.13



Figure3.14



Figure3.15



Figure3.16

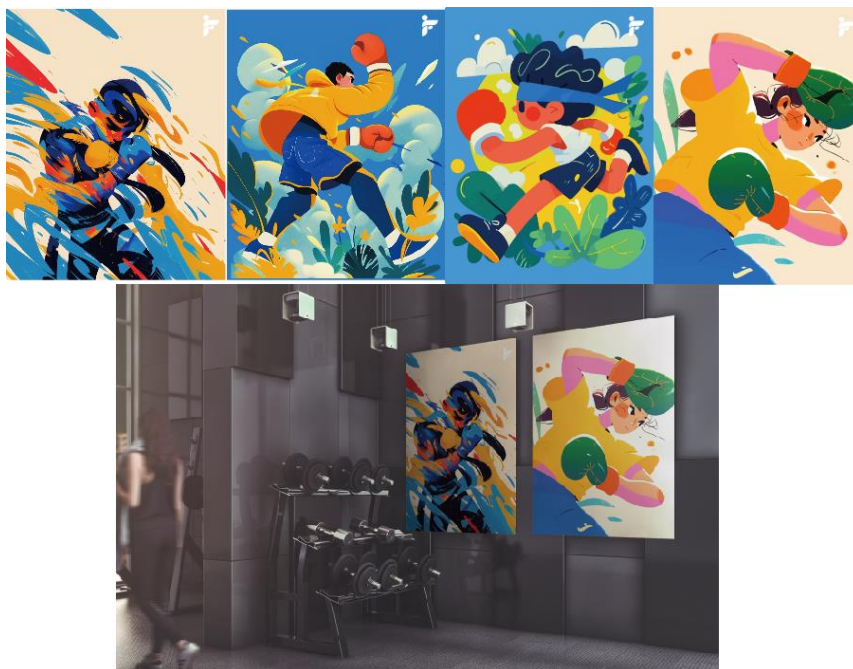


Figure3.17



Figure3.18

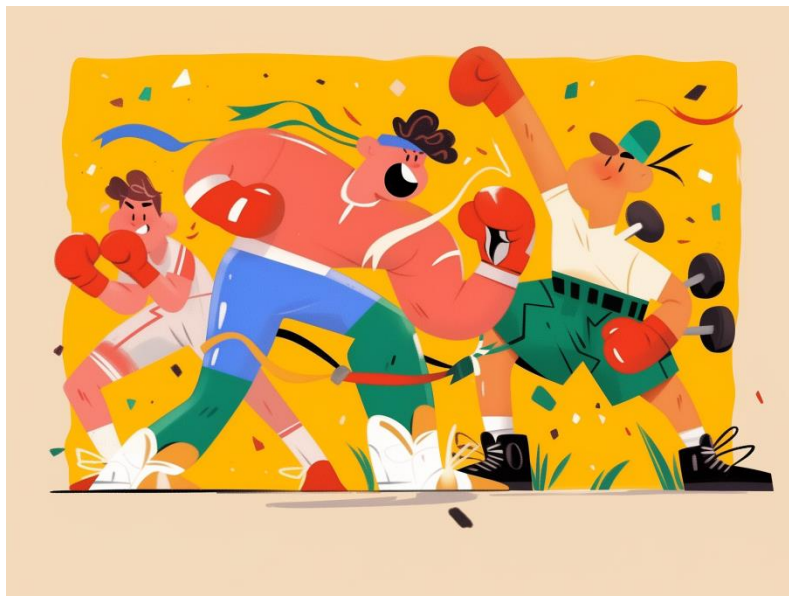


Figure3.19



Figure3.19



Figure3.20



Figure3.21



Figure3.22



Figure3.23



Figure3.24



Figure3.25



Figure3.26



Figure3.27



Figure3.28



Figure3.29



Figure3.30



Figure3.31



Figure3.32



Figure3.33



Figure3.34



Figure3.35



Figure3.36

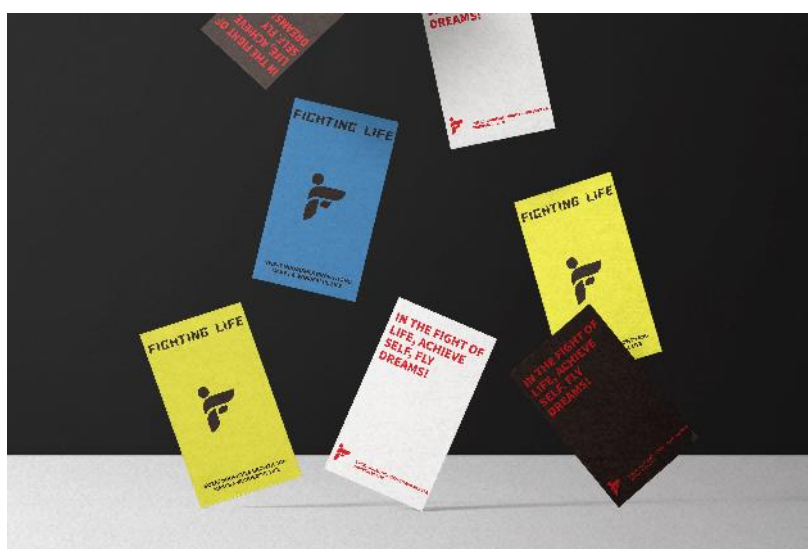


Figure3.37

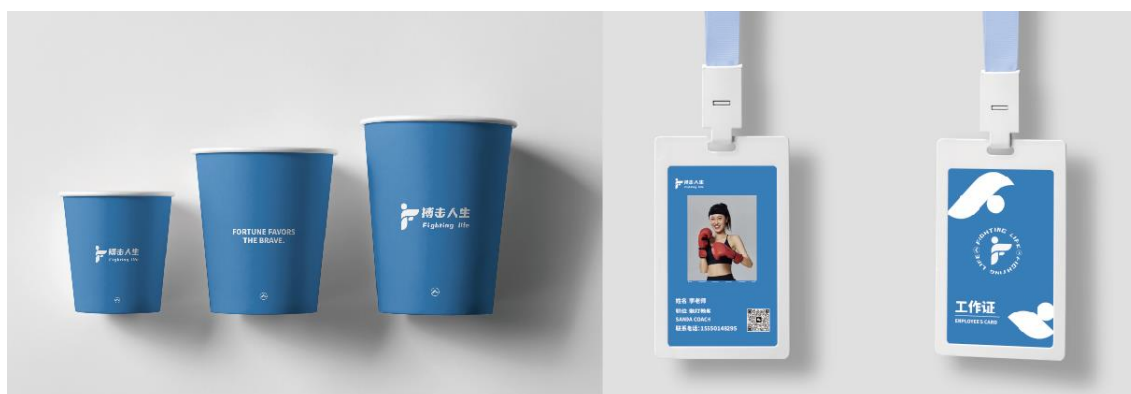


Figure3.38



Figure3.39

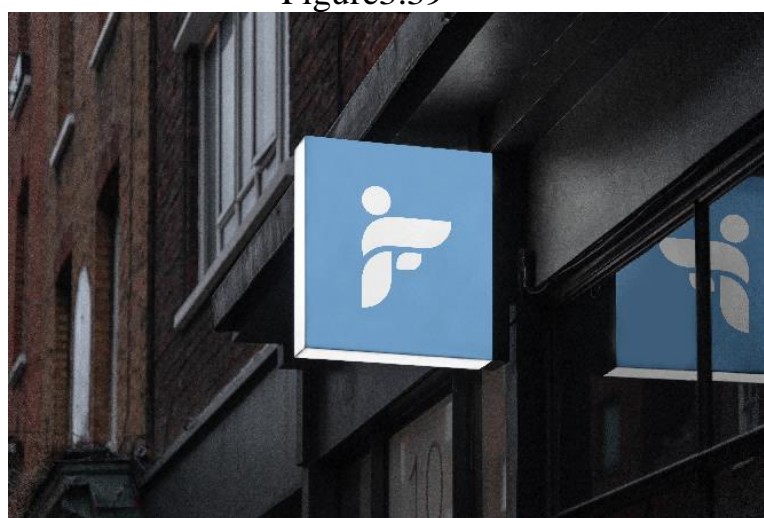


Figure3.40



Figure3.41