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## BAMBOO MOTIF IN BRAND IDENTITY DESIGNS

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*This research focuses on the development opportunities of the art design industry under the background of the BRI, and discusses how to promote the transformation of art design from "Made in China" to "Created in China" and create a Chinese art design brand with unique charm through in-depth excavation of Chinese traditional crafts and spiritual culture. The research takes bamboo as the theme, analyzes its aesthetic value and cultural symbolic significance in logo design, discusses the multiple values of bamboo as a renewable resource in ecological, economic and cultural aspects, and its important role in the BRI.*

**Key words:** Cultural Difference, Brand Image Design, The Belt and Road Initiative, Sustainable, Pattern Design

### INTRODUCTION

In the sustainable pattern design of the Belt and Road Initiative (BRI), bamboo has become an important source of inspiration for design because of its unique natural attributes and ecological value. Its rapid growth and strong renewability perfectly align with the concept of sustainable development, making it suitable for direct display in designs that emphasize environmental protection and resource recycling.

At the same time, bamboo implies tenacity, elegance and integrity in Chinese culture. Its image can be skillfully integrated into the design as a cultural symbol to convey the spiritual connotation of peace, cooperation and cultural exchange contained in the Belt and Road Initiative (BRI). Therefore, in design, we should flexibly utilize the natural characteristics and cultural symbols of bamboo to construct clear visual references for readers, so that the patterns not only highlight ecological significance but also contain rich cultural value.

### PURPOSE

The purpose of this study is to focus on the design of bamboo theme, and analyzes its role in sustainable development goals, including ecological balance, economic development, cultural exchange, green transformation, etc., to promote scientific and technological innovation and international cooperation in the bamboo industry, help the construction of the green silk road under the Belt and Road Initiative (BRI), and contribute to global sustainable development and the construction of a community with a shared future for mankind.

Among many plants, bamboo has unique significance and importance. It is tough and upright, symbolizing noble and tenacious spiritual qualities, often endowed with profound cultural connotations by literati and scholars. Bamboo



grows quickly and has a wide range of uses, including construction, papermaking, and handicraft production, providing many conveniences for human life. At the same time, the ecological value of bamboo cannot be ignored. It can maintain soil and water, purify the air, and have a positive effect on improving the ecological environment. In the Belt and Road Initiative (BRI), these characteristics of bamboo can be given new significance. It represents the resilience and vitality demonstrated by the countries and regions along the route in cooperation, symbolizing the high purity and purity of cultural exchanges between countries. The sustainable pattern design inspired by bamboo can combine the form of bamboo with the concept of the Belt and Road Initiative (BRI), showing a beautiful vision of green, environmental protection and sustainable development. In pattern design, the graphic image of bamboo can be depicted with simple and smooth lines to outline its upright posture. The form of bamboo leaves is used to symbolize the close ties between countries along the route, and the growth trend of bamboo is used to express the vigorous vitality of cooperation and development. The entire pattern not only has artistic beauty, but also contains profound cultural and development concepts.

### **RESULTS AND DISCUSSION**

The four pictures show four bamboo themed logo designs, which not only highlight the aesthetic value of bamboo, but also are closely linked to the sustainable development goals of the BRI. Through the analysis of the concept of sustainable development of the BRI in the bamboo pattern design, deepen the concept advocated in the BRI.

These four pictures are all composed of different shapes of bamboo. As shown in Fig. 1a, the picture composed of two bamboo pieces with different heights but similar shapes. The goal principle of mutual benefit and win-win in the BRI through different shapes, which also echoes the principle of mutual benefit and win-win in the BRI<sup>[1]</sup>. China is the country with the richest bamboo resources, with over 1200 species of bamboo worldwide, of which China accounts for more than 500 species. The environmental characteristics of bamboo are worth mentioning. During photosynthesis, bamboo absorbs 35% more carbon dioxide and releases 35% more oxygen than trees. It can also effectively bind to soil and avoid soil invasion. Bamboo is also the fastest growing plant in the world, with a short growth cycle and strong reproductive ability. It can be called an "inexhaustible and environmentally friendly material," which coincides with the concept of sustainable development. Like the vigorous vitality of bamboo, this material also contains great development space. Bamboo has beautiful and natural texture, gentle and comfortable touch, easy processing, and long-term use.

As shown in Fig. 1b, the pattern is composed of three bamboos, symbolizing China's attention to the stability of the Belt and Road Initiative (BRI). Bamboo, as a rapidly growing renewable resource, plays an important role in maintaining ecological balance, preventing soil erosion, improving local ecological environment, and promoting ecological sustainability. In addition, bamboo has multiple uses, such as manufacturing furniture, paper, textiles, etc. By developing the bamboo industry chain, employment opportunities can be created for countries and regions along the



route, promoting local economic development [2].

As shown in Fig. 1 c, The round pattern on the bamboo background symbolizes integrity and unity, and represents the inclusive and global characteristics of the world advocated by the BRI. Bamboo is a symbol of resilience, humility, and purity in Asian culture. Through cultural exchange activities, mutual understanding and friendship between countries and regions along the Belt and Road Initiative (BRI) will be enhanced. The development of the bamboo industry requires technological innovation and international cooperation, sharing advanced technologies and management experience in planting, processing, and utilization, and promoting sustainable development.

As shown in Fig.1 d, It is composed of light green background pattern and light white bamboo, which reflects the importance and demand of the Belt and Road Initiative (BRI) for natural ecological protection, and is consistent with the concept of the Belt and Road Green Silk Road. Bamboo, as an environmentally friendly material, conforms to the concept of green development, reduces negative impacts on the environment, and promotes green transformation. Bamboo, as a rapidly growing renewable resource, not only plays an important role in ecological balance, preventing soil erosion, and addressing climate change, but also creates employment opportunities for countries along the route through the development of the bamboo industry chain, promoting green transformation. In addition, the special symbolic significance of bamboo in Asian culture has also promoted cultural exchange and mutual understanding among countries along the route.

In addition, bamboo has a strong ability to sequester carbon, helping to mitigate global climate change. By planting bamboo on a large scale, it can make a positive contribution to addressing climate change. Therefore, the development of bamboo industry can not only promote the sustainable development of ecology, economy and culture, but also achieve the goal of mutual benefit and win-win.

As shown in Fig. 1, "Bamboo Essence" with the slogan "Embrace Nature's Grace". The name of Fig. 1, a reflects the elegance of bamboo and nature, symbolizing the essence and beauty of nature. As shown in Fig. 1, b - the design is "EcoBamboo", and the slogan can be "Sustainable Green", which also highlights the concept of sustainable development in the brand. "EcoBamboo" embodies the company's commitment to sustainable development and harmonious coexistence with nature. The appearance of the logo project can be combined with the shape of bamboo, using simple and smooth lines to outline the upright posture of bamboo.

As shown in Fig. 1, c the design is "ZenBamboo" and the slogan is "Natural Rhythm", symbolizing a fresh, resilient, and vibrant connection and collaboration, just like bamboo. This design also highlights the harmony between the spirit of bamboo and the rhythm of nature. As shown in Fig. 1, d is designed as "VivaBamboo" with the slogan "In Harmony with Nature". The name highlights the vitality of nature and the shape of bamboo leaves symbolizes the close connection between the company and its partners. The design of the four images presents a fresh, environmentally friendly, and sustainable style, perfectly integrating image and language, conveying the company's commitment and pursuit of green development.



Fig.1. YUAN Peijie. The Design of Green Bamboo Enterprises.2025

## CONCLUSIONS

Through scientific and technological innovation and international cooperation, the development of bamboo industry has provided strong support for the construction of the green silk road under the Belt and Road Initiative (BRI). The research results indicate that the combination of art and design with the bamboo industry not only helps promote sustainable development of ecology, economy, and culture, but also contributes significantly to the global sustainable development process and the construction of a community with a shared future for mankind.

## REFERENCES

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### МОТИВ БАМБУКА В АЙДЕНТИЦІ БРЕНДУ

Дослідження зосереджене на можливостях розвитку індустрії графічного дизайну в контексті ініціативи «Один пояс, один шлях» (BRI) та обговорює, як сприяти перетворенню художнього дизайну з «Вироблено в Китаї» на «Створено в Китаї» та створити китайський бренд художнього дизайну з унікальним дизайном шляхом глибокого вивчення традиційних китайських ремесел та духовної культури. У дослідженні взято за основу образ бамбука, проаналізовано його естетичну цінність та культурне символічне значення в дизайні логотипів, визначено багатогранні цінності бамбука як поновлюваного ресурсу в екологічному, економічному та культурному аспектах, а також його важливу роль даного образу в розробках дизайну для ініціативи «Пояс і шлях».

**Ключові слова:** культурні відмінності, дизайн іміджу бренду, образ бамбука, ініціатива «Пояс і шлях», сталий розвиток, дизайн візерунків.