



Design and Production of Cherry Brand Image for "Hongrui Orchard"

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Abstract. IngWith the rapid development of society, people have more and more demands for the quality of life and other external substances, so there are certain requirements for product packaging style, style positioning, taste difference. Dalian cherry in the geographical, taste, visual and other aspects are more excellent. All kinds of goods also need to make themselves stand out through brand design, so as to meet the needs of consumers, product positioning needs, which requires brand image and production to solve a series of problems to enhance brand awareness. This paper focuses on the analysis and research of "Hong Rui Orchard" -cherry brand image design and production cultural creative industry. Mainly through the design of the main image of the brand, brand packaging, brand identity and other expressions, to solve the problem of brand awareness promotion, how to make consumers have consumption desire through the beautiful picture. So as to improve the cultural and creative industries.

Keywords: Brand design; Dalian Cherry; green products; cultural and creative industry

1 "Hong Rui Orchard" Cherry Brand Image Design and Production Topic Introduction and Background Analysis

The project name is "Hong Rui Orchard" cherry brand design and production.

"Hong Rui Orchard" cherry brand is planted in Dalian Cherry brand. Therefore, in this "Hong Rui Orchard" cherry brand design and production, through the fruit shape summary so that consumers more intuitive understanding of the orchard sales varieties, in order to meet the requirements of consumers for specific production areas. Create a complete set of distinctive cherry brand.

This paper analyzes and studies the brand image design and production of "Hongrui Orchard" cherry. Mainly through the design of the main image of the brand, brand packaging, brand identity and other ways of expression, to solve the problem of brand awareness, how to make consumers have consumption desire through the beautiful picture, so as to achieve the demand for awareness. Hongrui Orchard "cherry brand is through the understanding of contemporary aesthetic way of brand design. Its overall

tonality is partial to the simple wind, the simple diffuse style runs through the whole, the main color is red, yellow, red brown, white, auxiliary colors are green, pink and other colors. The design screen is based on the four types of cherries in the orchard, so that consumers can more clearly identify the products they need and accurately find their needs. It is also through the promotion of "Hongrui Orchard" cherry brand, to create a more overall green product brand, let consumers rest assured.

1.2 Background Analysis of Selected Topics

With the development of the times, people have certain requirements for product appearance and product quality, and the meaning of brand is also constantly expanding, is no longer limited to the initial identification of goods, services or enterprises, individuals, but is seen as a representative of an idea, a cultural transmission. To enhance the visual identity and refinement of the brand can effectively enhance the brand and product value-added, and promote the prosperity and development of enterprises [1] .

This project presents the brand culture and the core value of the brand to the consumers by shaping the brand image of Cherry.

1.3 Current Situation of Research on This Topic at Home and Abroad

Take "Smart fruit maker" as an example, brand name SMARTERFRUIT, founded in 2018, smart fruit products are mainly Dalian Cherry, youzhu, imported oranges. The basic packaging for gift box packaging, packaging style and gift box bow for the main layout, but also emphasizes the gift box concept, as shown in figure 1.



Fig. 1. Clever Fruit Craftsman

In 2005, Prize Bazingo was founded in Chile. Within 17 years, Prize BAZINGO became the 5th largest fruit company in Chile. Provided a lot of materials and inspiration for this brand design[2] . Basil fruit" from the homophonic brand Prize, but also with the brand "To ensure that each fruit is enough fresh and good taste" concept. The logo is simple and fun, giving a lively atmosphere. As shown in figure 2.



Fig. 2. Prize Baiziguo

2 “Hongrui Orchard” Cherry Brand Image Design and Production Research and Design Target Positioning

2.1 Design Research

Now more and more enterprises begin to pay attention to their own publicity and brand building, brand design management and methods need to be closely around the brand core positioning; Through the combination of location, color, dynamic and other basic elements to form the concept of categorization, to adapt to the characteristics of new media to achieve widespread dissemination;. In the aspect of brand design, by means of data analysis and visiting, the positioning, packaging strategy and visual language of Jiawo products are put forward, and the features, functions and consumer preferences of the products are integrated, the integrated design of blueberry, kiwi, Cherry, Raisin and other products has gained wide attention and recognition, as shown in figure 3.



Fig. 3. Chavo logo and derivative design

Research “Hundred Orchard” brand design case, through the fruit shop brand image, the whole enterprise brand culture and spirit, the core brand value to show consumers. [3] The brand’s brand-new logo has been streamlined from the original, simplifying the overly complex monkey shapes and colors in the graphics. As shown in figure 4.



Fig. 4. Baiguoyuan

2.2 Design Target Positioning

The project is the design and production of “Hong Rui Orchard” cherry brand, based on the promotion of Dalian specialty. Through the above research and analysis found that Cherry brand with brand system less, and most well-known fruit

brands have a complete brand design system, and are more in line with the aesthetic needs of contemporary consumers. [4] Based on this characteristic, the Cherry brand design integrated orchard elements analysis, extracted fruit graphics for the theme graphics, Cherry and modern style combined, so as to better brand promotion. Can be expressed from the characteristics of Dalian Cherry, history, and other aspects, and taste of Dalian Cherry is also very characteristic, and has a long history, for the brand design to improve a lot of material and inspiration [5] . In order to stand out in this era of big data, you need to be more comprehensive in your design, and you need to think about the actual market application and extensibility.

3 “Hong Rui Orchard” Cherry Brand Image Design and Production Program of the Stage to Complete the Process

3.1 Structural Equation Modeling of Gansu Tourism Image

In Through the combination of early brainstorming and research and analysis, the basic establishment of the brand image of the design direction, and extract the brand-related design elements.

The initial project first carried out LOGO design, the sun, straw hat, cherry and other elements combined. The grain of the straw hat and the leaf on the head are the first letters of the word“Hong Rui”. [6] Cherry red and sunflower yellow are used to show the lively atmosphere of the logo, while the red-brown color of the planting soil is used on the font to convey the healthy and green organic concept of the product. Hongrui Orchard’s Chinese font design in the bottom of the graph, the English font appears in the form of an arc above the graph, using the idea of a circle, in the Chinese below a row of small characters, explain the attitude of the brand. Through the above elements to convey to consumers the concept of natural green pollution-free, thus achieving brand advantage, as shown in figure 5.



Fig. 5. Logo Design

3.2 Design Medium-Term Production

This brand design, mainly through the brand design logo design, IP image design and other means of expression to convey the brand concept to consumers, as shown by the early brainstorming, from the IP image to find out the design elements, through the introduction of cherry time and the external conditions required to clarify the IP image.

IP image is divided into four characters, respectively by the Hong Rui Orchard of the four varieties, through the number of planting area to divide the age of the characters. The above integrated design formed a small image of Cherry General, with the orchard variety form as the main starting point to design, in order to facilitate and intuitive let consumers understand the beginning of Dalian Cherry, designed and information visualization. The chart information visualization out information about the area where the cherries are grown, the types of fruit in the orchard, and the annual yield of the Dalian Cherry in recent years. It can help consumers understand the taste, taste and planting of various cherry varieties in the orchard, as shown in figure 6.

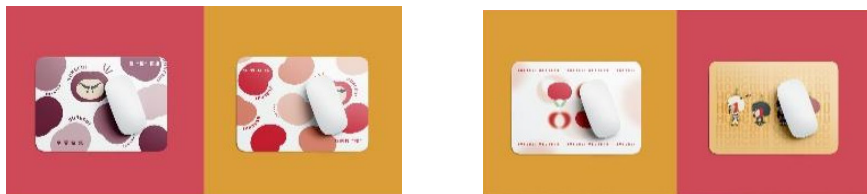


Fig. 6. Graphic design

3.3 Post-Design Results Show

In the later stage of design, the characters and graphics are combined to extend, and applied to daily necessities, the design elements are integrated and arranged, and a set of extensions are designed with different objects as background, the design of the name plate makes clear the identity of the staff, and makes the mouse pad, postcard, mobile phone case, packing box and other extensions for the brand. The combination of graphics and color makes the color matching of the design systematic, with the support of primary and secondary colors, making the screen more rich and dynamic. Extracted the shape of cherry varieties combined with blessings, to design brand postcards. The product also includes cherry wine and now more needed mask, mask style according to the brand fresh and simple to design. Ceramic coaster in life is also very common, this article also applies to the brand of Cherry Wine, in the graphic design to follow a fresh and simple style, reflects the characteristics of fruit. Combine figures and graphics into a canvas bag. Can deepen the consumer’s impression of the brand.



Fig. 7. Design of postcards, masks, coasters, and bottle extensions

4 Conclusion

Through the design of the brand design has a deeper understanding, understand the brand design is exquisite aesthetic, especially on the visual performance, and can clearly understand the process of building a brand. In the use of color, the overall tone needs to maintain a basic consistency in order to make the brand look uniform and clean. From this, we understand the value pursuit of aesthetic design, while doing brand design to pursue innovation, to ensure that the overall direction of design towards a favorable trend. And because of the impact of the epidemic at home to complete the design, so the ability to think independently has been significantly improved, in the middle of a revision, in this graduation is a test. Because this design, the new and old knowledge series and development, from which also enhanced the aesthetic level and design level, in the future on the road to grow loyal to the original design, forge ahead.

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