

Research on Brand Image Design from the Perspective of Rural Revitalization

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Abstract: From the perspective of rural revitalization, this paper analyzes the importance of rural brand image design from the perspective of cultural value and economic value, based on several field investigations of Derong Tibetan folk model skills. At the same time, the brand image design strategy is elaborated from the perspective of design principles, design conception and design methods. Finally, a series of brand image design practices such as logo design and standard color determination, IP image design, packaging design, advertising design and brand extension design of Tibetan folk model art “Sayijie” are completed. This paper hopes to enhance the vitality of the development of Derong Tibetan folk model skills under the background of rural revitalization, in order to help it achieve better inheritance and development in the fierce competition environment of the modern social market.

1. Introduction

On February 21, 2021, the CPC Central Committee and The State Council issued the “No. 1 Document of the Central Committee”, specifying that agriculture and rural areas should be given priority in the future and the rural revitalization strategy should be comprehensively promoted.^[1] With the comprehensive implementation of the national rural revitalization strategy, it brings opportunities and challenges to rural brands. Based on the perspective of rural revitalization, this paper explores the strategy of rural brand image design, and completes the brand image design practice of Derong Tibetan folk model art “Sayijie”, in order to enable design to help the development of rural economy.

2. Overview

2.1. Rural Revitalization

Rural revitalization strategy is the rural development strategy proposed in the report of the 19th CPC National Congress, and it is the main thought, guideline and line for the construction and development of rural areas in the coming decades^[2]. This is a rare opportunity for rural economic

development, but also a challenge. Under the strategy of rural revitalization, building rural brand image plays a decisive role. In today's modern market economy, how to build rural brand, expand product awareness and reputation, and realize the transformation from "winning by quantity" to "high quality, high added value and high profit" is an urgent problem to be thought and solved^[3].

2.2. The importance of rural brand image design

Building rural brand image design can better spread excellent rural culture. The report to the 19th National Congress pointed out: "Culture is the soul of a country and a nation. Culture will rejuvenate the country, and culture will strengthen the nation." Tibetan folk model craft is a kind of folk traditional woodwork handicraft widely spread in Tibetan areas in southwest China. It is mainly used in the production of various kinds of living utensils commonly used by local and surrounding Tibetan residents.^[4] Tibetan folk model art has a history of thousands of years, and was successfully included in the first batch of Sichuan intangible Cultural Heritage List in 2007.

Building rural brand image design can better enhance the economic value of rural enterprises. Brand value is a systematic concept formed by the interaction between enterprises and consumers, and is a kind of intangible assets of enterprises.^[5] The quality of a brand directly affects its popularity and competitiveness in the market, and can bring greater economic value to an enterprise. Under the impact of modern market economy, rural enterprises can only build rural brands, achieve more professional and broader recognition and promotion, improve their market competitiveness, and then make them break through the existing market economy dilemma, which is a long-term development road.

3. Strategy of rural brand image design

3.1. Design Principles

The design principle of rural brand image should be based on local characteristics, mainly based on regional culture, practical beauty and environmental protection. Regional culture in the brand image is the most distinctive, is also the most easy to distinguish from other brands an important means. At the same time, the main consumer group of rural brands is the local people, practical as the first consideration, but with the progress of society, everyone tends to practical and beautiful design. Finally, as the country continues to advocate the concept of environmental protection, "clear waters and lush mountains are gold and silver mountains" is put forward, but also put forward the environmental protection design requirements for rural economy.

3.2. Design Concept

The design of rural brand image, first of all, is to dig deep into the culture of rural enterprise brand, in order to find and refine the most representative design elements, the overall brand image using one of the most representative colors of the Tibetan dark red, on behalf of the car model product raw material yellow as the main body, and form a unified brand image visual effect in graphics, auxiliary graphics and color. Such as brand name, logo, standard color, IP image, packaging, advertising and brand extension design. Rural brand image design should not only give the rural brand cultural value, but also enhance its economic value.

Design method

The methods of rural brand image design mainly adopt the method of induction and summary, the method of graphic combination and the method of element disaggregation and reconstruction, which can use the method of brainstorming to open the creative ideas in the early stage. Brand

image design can use local exaggeration, deformation and other expression techniques. The ultimate goal is to form a complete set of visual image system planning, complete a set of visual identity system (VIS) manual planning, to guide the use of enterprise specifications.

4. Rural brand image design practice

Under the background of rural revitalization strategy, based on several field investigations of Derong Tibetan folk car model skills, this paper takes the trademark“Sa Yijie”of Derong County Lean Car Model Skills Co., LTD as an example to explore its brand image design practice, which is the needs of the development of The Times, and also the expectations and needs of Tibetan folk car model skills for long-term development.

4.1. Logo design of "Sayijie"

Logo design is the basis of brand visual identity. In the process of corporate image transmission, brand logo is the most widely used and most frequently appeared^[6]. The logo of “Sayijie” (FIG. 1) selects the most representative wooden bowl, with multiple overlapping shapes as the main body, and combines its pinyin initial letter "SYJ" to form a negative shape. Meanwhile, the negative part is more like an image of mountains and rivers in the mountains, conveying the characteristics of its products and origin environment. The symbol uses the dark red, one of the most representative of the Tibetan nationality, so that the whole symbol conveys strong regional cultural characteristics.

4.2. IP image design

The IP image of “Sa Yijie”, “Mu Mu” (FIG. 2), mainly uses wooden bowl elements in the head and hair accessories to convey its product characteristics. Meanwhile, the clothes worn by “Mu Mu” are all Tibetan clothes, with obvious regional ethnic customs characteristics.

4.3. Packaging Design

“Sayijie” package (FIG. 3) is a gift box with heaven and earth cover, with IP image“ Mumu” as the main body. On the front of the package, there is a logo of “Sayijie” with anti-white effect, highlighted by a thick golden frame. At the same time, the packaging uses the festive bright red as the background, and supplemented by the peony flowers with golden thread, the whole packaging conveys a festive and strong regional characteristics.

4.4. Advertising Design

The British David M. Ogilvy, once known as the “advertising geek”, said in his book Confessions of an Advertising Man that “good advertising can be used for years without losing sales power”. “Sayijie” brand advertising should be under the guidance of brand positioning and connotation, according to the characteristics of the target consumer groups to create, advertising design should contain the “Sayijie” logo and IP image “Mu mu” and other brand elements, but also to consider the appropriate slogan, can reflect the brand characteristics and personality, Lang Lang catty, but also to have visual impact, easy to spread.

4.5. Brand extension design

According to the industry characteristics of “Sayijie” mainly aimed at Tibetan residents and the production of various wooden living utensils, or the characteristics of the target consumer groups,

the targeted brand extension design, such as mobile phone case, chopsticks, etc. The brand extension design should contain the “Sayijie” logo and IP image "Mumu", which is also the premise for the formation of a unified and powerful visual effect of the brand image.



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Figure 1: Logo design Figure 2: IP image design (front and back) Figure 3: Packaging design

5. Conclusion

Under the background of rural revitalization strategy, building rural brand image is an important means and measure to enhance the economic benefits of rural enterprises, which is of great significance to the development of rural enterprises. However, the rural revitalization strategy cannot do without the support of talents, especially the urgent shortage of relevant highly educated design talents. The government should increase the efforts to introduce such talents. First of all, it needs to obtain economic security to ensure that talents can be introduced and maintained. At the same time, the rural brand image design is not once and for all, but according to the development of The Times, the change of market demand, and make corresponding adjustments. At the same time, we should use legal means to safeguard the interests of the brand, pay attention to the surrounding counterfeit and shoddy products on the origin of the attack, but also pay attention to the protection of brand trademarks, products and other intellectual property rights, continue to do a good job of brand maintenance and management, promote the target consumers to have a favorable impression on the rural brand and reach a consensus on the brand value, which is the needs of the development of The Times. It is also the need of the long-term development of Tibetan folk model skills.

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