

Visual Design of Agricultural Branding in the Context of Rural Revitalization Strategy: the Case of Yuxin Guomu Growing Cooperative

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Abstract:

A successful brand is a bargaining chip for products to develop the market, and visual brand identity is one of the essential elements of a brand. In implementing the countryside rehabilitation policy in a full-fledged approach, agricultural products' brand visual image design can help enhance their value and the development of rural industries. This paper takes "Yuxin Guomu" planting cooperative brand visual image design as the starting point; agricultural products' disconnected and debilitating nature in the current market is analyzed, and specific suggestions are made on designing them. The unique elements were explored for a systematic brand visual image design through a detailed analysis of the "Yuxin Guomu" corporate brand visual image design. These include the primary logo, auxiliary graphics, standard colors and characters of the logo, promotional posters and memorable creations, etc. In this paper, we study brand visual image design methods for agricultural products and explore the value of brand visual image design for the positive development of a rural agrarian economy. This paper hopes that the exploration and research design of the brand image of "Yuxin Guomu" will provide reference and experience for designing visual images of related agricultural brands.

Keywords:

Brand Design, Rural Revitalization, Agricultural Products

1. Introduction

In October 2022, at the 20th National Congress of the Communist Party of China (CPC), it was again proposed to comprehensively promote the rural revitalization strategy. The results are evident from the initial implementation to the current comprehensive promotion. The development of rural industries is fundamental to the revitalization of the countryside. As a unique agricultural product, it has a strong landmark and identity, reflecting the countryside's unique agricultural resources and culture, with a strong rural atmosphere and deep nostalgia [1]. Moreover, as a more

well-known brand of agricultural products in Haishu District, Ningbo City, Zhejiang Province, the Yuxin Guomu Growing Professional Cooperative should be given a perfect brand visual image in response to the call for rural revitalization, which is also conducive to the sustainability and development of the cooperative. We can see in the Research Report on the Development of China's Agricultural Brands released by the Ministry of Agriculture that as branding is the main symbol to measure the degree of modernization of agriculture, paying attention to the visual image of the brand is an important factor for cultural enhancement [2].

2. “Yuxin Guomu” Brand Development Status

2.1. The regional characteristics of the “Yuxin Guomu” brand

Yuxin Guomu planting cooperative is located in Xin Hou Tu Qiao Village, Jishigang Town, Haishu District, Ningbo, the back garden of Haishu District, Ningbo. Four hundred acres of land have been transferred to the village. A solar-powered greenhouse has been built, spanning nearly 10,000 acres, with flower viewing areas, rice planting areas, lotus root planting areas, outdoor expansion activities and agricultural product processing display areas coming into view [3]. In 2019, the company was awarded the title of standardised farmers' cooperative in Haishu District, and in 2020, it was awarded the title of model farmers' cooperative in Ningbo City. lotus seeds) passed the Ministry of Agriculture and Rural Development's quality and safety pollution-free certification of agricultural products. The cooperative has developed to the point where it has opened up the road to research and study in addition to marketing its agricultural products. Through parent-child interaction activities with students' parents, it enhances the income distribution of the chain, expands its popularity and increases children's contact with nature, receiving the love of the general public.

The existing strengths of the Yuxin Guomu Growers' Cooperative are the following: firstly, in terms of enterprise construction, it is committed to building a landmark planting professional enterprise in the Haishu district, which has won many honours and numerous awards in the agronomy category. Secondly, in terms of fruit quality, the area where the cooperative is located is very fertile and suitable for cultivating and growing fruit and vegetable produce, making the produce cultivated excellent in taste and superior to other fruits and crops of the same type. Thirdly, in terms of festival culture, the cooperative organises annual festivals such as the Rape Flower Festival and the Crayfish Festival, where local and visiting tourists can enjoy the atmosphere of the festivals.

2.2. Problems with the brand of “Yixin Guo Mu”

Through the market presence of the brand visual image of "Yuxin Guomu", the author concluded that there are some shortcomings overall: firstly, the lack of brand design, marketing is not in place, there are not enough audience groups. Secondly, the existing brand design is too homogeneous, without features or fashion sense, and needs to use its cultural connotations well.

Due to the lack of proper brand design, the pricing of the company and the acceptance of consumers need to be better investigated, including promotional materials, advertising and so on are not perfect, resulting in a relatively large proportion of repeat consumers and no more expansion. Moreover, in terms of

activities not to do more innovation, the annual activities are similar, leading to the loss of consumers.

In terms of design and packaging, the usual trading is through some simple devices, it is difficult to see the advertising of goods, and there is no specific packaging box. In the case of the lotus root powder packaging, for example, there is no transparent logo, which is not attractive in terms of innovation or aesthetics. There is also no transparent signposting system as a guide within the village, and information needs to be communicated better, resulting in visitors not always arriving in a timely and accurate manner either. Regarding cultural communication, the company needs a formal brochure or innovative products, which is lacking in this area, and the promotion of the company's core values does not resonate with visitors.

3. Analysis of the Visual Identity of Similar Agricultural Brands

For a brand to be successful, it is necessary to create excellent products and services and develop a brand image based on visual elements [4]. Initially, Taiwan pioneered the development of tourism agriculture in China, and although it has only been around for 30 years, Taiwan's agricultural development is quite exemplary. Scholars have studied the connotations, construction subjects and competitiveness of regional public brands for agricultural products, mainly from different perspectives and around specific cases [5]. However, it is an undeniable fact that throughout the Chinese market, there are only a handful of commodity brands with absolute values and concepts [6].

3.1. Domestic brand research of the same type

The logo and packaging of the "Chu Orange", named after Mr Chu Shi Jian's surname, won the highest award for industrial success in the world in 2016, the German Red Dot Visual Design Award. The logo is primarily a woodcut representation of Chu and his oranges. The sepia tone of the logo adds a sense of weight and history to the logo as if recreating the glory of this legendary business figure. The brand image of Chu Orange is positioned as heavy, historical and vicissitudes, giving a sense of stability [7].

4. "Language Xin Fruit Wood" Brand Design Direction and Design Ideas

In the context of economic globalization, the world is evolving rapidly, and suddenly, people can get anything they want, which is an instant change in consumer habits. It is necessary to be innovative and design product images that consumers love and enjoy consuming in order to attach them to the product itself.

4.1. Brand value refinement

The direction of this thesis design is the overall brand image of the Yuxin Guomu planting cooperative. Based on the author's market research and analysis, the overall image of Yuxin Guomu Growers' Cooperative and the individual packaging was comprehensively innovated to increase consumer recognition of the brand while retaining the original excellent quality.

4.2. Product packaging design ideas and design concepts

The overall design reflects the cultural connotation and essential needs of “Yuxin Guomu”, as well as the design of the packaging in order to attract consumers. Especially when the same product type is placed, it makes a strong visual impact. The use of illustrations fully reflects the main content of the “Yoxin Guomu” brand and the beautiful farm environment, increasing the source of the audience. The overall emphasis of the packaging is on the combination of graphics and text, with an overall tone and style to the range of packaging that is memorable and easy to associate. This enhances the way the brand is consumed and enhances consumer recognition.

5. The Visual Identity Design of the “Yuxin Fruitwood” Brand in Practice

5.1. Design of the basic part of “Yuxin Guomu”

5.1.1. Logo design

The logo is the starting point and foundation of the brand and symbolises the brand concept [8]. Through a simple logo, consumers should be able to understand the meaning of the product itself and the culture conveyed by the company. Through research, selection, and refinement, the image of the farmer is used as the main object, and the fruit and vegetable basket is used as a design element. These elements reflect both the essence of the Yuxin Guomu Growing Co-operative and the cultural connotation of the enterprise and the state of mind of welcoming visitors from all directions is reflected in the logo, as shown in Figure 1. Through the combination of visual elements and corporate positioning, the image of the farmer as the main body of the design simplifies the lines. It enhances the contact with modern design into a modern sense of line design. The Chinese and English fonts and icon images are into one, a simple and generous easy to identify logo the new design not only highlights the essence of “Yuxin Guomu” The new design not only highlights the essence and distinctive personality of “Yuxin Guomu” but also increases the consumers’ love and recognition of the company’s products. The logo as a whole also has its traditional meaning and is fashionable and distinctive.



Figure 1. The “Yuxin Guomu” logo.

5.1.2. Colour design

Colour is the beginning of how people perceive things. In order to accurately convey the concept of the brand "Yuxin Guomu" to consumers, the unique colours of the brand "Yuxin Guomu" were analysed to fit the brand of agricultural products. The “Yuxin Fruit & Wood” logo uses sky blue, grass green, flesh pink and earthy yellow

as the standard colours,. The symbolic meaning conveyed by the colours is: sky blue represents purity, tranquillity and peace, and is used for the farmers' clothes, representing the blue sky and white clouds printed on the farmers' clothes; grass green represents green health, high quality and originality, and is used for the colour accents of fruits and vegetables, reflecting the excellent quality of the enterprise's agricultural products; flesh pink represents simplicity and humanity, and is used for the farmers' faces, giving people a kind and benevolent feeling; earthy yellow represents the earth, which is the earth. The earthy yellow colour represents the earth and the soil and is used for the colour of the fruit basket, giving a feeling of close contact with nature and being in its presence of it. In addition, several secondary colours evolved from the four standard colours and are used to assist in the integrity of the logo, making the logo integrated.

5.1.3. Standard wording design

Based on the brand's positioning, with the farmer as the main logo subject, and to make the logo stand out, adding the right word design will make the logo more eye-catching. The text design in the logo should not only reflect the personality and characteristics of the brand but also be designed and expressed according to the form of the market and the consumer's liking. Therefore, the text of "Yuxin Guomu" is mainly composed of two parts, Chinese and English fonts: in the Chinese font design. The four characters "语欣果木" are a complete reflection of the core of the logo and one of the cores of the company's name and were eventually adopted in black, with variations and adjustments based on this, with a certainly rounded adhesion between the strokes, and a straight and slender, dignified and modern atmosphere, in line with contemporary consumers' intuitive needs for the brand. The overall style of the character also matches the core value of "Yuxin Guomu", secondly, the English font design. In order to better match the design of the Chinese font, the Lucida console is used to make it a good match and a vivid image.

5.1.4. Ancillary graphic design

The auxiliary graphics are presented in the form of hand-drawn illustrations, divided into four sections, including a lotus pond, a rice field, an apricot orchard and a vineyard, as shown in Figure 2, Figure 3, Figure 4 and Figure 5. It shows the rich connotations and values of the brand, increases the degree of creativity and aesthetics, and meets the current aesthetic needs of the public, achieving a collision between the integration of corporate culture and modern design. It also makes its commercial character more apparent, allowing consumers to know at a glance the positioning of the brand and the sales model of the business.



Figure 2. The vineyard.

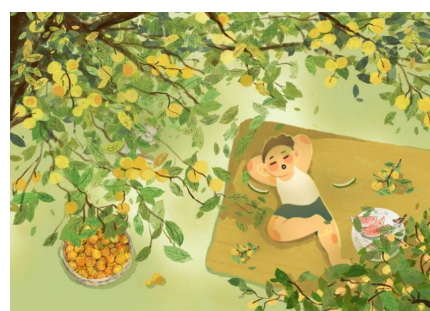


Figure 3. Apricot Garden.

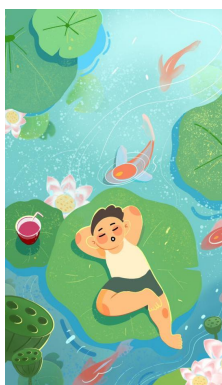


Figure 4. *The Lotus Pond.*



Figure 5. *Paddy field.*

5.2. Design of the “Yuxin Fruitwood” application section

Packaging design directly impacts the consumer's impression of the brand and the use of feelings. Careful design of the packaging to achieve the purpose of brand communication at the same time can also leave a deep impression on consumers so that consumers more intuitively feel the difference and uniqueness of the packaging [9]. Therefore, the author believes the “Yuxin Guomu” packaging design should be unique and simple.

The brand image design of “Yuxin Guomu” should be used for marketing and to gain more consumers' favour through the brand image. Therefore, it is necessary to design more related derivative products through the vivid image of the brand and let it penetrate all aspects of people's lives so that the brand can go into the common people. For example, illustrations can be used in various household or corporate products. This allows the brand to be more widely known and its promotion smoother and more effective. However, in this day and age, derivative products are frequently used, and to stand out from the crowd, it is necessary to use smaller products that are more appealing to consumers. Therefore, when designing derivative products, more design on some cultural and creative products, such as pillows, postcards, canvas bags and other items, improve the diversification of derivative products and the appeal and attention to consumers.

5.2.1. Handbag design

In order to enhance the communication of the brand image design of “Yuxin Guomu”, a tote bag was designed, to be attached to the consumption process of agricultural products. The concept of environmental protection is deeply rooted in people's minds, and the purpose of the tote bag design is to allow the brand to be used twice so that consumers can use the tote bag as a daily shopping bag after consuming the product, which invariably promotes “Yuxin Guomu”.

5.2.2. Tissue box design

Tissue boxes are essential daily necessities in people's lives. By designing tissue boxes with the brand image of “Yuxin Guomu”, they can be given away during the consumer's consumption process or used in prize draws for events and so on, increasing the consumer's goodwill towards the brand and playing an invisible role in publicity. At the same time, the illustrative style of the packaging is in line with the aesthetics of contemporary consumers.

5.2.3. Notebook design

The notebook design can be used not only for the daily office of the enterprise, increasing the corporate culture and connotation of the enterprise, but also as a gift or cultural product for sale, increasing the consumption channels and promoting the cultural connotation of the enterprise.

6. Conclusions

Marketing guru Jeremy Bummel once said:- “Consumers build brand perceptions like a bird builds a nest - by bringing in branches, leaves, straw and other debris with its beak.” in the case of specific agricultural products, the only way to build a product brand is to create a brand image, strengthen quality construction and combine different perspectives of cultural meanings is the only way that agricultural products can bring significant benefits to enterprises, consumers and society [10]. With the rapid development of economic globalisation, the market for agricultural products is becoming increasingly complex and dense. China is a largely agricultural country where visual identity development for agricultural brands could be faster. This time, through the design of the “Yuxin Guomu” brand, the traditional design concepts and principles were followed up with modern design ideas and design trends. The collision of tradition and modernity resulted in a set of the brand visual system with its unique style, thus enhancing the brand image and recognition of Yuxin Guomu Professional Cooperative. It also promotes the development and expansion of the enterprise, bringing it in line with the times, keeping up with the trend of the times, meeting the current market and consumer needs, allowing it to shine in the context of rural revitalisation, and enabling the enterprise to improve itself continuously.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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