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Formation of Brand Strategy and Visual Identity of the "Menggetan" Brand.

Master's Thesis submitted for the degree of **Master**

Specialty B2 Design

Educational and Professional Program "Visual Communication Design"

The qualification work contains the results of independent research.

The use of ideas, results, and texts of other authors is properly referenced.

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ABSTRACT

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The thesis is devoted to the study of Menghetang Medical Clinic. It starts from the basic background of Menghe Medical School culture.

First, the "Healthy China" policy moves forward step by step. More and more people in daily life start to care about their own health. So traditional Chinese medicine culture now shows more value to spread, and it has more space to develop in modern times. But now, many problems still exist when people spread TCM culture. For example, many TCM brands look almost the same; the special cultural parts of these brands are not clear enough; the ways people use to spread these brands are too few. These problems make ordinary people know less about TCM culture, and they also make young people less willing to accept it. Menghe Medical School first started in Changzhou, Jiangsu. It is one of the most important traditional Chinese medical schools in this area. It has rich local cultural roots, and its academic features are easy to tell. The school puts forward three main ideas, that is, using mild and gentle treatment, keeping good and kind medical ethics, and connecting daily food with medicine. These ideas are very easy to use in modern TCM brand design.

This study takes Menghetang Traditional Chinese Medicine Museum as the design practice object, mainly focussing on brand image optimisation and product packaging design. The research adopts four methods of literature research, field research, case analysis and questionnaire survey to sort out the historical development vein, cultural characteristics and visual elements that can be transformed of the Menghe Medical School by sorting out relevant literature,

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conducting field visits, analysing similar design cases, and collecting target user feedback. On this basis, analyse the problems of Menghetang's existing brand image and product packaging, and put forward a corresponding design plan in combination with the aesthetic preferences and information acquisition needs of the target users. In design practice, the study follows the three basic principles of the consistency of the brand system, the clarity of brand recognition and the connotation of cultural expression, extract the representative cultural symbols in the Menghe medical school, simplify and visually transform them, and finally complete the brand logo, standard colour, auxiliary graphics and brand application rules. System design including product packaging.

This study takes design as a bridge to promote the contemporary expression of Menghe medical school culture, provide a systematic brand renewal plan for Menghetang Traditional Chinese Medicine Hospital, enhance the recognition of its brand cultural characteristics, and expand the scope of brand communication. At the same time, it also provides design ideas that can be used for the brand building and cultural communication of other regional traditional Chinese medicine schools.

Keywords: Menghe Medical School; Menghetang; TCM wellness; Brand identity design; Regional culture

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INTRODUCTION

Relevance of the research: Nowadays, traditional Chinese medicine is no longer limited to routine clinical diagnosis and treatment, but gradually integrated into daily health care, diet and cultural tourism consumption. In these new scenarios, brand vision not only has the function of distinguishing brands, but also needs to convey the cultural background and clear product information of the brand. At present, many traditional Chinese medicine brands still use a lot of design elements such as calligraphy, herbal images, seals and traditional patterns. Although these elements can help people quickly identify the attributes of traditional Chinese medicine brands, they are also easy to cause the homogenisation of brand image.

Menghetang is rooted in the historical inheritance of the Menghe Medical School and has a deep connection with the regional culture of Menghe. However, there is a lack of clear and coherent visual connection between its existing logos, product packaging and various publicity materials, and its cultural advantages have not been transformed into a stable and unified brand image. Therefore, relying on the culture of Menghe Medical School, it has clear practical value to systematically sort out and design the brand image and product packaging of Menghetang.

Purpose of the research: Find out the elements from Menghe local culture and Menghe Medical School culture that fit brand design work. Then, look at the real current situation of Menghetang, and the actual needs of its target users, to build a relatively unified visual identity system. Finally, use this system on wellness product packaging and other related brand extension scenes.

1. To review Menghe regional culture, the development of the medical school, and its academic characteristics;
2. To analyze Menghetang’s existing brand resources and visual problems;

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3. To understand the target audience's purchasing needs, brand awareness, and visual preferences;

4. To compare the visual approaches of similar TCM and dietary-wellness brands;

5. To select and transform cultural elements of Menghe;

6. To complete the basic visual identity system, product packaging, and extended brand applications.

Object of the research –the visual identity of a TCM wellness brand within the cultural context of the Menghe Medical School.

Subject of the research –the brand identity and product packaging of Menghetang, together with methods for visually transforming its cultural elements.

Chronological framework of the research –the study draws on historical materials concerning the formation and development of the Menghe Medical School, while taking the present brand and product conditions of Menghetang as the main object of design practice.

Territorial framework of the research – the Menghe area of Changzhou, Jiangsu Province, together with the business, communication, and cultural-tourism collaboration settings related to Menghetang.

Research methods: literature review, field research, questionnaire survey, case analysis, and design practice.

Practical significance of the research: By building a unified basic visual identification system, packaging system and extended application, this research forms a clearer visual connection between the geographical background of Menghetang, the culture of Menghe medical school and existing products, and at the same time provides practical reference for the integration of local traditional Chinese medicine culture into contemporary brand design.

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Publications on the topic (if any): This study takes the culture of the Menghe Medical School as its point of departure, reviews its regional culture, medical thought, and related visual elements, and applies them to the brand identity and product packaging of Menghetang. On the one hand, it seeks to present the cultural characteristics of the Menghe Medical School through contemporary visual language and reduce the homogenization of TCM brand expression. On the other hand, it systematically reorganizes the brand visuals around Menghetang's actual products and consumption settings, creating a clearer relationship among regional culture, the characteristics of the medical school, and the brand image. The research also offers a practical reference for applying local TCM culture in contemporary brand design.

Structure and scope of the thesis.

The work consists of an introduction, three chapters, conclusions, a list of references (22 items), and an illustration album (10 items). The main body of the research comprises 30 pages, the total volume with appendices is 40 pages.

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CHAPTER 1

HISTORIOGRAPHY OF THE ISSUE. RESEARCH METHODS

1.1.Review of Background

In recent years, the inheritance and new development of traditional Chinese medicine, and the growth of health service industries, have got lots of long-term attention. TCM has slowly moved out of professional clinical scenes, and now covers people's daily health care, food wellness, and cultural tourism consumption. At the same time, modern consumers pay more attention to brand image, packaging experience, and the cultural content behind products. Most traditional TCM brands only use familiar symbols like calligraphy, herb images and old traditional patterns in their design. These elements can let people recognize the TCM identity very fast, but they also easily create very similar visual looks, and cannot clearly show the brand's unique origin and its differences from other brands.

Menghe Medical School developed for a very long time in Menghe area, Changzhou, Jiangsu Province. Since the late Qing Dynasty, the four big families Fei, Ma, Chao and Ding have been its most representative inheritance lines. Its development is not only connected to medical skill passing down and clinical practice, but also deeply tied to Menghe's local water town environment, traffic conditions and daily social life. Its academic features of "mild, balanced, refined and orthodox" practice, open and inclusive attitude, plus the kept medical books, case records, herbal paste traditions and medicine-food wellness customs, all provide much more specific cultural materials for brand design than those common generic TCM symbols.

Most existing studies about Menghe Medical School focus on medical history, doctor inheritance lines, clinical experience, prescriptions, herbal materials and herbal paste traditions. Researchers have already made relatively systematic sorting on the school's formation process, representative doctors and academic features. The number of studies from the design perspective is much smaller; most of them are carried out from directions like local sense building, cultural visualization, regional

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symbols and cultural creative design. These studies help people make clear the source of cultural content, but there is still no clear and complete transformation path between these cultural materials and a unified, coherent brand system.

1.2. Domestic and Foreign Research Status

The number of Chinese studies about Menghe Medical School keeps growing, and this shows that the academic circle has kept long-term interest in this field. Though quite a lot of research results have been collected now, most of these results still focus on medical history, document sorting and academic inheritance. Research findings from different subjects are quite separate from each other, and interdisciplinary studies are still not enough.

In the field of TCM theory and clinical research, related scholars have made systematic sorting on Menghe Medical School's academic ideas, diagnosis and treatment methods, and special prescriptions. Studies about its herbal paste tradition also point out that Menghe herbal paste has changed from the early stage that only focuses on nourishment, to a mature form that combines disease differentiation and syndrome differentiation. Some other studies note that the treatment principles of adjusting measures according to different people, different seasons and different local conditions from Menghe Medical School, can give clear guidance to daily food wellness practice. From the design research perspective, only a very small number of related studies combine local sense of place and information visualization, to sort out and transform the cultural elements of Menghe Medical School. On the whole, these studies still mostly stay at the cultural display level; there is no systematic discussion on how to turn Menghe Medical School's cultural content into the brand's core value, complete visual identity system, and specific product design language.

After 2006, studies that focus on TCM wellness culture in the brand design field started to increase. After 2023, the popularity of such related discussions rose even more obviously. Existing related studies mention that wellness concepts can give tea brands unique recognition, the idea of "medicine and food sharing the same origin" can provide clear value support for functional wellness tea products, and the new Chinese design style can also make herbal wellness content much easier for

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young consumers to accept. Other studies also note that forms like motion graphics and short videos can also present wellness content in a more direct visual way, and improve the participation of Generation Z users. But current related studies mostly only focus on single directions such as packaging design, visual style or communication strategy. They seldom build a complete systematic brand core value and cultural narrative system, and rarely take the academic thought of one specific TCM school as the core gene of the brand. Some studies still only pay attention to the functional features of products, and do not connect the three parts of medical principles, cultural content and consumption scenes well.

Generally speaking, most current related studies put more focus on surface-level visual elements, such as herb patterns, traditional decorative patterns, calligraphy fonts, new Chinese aesthetics and other contents. They pay less attention to medical ideas, local features, and the unique characteristics of a single TCM school. Especially in the brand construction field of local TCM schools, few studies extract exclusive brand core values from the complete academic system of one specific medical school. The concepts that Menghe Medical School carries, including mild and balanced treatment, personalized conditioning, and medicine-food homology, themselves have very high design transformation potential. But current related studies still mostly focus on medical history and clinical practice, and there are very few results that systematically apply these concepts to brand construction and product packaging design.

The health industry overseas started much earlier, and now its overall scale has developed to a very large level. The local wellness market is mainly dominated by dietary supplements, and the whole industry pays more attention to technology research and product function claims. For example, Japanese Kampo medicine has built its market reputation little by little through strict production standards. Among the TCM brands that expand to overseas markets, Tongrentang is a very representative case. The local overseas brand WTHN turns Chinese medical therapy into a service mode that is similar to SPA. Now in Western supermarkets, Eastern wellness products are still not very common, and corresponding design-related

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studies are also limited. But in the brand communication field, there have been quite a lot of overseas studies discussing how traditional graphics and colors affect users' brand perception and purchase intention. They also sort out the complete path from users' first contact with the brand, to forming brand cognition, building brand impression, and finally generating brand preference. All these contents can provide very practical references for this research.

1.3. Research Methods

This research is firstly to use the literature research method to sort out all kinds of materials related to the local culture of Menghe, the development vein of Menghe medical school, representative doctors, cream culture and brand visual design. This work does not simply pile up and list scattered historical information. Its actual function is to ensure that all subsequent design elements are The real and vertable cultural source, and at the same time, it clearly distinguishes between the unique exclusive characteristics of the Menghe Medical School and the general cultural content of ordinary traditional Chinese medicine.

After that, the study carried out field research to completely record the offline store environment of Menghetang, the existing logos, the packaging of the products on sale, the display form of products in the store, and the actual status of various related cooperation materials. Through on-site field observation, the researchers can directly find that there are in the daily operation and application of the brand. The actual problems include the simultaneous use of multiple different versions of logos, excessive style differences between different product packaging, and extremely weak cultural information correlation between different communication media. These first-hand information collected on the spot can also prevent researchers from relying on scattered pictures on the Internet to understand the current situation of the brand. Make a one-sided judgement.

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The content of this questionnaire mainly covers the basic characteristics of the target audience, the real purpose of their purchase of health care products, various factors affecting their purchasing decisions, their brand awareness of Menghetang, their understanding of Menghe medical culture, and their preferred visual style. This survey totals 230 questionnaires were collected. After screening and eliminating invalid samples, 200 valid questionnaires were finally obtained. The results of these questionnaires are only used to assist in determining the core priorities of the design, and cannot represent the overall situation of the entire traditional Chinese medicine health care market at all. The case analysis part is from brand core positioning, geographical cultural application, product system Column construction, packaging design language and other dimensions, and make a horizontal comparison between traditional Chinese medicine brands and contemporary food and health brands.

Finally, entering the design practice stage, the researchers transformed all the conclusions obtained from the previous research into brand logos, standard fonts, colour systems, auxiliary graphics, product packaging and various brand extension application contents. The whole design process follows a fixed order of promotion, first determining the core cultural prototype, and then extracting the corresponding core Mind design semantics, then simplify the external form of the elements, complete the corresponding visual reconstruction work, and finally integrate all the contents to form a complete systematic application rules; then put this set of visual elements into different actual communication media to test the extension and adaptation ability of this set of elements, and all research methods are connected before and after. Together, form a complete research chain: literature research lays a solid cultural foundation, field research to find out the existing practical problems of the brand, questionnaire survey and case analysis assist in determining the final direction of visual expression, and design practice completes the final landing application verification.

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This study will also cross-check the results of the questionnaire and the conclusions of the case analysis to control the final overall design direction. For example, the questionnaire can count the respondents' preference for broad styles such as new Chinese style and modern simplicity, but it cannot directly help researchers finalise specific graphic details; past cases The example allows researchers to refer to the mature ideas of similar brands to build their own product lines, but it cannot directly replace the support of Menghetang's own unique cultural source; therefore, the final design plan will not directly copy the style option with the highest votes in the questionnaire, but combine the audience's preference for lightweight visual expression and the existing text of the brand. Chemical resources, and the mature design experience accumulated by similar brands are comprehensively determined. If a design judgement is not supported by direct questionnaire data, the researcher will only mark it as the exclusive design decision of this study, and will not regard it as a general conclusion applicable to all consumers.

Conclusions to Chapter 1

Chapter 1 makes clear where this research problem comes from, and lists all the methods we use in this study. The existing related studies can help us get a clear picture of the Menghe Medical School’s development history, the local regional culture, and the basic logic of visual element transformation in brand design. But the full systematic brand design that targets one specific local featured TCM school, has not been fully discussed yet. So the following chapters will focus on the real existing problems in Menghetang’s current brand system, the actual demands of target users, and how to turn its cultural resources into usable design content, and expand the discussion step by step.

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CHAPTER 2

ANALYSIS OF DESIGN THEORY AND PRACTICE

2.1. Theoretical Basis of Menghe Regional Culture and Menghe Medical School

Regional culture is a cultural complex that slowly grows out of a specific natural environment, historical development path and local daily life. In the context of this design research, it can be clearly divided into two different components. The first part is the visible material form, including ground buildings, old objects and local characteristics. Landscape, the second part is the content of the non-material level, such as the living habits of local residents, common cultural memories, core values and the identity of the local public. Menghe is located in the core area of the water township in the south of the Yangtze River. The local crisscrossing rivers, stone arch bridges, ancient streets and alleys, white walls and tiles and traditional residences together constitute a set of highly recognisable geographical characteristics. The former residences of local famous doctors, old-fashioned private clinics, ancient medical records and traditional Chinese medicine utensils further further Hua is closely bound to the long-standing medical tradition here.

The medical tradition of the Menghe Medical School has a very long history of development. During the Ming and Qing Dynasties, several local families who inherited medical skills from generation to generation gradually developed and grew. From the late Qing Dynasty to the early years of the Republic of China, the four major medical families of Fei, Ma, Chao and Ding entered their best stage of development. After that, some of these families He went to Shanghai and other big cities for development, opened clinics in the local area, and established a new modern medical school. This initiative allowed Menghe Medicine to successfully expand from pure local family inheritance skills to a modern urban medical network covering East China. These four families have never been isolated from each other. They have formed a close connection through the inheritance of masters and

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apprentices, academic discussions, and the mutual influence of medical concepts. Fei Boxiong is especially good at internal medicine diagnosis and treatment. He always adheres to the principle of gentle, balanced, delicate and moderate treatment. Ma Pei has both internal and external training, and has performed in the field of surgical diagnosis and treatment. Outstanding externally, Chao Chongshan attaches great importance to practical clinical practice and external treatment techniques. Ding Ganren has greatly enhanced the national influence of the Menghe Medical School through systematic medical education. The rise of these four major families also clearly illustrates the fact that the "regional attributes" of the Menghe medical school are never equivalent to cultural closure. Doctors of different families frequently learn from each other and exchange views. Those doctors who go to Shanghai for development are exposed to a new medical environment and a modern education system. For this study This is far more valuable than simply emphasising the long history of the medical school. It proves that this inheritance itself can absorb new ideas in the process of continuation and make reasonable self-adjustments in practice. This also means that the brand design does not need to completely bind "tradition" and retro style at all, and the brand can be retained. Its own core cultural foundation, while using clean fonts, simple geometric figures and modern packaging structures, this choice is also highly compatible with the inclusive and open cultural characteristics of the Menghe Medical School.

From the perspective of brand design, these four major families carry the core meaning. They prove that the Menghe Medical School is never a single closed knowledge system, but an inclusive academic tradition formed in long-term mutual communication. For this reason, this study will not divide the four major families into four completely independent visual symbols. No., this treatment will turn complex cultural associations into empty surface icons. On the contrary, this study will select elements that are more suitable for brand transformation from their common medical culture. These elements include ancient medical records, local cream production culture, gentle and balanced treatment concepts, and based on personal discrimination. The health ideas and the core connotation of the same origin

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of medicine and food, all of which are more closely related to the actual products and services of Menghetang.

Among all these concepts, the therapeutic concept of "gentle and moderate" has brought very practical inspiration to visual design. The design work will not rigidly transform medical terms into rigid geometric symbols, but extract four hidden intrinsic characteristics from this concept: moderation, stability, balance, order, these features Quality can be properly expressed through soft curves, solid geometric structure, just the right whiteness, low-conflict colour matching and clear information hierarchy. Combined with the concept of "harmony" and the pursuit of balance, this study further summarises the four design semantics: harmony, softness, balance and order, these four cores The point will guide the design of auxiliary graphics, the rhythm control of typesetting, and the construction of visual associations between different product lines throughout the whole process. This summary is a translation for design practice. It will not replace the original academic terms of the Menghe Medical School, nor can it be regarded as a fixed historical dogma. In this study, traditional concepts mainly play a role as the underlying foundation of visual style, rather than propaganda slogans directly printed on product packaging. "He" refers to the coordinated coexistence of architecture, herbs and text content. "Soft" is reflected through the rhythm of curves and the use of white space. "Height" requires that visual language remain pure and cannot reflect traditional characteristics by stacking unnecessary complex decorations. "Sequence" corresponds to the overall stability of font structure, information hierarchy and typesetting. The "harmony, softness, balance and order" summarised later are only used as a set of design tools that can be implemented.

The buildings and water systems in Menghe regional culture provide more direct visual materials. Buildings including the former residences of Fei Boxiong and Ding Ganren, Ding’an Gate and Dongyue Temple all have highly recognizable roof outlines, gate shapes, wall textures and window lattice patterns. We can simplify these shapes into geometric forms, while keeping their core recognizable structural features. The water system spread across Menghe is more suitable to be

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designed as continuous and flowing linear visual language. This forms a sharp contrast with the stable shape of buildings. In this way, water is no longer just a common landscape element. It also becomes a visual metaphor for connection, continuity and the inheritance of local cultural context.

The selection range of architectural elements also needs strict control. White walls with dark tiles, traditional gateways and flower-shaped window lattices are very common images across the whole Jiangnan region. If we only extract the generalized Jiangnan water town silhouette, the final design will still lack the unique recognition that belongs exclusively to Menghe. Therefore, this design will give priority to the architectural structural features directly related to the Menghe Medical School. Such buildings mainly refer to the former residence of Fei Boxiong and the former residence of Ding Ganren, and then supplemented by local landmarks such as Ding'an Gate and Dongyue Temple. In the design process, complex brick carving details and realistic perspective painting will be omitted, and only the eaves corner will be retained. , the basic form of the doorway proportion, window and wall, this way can build a unified graphic language to avoid architectural graphics eventually becoming ordinary travel illustrations.

On this basis, this study divides all relevant cultural resources into three levels. The first level is the tangible material form that can be directly perceived, covering architecture, water system, ancient medical books and herbal medicinal materials. The second level points to behaviour and lifestyle, including medical inheritance, clinical consultation, prescription, cream production, and The third level of health care practice combined with medicine and food is the value concept at the conceptual level, such as gentle and balanced treatment ideas, an open and inclusive mentality towards different concepts, and the pursuit of a harmonious and balanced state; all the contents in these three levels do not need to be made into independent icons, and the study can be based on different content carriers, Cultural elements are integrated into the whole brand system through graphics, colours, typesetting or specific design rules. This hierarchical logic of combing clearly illustrates the complete path of

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transforming Menghe regional culture and Menghe medical tradition into available design resources.

2.2. Brand-related Theories and Current Situation of "Menghetang" Brand

Brand image is the overall impression consumers form through a brand's name, logo, typography, color, packaging, products, services, and communication. Visual identity is its most immediate component, but a brand image is not equivalent to a logo. For a TCM brand with a traditional cultural background, cultural origin, professional attributes, and product experience all affect consumer judgment. The visual system therefore needs to organize these elements into a relatively stable relationship.

The core of integrating regional culture into brand design is not to directly print local buildings on each product, but to screen out cultural clues that can represent the brand for a long time. Architecture can be transformed into silhouettes and geometric structures, river water system can be transformed into continuous curves, medical concepts can be transformed into visual order, and food of the same origin as medicine and food Materials can be transformed into exclusive identification symbols of individual products, and each level has different functions. Only with clear priorities can the design avoid piling up buildings, utensils, herbs, patterns and words on the packaging, causing visual overcrowding.

Menghetang is a traditional Chinese medicine institution rooted in the culture of Menghe Medical School. Its business covers traditional Chinese medicine diagnosis and treatment, discrintive body health management and medicinal and food products of the same origin. The brand and Menghe Medical School have a real and clear inheritance relationship. The offline stores still retain the spatial characteristics of traditional Chinese medicine clinics such as traditional Chinese medicine cabinets and diagnosis and treatment facilities. With the business With the expansion, Menghetang has developed herbal tea drinks, creams, dietary health

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products and herbal fragrance bags, and has also reached cooperation with cultural and tourism scenes such as Xiaohuangshan Kangyang Town. The channels for consumers to contact the brand are no longer only doctors, diagnosis and treatment services and clinic environments, but also product packaging, online communication, offline display and various Derivative products of gifts.

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This brand itself has quite a sufficient resource reserve. The resources at the cultural level include the Menghe medical school, the vein of doctors' inheritance, the gentle and balanced treatment principle and the concept of the same origin of medicine and food. The resources at the professional level include traditional Chinese medicine consultation, physical conditioning and cream making skills. The resources at the geographical level include Menghe ancient town, local Water system and former residence of famous doctors, existing products cover tea, creams, incense bags and meal health care products, and the use scenarios extend to clinics, homes, gifts and cultural and tourism scenarios; the existing core problem is that most of these resources are independent of each other and do not form a stable visual correspondence. Consumers see a certain special When ordering tea, they may not be associated with Menghe Medical School, and the logo used in the clinic cannot help them quickly identify the cooperative derivative products of the brand. Therefore, the core task of this design is to sort out the relationship between existing resources, rather than adding foreign cultural elements that are not related to the brand.

First of all, the current visual recognition system shows obvious instability at the core recognition level. The logo forms used at different stages are not completely unified in colour, structure and style, and it is difficult to help consumers establish a stable brand recognition. Secondly, there is a lack of unified general rules at the product packaging level. Tea drinks, creams and The derivative products use completely independent fonts, colours, graphics and typesetting systems. Finally, although the existing visual elements can convey the overall atmosphere of traditional Chinese medicine, the Menghe regional culture and the Menghe medical school have not been transformed into the brand's unique and recognisable exclusive identifiers.

It can also be seen from the existing packaging that the brand is gradually transforming from a clinical service-oriented model to a product-oriented model.

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Some gift boxes use high-saturation red and gold colours to highlight the traditional sense and gift attributes, and some tea products use lighter colours and contemporary packaging structures. Cooperative products will also be affected by partners. The influence of scenery and media style; there may not be obvious problems in each design alone, but there is a lack of sharing rules at the level of typesetting, font and graphics when put together as a whole. With the continuous expansion of the product line, such style differences will increase the subsequent design cost and weaken the brand coherence in consumers' memory, so the basis The visual system must contain both fixed and variable parts. The logo, font and information framework should be relatively stable, and the product-exclusive colours and food graphics can be flexibly adjusted according to different product categories.

For this reason, the brand adjustment of Menghetang cannot be limited to redesigning a package or replacing a logo. It must first build a complete basic visual system so that different single products can make differentiated changes within the same general framework. The underlying basic part should cover the logo, standard font and standard colour. And auxiliary graphics. At the product level, you can choose the corresponding ingredient graphics and exclusive colours of single products according to the different attributes of tea, paste and cultural and tourism products. At the application level, you can extend regional buildings, water patterns and brand patterns to gift boxes, office materials and cultural and creative products, so as to maintain a unified brand recognition, It will not make the appearance of all media exactly the same.

2.3.Target Audience Demand and Similar Brand Case Analysis

Integrating regional culture into the core of brand design is not to re-engrave local buildings on each product as they are, but to distil cultural symbols that can represent the brand for a long time. The architectural form is transformed into silhouettes and geometric structures, the river water system is transformed into smooth curves, and the concept of traditional Chinese medicine is translated into a clear visual order, and the same origin of medicine and food. The ingredients are

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used as exclusive logos to distinguish different products; assign clear functions to each category of elements to build a clear hierarchical relationship. The design can avoid the clutter caused by the arbitrary stacking of buildings, medical devices, herbs, patterns and words on the packaging.

Menghetang is a traditional Chinese medicine institution deeply rooted in the culture of Menghe medical school. Its business covers traditional Chinese medicine diagnosis and treatment, constitution-based health management, and various products developed based on the concept of the same origin of medicine and food. Its offline stores retain the typical characteristics of traditional clinics, with traditional Chinese medicine cabinets and classic diagnosis and treatment facilities; as the business continues Expanding, the brand has successively launched health teas, creams, herbal dietary supplements and fragrance packages, and has also cooperated with cultural and tourism projects such as Xiaohuangshan Kangyang Town. The contact points of the brand's contact with users have also extended from doctors, diagnosis and treatment services and clinic environments to product packaging, online communication, offline display and gift giving scenarios. This brand itself has a very sufficient resource reserve. The cultural level relies on the Menghe medical school, the inheritance vein of famous doctors, the treatment concept of "light spirit balance" and the long tradition of the same origin of medicine and food. The professional level covers traditional Chinese medicine consultation, physical conditioning and cream production skills. The geographical level is related to Menghe ancient town, local water network landscape and famous Medical former residence, the use scenarios of existing products cover clinics, homes, gifts and cultural and tourism experiences; however, at present, these resources are still in a state of dispersion and fragmentation, and a unified and coherent visual identification system has not been formed. When consumers see a tea product, they may not be able to think of Menghe Medical School, and the logos used in the clinic can't help Consumers can quickly identify co-branded products. The core challenge of this design is to sort out the intrinsic relationship between these existing resources, instead of forcibly building up various cultural elements.

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The existing visual recognition system lacks stability at the core recognition level. First, the logos used at different stages are not unified in colour, structure and style, and it is difficult to help consumers establish a solid brand awareness. Secondly, there is no unified implementation standard at the packaging level, and tea, cream and co-branded products are completely used. Independent typesetting, colour matching, graphics and layout system; finally, although the existing design can convey the basic characteristics of traditional Chinese medicine, Menghe's unique regional culture and exclusive characteristics of the medical school have not yet been precipitated into a highly recognisable iconic brand visual asset. If you carefully observe the existing packaging, you can find that the brand is transforming from the model with clinical services as the core to the model with product operation as the core. Gift box products highlight the traditional sense and gift attributes with eye-catching red and gold colours. Tea products prefer soft tones and modern structural designs, and co-branded products will be The influence of background and style preferences; there are no obvious defects in the design of each product alone, but the whole set of products together has no unified typesetting, font and graphic standards at all. With the continuous expansion of the product line, the subsequent design cost will continue to rise, and the brand image in consumers' memory will become more and more loose. It is necessary to build a basic visual system that balances uniformity and flexibility. The logo, font and information structure should be stable, and the exclusive colour matching and food graphics of the product can be flexibly adjusted according to different categories.

For this reason, brand upgrading cannot be limited to updating packaging or replacing logos. The first task is to build a complete basic visual system so that different products can be adapted within a unified framework while retaining their respective differentiated characteristics; the core basic elements include logos, standard fonts, standard colour plates and Supporting auxiliary graphics, the product level can flexibly combine food graphics and exclusive colour matching according to different categories such as tea, paste, cultural and tourism peripherals, etc. The application extension level can extend the regional architectural theme, water pattern

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and brand exclusive design to gift boxes, office materials and cultural and creative life products. This set of ideas can not only maintain The unified brand recognition will not make the appearance of all derivative products exactly the same.

Conclusions to Chapter 2

The research content of the second chapter covers the cultural inheritance vein of Menghetang brand, the current actual operation status, the real needs of target users, and the experience of many similar brand cases. The final core judgement of this study is that Menghetang itself does not lack cultural accumulation or mature product resources. It is currently The most core problem is the failure to establish a long-term and stable visual relationship between these scattered stock resources. Based on this conclusion, the subsequent design promotion should be fully in line with the actual situation. On the one hand, it should fully use the unique attributes of Menghe's local regional culture and Menghe medical school culture to create a differentiated brand recognition that cannot be directly copied by other traditional Chinese medicine brands. On the other hand, by building a unified core visual system, it can solve the The real problem of insufficient recognition of the former brand. At the same time, for different usage scenarios such as herbal tea, customised cream, cultural tourism derivative peripherals, etc., the visual characteristics of differentiated products adapted to their respective attributes are polished.

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CHAPTER 3
DESIGN PROPOSAL

3.1. Concept of the Design Proposal

The upgrading of Menghetang's brand image relies on three key directions. First, the clear and traceable cultural inheritance vein, second, the unified and stable visual system, and third, the product experience is fully integrated into the daily life expression. Architectural features, river water systems, ancient books and medical cases, cream culture, and ingredients of the same origin of medicine and food, each type of element has its own different visual functions, gentle and balanced treatment concept and the core philosophy of "harmony", which are finally translated into highly adaptable curves, white whites, sense of order and colour matching relationships.The whole process of screening cultural elements follows four principles, first, the authenticity of cultural content, second, the relevance to the brand itself, third, the feasibility of visual translation, and fourth, the subsequent scalability of the whole system.

First, the architectural prototypes are all extracted from the real points of Fei Boxiong's former residence, Ding Ganren's former residence, Ding'an Gate and Dongyue Temple. The typical features of the roof, doorway, wall and window pattern are geometrically simplified, and the image of the river water system is transformed into a coherent continuous curve, instead of directly copying realistic water. Department maps, the characteristics of ancient books and medical cases are reflected in the form of typesetting structure, border lines and vertical text, and the ingredients of the same origin as the paste culture and medicinal food are presented together with the corresponding products.

Second, regional elements and traditional Chinese medicine elements belong to different levels. Architecture and water system are used to respond to the core

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question of "where does the brand come from". Ancient books, prescriptions and medical concepts are used to answer "which medical cultural vein is carried by the brand". The ingredients of the same origin of medicinal food directly explain "what is the product itself". If this The elements of the three levels compete for the visual focus, which will eventually only cause the result of picture congestion and hierarchical chaos. Therefore, the basic visual layer takes the logo, water pattern theme and building structure as the core. The product packaging puts the ingredients elements in the visual centre, and the characteristics of the medical concept are conveyed through typesetting layout and a sense of order. This layered processing method can make the three major product lines not only maintain unified identification, but also have a clear degree of distinction.

The whole visual translation process is divided into five steps. First, determine the core cultural prototype, then extract the corresponding core design semantics, then simplify the external form, reconstruct the new visual structure, and finally complete the landing application of the whole set of brand recognition; the architectural elements will completely strip off the realistic details, and only retain the screened colour blocks and Outlines and medicinal ingredients will not be made into complete plant illustrations. Only the most recognisable parts will be extracted, such as flowers, leaves, fruits or rhizomes. As a connected visual language that runs through the whole system, "water grain curve" extends to packaging frames, gift boxes and office materials. By simplifying elements, the whole set of brands The system builds a unified basic framework, and at the same time leaves enough space for the expression of different cultural details.

The overall aesthetic style is fully in line with the characteristics of the medical school inheritance itself, and finally presents a gentle, balanced and restrained core temperament. "Mild" is conveyed through soft transitions, soothing curves and just the right amount of blanks. "Balanced" emphasises the stable relationship between fonts, graphics and colour blocks, rather than relying entirely on mechanical With a symmetrical layout, "restraint" establishes the brand's own professional texture

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through clear geometric structure, unified line thickness and clear information hierarchy.

This design actively abandons common traditional Chinese elements such as antique paper textures, repeated seals, and large-length calligraphy. It is not to deny the value of these elements themselves, but to help the brand establish unique identification characteristics first. Geometric architectural forms, coherent water patterns and large-sized food graphics can make different The visual consistency between the media is higher, and it is also more suitable for the needs of the brand to transform into a younger and more portable direction. The traditional charm here comes entirely from the typesetting structure, colour relationship and real cultural core, rather than deliberately making old visual effects. After this treatment, the brand not only retains the characteristics of oriental culture, but also It can break out of the visual clims commonly used by similar brands.

The product system is re-combed according to the actual use scenario. The four-season health care series is aimed at the daily tea and dietary health care needs, taking the four seasons of spring, summer, autumn and winter as the content clue. The Menghe cream formula health care series focusses on the cream culture and professional health management attributes, and the Menghe cultural tourism series and Xiaohuangshan health care town and other scenes are bound. Focus on portable tea and gift products; these three directions are not completely independent sub-brands, but differentiated adjustments made according to product content under the same basic visual system.

This product plan does not specifically set up different series for the four families of Fei, Ma, Chao and Ding. Although the four families occupy a very important position in the research of Menghe Medical School, their personal vein and family inheritance relationship cannot directly correspond to the existing product system of Menghetang, and forcibly follow this dimension. Degree classification will only cause rigid cultural binding. On the other hand, the three dimensions of four-season health care, cream health care, and cultural tourism

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consumption are more directly related to the existing tea, cream and cooperative derivative products, and it is easier for ordinary consumers to understand. Therefore, the relevant content of medical inheritance will be retained in the brand's cultural narrative and research. In the investigation section, the product side is completely classified according to the usage method and health care scenario.

3.2. Structural, Plastic, and Graphic Solution of the Design Concept

The logo takes the Chinese character "Meng" as the core vision. The choice of this word is not only because of its visual beauty; any traditional Chinese medicine store can use symbols such as medicine jars, gourds, acupuncture needles, but the word "Meng" and the brand name of Menghetang, the region of Menghe School and Menghe School (Menghe Schoo L of Medicine) has an inseparable relationship, which is a unique identification symbol that cannot be misappropriated by other subjects. Judging from the font structure, the logo retains the original glyph frame of this Chinese character, with the upper part "child" and the lower part "皿". The strokes have undergone geometric artistic treatment, and the thickness, end points and turning positions of the strokes have been carefully polished, which can not only retain the traditional charm, but also create a compact, stable and heavy visual effect. The logo is equipped with a rounded square outer frame. Even if it is reduced to the size of a nail cap, it can still ensure clarity and readable.

Why do you have to do such a restrained design? The reason is that this set of logos will be applied to a large number of different carriers, such as medical hall signs, medicine bottle labels, tea bags, employee badges, refrigerator stickers, and the size of various carriers will continue to become smaller; if the detailed design is too complicated, there will be a problem of confusion after the logo is reduced. Therefore, the researchers accurately calculated the ratio between strokes and white white to ensure that the logo is still clear in the monochrome printing scene. In the packaging design, the logo can adapt to the main colour system of the whole set of products, and the anti-white style or monochrome style can be used normally. The

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English name "MENGHETANG" will be fixed with the logo, so as to avoid the visual clutter caused by the inconformity of fonts and proportions on different materials.

The customised Chinese standard character echoes the structure of the logo itself. The glyph is slightly wider, the horizontal stroke is stretched, the vertical stroke is calm, and the font integrates a small amount of Lishu temperament to convey the oriental beauty, and does not deliberately treat ageing. English texts are all in capital format, and the thickness of the strokes and the spacing of the letters match the Chinese characters. Brands will use exclusive fonts to write titles and product names, and regular fonts will be used for the text and large explanatory text to ensure the readability of the text on packaging and office materials.

In terms of colour, the main tones include warm beige and herbal green, with ochre red, orange, light blue and blue as auxiliary colours. Warm rice white background colour can leave enough visual space, and herbal green is in line with the concept of health care and the connotation of traditional Chinese medicine. Ochre red and orange will be assigned to warm conditioning products, while light blue and blue will be used in moisturising products or cultural and creative products. There is a design guideline here: only one main colour is set for a single product, and multiple high-saturation colours should not be stacked on the same packaging surface. The colour use follows the rule of "the base colour is stable and the series colour is variable"; warm beige white and grass green are used as basic tones to support the design of office materials, gift boxes and conventional promotional materials.

In the four-season series, each product will choose auxiliary colours with higher recognition, magenta, orange, green or blue. The information area still retains the warm beige background colour, and the logo position and layout specifications are also unified. If this set of constraints is missing, the packaging of the four products

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will look completely cut off, as if they belong to different Brand. Paste products and cultural and tourism-related products also follow the same idea. The overall tone will be adjusted according to the characteristics of the product itself, and there is no need to rebuild the design scheme from scratch.

The design of auxiliary graphics is divided into two directions. First, extract the relevant images of Menghe's local architecture and water system, and simplify the roof contours, doorways, flower windows and water ripples into coherent geometric units; second, rely on the design concept of "harmony, softness, balance and order", and form a unified visual theme with the help of square outer frame, soft concave curves and repeated layout. Such auxiliary graphics will not act as core visual elements. Most of them are used on backgrounds, borders, gift boxes, shopping bags and office materials. This practice can maintain brand recognition while avoiding the repeated magnification of the logo and causing visual congestion.

The application intensity of auxiliary graphics will change with the carrier. On materials such as letter paper and prescription notes with information transmission as the primary goal, water ripples are only lightly embellished on the edges, leaving enough space for writing and reading. On the other hand, gift boxes and shopping bags can enlarge the continuous pattern and improve the recognition effect of long-distance viewing. Cultural and creative products also have the role of cultural display, and can put architectural elements in the centre of the picture as the main graphics. This design idea of "sharing elements and adjusting application intensity" can avoid the rigid and mechanical appearance of the pattern, and can also make the whole visual system flexibly adapt to a variety of environments from medical services to cultural and tourism scenes.

The goal of this core vision system is not to make all materials look exactly the same, but to establish a set of reusable design specifications. The logo and standard characters remain fixed, the basic colour defines the overall style, and the auxiliary graphics play the role of connecting various application scenarios. Within this framework, single products can flexibly adjust the main colour and graphic

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expression according to their own raw material composition and use scenarios. This plan can improve the problem of vague product recognition in the past, which looks like multiple independent brands, and also leave enough room for the expansion of subsequent product lines.**3.3. Technical Support and Testing**

The design logic of the "Four Seasons Health Care" series is completely built on the basis of Menghetang's existing tea and food therapy products. The core idea is to adapt to the law of natural change of the four seasons, and to correspond to the health care conditioning scheme and the rhythm of solar terms flow. This series will adjust the suitable raw materials according to the seasonal attributes. In spring, mulberry rose tea will be made. In summer, it will be combined with a moisturising herbal compound formula. In autumn, typical moisturising ingredients such as lily, yam and poria will be selected. In winter, ginseng, red dates, wolfberry and other warm and tonic medicinal ingredients of the same origin will be added. Dividing products according to seasons, on the one hand, completes a clear product classification, and on the other hand, it also delines a clear direction for visual expression, and does not bind fixed prescriptions to a single season; the raw material ratio takes into account the principle of balance and harmony throughout the whole process, which just echos the herbal diagnosis and treatment concept of Menghe Medical School of discrimination and treatment and peaceful medicinal properties. In terms of colour selection, this series will not give each season a unique colour, but integrates seasonal flow characteristics, product raw material characteristics and visual level changes into the same unified design framework: in spring, rich magenta blocks are selected, and the design inspiration is directly taken from the original shape of mulberry and rose petals; in summer, it relies on flowers. Plants, leaves and stretching branches create a light and transparent visual feeling; in autumn, the grass green is matched with thick leaf shape, highlighting the core attributes of the product; in winter, it combines the modelling elements of rhizomes and fruits, supplemented by restrained blue and orange colour matching. These distinct colours can not only improve the recognition of the whole series and enhance the unique atmosphere of

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the four seasons, but also will not crowd out the detailed information related to the raw materials of the product.

The whole set of packaging adopts a unified layout framework, taking a large area of stylised plant patterns as the visual body. The core raw materials such as mulberry, rose, honeysuckle, chrysanthemum, lily, yam, party ginseng, red dates, wolfberry, etc. are all refined into simplified contours of petals, leaves, fruits and rhizomes, and then enlarged, cut and reorganised. , transformed into regular geometric colour blocks. The four products are clearly distinguished by the main colour, which are magenta, orange, grass green and blue respectively, and the brand logo, product name and information plate remain fixed. The plant pattern breaks through the frame of the picture through the processing techniques of enlargement and cutting, creating a dynamic visual rhythm. Compared with the conventional design method of displaying the whole plant on the front of the package, this treatment is more simple and more suitable for the mainstream aesthetic preferences of contemporary food packaging. The gift box set does not directly enlarge the graphics on the single product packaging, but integrates the architectural features of Fei Boxiong's former residence and the brand's exclusive "water ripple" graphic elements. The two elements form visual complementarity, so that the gift box carries richer local cultural connotations. In short, the core function of single-item packaging is to clearly convey product attributes to consumers, while gift boxes assume the output role of brand cultural characteristics, and both give full play to their respective functional advantages.

Menghe herbal cream nourishing health care series focusses more on the accurate expression of professional health care attributes. Take Neijin Paste (Neijin Paste) as an example. The packaging sets the core raw material chicken inner gold as the central visual graphic, with the local architectural silhouette of Menghe, to realise the deep integration of the product's raw material attributes and brand culture. The outer packaging adopts the iconic "water ripple" theme and is designed as a surround continuous pattern, which echos the visual style of the brand logo and the

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inner box container. The colour matching of this series is more restrained than that of tea products. It retains the warm rice white background colour and is matched with clear information layout at a hierarchical level, which completely gets rid of the heavy medical perception of traditional paste packaging. In the bottle label, the chicken inner gold, as the most intuitive visual symbol that reflects the core raw materials of the product, is set as the main visual element. The design does not use the realistic specimen-style raw material drawing method, but uses a stylised expression technique to organically combine simplified modelling with architectural silhouettes to avoid excessive medical sense. The water ripple elements on the outer packaging can weaken the strong medical atmosphere brought by the details of the raw materials. The soft tones such as beige, orange and light green also make the product more suitable for the use of gift scenarios. Although there are differences in the visual focus of the inner packaging and the outer packaging, the brand logo, font specifications and graphic elements are coordinated and unified throughout the whole process, and a set of reusable design frameworks is directly built for the subsequent new products of the cream series.

The Menghe cultural tourism product series is aimed at cultural tourism consumption scenarios such as Xiaohuangshan Kangyang Town. Representative products such as the portable version of vitality black tea, the packaging integrates local elements such as Jiangnan roof contours, traditional gate buildings, water patterns, etc. on the basis of highlighting the attributes of tea products. The design does not draw a complete and realistic panorama of the ancient town, but simplifies the architectural image into a simple geometric silhouette. The curved water pattern surrounds the cup body, and the cup can form a dynamic visual effect when the cup rotates. This set of processing methods can make the product always retain the exclusive regional identification characteristics of Menghe in different scenarios such as cultural tourism, leisure and gifts. Unlike the products used in the medical centre, this kind of cultural tourism products need to show regional characteristics more intuitively. The vitality black tea adopts a portable cup shape, which is suitable for the use scenarios of sightseeing, leisure and drinking. The packaging deliberately

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reduces professional medical terms and uses intuitive visual images combined with tea, architecture and water patterns. The architectural silhouette extracts the unique visual symbols of Menghe, and the continuous water pattern echos the natural environment of the water town, which is also fully consistent with the existing auxiliary graphics of the brand. Even consumers who do not know about Menghe Medical School at all can establish a preliminary brand impression through these regional visual elements, and then through product cards or offline cultural and tourism experience. Further perceive the deeper cultural connotation.

Office materials such as envelopes, stationery, business cards, prescriptions, employee badges, notebooks, work clothes, etc. all follow the design principle of less is more. In the design process, redundant decoration should be streamlined as much as possible, and a unified visual system should be built by relying on brand logos, standard fonts and warm beige white, herbal green and curved water patterns. Materials such as prescription paper and letter paper that carry a large amount of text information give priority to ensuring the readability of the content. Auxiliary graphics are only decorated with low saturation at the edge or bottom, greatly compressing the proportion of decorative elements; materials such as notebooks and employee badges can add more architectural and water pattern elements to maintain the relationship between the office space and the diagnosis and treatment environment. The visual relevance of. This office visual system itself is an actual test of the independent ability of the core visual elements after the product packaging. Business cards, envelopes and badges do not use herbal images, and only retains the logo, standard font, basic colour and water pattern elements. As long as such materials can still be clearly identified as the same brand, it can prove the whole set The visual system has stable and coherent identification characteristics. The employee's work clothes take the brand's standard colour as an exquisite decoration, and cleverly arrange the decorative elements at the neckline, cuff and back position. In the medical service scene, it will not make the clothing look too commercialised; the notebook is a casual office supplies, which can fully display the regional pattern theme.

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Cultural and creative products put regional elements in a more prominent position of expression. The architectural prototypes such as Fei Boxiong's former residence, Ding Ganren's former residence, Ding'an Gate and Dongyue Temple constitute the core design basis of such products. Typical architectural features such as cornices, doorways, walls, flower windows, etc., after stylisation and simplification, are matched with local river lines and brand standard colours, and applied to cultural and creative carriers such as canvas bags and refrigerator stickers. Unlike conventional product packaging, which is the core function of conveying product information, cultural and creative products directly take the local culture itself as the theme of expression. Researchers use a unified geometric design language to simplify the four buildings, retain the most recognisable core structural features, abandon all unnecessary realistic details, and rely on the brand's unified colour matching. The whole series. This treatment is not a simple reproduction of architectural photos. It allows multiple architectural images to achieve style coordination under the same set of visual language and adapt to the aesthetics of a wider audience.

From the overall dimension, this design practice has formed a complete brand visual system. The three elements of stable core identification, flexible product graphics, and continuous regional culture have achieved organic coordination. On the one hand, the "Four Seasons Health" series focusses on showing the raw materials of the same origin of medicine and food and the supporting four-season colour schemes; on the other hand, the herbal cream series focusses on highlighting the professional service capabilities of medicinal raw materials and brands; cultural tourism products and cultural and creative product lines introduce regional architecture and river patterns. Although there are differences in the visual focus of different application carriers, the logo, font, colour logic and auxiliary graphics all have a clear intrinsic relationship. The whole system converges in a unified visual direction, extending the brand image from the limited physical space of the medical hall, and comprehensively covers all kinds of product lines, office materials and cultural and tourism scenes.

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Conclusions to Chapter 3

This chapter has completed a set of brand visual identification system, including: tea, cream, cultural and tourism products, office materials and Menghetang brand visual system around culture and creation. Under the premise of maintaining the consistency of the brand tone, it also uses herbal plants, architecture with regional characteristics and other design elements in traditional Chinese medicine, which is different from the market. Thousands of uniform national style elements have created a certain difference. Finally, the brand image, which was originally limited to a single hospital scene, was extended to a wider range of product tracks and cultural and tourism scenes.

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CONCLUSIONS

It can be clearly seen from the early brand research that there are three main problems of Menghetang now: first, the core logo of the brand is unstable and the use is not uniform; second, the visual connection between each product is very weak, and it does not look like the same thing; third, the cultural characteristics of Menghe medical school are not clearly expressed. In response to these problems, this design set the overall direction of "professional, local, exquisite and modern", and made a complete set of basic visual systems including logos, standard fonts, colours and auxiliary graphics, and under the same set of visual rules, it completed the four-season health care, Menghe cream formula health care, and Menghe cultural tourism three The design of the product line. Each series will make different visual adjustments according to the raw materials, usage and usage scenarios, but the brand basic recognition will always be consistent.

The key to this design is not to stack traditional cultural elements on the packaging as much as possible, but to first distinguish where different cultural contents should be used: which are suitable for brand core identification, which are suitable for directly expressing product information, and which are only suitable for auxiliary decoration. Architecture and water system are used to reflect local characteristics, ingredients of the same origin of medicine and food are used to distinguish specific products, and the core ideas of the medical school are transformed into the most basic design feelings of curves, white space, balance and order. This can avoid the accumulation of common elements in traditional Chinese medicine packaging, and also make the relationship between cultural origin and products clearer.

Due to the limited research time and actual conditions, this design mainly focusses on brand vision and product packaging, and does not involve much on material technology, production cost, market sales, and long-term communication effect. Next, it can be combined with the actual operation of Menghetang to test the

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existing packaging, and this visual system can continue to be used in the design of online publicity, medical space and cultural tourism activities. The cultural resources of the Menghe Medical School are very rich, and it can also make more expressions suitable for modern people's lives without increasing visual clutter.

The whole research process shows that the effect of using Menghe medical culture in brand design is not good just by choosing a traditional symbol to print on the packaging. A more practical way is to layer the cultural content first, and then distribute the content according to different usage scenarios: the basic vision is responsible for long-term brand identification, the product packaging is responsible for explaining raw materials and categories, gift boxes and cultural creations reflect local culture, and medical concepts affect the overall style and design rules. This layered processing can not only express culture, but also satisfy the function of the product, and will not add elements to emphasise tradition.

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APPENDIX A

This appendix contains:

1. Images of logos, packaging and application cases of comparable brands including Tongrentang and Wugumofang.
2. Current- status materials of the Menghetang brand, such as photographs of brand stores and product- packaging pictures.

3.Questionnaire results



TONGRENTANG
Brand logo



product packaging design



WUGUMOFANG
Brand logo



product packaging design

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Existing Logos of Menghetang



Display of Existing Product Packaging of Menghetang

3.Questionnaire results

TABLE 3-3 / SURVEY RESULTS

Purchase Purposes and Influencing Factors

Sample size: 200

Survey item	Response option	Respondents	Percentage
Purchase purpose	Personal use	108	54.0%
	Gifts (for family and friends / local specialties)	58	29.0%
	Both	34	17.0%
Purchase factors (multiple responses)	Practical usefulness	132	66.0%
	Attractive packaging	118	59.0%
	Price	86	43.0%
	Brand image	78	39.0%
	Brand reputation	72	36.0%
	Cultural significance of the brand	54	27.0%

Note: Multiple-response percentages may total more than 100%.

TABLE 3-4 / SURVEY RESULTS

Brand Awareness and Perceptions

Sample size: 200

Survey item	Response option	Respondents	Percentage
Channels for discovering wellness brands (multiple responses)	Social media	126	63.0%
	Recommendations from family and friends	88	44.0%
	E-commerce platforms	62	31.0%
	Physical stores	54	27.0%
	Other	18	9.0%
Familiarity with the Menghe medical school	Very familiar	22	11.0%
	Have heard of it, but know little about it	96	48.0%
	Have never heard of it	82	41.0%
Impression of MENGHETANG	Professional and trustworthy	46	23.0%
	Traditional and dated	58	29.0%
	Unfamiliar; no particular impression	82	41.0%
	Other	14	7.0%

Note: Multiple-response percentages may total more than 100%.

TABLE 3-4 / SURVEY RESULTS

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	Unfamiliar; no particular impression	82	41.0%
	Other	14	7.0%

Note: Multiple-response percentages may total more than 100%.

TABLE 3-5 / SURVEY RESULTS

Preferred Brand Visual Styles

Sample size: 200

Survey item	Response option	Respondents	Percentage
Visual style preference	Contemporary Chinese style	68	34.0%
	Modern minimalist style	48	24.0%
	Natural botanical style	38	19.0%
	Traditional Chinese style	28	14.0%

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APPENDIX Б

This appendix contains:

1.Extracted regional and TCM visual symbolic elements
2.Refined logo, typeface and brand visual- identity system
3.Brand product packaging
4.Brand application system

1. Extracted regional and TCM visual symbolic elements

Traditional Chinese Medicine

Cultural Elements and Visual Symbol Extraction

Category	Source Elements	Extracted Visual Symbols
Classical Medical Literature	Medical writings (Yichun Shengyi), prescription sheets and case records.	
Medical Tools and Utensils	Herbal scales, medicine grinders, mortars, decoction pots, herbal medicine cabinets and herbal medicine packets.	
Medicinal Herbs	Ginseng, astragalus, Chinese yam, goji berries, chrysanthemum, lotus leaves and mugwort.	
Medical Philosophy	Harmony, gentleness, purity and integrity; yin-yang balance; individualized treatment; the shared origins of food and medicine.	

Menghe Regional Cultural Resources

Category	Representative Examples	Photographs	Extracted Visual Symbols
Former Residences of the Four Great Physicians	Former residences of Fei Boxiong and Ding Ganren		
Public Buildings	Dongyue Temple		
Historic Fortifications	Dingchang Gate and the old city wall		
Religious Buildings	Jiulong Chan Temple		

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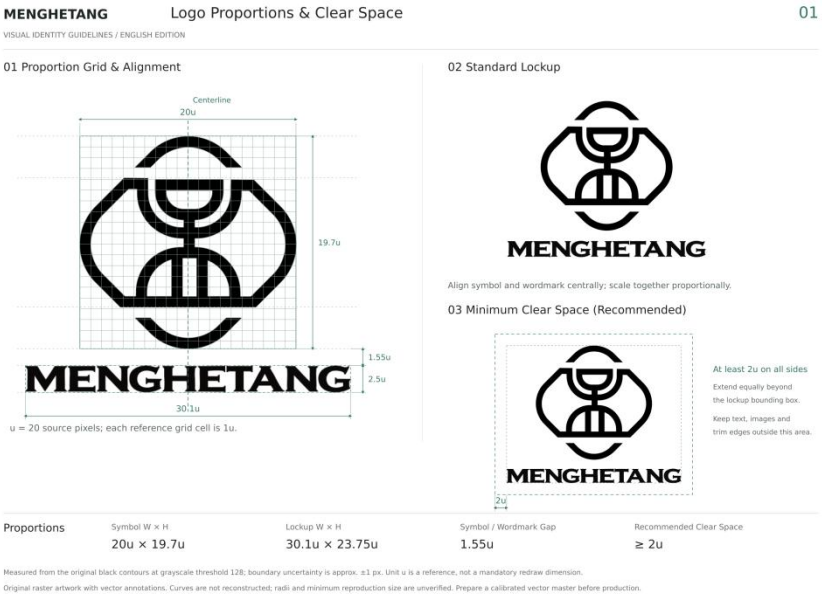
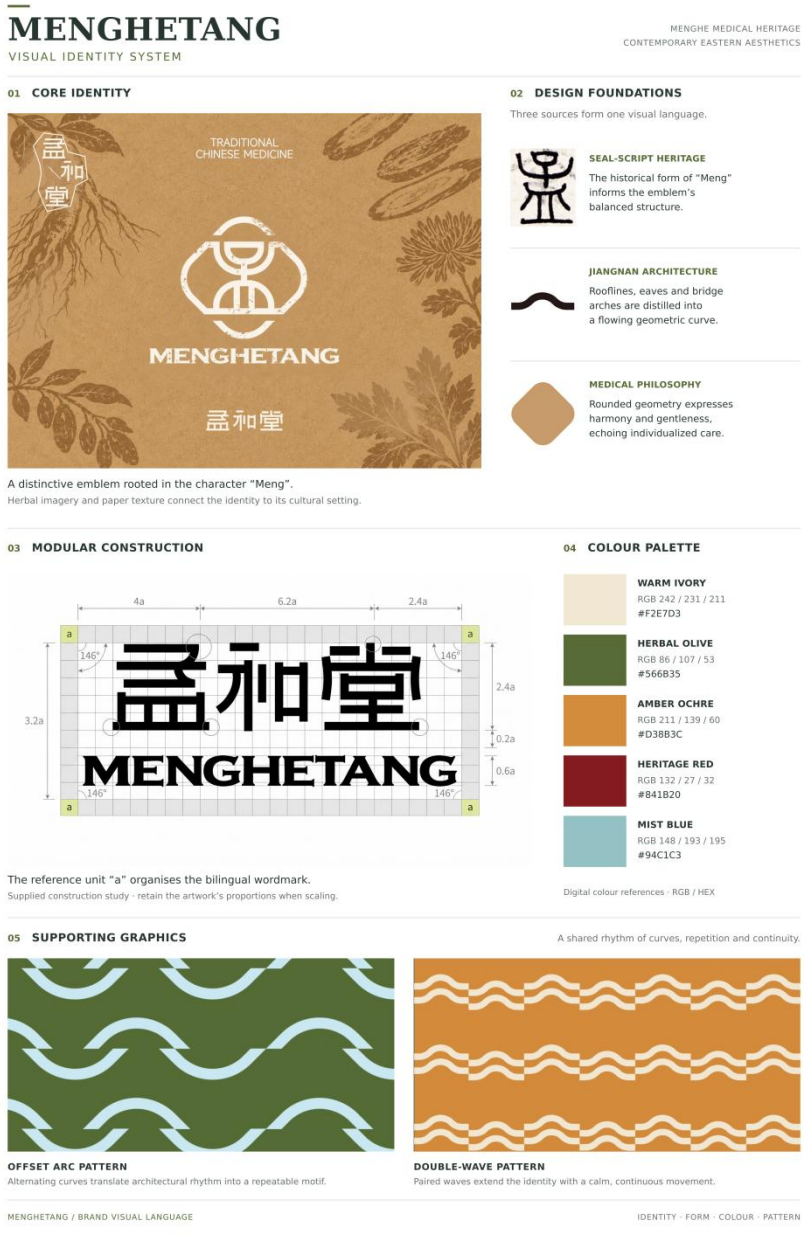
2.Refined logo, typeface and brand visual- identity system





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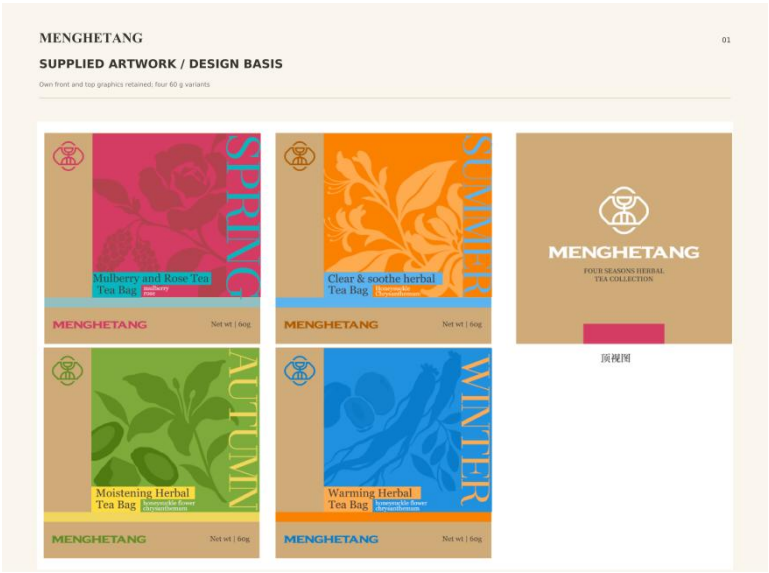
2. Brand product packaging
3.







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4. Brand application system





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