

MENGHETANG

MENGHETANG BRAND IDENTITY DESIGN

A Traditional Chinese Medicine Wellness Brand

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CULTURE INTO EVERYDAY USE

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Six chapters, one research sequence

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Growing market demand

Growing interest in TCM wellness creates new brand opportunities.

Distinctive cultural identity

Its emphasis on balanced and gentle treatment, together with Menghe's regional culture, offers unique resources for brand differentiation.

Strong medical heritage

The Menghe medical school has a long history, extensive clinical experience, and an established lineage, providing a solid cultural and professional foundation.

Need for brand development

Visual design strengthens Menghetang's identity and communicates its heritage.

WHY MENGHETANG?

A concrete brand problem

Strong cultural roots

Rooted in the Menghe medical school, Menghetang follows its principles of gentle treatment and restoring balance.

Professional expertise

Practitioners from the Menghe lineage provide regular consultations, combining TCM care, constitution-based health management, and food-based wellness.

Long-term service in Changzhou has built extensive experience in health management and individualized care.



RESEARCH GAP

Literature review and questions

What previous research establishes

Medical history and clinical studies describe Menghe lineages, prescriptions and herbal-paste traditions. Design studies offer approaches to regional symbols and cultural visualization.

What this project investigates

How can those resources become a consistent visual identity? Which elements belong to core recognition, and which should explain products or regional stories?

FOCUS OF THE THESIS

The study examines cultural selection and visual hierarchy across one brand system, using Menghetang as a design case.

PURPOSE, SCOPE & METHODS

Research design



Purpose and scope

Develop Menghetang’s visual identity and packaging through the culture of Menghe, Changzhou. Historical resources support a design proposal for present brand settings.

Literature	Verify cultural sources
Field research	Identify visual problems
Questionnaire	Understand audience priorities
Case analysis	Compare system approaches
Design practice	Apply and examine the rules

CULTURAL RESOURCES

Resource
Regional architecture and waterways
Medical writings and clinical records
Gentleness and balance
Medicine-food ingredients

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		

BRAND DIAGNOSIS

Problems that the redesign must answer



Existing Logos of Menghetang

Brand logos are inconsistent.

Different structures and color treatments interrupt recognition.



Display of Existing Product Packaging of Menghetang

Products lack common rules

Typography, graphics and layout change between categories.

COMPARABLE BRAND CASES

Transferable design principles



Tongrentang
A stable core identity across varied product lines.

Wugumofang
Ingredient graphics and a consistent layout for everyday products.

EVIDENCE INTO DESIGN DECISIONS

Positioning: professional, local, refined and modern

Evidence	Design decision	Intended role
Inconsistent logos and package layouts	Fix the logo, type and information framework	Improve continuity across touchpoints
Practicality 66% / aesthetics 59%	Give product identity and visual hierarchy clear priority	Support quick reading and selection
Limited knowledge of Menghe medicine	Place deeper stories on cards, gift sets and cultural products	Introduce cultural content progressively
Authentic local and medical-school resources	Use regional forms and restrained visual order	Make the brand’s origin more specific

DESIGN DEVELOPMENT

A traceable transformation process

01

Identify the source

Menghe architecture, medical records and ingredients

02

Extract its meaning

Origin, inheritance, balance or product identity

03

Simplify the form

Keep distinctive contours and remove minor detail

04

Reconstruct the visual

Control geometry, curves, type and color relations

05

Apply common rules

Test the same identity across packaging and materials

CULTURAL CONTENT HIERARCHY

Each source has a different visual task

Level	Question it answers	Main expression	Typical carrier
Brand identity	Which brand is this?	Meng character, standard type, base colors	Logo and core applications
Regional culture	Where does the brand come from?	Architecture and continuous water lines	Gift sets and cultural products
Product information	What is this product?	Ingredients, product name and category color	Tea packs and herbal-paste labels
Medical-school values	What character should the design convey?	Gentle curves, balance and restrained order	Composition across the system

ARCHITECTURAL TRANSFORMATION

Regional prototype → structural cue → application



PROTOTYPE

Physicians' residences provide local architectural cues.



EXTRACTION

Retain rooflines, wall openings and gateway proportions.



APPLICATION

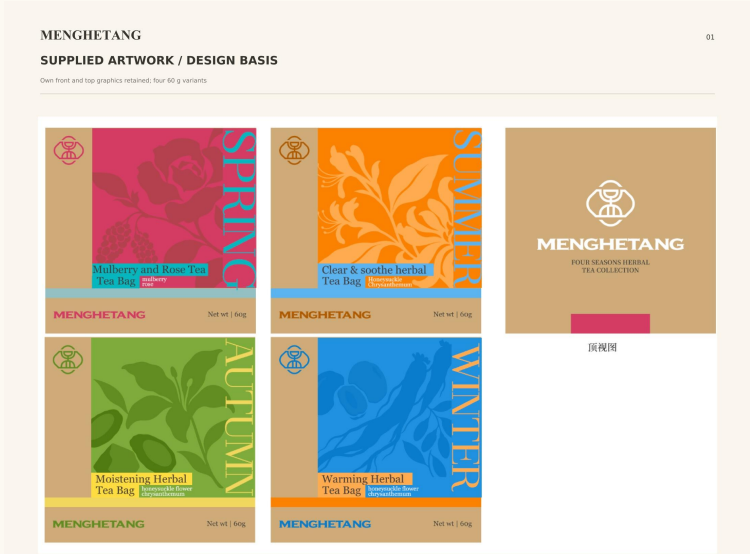
A shared geometric language creates a regional souvenir series.

BOTANICAL TRANSFORMATION

Ingredient → recognizable part → enlarged composition



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, gill 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.	



SOURCE

Medicine-food ingredients provide product-specific content.

SELECTION

Petals, leaves, roots and fruit clusters preserve recognizable cues.

COMPOSITION

Enlargement and cropping create a strong hierarchy within a fixed layout.

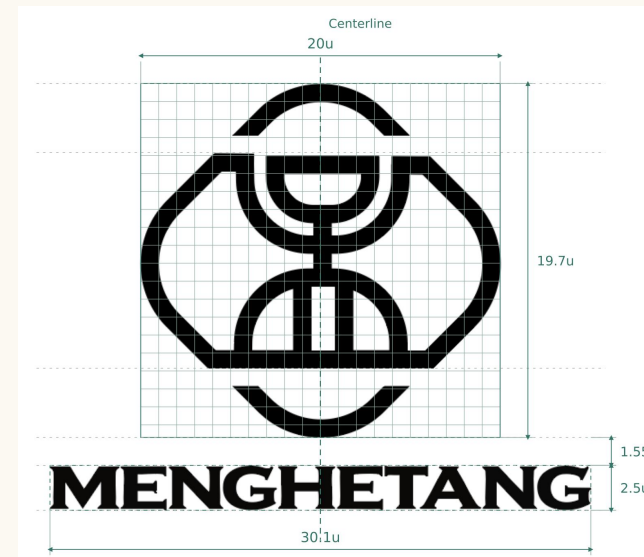
LOGO DESIGN REASONING

Why the character “Meng”?



CULTURAL CONNECTION

This typeface is inspired by Xiaoli , a classical style of Chinese calligraphy. The character links the name, the Menghe region and its medical school.



STRUCTURAL REDUCTION

The upper and lower components become a compact system of strokes and spaces.

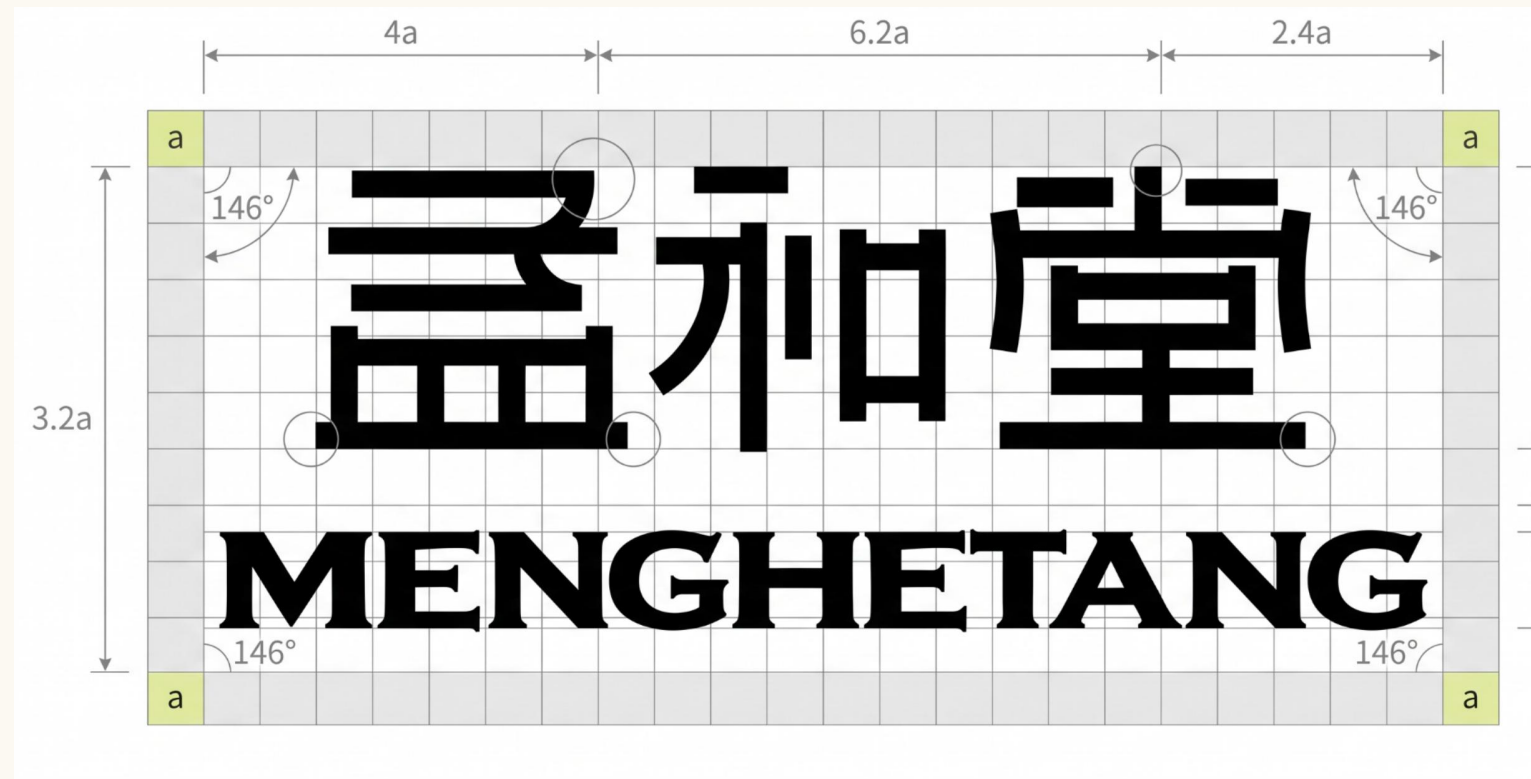


VISUAL RESULT

Rounded transitions and a stable base express balance and retain a clear silhouette.

TYPOGRAPHIC DEVELOPMENT

A consistent stroke logic



Structural decisions

Slightly wide characters, extended horizontal strokes and steady vertical strokes establish a stable center.

Application reason

Limited clerical-script influence retains an Eastern character. Uppercase MENGHETANG provides a fixed Latin wordmark.

DESIGN DECISION CRITERIA

How the proposal is assessed

Criterion	Decision in this proposal	What still needs testing
Recognizability	Reduce internal detail and retain monochrome use	Minimum readable size in real print and screen use
Cultural relevance	Use documented regional and medical-school sources	Audience recognition of the intended cultural cues
Consistency	Fix logo, type and information positions	Identification across unrelated product categories
Extensibility	Vary ingredients and series colors within common rules	New products, substrates and production constraints

CORE IDENTITY

Logo construction and consistent use

Why a fixed lockup?

A constant relationship between symbol and wordmark reduces variation across signage, labels and staff materials.

What the system controls

Proportions, clear space, monochrome use and the relationship of Chinese and Latin brand forms.

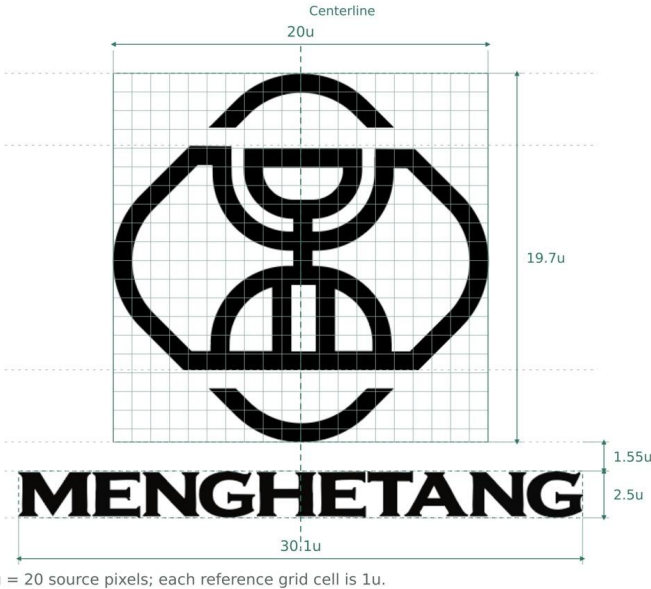
MENGHETANG

Logo Proportions & Clear Space

01

VISUAL IDENTITY GUIDELINES / ENGLISH EDITION

01 Proportion Grid & Alignment



02 Standard Lockup



03 Minimum Clear Space (Recommended)



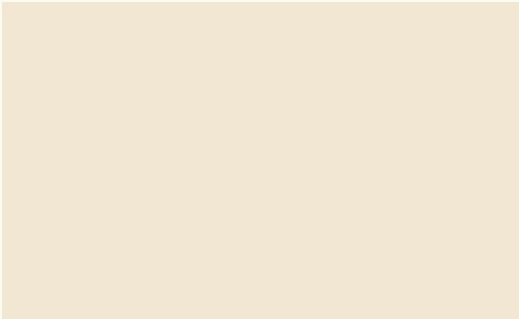
Proportions	Symbol W × H	Lockup W × H	Symbol / Wordmark Gap	Recommended Clear Space
	20u × 19.7u	30.1u × 23.75u	1.55u	≥ 2u

Measured from the original black contours at grayscale threshold 128; boundary uncertainty is approx. ±1 px. Unit u is a reference, not a mandatory redraw dimension.
Original raster artwork with vector annotations. Curves are not reconstructed; radii and minimum reproduction size are unverified. Prepare a calibrated vector master before production.

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COLOR LOGIC

A stable base with controlled variation



Warm ivory

#F2E7D3

Reading space



Herbal olive

#566B35

Core identity



Amber ochre

#D38B3C

Warm accents



Heritage red

#841B20

Cultural emphasis



Mist blue

#94C1C3

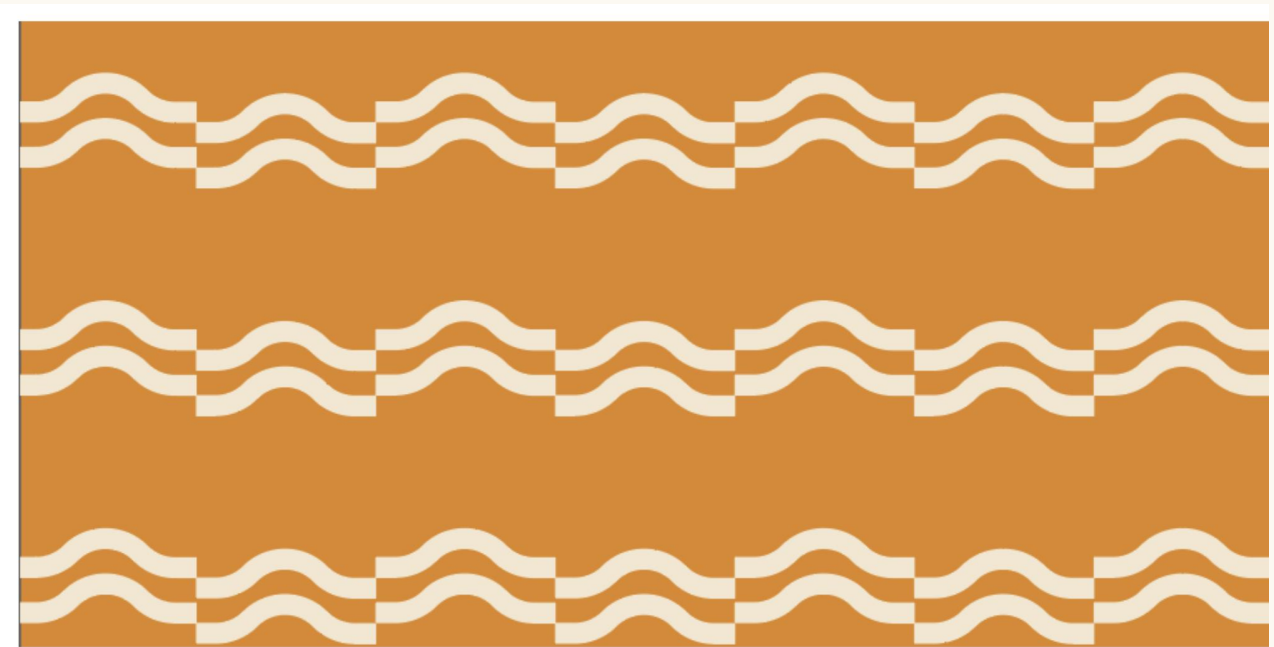
Calm contrast

DESIGN REASON

Base colors connect the brand. Individual products may use magenta, orange, green or blue while retaining a shared information area.

SUPPORTING GRAPHICS

Waterways and architectural rhythm



SOURCE AND FORM

Repeated roofline curves and water lines establish continuity and a gentle rhythm.

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WHY IT WORKS AS A SYSTEM

Patterns connect products and office materials without enlarging the logo on every surface.

PRODUCT SYSTEM RULES

One brand, differentiated applications

Product direction	Main information	Variable expression	Stable components
Four-Season Wellness	Season and ingredients	Botanical graphics and series colors	Logo, type, information hierarchy
Menghe Herbal-Paste Wellness	Product and ingredient identity	Ingredient label with a restrained outer box	Logo, type, base-color relationship
Menghe Cultural-Tourism	Portable product and sense of place	Architecture, tea leaves and water lines	Logo, type, supporting graphics

The product directions follow use and content. The four physician families remain part of the cultural narrative.

FOUR-SEASON GRAPHIC SYSTEM

MENGHETANG

01

SUPPLIED ARTWORK / DESIGN BASIS

Own front and top graphics retained; four 60 g variants



The design adopts a "one layout, four expressions" structure: botanical forms are chosen because the ingredients themselves serve as the most direct product cues — they speak to consumers before they grasp the deeper story of the medical school. The fixed layout, meanwhile, keeps the brand identity and information area stable, allowing change to unfold only through shifting color palettes and plant forms across the seasons — mulberry and rose in spring, a refreshing herbal tea in summer, lily bulb, yam and poria in autumn, and codonopsis, jujube and goji in winter — so that the brand stays cohesive while its themes evolve with the turning year.

FOUR-SEASON WELLNESS

Everyday product packaging

FUNCTION

Identify tea products for daily use and keep related products recognizable as one family.

DESIGN REASON

Large botanical shapes and one dominant color separate products. A warm information area anchors the series.



SEASONAL GIFT COLLECTION

Grouping and cultural presentation

The combined gift box introduces regional architecture and water-line patterns.

Individual packs focus on ingredients, while the gift set carries more brand culture.



HERBAL-PASTE WELLNESS

Function: distinguish the product and coordinate inner / outer packaging



NEIJIN PASTE

Ingredient cues lead on the label. A quieter water-line pattern on the outer box creates continuity and leaves the product identity clear.

CULTURAL-TOURISM PACKAGING

Function: portable drinking and immediate place recognition



EXISTING CUP



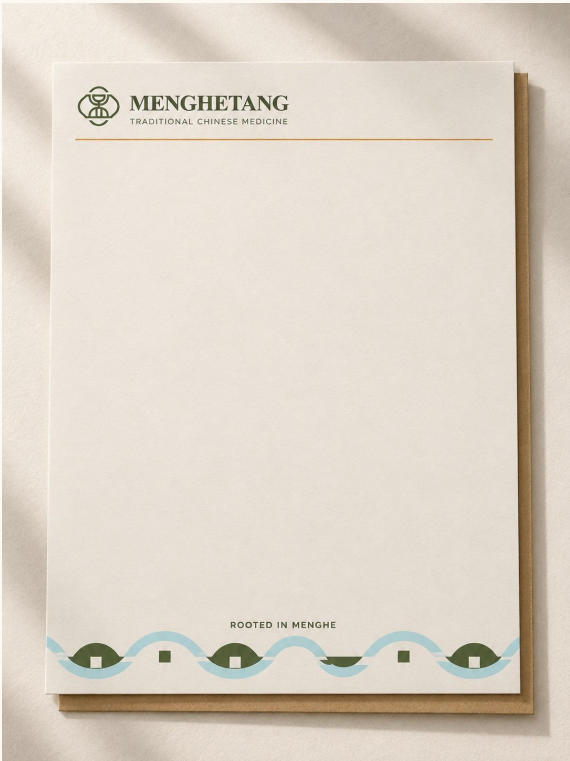
DESIGN PROPOSAL

Tea leaves identify the product. Architecture and continuous water lines introduce Menghe without a dense historical narrative.



STATIONERY & CLINICAL DOCUMENTS

Function: organize information and preserve reading / writing space



DESIGN REASON

Small logos and edge patterns identify the brand while leaving the central surface clear. The same restraint can guide information-heavy clinical materials.

STAFF IDENTITY & WORKWEAR

Function: identify personnel and support a coherent service setting



DESIGN REASON

The staff card carries identification. Workwear uses small areas of color and pattern so that brand expression remains restrained within a clinical setting.

BUSINESS & GREETING CARDS

Two materials with different communication functions



BUSINESS CARD

Contact and identity information lead. A stable logo and base colors support recognition.

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GREETING CARD

The message leads. Pattern and color create a warmer, more informal brand contact.

NOTEBOOK SERIES

Writing and everyday brand contact

FUNCTION

Provide a writing object that keeps the brand present in routine office and personal settings.

DESIGN REASON

The cover can carry larger regional graphics because it has fewer information demands than a label or clinical document.



CANVAS BAGS

Carrying and visible brand communication

Architectural silhouettes and continuous water lines extend the identity into everyday use.

The larger surface allows the regional graphics to become more prominent.



CONTRIBUTION & LIMITATIONS

Contribution

The proposal assigns cultural content to different visual roles, then coordinates identity, packaging and application materials through shared rules.

Limitations

The outcome demonstrates a visual system. Production cost, material performance, user understanding and long-term market effects have not yet been established.

RESEARCH OUTCOME

The contribution lies in a structured cultural transformation and application method, supported by a complete brand design proposal.

ARCHITECTURAL SOUVENIRS

Place memory and cultural display

Regional architecture becomes the main content of refrigerator magnets.

Simplified rooflines, entrances and windows form a coherent local series.



THANK YOU

Qiu Jinrui

