



Kharkiv State Academy of Design and Arts

Graphic Design department

Visual Communication Design

Formation of the Visual Identity of the “Lvmi ” Agricultural Brand as a Tool for Territorial Positioning

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Issues and Relevance



01 Why is this topic important?

Under the rural revitalization strategy, regional agricultural brands face severe visual homogenization and superficial symbol stacking, lacking the capacity for territorial positioning.

02 What do you want to research or create?

A complete visual identity system for the "Lvmi" brand — logo, colour, auxiliary graphics, and multi-scenario applications — based on local-oriented design theory.

03 How is it connected to culture, design, people?

It closely links the Beijing-Hangzhou Grand Canal heritage, Qijia Village farmers, cooperative managers, and urban consumers through participatory design.

04 What is the cultural and social background?

Qijia Village in Benniu Town, Changzhou, has a thousand-year Grand Canal history. The "Lvmi" brand holds green-food certification but lacks a unified visual identity for territorial positioning.

Thesis Information

Master's Thesis Topic:

Formation of the Visual Identity of the "Lvmi" Agricultural Brand as a Tool for Territorial Positioning

Object of Research:

Visual identity of the "Lvmi" melon-and-vegetable brand in Qijia Village, Changzhou

Subject of Research:

Construction methods and practical implementation of "Lvmi" visual identity for territorial positioning

Scope:

Qijia Village, Benniu Town, Changzhou, Jiangsu, China • 2025–2026



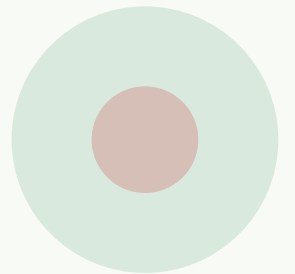
Project Background and Research Objectives

Background

Qijia Village, on the bank of the Beijing-Hangzhou Grand Canal, has over 400 years of farming history. The Runtu Cooperative has developed the "Lvmi" melon-and-vegetable products with green-food certification and 120 standardized planting procedures. However, the brand lacks a unified visual identity, suffering from visual homogenization and weak territorial positioning.

Objectives

To build a complete visual identity system for the "Lvmi" brand — covering logo, colour palette, auxiliary graphics and multi-scenario applications — guided by the "Human-Product-Land-Scene" local-oriented framework, and to verify its effectiveness as a tool for Qijia Village's territorial positioning.





Research Content and Methods

The research combines theoretical study and design practice through six complementary methods:

1. **Literature review** — academic publications, policy texts and local records on agricultural branding and local-oriented design.
2. **Case study** — Rice & Shine, Oriental Beauty Tea, Yubari Melon, Ehime Citrus, compared under the Human-Product-Land-Scene framework.
3. **Oral interviews** — semi-structured interviews with cooperative managers, farmers and villagers.
4. **Questionnaire survey** — local and non-local consumers on brand perception, packaging and taste preferences.
5. **Data analysis** — statistical processing of survey data to define design constraints.
6. **Participatory design** — stakeholders co-evaluate and iterate the visual system throughout.

Research Source

[1] Chen Y. Creation of Agriculture-Culture-Tourism Brands[M]. Beijing: Social Sciences Academic Press, 2022.

[2] Wang X T. Site-Specific Design[M]. Beijing: China Architecture & Building Press, 2017.

[3] Wang Z Y, Liang D. Research on Application of Northeast Regional Cultural Elements in Agricultural-product Packaging[J]. 2022.

[4] Cheng R P, Gao T F. Research on Characteristic Agricultural-product Brand Design under Rural Revitalization[J]. 2022.

[5] Wang L M. Research on Visual Image Design of Local Agricultural-product Brands under Rural Revitalization[D]. 2023.

[6] Yasuo Ohe. Evaluating local brand farm products and rural tourism: Evidence from Japan[J]. Tourism Management, 2013.

[7] Babalis A, et al. Design and development of innovative packaging for agricultural products[J]. Procedia Technology, 2013.

[8] Shi X, Qiu L. Visual communication and brand building of agricultural products: Linhai broccoli as example[J]. 2022.

[9] Wang E S T. The influence of visual packaging design on perceived food product quality and brand preference[J]. 2013.

Field Research Findings



01 Problems Identified

Fieldwork and surveys revealed four core issues: (1) reputation without visual identity — Lvmi products are well-received locally but lack any brand system; (2) visual homogenization across agricultural brands; (3) mechanical stacking of regional symbols without product logic; (4) stakeholder demands ignored in design.

02 Design Requirements Derived

Farmers expect the brand to reflect hard-working rural images and practical, low-cost packaging. Consumers seek freshness, eco-friendliness and local reliability. These insights define the design constraints: recognisable, affordable, locally rooted, and emotionally warm.

Key Reference Projects

Visual outcomes studied: brand identity systems for rural agricultural products; packaging design of melon-and-vegetable brands.

"Shou Tian Ren" Rural Brand Visual Identity System



"Big Bite Melon" Watermelon Packaging System



Design Concept: "Canal-fed Farmland, Co-growth of Lvmi"

Core concept — "Sweetness nurtured by water-soil" • guided by the four-element local-oriented framework

Human

Farmers, cooperative managers, villagers and consumers — the core stakeholders co-participating in brand building

Product

Melons and vegetables with green-food certification, 120 standard procedures, cooperative + farmer model

Land

Grand Canal, Desheng Bridge, Yuan-Dynasty site, Jiangnan water-town farming heritage

Scene

Field production, village life, supermarket shelves, gift boxes and online e-commerce touchpoints

Two concept directions were tested: "Sweetness nurtured by water-soil" (canal water nourishing sweet fruits) and "Co-existence with countryside" (human labour and produce). After stakeholder consultation, "Sweetness nurtured by water-soil" was selected as the core design concept.

Brand Logo Design

The logo integrates three visual elements:

Canal ripples — simplified curves symbolize the nourishment brought by the Beijing-Hangzhou Grand Canal.

LVMH letterforms — pattern on the watermelon skin encodes the brand name.

Fruit silhouette — the outer contour derives from a watermelon slice, corresponding to the core product. Concise geometric transformation keeps printing costs low and adapts to field packaging, gift boxes and digital media.



Standard Colour System

The palette roots in Qijia's pastoral landscape:

Pastoral Green — primary, from melon-and-vegetable plants, symbolising eco-friendly cultivation.

Fruit Red — accent echoing fresh watermelon flesh.

Soil Off-white — base imitating mild soil background.

LVMI AGRICULTURAL 绿咪农产品

VISUAL IDENTITY SYSTEM 品牌视觉识别系统

BRAND COLOR 品牌标准色



01 品牌标准色

BRAND COLORS

品牌标准色是绿咪农产品的视觉核心，传递自然、健康、专业与可持续发展的品牌价值。

使用原则

- 严格使用本页规定的品牌标准色
- 在任何应用场景中保持色彩一致性
- 不得随意更改、调整或替换品牌色

LVMI AGRICULTURAL
BRAND VISUAL IDENTITY GUIDELINES

02 主色 PRIMARY COLORS

品牌主色用于核心视觉识别，体现品牌的自然与农业属性。



品牌红 BRAND RED

HEX #C11B1F
RGB 193 27 31
CMYK 0 95 93 24



品牌绿 BRAND GREEN

HEX #005B3A
RGB 0 91 58
CMYK 100 41 84 38

03 辅助色 SECONDARY COLORS

辅助色用于信息层级、图表、背景等场景，丰富品牌视觉系统。



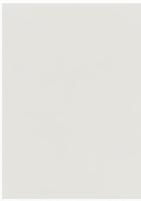
自然绿
NATURAL GREEN

HEX #2E8857
RGB 46 139 87
CMYK 82 20 76 8



清新绿
FRESH GREEN

HEX #A7C957
RGB 167 201 87
CMYK 43 5 75 0



米白灰
WARM GRAY

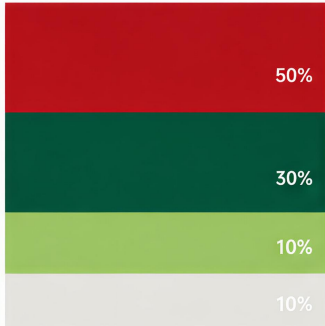
HEX #E8E6E1
RGB 232 230 225
CMYK 8 7 10 0

05 色彩应用示例 COLOR APPLICATION



04 色彩比例 COLOR RATIO

主色为视觉主导，辅助色用于补充与延展。



06 注意事项 NOTES

- 所有印刷、包装、广告、数字媒体等应以本页色值为准。
- 屏幕显示可能存在色差，请以潘通色卡或印刷色为最终标准。
- 不得使用非标准色，或降低品牌色彩饱和度。
- 品牌色与LOGO组合使用时，必须保持色彩一致性。

自然 · 健康 · 专业 · 共享

Auxiliary Graphics

Auxiliary graphics are derived directly from the logo elements. Three basic units — canal ripples, LVMI shapes and fruit slices — are recombined through repetition and dislocation. Flexible cropping allows them to serve as package textures, poster backgrounds and cultural-creative decorations, preventing visual emptiness in large layouts.

No complicated historic patterns are piled; all motifs originate from the core brand concept to guarantee visual unity.



VI 手册 VISUAL IDENTITY GUIDELINES

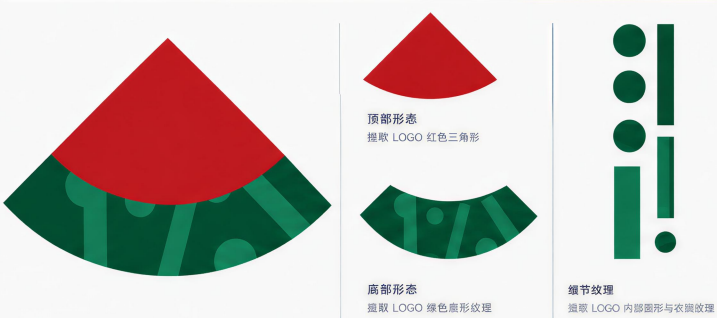
专业 | 规范 | 可信赖
PROFESSIONAL | STANDARD | TRUSTED

A1 | 辅助图形 AUXILIARY GRAPHIC

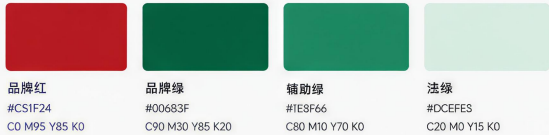
辅助图形是品牌视觉系统的重要组成部分，用于丰富视觉层次、强化品牌识别、提升传播效果。辅助图形需与LOGO保持统一的色彩、形态与视觉语言，并严格遵循本手册的应用规范。

THE AUXILIARY GRAPHIC IS AN IMPORTANT PART OF THE BRAND VISUAL SYSTEM, USED TO ENRICH VISUAL LAYERS, STRENGTHEN BRAND RECOGNITION, AND ENHANCE COMMUNICATION EFFECTIVENESS. IT MUST BE CONSISTENT WITH THE LOGO IN COLOR, FORM, AND VISUAL LANGUAGE, AND STRICTLY FOLLOW THE APPLICATION SPECIFICATIONS OF THIS MANUAL.

01 辅助图形元素 AUXILIARY GRAPHIC ELEMENTS



02 颜色规范 COLOR SPECIFICATION



03 规范应用 APPLICATION SPECIFICATION



AUXILIARY GRAPHIC SYSTEM

辅助图形系统

统一 · 规范 · 品牌化



Application: Field Packaging

For field-production and sorting scenarios, packaging uses affordable monochrome or limited-colour printing on kraft and PET substrates. Fresh-cut watermelon boxes and bulk watermelon cartons both carry the logo, product name and quality icons.





Gift Box & Product Sticker

The premium gift box applies the full colour palette — deep green box body, white lid with produce photography, red-and-green wave graphics. It serves the gifting and agritourism reception scenario.



The round watermelon sticker applies directly to each fruit in the field — a touchpoint that connects the consumer to the moment of harvest.

Processed Products

The brand extends into value-added processed lines: watermelon juice in glass bottles and watermelon jam in jars.

Labels carry the logo, product name in both Chinese and English, ingredient lists, net content and the "Green Agriculture • Healthy Life" tagline. Deep green screw caps tie back to the primary brand colour.



Application: Supermarket Display



In retail consumption scenarios, the brand system extends to shelf talkers, danglers, price cards and standees — creating a unified Lvmi zone that delivers clear territorial-positioning signals at the point of purchase.

Application: Exhibition Booth



Trade-show booth design carries the "Greener Fields · Healthier Life" campaign line, with contact information and value icons — full-colour application for buyer and agritourism reception.

Digital Application: Website & Poster

The official website homepage presents the brand to digital audiences. Graphic elements are simplified for screen clarity: navigation bar, hero image of watermelon in the field, the headline "Natural Flavour, Crafted Agriculture", and a call-to-action button. Red-and-green wave graphics echo the auxiliary system, adapted for desktop and mobile viewing.



Poster series — vertical promotional posters carry the same brand voice: natural planting, fresh and juicy, strict quality selection, rich nutrition, with contact and QR code for social follow.

Print Materials: Brochure & Card

The brand extends to print communication materials:

Tri-fold brochure — cooperative introduction, watermelon and melon variety series, brand story, contact information and storage guidance, illustrated with pastoral Jiangnan water-town scenes.

Business card — dual-sided design in white and brand green/red, carrying contact details and the auxiliary wave graphic.





Conclusion

This research constructs the "Human-Product-Land-Scene" local-oriented framework and completes a full visual identity system for the "Lvmi" brand in Qijia Village.

The logo, colour palette, auxiliary graphics and multi-scenario applications — from field packaging to gift boxes, supermarket displays, exhibition booths, website and print materials — work as a practical tool for territorial positioning.

Expert evaluation and user testing confirm that the design balances cultural expression, production cost and market communication. Limitations remain in sample scope and large-scale market launch; future work will expand stakeholder feedback and apply the framework to more fresh-produce brands.

THANK YOU !

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