

MASTER THESIS PRESENTATION



Kharkiv State Academy of Design and Arts
Graphic design department
Visual Communication Design

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Research on the Visual Identity Design of “Weibage” Pork Jerky Brand in the Context of Cultural and Tourism Integration

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JINGJIANG · REGIONAL FOOD · VISUAL IDENTITY · CULTURAL TOURISM

Issues and Relevance

Why is this topic important?

Regional specialty foods are not only consumables but also carry associations with particular places. In cultural-tourism contexts, visual identity must clarify the food category and regional connection across shops, travel, gifting and online sharing.

What is the research problem?

A single food photograph is not enough to determine origin, nor is one landscape sufficient to name the product. The research therefore focuses on selecting, reducing and arranging product and cultural cues into a coherent identity rather than adding random decoration.

What do I research and create?

The thesis develops and critically evaluates a coordinated visual identity for “Weibage” pork jerky across visual identity, packaging, souvenir items, social media design and brand guidelines.

How is it connected to design and culture?

The project treats regional culture as a selected and hierarchically organized design resource for storytelling, information order and cross-media communication, rather than as decorative accumulation.

“ The central question is whether a local food item can gain a visual identity that is recognizable as a product, connected to its place, and consistent across media.

Thesis Information

01 Master's Thesis Topic

Research on the Visual Identity Design of “Weibage” Pork Jerky Brand in the Context of Cultural and Tourism Integration

02 Object of Research

The visual identity of regional specialty food brands in relation to culture and tourism, analyzed through the “Weibage” pork jerky project.

03 Subject of Research

The choice and visual treatment of Jingjiang-associated cultural symbols and pork jerky features within the “Weibage” identity system, together with their use in packaging, souvenirs, physical settings, social media and brand rules.

04 Territorial & Chronological Scope

Jingjiang, Jiangsu Province, China · contemporary 2026 design proposal for present-day retail, travel, gifting and digital communication.



Project Background and Research Objectives

Cultural-tourism integration changes how regional specialties are encountered: a visitor may see a product in a store, carry it during a journey, give it as a gift, and later share it online. Therefore, the identity must remain intelligible across different viewing distances, materials, and modes of use.

“**Purpose: to work out and critically evaluate a coordinated “Weibage” identity that keeps the product easily identifiable, makes its connection with Jingjiang clear, and maintains visual unity across print and digital forms without forcing the same layout on every medium.**”

Objective 1

Identify product features and Jingjiang-associated visual resources relevant to the “Weibage” proposal.

Objective 2

Examine the roles of brand marks, cultural symbols, typography, colour and product imagery in legible information hierarchies.

Objective 3

Define design positioning and a suitable combination of core and auxiliary visual elements for routine use and travel gifting.

Objective 4

Examine the system across the five completed boards: visual identity, packaging, souvenirs, social media and brand rules.

Objective 5

Clarify the proposal’s practical limits and the production and audience testing required before claims of success.

Research Content and Methods



Technical route: formulate research questions → consider cultural and brand facts → decide design direction → establish core identity → plan physical and digital uses → critically assess overall coherence.



Research Sources and Literature Base

- [1] Lu, Yang. Research on the Production Process of Jingjiang Pork Jerky[J]. China Condiment, 2018, 43(04): 148–149, 153. CNKI ID: CNKI:SUN:ZGTW.0.2018-04-031.
- [2] Zhou, Yi. Research and Application of Brand Image Design for Specialty Agricultural Products as City Gifts[D]. Zhejiang University of Technology, 2018.
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- [5] He, Jiaxun. Research on Visual Identity Design for the Yingxian Wooden Pagoda Tourism Brand[D]. North University of China, 2023. DOI: 10.27470/d.cnki.ghbgc.2023.000703.
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- [8] Yan, Xinlong. Research on Visual Identity Design for Intangible Cultural Heritage from the Perspective of Cultural and Tourism Integration[D]. Shenyang Normal University, 2025.
- [9] Liu, Hui, Han, Peiyang, and Gai, Yinglin. Research on Visual Identity Design for Time-Honored Brands Based on the Kano–AHP Model[J]. China Packaging, 2025, 45(08): 96–101. CNKI ID: CNKI:SUN:ZBZZ.0.2025-08-022.

Selected references from the thesis bibliography; the full list is retained in the written dissertation.

Research Findings and Design Requirements



01 · Recognition is primary

All media must keep the logo and product elements easily readable.

02 · Cultural relevance

Local scenery and motifs need a clear source and a brief explanation of what they signify.

03 · Adaptation to many contexts

Packaging, gifts, souvenirs and digital media require different information arrangements.

04 · Rules + flexibility

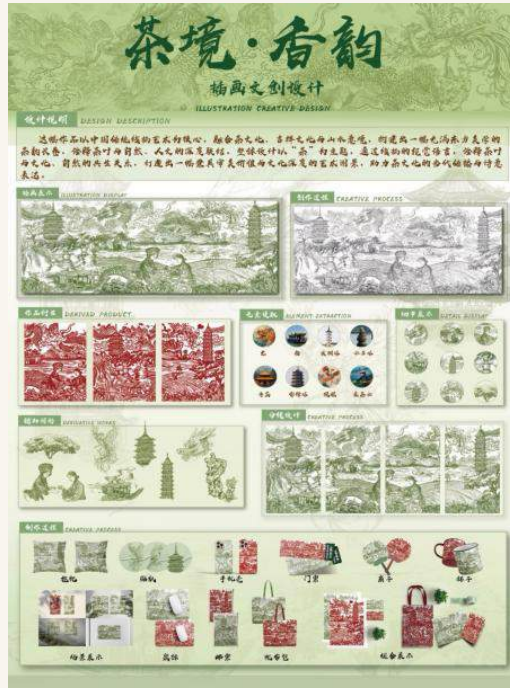
Colour, typography and logo remain consistent; supporting graphics may vary by theme.

Design position: pork jerky is central; Jingjiang visual elements provide cultural background; daily sharing and travel gifts define use. “One fine slice of jerky, one taste of hometown” links the product to belonging.

Key Reference Projects



Food Product Brand Series Design



Regional Information Visualization



Information Visualization for Other Food Brands



Derivative / Cultural-Tourism Design

Comparative focus: logo clarity · memorable colour · regional graphic involvement · package information layout · consistency between physical and digital media.

Reference Outcomes: From Brand to Physical Display



What I extract

1. A coherent system should extend beyond a logo.
2. Cultural imagery must be structured by hierarchy.
3. Physical display reveals scale, material and viewing-distance constraints.
4. Derivative products should not be simple copies of packaging graphics.

Concept Sketch and Design Positioning



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Core philosophy: edible local memory.

The proposal brings together three visual objectives:

Traditional flavor

Food that is opened, eaten, discussed and carried.

Local culture

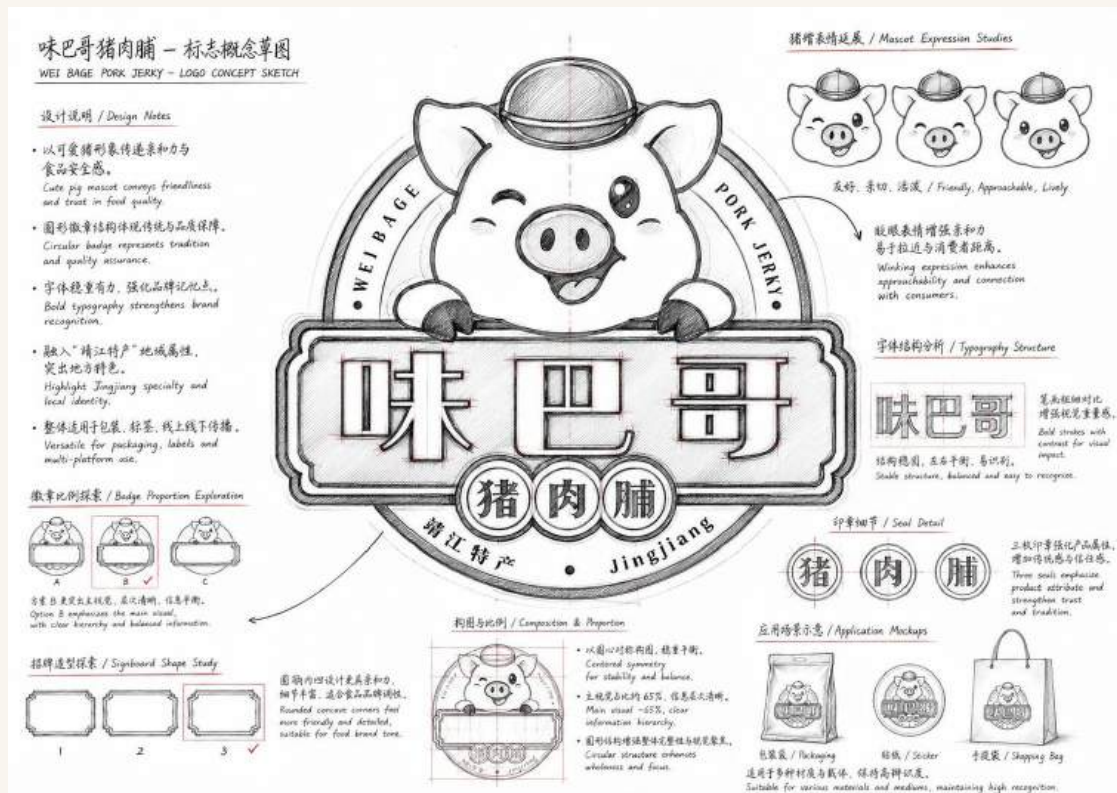
Jingjiang buildings, rivers, bridges, boats and water motifs.

Joyful sharing

Everyday eating, travel, gifting and social connection.

The design does not reproduce old buildings as an end in itself; packaging and small tokens should help recall Jingjiang after the journey.

Initial Design Sketches: Identity Logic



Mascot & Mark

Round-faced pig character + dark-red hat + horizontal plaque + circular frame. The animal form directly identifies the pork jerky category.

Bilingual Wordmark

Chinese name is primary; "WEIBAGE PORK JERKY" supports cross-language recognition.

Clear Space

The composite logo needs sufficient breathing room because small-scale complexity can reduce recognition.

Simplification

Future use should define a simplified mark for icon-scale, embroidery and compact digital formats.

The sketch phase establishes the logo, bilingual reading order, clear space and later simplification rules before cross-media application.

Initial Design Sketches: Regional Symbols and Color

B-02 色彩搭配规范 / Color Combinations Guidelines

品牌标准色彩组合 / Brand Standard Color Combinations



品牌辅助色彩组合 / Brand Secondary Color Combinations

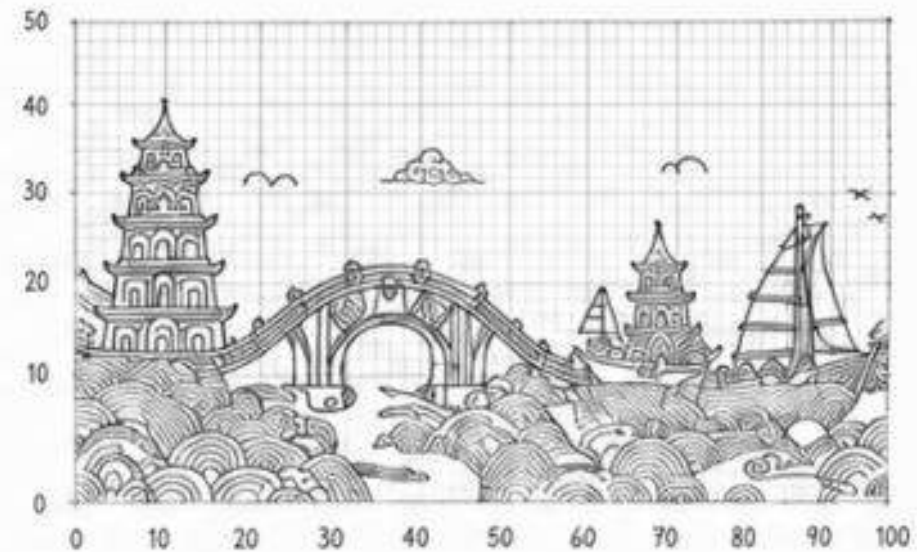


色彩使用指导 / Color Usage Guidance

品牌主色建议用于品牌识别的核心表达，主色占比建议 60%-70%，
辅助色占比 20%-30%，强调色占比 5%-10%。
Brand colors should maintain consistency across various media and materials.
Recommended usage: Primary colors 60%-70%,
Secondary colors 20%-30%, Accent colors 5%-10%.



辅助图形网格图 / Auxiliary Graphics Grid System



Primary palette: brand red · warm beige · warm gold · dark brown · off-white

Sketch Development and Design Workflow



Packaging exploration

Souvenir / material adaptation

Social media & content architecture

Design Development: Visual Identity System

味巴哥猪肉脯视觉识别系统草图 WEI BA GE PORK JERKY VISUAL IDENTITY SYSTEM SKETCH

01 视觉识别系统 VISUAL IDENTITY SYSTEM

品牌标志规范 Logo System



标志黑稿 Logo in Black



标志反白稿 Reverse Logo



标志最小使用规范 Minimum Size



标志释义 Logo Interpretation

品牌融合靖江的建筑风貌、猪猪形象、鲜美美食等元素，展现匠心品牌故事，传递匠心工艺、地道风味和欢乐分享的品牌核心价值。
The logo integrates the visual image of a pig with traditional and architectural elements of Jingjiang, conveying the brand character of "authentic crafts", "joyful sharing", and joyful sharing. It reflects the warmth, honesty and cultural charm of the brand.

标准色彩规范 Color System



辅助色彩 Auxiliary Colors



字体规范 Typography

中文字体 Chinese Font

思源黑体 CN Bold

味巴哥猪肉脯·靖江特产

传统工艺·真材实料·美味分享

英文字体 English Font

DIN Condensed Bold

WEI BA GE PORK JERKY

JINGJIANG SPECIALTY

Traditional Craftsmanship · Real Ingredients · Delicious Tasty

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

图形元素 Graphics System



猪猪形象 Pig IP
靖江建筑 Jingjiang Architecture
水塔元素 Water Tower Element
肉干纹理 Jerky Texture

应用规范 Application Preview



草图推演 Sketch & Development



标志网格制图 Logo Grid System



标志安全空间 Clear Space



标准比例 Standard Proportion



Primary recognition

Pig logo and Chinese brand name lead; "WEIBAGE PORK JERKY" and "Jingjiang Specialty" provide secondary cross-language information.

Supporting graphics

Ancient tower, arch bridge, sailing boat, cloud motifs and tidal waves.

Applications

Stationery, storefront, service counter, delivery vehicle, staff identity and wayfinding.

Hierarchy principle

At distance: brand first. At close range: regional details become a second information layer.

“

Regional detail becomes readable only at closer range; it should not compete with the brand name at a distance.

Design Development: Packaging System



The packaging proposal tests the identity across different structures and information densities.

- Stand-up pouches in brand red and warm beige prioritize the mark and product name.
- Gift packaging uses extra surface area for local narrative and a step-by-step opening sequence.
- Retail formats include canisters, tins, sachets, stick packs, countertop displays and portable cartons.
- Materials and finishes include matte lamination, partial hot stamping, spot varnish, textured paper, embossing and tinplate.
- Front / back / side zones organize brand, ingredients/nutrition/source data, brand story and storage guidance.

Design Development: Souvenirs and Social Media



Souvenir product system



Social media system

Final Design Proposal: Visual Identity System



Brand identity

Pig logo, Chinese brand name, English product naming and slogan.

Color system

Red 40% · warm beige 25% · gold 15% · brown 10% · off-white 10% as compositional guidance.

Supporting graphics

Regional line-drawing panorama plus compact circular icons.

Spatial identity

Storefront, counter, vehicle, staff clothing and wayfinding demonstrate scalable extension.

Design principle: core visual elements stay stable while scale and graphic density adapt to viewing conditions and media.

Final Design Proposal: Packaging Design



Packaging performs three tasks simultaneously:

1 · Product recognition

A prominent brand emblem and product name remain clear on both brand-red and warm-beige packages.

2 · Cultural narrative

The line-drawn city scene stays mainly near the base so the local narrative does not obscure the brand.

3 · Handling and gifting

Zippers, handles, drawer structures, carry bags and gift formats respond to real use scenarios.

Structural drawings are design proposals, not engineering specifications for mass production.

Final Design Proposal: Souvenir Products



Souvenirs extend brand contact after the food has been consumed.

- Core souvenirs: canvas tote, travel drinkware, enamel mug, notebook-and-pen set.
- Travel essentials: neck pillow, folding umbrella, drawstring bag, luggage tag, passport holder and pouch.
- Collectibles: key rings, badges, fridge magnets, bookmarks, postcards and a regional fan.
- Material adaptation: large surfaces can carry fuller line drawings; small objects work better with the mark or one isolated icon.
- Souvenir value is not measured by the number of logo-bearing objects; scale, material and graphic clarity determine the adaptation.

Final Design Proposal: Social Media Design



Profile & Campaign Banner

Avatar, bilingual introduction, category icons and “A Taste of Jingjiang” establish fast recognition.

Content

Product display · flavour close-ups · everyday situations · gift sharing · Jingjiang stories · interactive campaigns.

Video & Livestream

Vertical short-video covers and horizontal livestream layouts reorganize food, person, copy and controls.

Cross-Format Adaptation

1:1 · 3:4 · 9:16 · 16:9. Adaptation is a redesign of hierarchy, not a simple crop.

Final Design Proposal: Brand Guidelines



The guidelines distinguish what must remain stable from what may vary by medium.

- Fixed: logo form and basic colour-font relationships.
- Variable by medium: graphic scale, crop, supporting patterns and photo treatment.
- Rules: clear space, minimum size, colour values, suggested colour ratios, typography, grids and prohibited logo treatments.
- Photography: warm light, visible jerky texture, clear product edges and uncluttered food arrangement.
- Professional implementation should later add file specifications, sample sizes and workflow/update procedures.

Packaging: Structure, Material and Information Hierarchy



Structure

Stand-up pouch: tear notch, zipper and base fold. Drawer gift box: pull-out mechanism, divider and opening sequence.

Material & Finish

Matte lamination · selective gold foil · spot gloss · specialty paper · embossing/debossing · tinplate.

Information hierarchy

Front: brand + product + net quantity.
Back: ingredients + nutrition + traceability. Side: story + storage guidance.

Production caution

Food-contact materials, sealing, fill quantity, folds and legal labeling must be validated in real production.

“

A convincing rendering is not the same as a usable package.

Souvenir Design: Graphic Adaptation to Materials



Large fabric surfaces

Use extended cityscape and wider line spacing.

Small badges / magnets

Use the mark or one isolated icon; avoid excessive fine detail.

Metal / enamel

Contrast and line thickness must respond to reflective surfaces and firing/printing limits.

Paper goods

Allow richer line work and controlled gold finishing for close viewing.

Application Scenarios: Retail, Staff and Mobility



Storefront

Large brand-red field and simplified mark prioritize distance readability.

Service counter

Warm material tones + restrained regional line drawing support a closer viewing distance.

Delivery vehicle

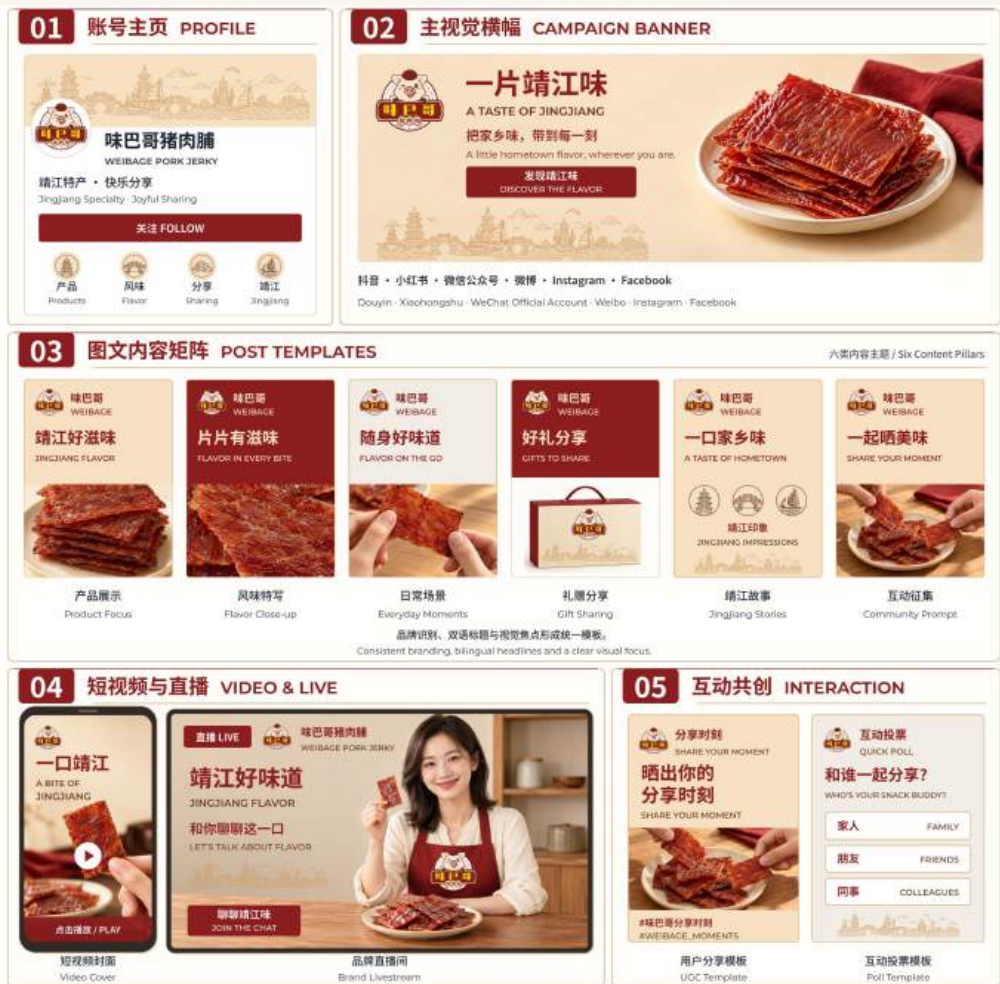
Clear space and selected identifiers extend recognition in motion.

Staff identity

Polo, shirt, apron and cap use the logo silhouette; fine cityscape details are not forced into embroidery.

These are proposed applications. Real implementation would require scale, substrate, curvature, durability and maintenance testing.

Digital Communication: Cross-Format Adaptation



1:1

Square post

Center the product or mark; concise headline.

3:4

Portrait post

Build a vertical rhythm between headline and food image.

9:16

Full-screen video

Enlarge core identifiers; reduce fine regional lines.

16:9

Landscape video

Rebalance image, copy and negative space instead of cropping.

Practical Implementation, Limitations and Testing Priorities

Current strengths

A stable relationship among the pig mark, red/warm-beige palette, regional gold line drawings and food photography across five design boards.

Current limitations

Composite mark complexity at small sizes; fine line loss on fabric and curved surfaces; possible competition between red/gold graphics and food photography.

Evidence boundary

The thesis documents a visual proposal. It does not claim production samples, packaging safety or durability tests, on-site use measurements, user reports, higher sales, or verified market effectiveness.

Priority validation before production

01 Print prototypes

Print and examine both the red and beige package versions for shelf visibility.

02 Legibility tests

Check the minimum usable size of the logo and regional graphics on badges, embroidery and digital media.

03 Cross-cultural reading

Test whether audiences unfamiliar with Jingjiang understand the product category, origin and bilingual information.

CONCLUSION

This thesis uses the Jingjiang-centered “Weibage” pork jerky brand as a practice-based case to examine how local food brands combine regional culture with a consistent visual identity across media.

01 · CULTURAL TRANSLATION

Jingjiang architecture, bridges, boats and river imagery are translated into line drawings and arranged hierarchically with the pig emblem and red-beige-gold palette.

02 · SYSTEM THINKING

The system remains coherent by keeping central brand features constant while adapting individual assets to different media, scales and use conditions.

03 · DESIGN VALUE

The contribution is a bounded design route from Jingjiang culture and pork jerky characteristics to a visual system across multiple touchpoints.

04 · RESEARCH LIMIT

No claim is made for higher sales or proven regional promotion; future work requires physical prototypes, cross-cultural response studies, use-pattern research and continued guideline review.



THANK YOU
Дякую за перегляд.

Xi Zhichao