From the Perspective of Nostalgic Emotional Experience

Linyi Willow Woven Crafts Regional Brand Design

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临沂柳编
LINYI WILLOW WEAVING



原开题报告图像资料

Project Overview

Let the regional characteristics and handmade memory of Linyi willow weaving be seen

This design takes Linyi willow weaving as the research object,
Taking the craftsmanship of willow weaving in Linshu and everyday objects as clues,
Transform nostalgic emotions into a unified brand expression.

exhibition scope

Logo and Visual System/Brand IP
Packaging Applications/Navigation and Digital Experience

Research questions and design objectives



原开题报告图像资料

01 Regional identification

Using the character "Yi" and the imagery of the Yi River,
Clarify the connection between the brand and Linyi.

02 emotional connection

Through the images of craftsmen, the tactile sensation of objects, and stories,
Awaken a sense of familiarity in daily life.

03 Unified application

Make the logo IP、 Packaging and Space Guide
Create a consistent visual language.

Cultural Clues and Visual Extraction

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Regional Name

Establishing Linyi identification for the character "Yi",
Water strokes convey flow and closeness.

Process structure

Extracting willow branches, interweaving, interweaving, and leaving gaps,
Form the skeleton of the logo and auxiliary graphics.

Life memories

Carrying baskets, straw hats, and hand gestures,
Transform into a communicative image of a craftsman.

Design translation of nostalgic emotions

Instinctive layer	**First, feel familiar** Willow brown, rice white, natural material	Used for signage, packaging, and spatial tone
Behavioral layer	**Establish connections during participation** Unboxing, weaving, finding the way, and co creation	Used for unboxing process, guidance, and interface
Reflection layer	**Turning experiences into memories** Craftsman stories, regional names, and preservation of works	Used for IP storytelling and cultural dissemination

Brand Positioning

Linyi Regional Culture
Daily handmade brand

Connecting hometown, craftsmen, and users with willow weaving objects,
Bringing traditional crafts into gift giving, home decor, and experiential settings.

Natural simplicity

Kind companionship

Regional identity

Targeting young users who are interested in handmade culture and lifestyle aesthetics

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Brand Visual System

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Standard sign



Brand IP · Grandpa Liu



Auxiliary graphics and colors

Logo Design

Yihe latitude and longitude

Taking the character "Yi" as the main body,
Combine water shaped strokes with weaving structures.

Yihe Qing corresponds to regional imagery,
Willow brown corresponds to handmade materials,
Create a clear and gentle brand identity.



Deduction of Logo Elements

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Regional script

Retain the identification relationship between "shui" and "jin"

Wearing language

Express the interweaving of up and down through arcs and blank spaces

Graphic integration

Complete recognition with consistent curvature and color

Standard for the use of logos



安全空间示意

X = 组合标志宽度的1/10

blank space It is recommended to maintain at least 1X of safe space around the perimeter

ratio Overall proportional scaling, preserving the relative position of graphics and text

Color Use standard colors and avoid changing colors randomly

Background Prioritize using beige or pure white base color

建议：印刷组合宽度≥30mm；屏幕组合宽度≥120px

Brand color and font

Willow Palm

#785035

R120 G80 B53

Yihe Qing

#3E7472

R62 G116 B114

Off-white

#F7F3EA

R247 G243 B234

Chinese information font

isometric font

Clear, gentle, and adaptable

Packaging instructions and spatial guidance

English support: Calibri

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Auxiliary graphics

Extension of Water Shape and Weaving

Extract the curve rhythm of the logo,
Leave blank spaces at the intersections of willow branches.

Used for paper tape, packaging edges
Poster section and digital interface.
Reduce density when used on a large scale,
Leave blank space for brand name and information.



Brand IP: Grandpa Liu

Transform craftsmanship into Kind companionship

Based on the familiar willow weaving craftsman as the character prototype,
Bring yourself closer with a gentle expression and an open posture.

Willow hats emphasize craftsmanship attributes,
Yihe green workwear connects brand colors,
The basket in hand conveys daily memories.



IP Three-View



front side back

Unified head to body ratio, clothing color, and willow hat structure

IP action and propagation context

The four states of a character

Weaving: Presenting Patience and Handmade Process

Presentation: Sharing the joy of completing a work

Explanation: Guide users to understand the process

Encouragement: Responding to users' creative participation



IP cultural and creative applications



Handcrafted memories carried with you

Apply Grandpa Liu to pendants
Cloth badges, badges, and stickers,
Maintain the identification features of the character.

Using lightweight and user-friendly carriers,
Extend the daily contact of the brand.

Concept rendering

Packaging Design Strategy

Materials and Opening Process

Transfer manual temperature

Material: rice white paper, kraft paper, and brown rope

Structure: Paper box protection, willow woven waistband emphasizes tactile sensation

Narrative: Using short story cards to explain objects and crafts

Continuation: Packaging can be stored, tags can be retained



Design focuses on protection, portability, and reading experience

Gift box and packaging main visual

Mi Bai Paper Face and Willow Weaving Waist Cover

The logo becomes the visual center,
Yihe Green Ripple establishes a series of feelings.

The waistband retains the touch of willow weaving,
Make packaging a means of understanding craftsmanship
The first contact.



Concept rendering

Box opening and internal structure of gift box



Still intact after opening

Brand Experience

Pulp inner tray separator,
Indicate storage locations in different shapes.

Logo and story card inside the box,
Continuing the visual connection before and after unboxing.

The brown rope and waistband support repeated use.

Concept rendering

Daily carrying packaging

Paper bags, cloth bags, and wicker baskets

Paper bags bear a unified brand identity,
Budai establishes a sense of closeness with Grandpa Liu,
Willow woven baskets showcase the beauty of the material itself.

Three types of carriers correspond to gift giving
Carrying and daily storage scenarios.



Concept rendering

Hanging tags and story cards



Retainable Craft Stories

Retain the logo and object name on the front,
The back carries the story of craftsmanship
Material information and maintenance tips.

Paper tape and brown rope form a unified
Sealing and hanging language.

Concept rendering

Unified principle of packaging system

Application carrier	Core identification	Material direction	user experience
Gift box	Complete logo, corrugated waistline	Paper box, willow woven waistband	Gift box opening
Handbag	Logo or IP centered	Kraft paper, canvas	Carry and reuse
Tag	Simplify information and unify word order	Rice white paper, brown rope	Identification and Maintenance Reading
Story Card	Brand color, craftsman narrative	Natural paper	Cultural Understanding and Retention

The combination of logo location, information hierarchy, and tactile sensation of paper products creates a sense of series

Design logic of guidance system

First see the brand, then find the direction,
Finally understand the space in which it is located

First level identification	Entrance image sign	Establishing a sense of arrival through logo and brand name
Secondary direction	General guide and diversion	Priority display of destination name and direction
Third level positioning	Door and Function Cards	Explain the purpose of the space and maintain readability at close range

Entrance image guide

Establish a sense of arrival through brand recognition

Place the "Yi" symbol in
The first visual layer of the entrance guide.

Matte Yihe blue and natural wood color,
Connect brand colors and handmade atmosphere.

Keep the name information brief and clear.



概念效果图

Directional guidance and site diversion



Let the destination be read first

Align the directional arrow with the function name
Form clear reading units.

The three destinations form the experiential sequence:
Understanding the craftsmanship, hands-on weaving
Choose and take away works.

The actual layout needs to be combined with the site flow.

Functional doorplate and spatial positioning

Continuation of Close Range Recognition

Use of doorplate and side hanging plate
Same material, color, and lettering.

By distinguishing between position and orientation,
Avoid repeatedly changing in different spaces
Graphics and Information Structures.



Digital Experience Extension

Look at the craftsmanship, weave patterns

The homepage establishes recognition through brand and IP, The process page provides observation and understanding, Co creation pages encourage choice and participation.

Experience offline handcrafting, Continue as a storable digital memory.



Overall presentation of brand applications







Materials and Packaging

Region and Space

Role and companionship

Jointly forming a continuous symbol IP、 Brand experience of packaging and space

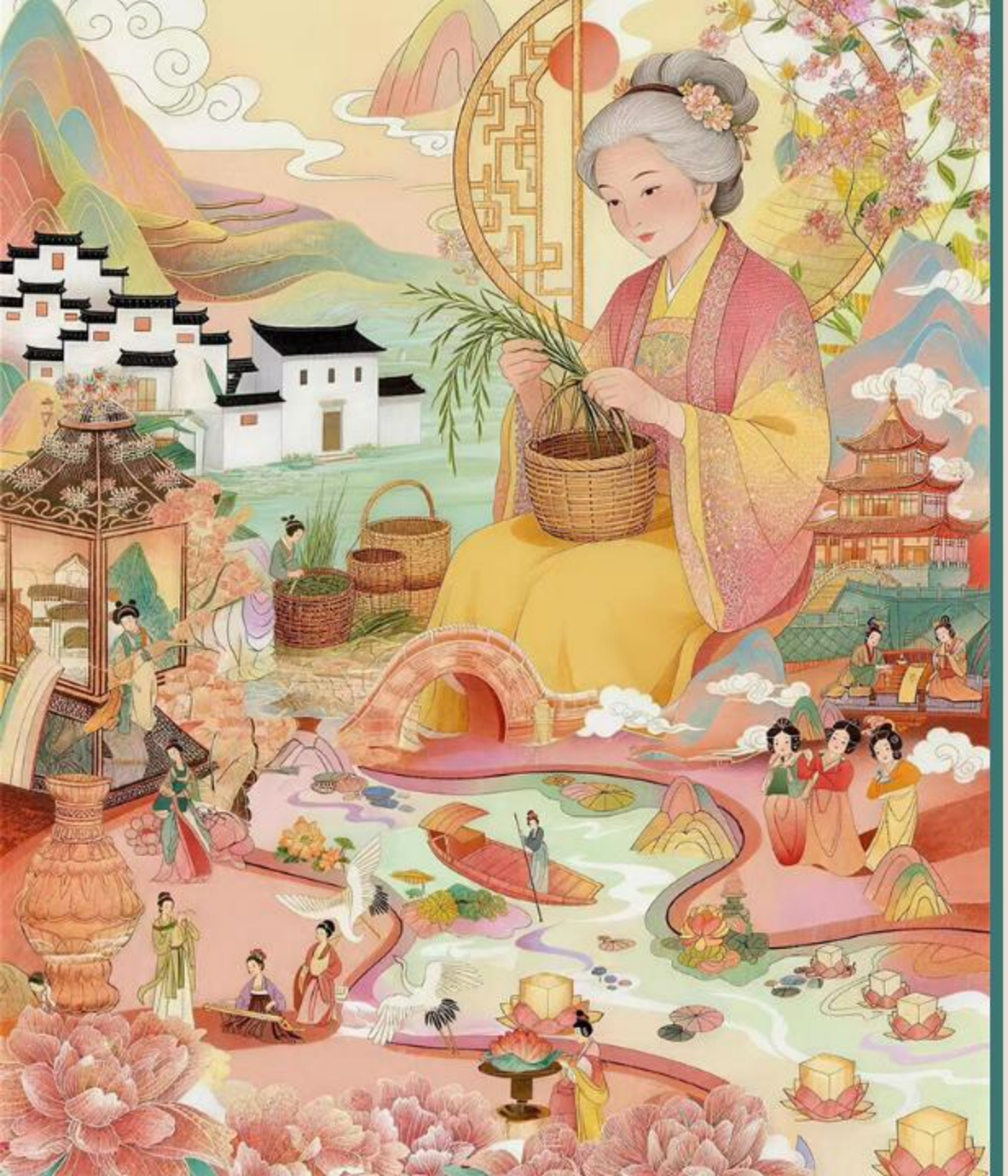

ILLUSTRATION 01 / 04

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FOUR SCENES OF WILLOW 01

WILLOW LEGACY

THE CRAFT LIVES ON

An elder weaving willow anchors the scene. The Yi River, the old town, and spring blossoms show how the craft continues in everyday life.

BRAND ILLUSTRATION THROUGH NOSTALGIC EXPERIENCE

LINYI WILLOW WEAVING
BRAND DESIGN
MENG HAOJIE



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LINYI WILLOW WEAVING

FOUR SCENES OF WILLOW 02

WOVEN RIVER

THE YI RIVER IN WILLOW

A monumental willow basket holds the river at the center of the scene. Fish, market life, and waterside architecture connect Linyi's landscape with the craft.

BRAND ILLUSTRATION THROUGH NOSTALGIC EXPERIENCE

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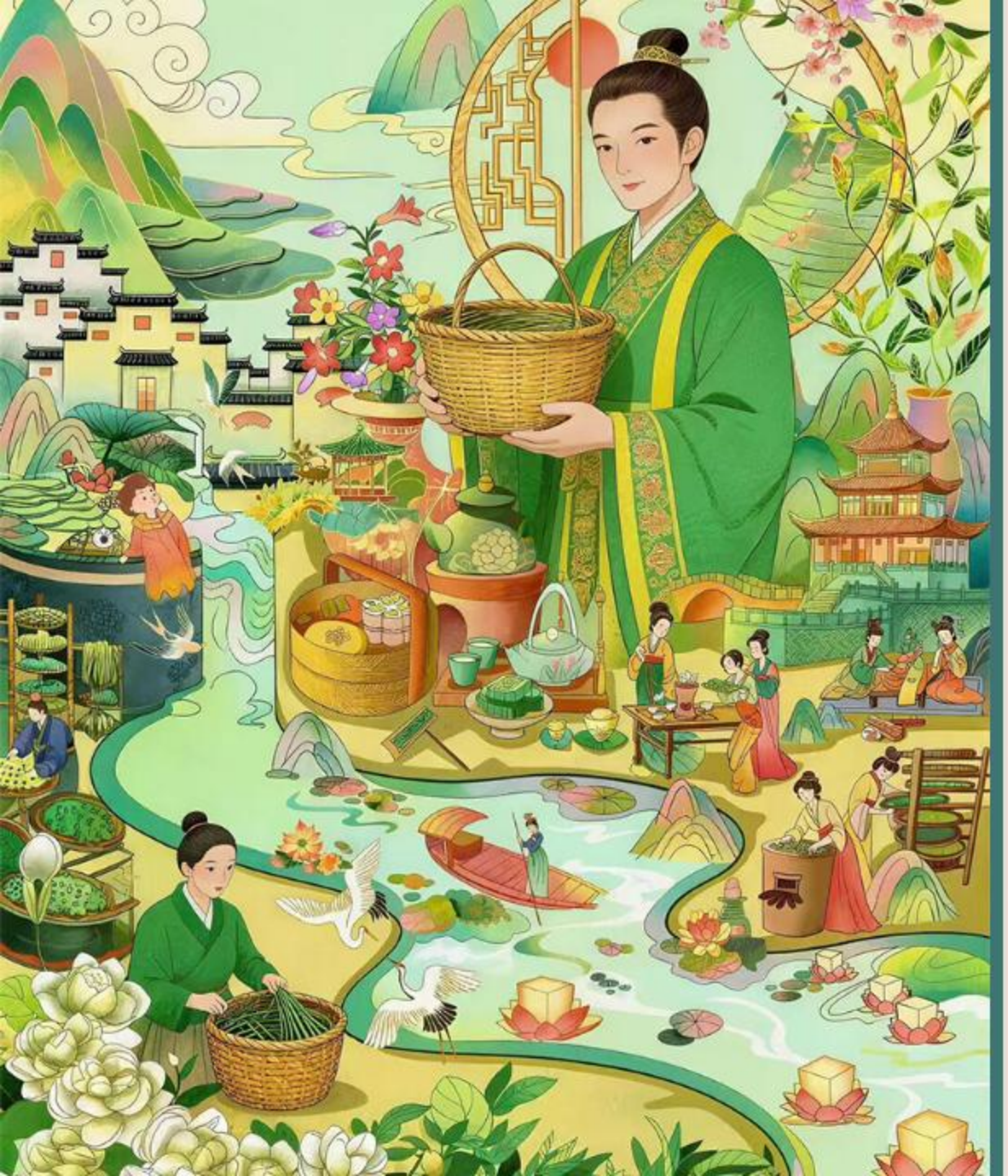

ILLUSTRATION 03 / 04

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FOUR SCENES OF WILLOW 03

WILLOW HARVEST

CRAFT AND SEASONAL LIFE

A willow basket connects the central figure with tea, food, and riverside gatherings. The green palette presents the craft as part of Linyi's seasonal life.

BRAND ILLUSTRATION THROUGH NOSTALGIC EXPERIENCE

LINYI WILLOW WEAVING
BRAND DESIGN
MENG HAOJIE



ILLUSTRATION 04 / 04

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FOUR SCENES OF WILLOW 04

WILLOW WORKSHOP

CRAFT IN DAILY LIFE

A woman shapes a willow basket beside familiar tools and riverside plants. The layered landscape places craftsmanship within the rhythm of local work and daily life.

BRAND ILLUSTRATION THROUGH NOSTALGIC EXPERIENCE

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BRAND DESIGN
MENG HAOJIE

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FOUR SCENES OF WILLOW

PACKAGING & CULTURAL PRODUCTS

The four illustrations extend into gift packaging and daily objects. A shared palette and willow weave texture keep the collection recognizable.



CONCEPT VISUAL

PRODUCT RANGE

Gift boxes, art postcards, canvas bags, notebooks, and small collectibles



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Thank you for listening

Please criticize and correct me, teachers

Linyi Willow Weaving Regional Brand Design · Meng Haojie