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BACHELOR'S THESIS
on the topic:

Development of brand identity for nostalgic hot pot

Performed by: a student of the BED-20 group

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Abstract

Hot pot catering as a member of the traditional catering industry, from its birth to now has nearly a hundred years of history. With the development of society, great changes have taken place in people's consumption concept. People in the hot pot this matter is no longer only the pursuit of simple delicious, but began to pursue some food with special meaning, nostalgia is to meet the current people's food and food culture of a sense of nostalgia, so nostalgic elements in the hot pot restaurant brand image design application is very necessary.

The brand image design of hot pot catering can be started from its own characteristics and advantages, combined with the trend of The Times, and integrated with nostalgic elements to express the brand concept. In the hot pot restaurant brand image design analysis and research, we must first start from the nostalgic elements, understand the brand story background, development process and brand culture.

Finally, according to the research direction of the paper, taking the application of nostalgic elements in the brand image design of hot pot catering as an example, the brand visual image design innovation design practice is carried out to further explore the feasibility of the theoretical results.

Key words: Catering brand, Hot pot, Nostalgia element,Brand image design,IP design

Content

Introduction

Relevance of the study. At present, many catering enterprises are gradually adopting the concept of nostalgia and integrating it into the process of shaping the visual image of the brand, including the use of classic hot pot utensils, the reproduction of the antique decoration style, and the integration of regional cultural symbols. In the image planning of the hot pot restaurant industry, the importance of nostalgia elements is increasing, and the brand is increasingly aware of the key role of this for carving a personalized brand appearance. With the clever use of nostalgia elements, some brands have successfully stimulated warm memories and emotional resonance of customers, and then added significant advantages to the brand in differentiation and attractiveness.

In the future, hot pot catering brands may pay more attention to mining the nostalgic elements of regional culture and create a distinctive brand image to meet the needs of consumers for cultural experiences around the country. The brand will tell a story through brand image design to create a nostalgic experience for consumers that resonates emotionally with the brand. With the continuous development of social media, it provides a broader platform for the spread of "nostalgic elements". Some consumers can interact with brands through social media to share their consumption experience and their nostalgic stories, thus further expanding brand influence.

The purpose of the research: Through the use of specific elements such as colors, patterns, logos and fonts, consumers can more easily recognize and remember the brand. The design of nostalgic catering brand image design aims to create a unique personality, emotional appeal and market competitiveness of the catering brand for a period of time.

Research Objectives:

1.Collect domestic and foreign studies and cases on the application of nostalgia elements in catering brand image design, conduct a comprehensive analysis, and write a literature review.

2. Conduct relevant market research to understand consumers' cognition and acceptance of nostalgia elements, as well as consumer preferences related to hot pot catering.

3.According to the literature review and market research results, the specific application scheme of nostalgia elements in the brand image design of hot pot catering is proposed, including the design of Logo, store decoration, publicity materials, etc.

4.Drawing line draft, VI design, packaging design and poster design, etc.

5.Summarize the research results, put forward the prospects and suggestions for the application of nostalgia elements in the brand image design of hot pot catering, and may also need to look into the future research direction.

The research subject (theme) is development of brand identity for nostalgic hot pot.

The object (focus) of the research are Design a complete hot pot brand.

Research methods. Collecting and synthesizing relevant literature at home and abroad, the application of nostalgia elements in brand image design is summarized and analyzed, including existing cases, theoretical discussion and market research. Through questionnaire survey, interview or observation, collect consumers' acceptance of nostalgic elements and preference for hot pot catering brand image design, so as to understand market demand and consumer psychology. Select several hot pot catering brands that apply nostalgia elements to conduct in-depth case studies, including their brand image design strategies, implementation effects and feedback on consumer interaction.

Elements of scientific novelty. Build emotional connection and resonance, shape brand characteristics and differentiation, inherit and promote culture, create unique dining experiences, and enhance brand recognition and memory.

These meanings together constitute the important role and value of nostalgia elements in brand image design.

Practical significance. This design can be used for the application practice of nostalgic hot pot brand

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, conclusions to each chapter and general conclusions, a list of used sources of 30 items and appendices (5 pages). The work contains 15 drawings. The results of the research are presented on 55 pages.

Chapter I
Sources of selection

1.1 Research background

At present, many catering brands have begun to integrate nostalgic elements into their brand image design, some using traditional hotpot utensils, retro decoration style or local characteristics. Nostalgia elements in the hot pot restaurant brand image design more and more attention, many brands have begun to realize its importance for shaping a unique brand image, through the use of nostalgia elements, some brands can arouse consumers' good memories and emotional resonance, thereby increasing the brand's uniqueness and appeal.

In the future, hot pot catering brands may pay more attention to mining the nostalgic elements in regional culture and create a distinctive brand image to meet the needs of consumers for cultural experience around the country. Brands will tell stories through brand image design to create a nostalgic experience for consumers that resonates with the brand emotionally. With the continuous development of social media, it provides a broader platform for the spread of "nostalgic elements". Some consumers can interact with brands through social media to share their consumption experience and their nostalgic stories, thus further expanding the brand influence.

Nostalgia is a subjective reaction and sociological phenomenon that occurs in human beings. It is human's nostalgia for the past time, which may be homesickness or nostalgia for people or things in the past. In the social environment where competition pressure and anxiety are prevalent, nostalgia can alleviate people's negative emotions to a certain extent. This potential consumer sentiment can be transformed into actual purchasing power to a certain extent, and nostalgic catering is to seize this point to explore and spread. According to the current social status and current hot topics, this paper uses literature review method and case analysis method to analyze the design of Super Wen and You brand under the influence of nostalgia psychology, discusses the design concept and design thinking under the influence of

nostalgia psychology, and provides a kind of design thinking for relevant researchers and designers.

In recent years, with the rapid development of the economy, people are facing increasing pressure. Therefore, people are beginning to pay attention to releasing pressure and paying for psychological needs, and brand design can precisely use this to help people find a safe haven in their hearts and fill their emotional needs. In the current era of rampant pressure, people are easily influenced by emotions and social trends, and a space full of nostalgia can easily stimulate people's longing and resonance for a better life in the past. Under the influence of nostalgia, young consumers will be curious about their past lives and reminisce about the scenery of childhood, while the middle-aged and elderly population, who have experienced changes in the times, will also be willing to go to nostalgic spaces to search for memories of the past and nostalgic food. Under the influence of nostalgia, catering can connect the emotions of several generations and become a symbol of an era.

1.2 Purpose and significance of the research

The application of nostalgic elements in the design of hot pot catering brand image is integrated into the rich culture and history. The use of nostalgia elements in the brand image design is a kind of inheritance and promotion of traditional catering culture, which helps to enhance the cultural value of the brand. Nostalgic food brand image design can attract those consumers who have emotional connection to the past, such as older people, people with specific cultural backgrounds or consumers who pursue retro style. By targeting the preferences and memories of these target customer groups, design a brand image that resonates with them. A unique and consistent nostalgic brand image design helps the restaurant stand out in the market. Through the use of elements such as specific colors, patterns, logos and fonts, consumers are able to identify and remember the brand more easily. The design of nostalgic catering brand image design aims to create a catering brand with unique personality, emotional appeal and market competitiveness for a period of time.

The use of nostalgia elements in the brand image design of hot pot catering can make consumers have emotional resonance, thus enhancing the sense of identity and loyalty to the brand. The use of nostalgic elements such as retro colors, classic fonts and traditional patterns is conducive to the brand to create a unique visual image and attract consumers' attention. As a traditional Chinese food, hot pot contains rich culture and history. In the brand image design, it also helps to enhance the cultural value and social responsibility of the brand. The application of nostalgia elements is conducive to creating a nostalgic and warm atmosphere, bringing consumers a unique dining experience. Brand image design with uniqueness and recognition helps consumers quickly identify and remember a certain brand among many brands. The application of nostalgia elements can make the brand image of hot pot catering more vivid and unique, thus enhancing the brand recognition and memory.

Therefore, the application significance of nostalgia element in the hot pot restaurant brand image design lies in establishing emotional connection and resonance, shaping brand characteristics and differentiation, inheriting and carrying forward culture, creating unique dining experience and enhancing brand recognition and memory. These meanings together constitute the important role and value of nostalgia elements in brand image design.

1.3 Research Methods

Literature research: Collect and synthesize relevant literature at home and abroad, and conduct a review and analysis on the application of nostalgia elements in brand image design, including existing cases, theoretical discussion and market research.

Market research: Through questionnaire survey, interview or observation, collect consumers' acceptance of nostalgia elements and preference for hot pot catering brand image design, so as to understand the market demand and consumer psychology.

Case analysis: Select several hot pot catering brands that have applied nostalgia elements to conduct in-depth case studies, including their brand image

design strategies, implementation effects and feedback on interaction with consumers.

1.4 Research status at home and abroad

There is a lack of systematic review on the research status of the application of nostalgia elements in the image design of catering brands in China. With the vigorous development of cultural and creative industries and catering industries, the application of nostalgia elements in brand image design has attracted the attention of more and more scholars and practitioners.[1]

Some professionals and scholars engaged in brand design and marketing can also feel the practical application and effect of nostalgic elements in Chinese catering brand image design. They conducted a number of case studies and empirical studies to explore how nostalgia plays a role in Chinese restaurant brands and how to attract consumers' attention and emotional resonance.[3] In addition, some scholars have studied the psychological and cultural influences of nostalgia elements in brand image design. [2]They try to interpret the unique charm of nostalgia elements in brand image design from the perspective of Chinese culture, as well as its emotional connection with Chinese consumers. It should be pointed out that despite the existence of relevant domestic research, the overall research in this field is relatively weak.[5] The empirical cases and in-depth discussion about the application of nostalgia elements in the design of catering brand image still need to be further expanded and deepened.

In recent years, with the rapid development of the economy, people are facing increasing pressure. Therefore, people are beginning to pay attention to releasing pressure and paying for psychological needs, and brand design can precisely use this to help people find a safe haven in their hearts and fill their emotional needs. In the current era of rampant pressure, people are easily influenced by emotions and social trends, and a space full of nostalgia can easily stimulate people's longing and resonance for a better life in the past. Under the influence of nostalgia, young consumers will be curious about their past lives

and reminisce about the scenery of childhood, while the middle-aged and elderly population, who have experienced changes in the times, will also be willing to go to nostalgic spaces to search for memories of the past and nostalgic food. Under the influence of nostalgia, catering can connect the emotions of several generations and become a symbol of an era.[16]

Therefore, for the application of nostalgic elements in the brand image design of hot pot catering, the domestic research status has shown some relevant research results, but on the whole, there is still a large research space and development potential.

About the status quo of foreign research on the application of nostalgia elements in catering brand image design, there have been some relevant studies and practice cases. In Western countries, especially in the field of brand marketing and consumer psychology, some scholars and practitioners have conducted in-depth discussions and studies on the use of nostalgia elements. Some studies have focused on the impact of nostalgia on brand perception and brand loyalty. They studied how nostalgic elements can trigger emotional resonance among consumers, triggering consumers' fond memories and sense of identity with the brand, thereby enhancing brand awareness and loyalty. Some empirical studies also verify the influence of nostalgia elements on brand cognition and brand loyalty through questionnaire survey and field observation. In addition, some scholars in the field of marketing have also published case studies and theoretical discussions on nostalgia elements in brand marketing in foreign journals. These studies focus on the use of nostalgia in different types of food and beverage brands, as well as the effects and competitive advantages these brands have achieved in the market.

Foreign research on the application of nostalgia elements in catering brand image design is mainly concentrated in the fields of brand cognition, consumer psychology and marketing. These studies provide valuable reference for us to deeply explore the application of nostalgia elements in the brand image design of hot pot catering.

Summary of the chapter I

1. In the image planning of the hot pot restaurant industry, the importance of nostalgia elements is increasing, and the brand is increasingly aware of the key role of this for carving a personalized brand appearance.

2. The core value of nostalgia elements in hot pot restaurant brand image design is reflected in building emotional ties and resonance, creating brand personality and market differentiation, inheriting and carrying forward traditional culture, creating chic dining scenes, and enhancing brand image awareness and memory points. These levels together reveal the key role and far-reaching significance of nostalgia elements in modern brand design strategies.

3. Research status quo at home and abroad on the application of nostalgia elements in catering brand image design. There is a lack of systematic review on the domestic research status quo on the application of nostalgia elements in catering brand image design. At present, there are some relevant research and practice cases abroad.

4. The main research methods include literature, investigation and case analysis.

Chapter II

Market research

2.1 The origin of nostalgia

Nostalgia is a subjective reaction and sociological phenomenon that occurs in humans. It is a nostalgia for the past, which may be a feeling of homesickness or a nostalgia for past people or events. In the social environment where competitive pressure and anxiety are prevalent, nostalgia can to some extent alleviate people's negative emotions. This potential consumer sentiment can to some extent be transformed into actual purchasing power, and nostalgic catering is precisely exploring and spreading this point.

Nostalgia is ubiquitous and a direct reflection of subjective consciousness in emotions. It is a complex emotional state in which an individual reminisces about the past, which can be positive, negative, or mixed. Nostalgia can be classified from both horizontal and vertical perspectives. Horizontal perspectives can be divided into individual or collective experience dimensions, as well as direct or indirect experience dimensions. With the acceleration of people's pace of life today, many old buildings and food have gradually disappeared from people's sight, and people's living habits are also changing accordingly. In a society with high competition pressure and widespread anxiety, nostalgia tends to be more positive, which can to some extent alleviate people's negative emotions. Therefore, this potential consumer sentiment can be transformed into actual purchasing power to a certain extent.

Nostalgia is a fashion trend, the rise of nostalgia is the embodiment of social development and progress. In the 1960s, China's domestic economic level is relatively backward, people's living standards are low, at that time people's food structure to vegetables and coarse grains, coupled with the lack of food in the market at that time, people can only eat fresh vegetables in winter. At that time, the hot pot catering brand was mostly made by the workers themselves, so

the hot pot catering brand appeared in the "workers brand" hot pot catering brand. At that time, the workers hot pot restaurant brand mainly to sell vegetables for a living, because its brand characteristics are based on selling vegetables, so its price is very cheap. At that time, people were very sensitive to price, so when consumers saw the cheap hot pot catering brand, they would choose to buy it. Although the "workers brand" hot pot catering brand at that time could only meet people's basic needs, it had a very high cost performance. In addition, the service quality of the "workers" hot pot brand is very high, which is also one of the important reasons for people to choose the "workers" hot pot brand at that time.

In the 1980s, with the improvement of China's economic level, people's quality of life has been significantly improved, people began to pursue to eat healthy, eat delicious, eat rich. At that time, China's domestic economy was developing rapidly, and people were more and more demanding for food. In addition, the domestic food types in our country at that time are not very much, so the requirement of people's diet has also changed. At that time, there was a new type of food on the domestic market -- "instant noodles". This kind of food has the characteristics of convenience to carry and eat, which is one of the reasons why people are interested in this new type of food. In the 1990s, due to the improvement of social productivity, people's living standards have also been significantly improved, people's demand for food is also growing. During this period, a batch of hot pot catering brands with the theme of "instant noodles" appeared, and they made use of this new food to attract consumers. During this period, people's requirements for food were not limited to eating enough, but paid more attention to eating healthy and delicious food. So at this time, people's requirements for hot pot catering brands have become higher and higher. During this period, the main consumer groups of hot pot catering brands are students and young office workers, who are very sensitive to the price, so in this period, the theme of "instant noodles" hot pot catering brands are easier to be accepted by them. (See Figure 2.1)

Brand culture refers to the material form and spiritual form related to products, services and images formed by an enterprise in the course of operation, and it is an important part of the core competitiveness of an enterprise. In the hot pot restaurant brand design into the nostalgic elements, can be a good expression of the brand culture concept. When people eat hot pot, they will not only pay attention to the dishes themselves, but more importantly, an emotional connection with the hot pot catering brand. This emotional connection can allow consumers to establish emotional resonance with the hot pot catering brand and generate a strong sense of belonging, so that consumers are willing to consume for it.

With the development of society, people have higher and higher requirements for food culture and quality of life. Hot pot restaurant brand image design in order to achieve better development must improve their own cultural heritage. Nostalgia elements and hot pot restaurant brand image design between the two can be integrated and develop together. Nostalgia elements and hot pot catering brand image design between the two should be combined, because they have a lot of similarities in essence, through the nostalgia elements to express the hot pot catering brand cultural concept is a better way. The integration of nostalgia elements into the hot pot restaurant brand design can well help the hot pot restaurant brand to enhance its own cultural heritage, attract more consumers to consume for it, so that the hot pot restaurant brand to achieve sustainable development. At present, there are many hot pot catering brands in China, they attach great importance to marketing and publicity, but ignore the quality of the product itself, and do not have high requirements for their own products. These brands have neglected their own products and services, so consumers have lost trust in them. Therefore, in order to improve the competitiveness of China's hot pot catering industry, we must pay attention to product quality, only in this way can we win the trust of consumers. Adding nostalgia elements to the brand image design of hot pot catering can effectively enhance its own cultural heritage and its own competitiveness, so that the hot pot catering brand in the fierce market.

Hot pot catering brand cultural concept refers to the hot pot catering brand in the process of business formation of a unique core values, it is the soul of the hot pot catering brand image design. This core value is reflected in the packaging design of the hot pot restaurant brand, which can be a simple graphic symbol, it can also be a short promotional phrase, or even a symbolic sign. For example, in the hot pot restaurant brand image design, the word "Bash" is expressed with "Bash" graphic symbols, which not only reflects the cultural connotation contained in the word "Bash", but also makes it easier for people to understand the cultural concept of hot pot restaurant brand. At the same time, the hot pot catering brand cultural concept can also be expressed through different forms, such as: the hot pot catering brand cultural concept through different elements to express, such as: the nostalgic elements into the hot pot catering brand image design medium.

The application of nostalgic elements in the brand design of hot pot catering is mainly divided into two kinds: visual symbol and brand concept. Visual symbol refers to the use of the elements used in the design of hot pot catering brand to design a graphic symbol with distinctive characteristics, this graphic symbol can be directly used to express the concept of hot pot catering brand culture, but also by drawing on the visual symbols used in the design of other hot pot catering brands, so as to form their own unique visual symbols. Brand concept refers to the cultural concept of hot pot catering brand through a series of representative stories and events in the design of hot pot catering brand. These two methods can be used in combination with each other, with one hot pot catering brand design to express the other. When a method can not well express the hot pot catering brand cultural concept, you can use another method to organically combine the two together.

Hot pot originated from the "ding" in ancient China. According to the "Zhou Li", the utensil used by people to cook meat at that time was the ding, which was a type of utensil similar to a pot. This practice had already appeared during the Han Dynasty and has been used until modern times. After a long history of development, hot pot has gradually become known to people and has

become a type of traditional Chinese culinary culture. During the Qing Dynasty, hotpot was officially known as the "Nine Bowls". Because there are many types of dishes used in hotpot, people classify it very differently. Some people like to eat spicy food, while others prefer to eat light food. These dishes are divided into two types: spicy and clear soup.Spicy hotpot is a new type of hotpot invented and promoted by people in Sichuan, Chongqing, and other places. It is mainly made from Sichuan peppercorns, chili peppers, and other ingredients. Spicy hotpot has a long history and a wide public base in Chongqing, China. It can be said that hotpot restaurants exist in most areas of China. Compared to other types of hotpot, the spicy hotpot is not as spicy and the taste is not as strong.Clear soup hotpot is a new type of hotpot invented and promoted by people in Sichuan, Chongqing, and other places. This type of hotpot is very popular in the Sichuan region. Clear soup hot pot is mainly made from clear oil, Sichuan pepper, chili peppers, etc., with a light and healthy taste. With the acceleration of China's economic development and the improvement of people's living standards, clear soup hot pot is no longer what people pursue.In the process of continuous progress and development in society, people have more choices and pursuits in terms of diet. With the continuous improvement of China's economic level and the increasing demand for quality of life, there are more new development directions and goals in the catering industry. In addition to traditional Sichuan cuisine, Cantonese cuisine, Shandong cuisine and other dishes, many catering companies have also launched other flavors of dishes and

some new hot pot dishes. With the increasingly fierce market competition in the catering industry, more and more enterprises are beginning to realize that brand image design plays a very important role and significance for enterprise development.Nowadays, various hot pot catering brands with different flavors and styles have emerged in many cities in China, and there is also a significant differentiation among these brands. Although there are still many shortcomings in the brand image design of hot pot restaurants in China, many enterprises have begun to attach importance to this development and improve and optimize their

brand image design based on their own characteristics. I believe that in the future, there will be a better, faster, and better development trend in the image design of hot pot catering brands in China. Nowadays, many people like to gather at restaurants during holidays or weekends, and then post some dining photos on social media. According to relevant surveys, 65% of young people in China currently enjoy eating hot pot in restaurants during holidays or weekends. In the current situation, many catering companies are launching various promotional activities to attract consumers to come and consume. For example, people can enjoy discounts and earn certain points during holidays and weekends; You can also enjoy different levels of discounts and discounts during holidays, and so on. With the development and growth of hot pot restaurant brand image design, more and more enterprises are paying attention to this aspect of development. Therefore, in order to achieve better development in the future hot pot catering industry, it is necessary to improve and optimize brand image design.

2.2 The relationship between nostalgia style and brand image design

The appearance of nostalgia is mainly because the social environment and people's psychology have changed, and nostalgia can cause people's memories of the past era to a certain extent, thus producing a spiritual resonance. Nostalgia can not only trigger consumers' emotional resonance, but also enhance consumers' desire to buy. Brand image design refers to the combination of brand

culture and product image in the process of product design, package design, graphic design, etc., so that the product can highlight the brand culture in appearance. Hot pot catering brand image design and nostalgia has a certain similarity, nostalgia to a certain extent is a kind of promotion of hot pot catering brand culture, it is a kind of promotion of hot pot catering brand culture. Hot pot catering brand through the nostalgia to promote brand culture, not only can make consumers understand the connotation of hot pot catering brand culture, but also can make consumers in the meal to obtain a psychological satisfaction.

Brand image design refers to the combination of brand culture and product image on the basis of brand image, so that the product has characteristics in appearance. The image design of the hot pot catering brand should make the culture of the hot pot catering brand show through the visual design, so as to enhance consumers' perception of the hot pot catering brand culture. Nostalgia and brand image design have similarities to a certain extent, mainly through the use of a series of visual elements to reflect the brand culture. In the hot pot catering brand image design, it is necessary to combine the hot pot catering brand culture with visual elements, so that consumers can resonate when using hot pot catering products. Nostalgia and brand image design is related to each other, promote each other, in the hot pot restaurant brand image design, to fully tap the nostalgia elements, and apply it to the hot pot restaurant brand image design. In the hot pot catering brand image design, we should fully take into account the hot pot catering brand culture, so that the hot pot catering brand culture and visual elements combined, so that consumers can resonate when using hot pot catering products.

The taste of hot pot is difficult to be copied, so each hot pot brand has its own characteristics, which requires in-depth analysis of the hot pot restaurant brand image design, and combined with the trend of The Times and consumer needs to innovate and improve the characteristics. For the brand image design of hot pot catering, taste is the most basic requirements, only good taste will be recognized and accepted by consumers, so taste is the most important part of the

brand image design of hot pot catering. Secondly, the brand image design of hot pot catering should also take into account the dining experience and visual experience of customers. Customers should be able to have a pleasant and comfortable dining environment during the dining process, so as to better enjoy food. Finally, the hot pot restaurant brand image design should also take into account the use of cultural elements in the hot pot restaurant brand image design, if a hot pot restaurant brand has no cultural connotation, then the hot pot restaurant brand will not be welcomed by consumers. Therefore, the brand

image design of hot pot catering should also be combined with the development trend of The Times and people's demand for food to innovate and improve. Only in this way can the hot pot catering brand stand out in the fierce market competition and attract more consumers. Therefore, in the hot pot restaurant brand image design, we should use more modern elements and traditional elements.

The purpose of hot pot restaurant brand image design is to carry forward Chinese traditional culture, so that in the hot pot restaurant brand image design, the traditional culture and hot pot brand image design should be combined, so that consumers can better understand the cultural connotation of the hot pot restaurant brand. For example, some elements of traditional culture can be used to carry out the brand image design of hot pot catering, so that consumers can feel the charm of traditional Chinese culture through the brand image design of hot pot catering. At the same time, in order to better spread Chinese traditional culture, in the hot pot restaurant brand image design, you can also combine traditional culture with modern technology, so that you can better show the charm of traditional Chinese culture. For example, some traditional Chinese festivals and folk customs can be integrated into the brand image design of hot pot catering. For example: the Mid-Autumn Festival can be in the hot pot restaurant brand image design into the reunion, the moon and other elements, so that consumers feel the thick holiday atmosphere. In addition, in the hot pot

restaurant brand image design, you can also apply some elements of Chinese traditional culture to the hot pot restaurant brand image design.

Aesthetics is a kind of aesthetic cognition of human beings to their own life and the world around them, and it is the embodiment of human spiritual world. The use of aesthetic elements in the brand image design of hot pot catering can not only improve the overall visual effect of the brand image design of hot pot catering, but also improve the beauty of the brand image design of hot pot catering. The use of aesthetic elements is an indispensable part of the hot pot

restaurant brand image design, aesthetic elements and hot pot restaurant brand image design blend with each other, can show the hot pot restaurant brand image design more perfectly in front of consumers, leave a deep impression on consumers. For example: in the hot pot restaurant brand image design, you can use some traditional Chinese elements, such as: carp, lotus leaves and so on. These traditional elements can not only make consumers feel friendly and comfortable, but also let consumers experience the charm of traditional Chinese culture, which is also the embodiment of the combination of traditional Chinese culture and modern aesthetics.

The brand image design of hot pot catering is not only to attract the attention of consumers, but more importantly to provide consumers with a good consumption experience. Therefore, the brand image design of hot pot catering should be market-oriented to a certain extent, constantly improve and innovate the brand image design of hot pot catering, and formulate corresponding strategic development plans according to market demand. Hot pot restaurant brand image design only continuous innovation in order to attract more consumers, only in this way can the hot pot restaurant brand stand out in the fierce market competition, which requires the hot pot restaurant brand image design to accurately analyze and grasp the market demand, and on this basis to the hot pot restaurant brand image design reasonable planning and innovation.

First of all, we must grasp the relationship between the hot pot restaurant brand image design and traditional cultural elements. Traditional cultural

elements are an important part of the brand image design of hot pot catering, if blindly to imitate traditional cultural elements, without combining traditional cultural elements with modern fashion elements, then it will make the hot pot catering brand lose vitality and attractiveness. Therefore, in the hot pot restaurant brand image design to fully understand the consumer demand for hot pot food, and on this basis to design a set of modern consumer needs and tastes of hot pot restaurant brand image. Corporate culture is the soul of enterprise survival and development, if there is no corporate culture, then can not be called

a successful enterprise. Therefore, in the hot pot restaurant brand image design to fully consider the impact of corporate culture on the hot pot restaurant brand image design.

In the highly competitive catering market, through the study of brand image design, we can achieve the purpose of quickly building brand image and establishing brand culture. With the continuous development of modern science and technology, people's consumption concepts and information dissemination methods are changing, and rich forms of new media have brought new perspectives and requirements to the VI design of catering brands. Catering enterprise belongs to the service industry, but it is different from the general enterprise in operation and management. As People's Daily consumption places, the design of restaurants should also pay attention to the impact on people's psychology and behavior. Food and beverage VI has its own typical characteristics in the use and management. In the current economic environment, most food and beverage brands are chain-oriented, with high brand coverage and

a wide range of consumer groups, so it is necessary to develop the brand characteristic and make its own characteristics more distinctive and prominent. Catering VI design is restricted by the space environment to a considerable extent, and clearly reflects the unique theme culture. Catering VI is different from the traditional corporate image, and has an obvious corporate theme image culture.

2.3 The expression of nostalgic elements in the design of catering brand

In the past experience, whether individual or group, there will be fascinating and unforgettable fragments of memory, and in each era and region, there are their own unique nostalgia. Based on the understanding and exploration of a certain period of time, many food brands use the layout of internal space to create a simple and beautiful memory similar to childhood, introducing the theme and scene of homesickness into the related narrative; To

the characters, furnishings, stories, etc., as the carrier, to build life scenes, trigger the common memory and resonance of ethnic groups.

For example, "Super Wenheyou", a new urban cultural landmark in Changsha, is a large-scale catering complex project invested and developed by Wenheyou Industrial Development Co., LTD., located in the business circle of Tianxin District, Changsha, with an area of nearly 20,000 square meters. It is a food complex featuring retro style. The interior design of the building reproduces the ancient neighborhood style of Changsha, providing customers with a chance to take photos, share food, meet friends and have fun here. Given that the consumption space of "Super Wen He You" presents distinct "retro-style" internal characteristics (Figure 2.2), the project uses the iconic symbols and elements of Changsha to create an "old block" image of "old block" interwoven with "dirty, dirty and bad", in the way of "homesickness", in the way of "nostalgia", To attract a large number of tourists and customers to experience here, thus forming Changsha's "Internet celebrity scenic spot".

At present, Changsha has three super themed stores, namely Hisense Plaza, Hualongchi, and Tianjiancheng. The most distinctive appearance of the building is Wenhe Youtian Jiancheng. This building was originally a grain warehouse in Changsha, and there were over 220 Soviet buildings nearby, including 77 such grain warehouses. Now there is only one building left, and this single seedling has become the sales department of Tianjian, while after taking over, it has become the Wenheyou Lobster Restaurant. But compared to Hisense Super Wen and You, it is the authentic historical relic architecture. Originally, it was a

standalone building, but for some reason, it was connected by bridges and corridors from the outside, which was out of place with the style of a grain warehouse and indirectly caused damage. Changsha, as a historic city with a history and culture of 3000 years, was hit by the "Wenxi Fire" in modern times. The once prosperous city was destroyed, and now Changsha has also been rebuilt later. All the ground buildings passed down by its ancestors for thousands of years have disappeared. Although "old buildings" such as the Grain

Warehouse and Liu Tingfang Mansion are also products of modern history, such buildings are also rare to see. And Wenheyou preserved its original appearance, making its brand image more deeply ingrained in people's hearts.

In addition to Wenheyou's self-produced brand cuisine, the food in the building also includes many unique delicacies that used to only be available through the old streets and alleys of Changsha. From the first floor to the third floor, there are old Changsha specialty food snacks and souvenir shops, using retro techniques to recreate the original presentation of specialty lights and old cuisine in the store, forming a cultural experience venue for specialty food in the store. On the fourth and fifth floors, there are nostalgic entertainment options from the 1980s, such as arcade games, movie theaters, youth photo studios, dance halls, and Paojiao City. There are also antique bookstores and scent museums, and on the sixth and seventh floors, there are Wenheyou Art Museum and old-fashioned ice rinks. The decoration techniques of these nostalgic scenes, ranging from small signs to posters and advertisements on the walls, perfectly reproduce the living scenes of old Changsha in the 1980s. It is these meticulous designs and presentations that enable consumers to strongly resonate with them and engage in consumption. The graphic design of the Wenheyou store reminds consumers to be on the streets of old Changsha, and old-fashioned posters can be seen everywhere on the walls of the scene. The dishes are designed with old-fashioned enamel pots and antique porcelain bowls, making consumers feel like they have traveled through time and space. In terms of packaging design, there have also been relatively distinctive treatments. Illustration is a special language

of expression, which is different from the traditional narrative method of text introduction and illustration, which can give consumers the most intuitive feeling and imagination. Wen Heyou took advantage of this. Most of the food products illustrated the characteristics and stories of traditional old Changsha food, while Bean paste cake was designed in combination with Changsha mahjong, and secret chili sauce was used to make retro packaging covers in the form of text arrangement.

In addition to offering food souvenirs, Wenheyou brand also sells various unique cultural and creative products such as refrigerator badges, keychains, etc. These small items mostly use the unique style of old Changsha cuisine, old stamps, old Changsha scenes, and internal scenes of Wenheyou. The combination of old Changsha traditional culture and Wenheyou cultural and creative products can create cultural identity and resonance for consumers, and allow them to bring this beautiful nostalgic experience home for collection.

As early as 2013, Wenheyou brand was invited to appear on the program "Day Day Up" to promote its own products and shape its brand image as a representative of the new Hunan culture. In addition, Wen Heyou also appeared on variety shows such as "Yue Ce Yue Xin Le" and "Twelve Flavors", laying the foundation for Wen Heyou to become well-known among tourists from all over the country. With the development and promotion of social media platforms, the promotion of Wenheyou and consumer check-in sharing have become increasingly popular. In these promotional and advertising content, Wenheyou has become a must visit symbol for coming to Changsha, making the image of Wenheyou as a city cultural and tourism landmark deeply rooted in people's hearts. Many out of town tourists and local residents take photos and check-in in the Wenheyou space, sharing on social media platforms, which further triggers nostalgia among tourists and local residents who have not been here before, thus consolidating Wenheyou's own brand positioning.Super Wen and You brand actively bundle themselves with the city of Changsha to position themselves and shape their self-image. They also leverage the power of social

media to promote and disseminate the brand, continuously enhancing its own visibility and strengthening its image as a landmark in Changsha.

Wenheyou uses the method of attracting consumers to check in and try out old Changsha cuisine to allow consumers to experience the old Changsha of the 1980s in the super Wenheyou space. People rely on nostalgic items for consumption activities, and give scene culture and values, thereby generating a sense of cultural identity and identity belonging. Figure 4 summarizes the

changes in consumer and Wenheyou brand under the influence of nostalgia psychology through the design of Super Wenheyou. The popularity of Wenheyou cannot be separated from the influence of nostalgia psychology, but it is different from some commercial and cultural complexes that only provide a static process of commercial nostalgia and casual observation. The Wenheyou brand replicates the beautiful memories of old Changsha through its own scenes, transforming the 80 year old city lifestyle into a comprehensive and fully functional cultural community through fusion and innovation, presenting a condensed atmosphere of life and cultural symbols. The entire space gives people strong cultural tension on the basis of nostalgia. It is very difficult to find this small world full of fireworks in the current environment of high-rise buildings. The Wenheyou brand has successfully found this gap in the consumer environment to shape its brand, becoming a major landmark.

Nostalgic catering focuses on the emotions of consumers, which requires brands to pay attention to the interaction and experience between consumers and the dining consumption space. Brands should seize the emotional psychology of consumers to create scenes, use consumers to beautify memories, and make changes to nostalgia based on different backgrounds, rather than adopting a hasty business model. Super Wen and You used their dining space to present consumers with the old Changsha of the 1980s, immersing them in ancient memories and helping local residents find childhood memories to give tourists from other places the opportunity to experience the charm of old Changsha. This is one of the reasons for its popularity. More and more consumers are now

seeking a sense of nostalgia, and nostalgic consumption will become another hot topic.

Use typical and symbolic visual elements to evoke people's memories and feelings of it. And this classical logo and trademark design combined to achieve a kind of visual stimulation, so that customers have nostalgic feelings. In the design of food brand, nostalgia is a good breakthrough, which can make

designers better understand the needs of customers, so as to carry out more efficient product design and research and development. The packaging, logo and pattern of the product; The design of appearance and other aspects, using perceptual experience to arouse the nostalgia of customers.

For example, this poster of wedding tea (Figure 2.3) is made of a common kraft paper with classical dot prints and some red radiation, creating a plain feel of the 80s. The natural earthy material, with a slightly rough texture, evokes memories of a primitive past.

Nostalgia is an emotional behavior marked by a longing for the past, where individuals experience a sentimental yearning for their former deeds and the sights and sounds they have encountered. In the hearts of people, nostalgic objects often signify goodness, preciousness, memorability, and an indelible part of one's history. In today's fast-paced life, there is a growing emphasis on nostalgic elements. These elements generally fall into three categories: visual nostalgia, auditory nostalgia, and behavioral nostalgia.

Visual nostalgia is primarily manifested through images, symbols, and posters. As the most immediate form of memory recall, images can effectively capture the first impression of an object, making them a great starting point in the design of visual nostalgic elements. For instance, the "Shancheng Old Hotpot" brand in Chongqing incorporates this visual style in its logo design. The image features two elderly people sitting at a table with a steaming pot of red soup, surrounded by a variety of fresh vegetables and meats, giving customers a vivid understanding of the overall dining environment and atmosphere of hotpot

restaurants. Warm tones are used in the color scheme, creating a cozy and natural integration into the hotpot dining experience.

Music is a crucial way for people to express their emotions, and it can also be employed to convey feelings in the design of auditory nostalgic elements. For example, in the branding of the "Chongqing Old Hotpot" brand, contemporary music styles and soundscapes that resonate with the younger generation are

utilized, while integrating distinctive auditory elements of Chongqing to express the brand's philosophy. This approach by "Shancheng Old Hotpot" aims to stimulate a sense of nostalgia and local identity among consumers.

Please note, my response is based on the text provided and aims to translate the essence of the description into advanced English. If there are any specific terms or details you would like me to focus on or clarify, please let me know.

The essence of brand building is to differentiate various products, and many brands are committed to creating a distinctive and refreshing image to attract the attention of consumers. Food and beverage brand design will transform the concept of the brand into visual elements for communication, concise and clear brand image can promote consumers to have a rapid recognition of the brand. In the current challenging business environment, an attractive and recognizable brand image is very important, and visual identity design is of great significance in the long-term development of a brand and is the core of brand design. Food and beverage brand design is the visual expression of the brand concept and characteristics to spread the brand image, so that customers can quickly and accurately have a certain cognition of the brand, and form brand memories in the minds of consumers. In the current challenging business environment, an attractive brand image design is very important. An excellent catering brand image can not only accurately reflect the brand personality, but also need to quickly distinguish it from other catering brands with visual image, so as to bring economic benefits. Brand image and brand effect are inseparable, they complement and promote each other, through the brand image to show the characteristics of the brand, to convey the mission and

business philosophy of the brand to consumers. When the brand image is determined, the brand image will expand the scope of brand communication through packaging and advertising design, so that customers can still feel the influence of the brand after consumption. The visual image of the brand builds a bridge between the brand, the product and the customer, which can improve the brand reputation and the added value of the product. Excellent catering brands

need to give visual images with cultural connotations, while integrating excellent traditional culture, so that consumers can experience the characteristic regional culture and brand culture of the region where the brand belongs, and meet the spiritual demands of traditional culture.

Domestic catering brands have their own characteristics, excellent catering brands emerge in an endless series, the author of the use of nostalgic feelings of catering brand design cases were summarized and analyzed, sorted out three major application forms, respectively, is represented by the old brand narrative nostalgia, represented by the theme restaurant scene nostalgia and retro packaging based symbolic nostalgia.

The core of narrative nostalgia is the story itself conveyed by the visuals. This story is not only the theme of the narrative, but also the carrier of meaning. To create a nostalgic culture, catering brands can tell the story through packaging design, conveying the brand's nostalgic culture to consumers through packaging design. A complete nostalgia story is divided into two parts: external expression and core connotation. External expression refers to the symbols, colors, shapes, materials, and so on of the image, while the core connotation is the regional culture, era characteristics, emotional core conveyed by these images. The core connotation of the story is conveyed through external expression, and the two together evoke consumers' memories of the times, thereby inducing their nostalgic emotions. Narrative nostalgia is most widely used in the packaging design of time-honored brands. Food and beverage time-honored brands have a profound cultural heritage. In the long-term development process of the brand, they carry the memories of several generations of

consumers and have a strong cultural penetration. In addition, time-honored brands are active in people's lives with their stores, products, and enthusiastic commercial services, possessing unique cultural characteristics, lifestyles, and traditional customs. When consumers experience the products of time-honored brands, they can feel the cultural charm of the brand. After arriving at the city during tourism, simply stop and explore time-honored brands, walk into a small

corner store, and taste authentic local snacks to feel the unique charm of the city. A time-honored brand is a cultural landscape that showcases the history, traditions, and culture of this city. The brand design of time-honored brands is often used as a tool to spread brand craft stories, expressing the brand's profound concepts, long-standing culture, and classic production memories to consumers through packaging and other designs. Emotional resonance can generate a sense of identification among consumers towards a product, leading to a love for the product, satisfying their higher-level psychological and emotional needs, and thus generating an impulse to purchase. The story shaped by the design of time-honored brands needs to create a sense of familiarity and empathy among consumers in order to lead their understanding of the story. The use of contextual elements in the design of visual recognition systems for time-honored brands can convey the cultural information contained in the brand to consumers, enhancing the attractiveness and infectiousness of the brand image.

Every city has its own urban memory, and for the people of Wuhan, "Second Factory Soda" is one of the symbols of urban memory. The Second Factory Soda, born in the 1891's, accompanied several generations of Wuhan children's childhood. Therefore, the packaging and patterns of Second Factory Soda are highly representative symbols of nostalgia. In 2018, the second factory soda returned to consumers with a retro bottle sticker design. This batch of second factory soda replicated the taste of the past, retaining the glass bottle containers. The overall packaging design was retro in the 1980s, and both the overall pattern and container shape prompted Wuhan people to reminisce about their childhood. Once it was launched, it sparked a buying frenzy. The design of

this soda combines historical and cultural symbols, awakening consumers' nostalgic emotions through visual and taste senses, carrying their endless memories, and thus triggering a wave of nostalgia.

Catering brand design may be the brand design category that requires the perfect combination of visual, auditory, taste, touch, and smell senses to present. The eyes see the environmental decoration and brand logo, the ears hear the

theme music and service language, the tongue tastes the delicious food, the nose smells the taste, and the skin perceives it. The combination of the five senses and traditional Chinese cultural elements will enable these traditional elements to strike people's hearts from various aspects. Nowadays, many catering brands use text-based logos, which can become beautiful, highly recognizable, and reflect brand culture through the design, creativity, and deformation of brand name fonts. This is the application of Chinese characters, which has opened up new fields for logo design. The combination of seal carving and text is used to design brand logos. On the one hand, it incorporates the promise of seals into brand culture, and on the other hand, it can make the logo have traditional cultural characteristics. Among numerous themed restaurants, there are dining brands with Chinese classical music as their main theme element. This type of auditory catering brand attracts people who love Chinese classical music and musical instruments. Whether it is in signs, advertisements, posters, environmental decoration, catering categories, brand culture, etc., it will fully reflect the characteristics of Chinese classical music, which is calm, graceful, melodious, and can satisfy one's desires.Many designers have found inspiration and creativity in traditional Chinese patterns, and have already acquired the characteristics of the brands they serve while retaining their basic forms. Nowadays, many domestic brands have successfully applied traditional elements to brand design, and have redesigned and planned patterns based on brand characteristics and concepts. The logo design of the Chinese catering brand "Qiao Jiangnan" utilizes the facial makeup elements in traditional Chinese patterns. The facial mask pattern is taken from the famous face changing

character Liu Zongmin in Sichuan opera, known as the "God of Wealth and Martial Arts" by the common people. The yellow "human" shape at the center of the eyebrow on the face mask door, and the "Ruyi" pattern on both sides of the corner to the forehead, with the mouth and chin shaped like a ingot pattern, symbolizes that the culinary landscape of South Beauty will continue to develop due to such a beautiful meaning. The colors used in the logo are red, black,

white, and yellow, representing different color symbols. This brand image is based on traditional Chinese elements, and by incorporating the cultural concepts of the brand, it has acquired an aesthetic taste that belongs to its own nation. It also inherits and promotes traditional Chinese culture, allowing more people to choose to experience and consume because they believe in the values conveyed by the brand.In China, there is a saying that "food is the top priority for the people", which emphasizes the importance of dining for the Chinese people. Chinese catering brand design has also awakened after experiencing the imitation of Western culture, vigorously exploring traditional cultural elements with Chinese characteristics to arm itself. From colors, patterns, handicrafts, and more, they are redesigned by modern designers and applied to brand recognition systems. Many catering brands do not have brand design teams like "Hai Di Lao" and "Qiao Jiangnan" as their advisors, but they actively explore the use of traditional Chinese cultural elements to establish their own unique brand concepts after recognizing the industry rules.

Integrating traditional Chinese cultural elements into the design of catering brands is a new understanding and application of traditional culture at a certain stage of China's development and progress. This allows the public to experience the spiritual nourishment brought by Chinese traditional culture while meeting their physiological needs. The combination of ethnic characteristics and modern design expressions will generate a new and distinctive Chinese style catering brand design power, enabling people around the world to have a more comprehensive and in-depth understanding of China through this power.

2.4 Brand status research

The epidemic in the past three years has brought heavy losses to the catering industry. After a meeting with the management of the roadside side, it is learned that the turnover of the roadside side will drop significantly from 2020 to 2022. The epidemic will be released in 2023, and the catering industry will begin to warm up.

Style homogenization: With the popularity of the roadside, a large number of city well wind, 80 retro wind, wall painting wind catering brand was born, such as sea pepper city, Nan hot pot, steel pipe factory string incense, roadside characteristics of the scene decorative style is no longer unique, and even appeared in the same street several restaurants with the same style of decoration next to each other, customers are difficult to identify.

Imperfect brand construction: The first roadside store was opened in 2016, and the scale of the store exceeded 1,000 in the following three years. Due to the rapid development of brand store expansion, brand construction did not keep up, and the confusion of brand identification made it difficult for consumers to distinguish the genuine stores (Figure 2.4), which led to the opportunity for fake stores to take advantage of, and many "roadside" chain stores with bad taste and bad service quickly appeared on the market. These stores in the snatch of roadside customers at the same time, because of its poor dining experience, more roadside has brought a lot of bad customer evaluation, for the brand with a negative impact.

Nostalgia is a behavior with emotional color. Nostalgic people will feel nostalgia for what they have done and seen before. In people's hearts, nostalgic things often represent beauty, preciousness, unforgettability, and unforgettability. In today's fast-paced life, people's attention to nostalgic elements is gradually increasing. There are generally three types of nostalgic elements: visual nostalgia, auditory nostalgia, and behavioral nostalgia.Visual nostalgic elements mainly come in the form of pictures, logos, posters, and so on. Images are the most direct way for people to remember things, and they can effectively capture

people's first impression of things. Therefore, when designing visual nostalgic elements, one can start with images and awaken people's memories of the past through the design of images. For example, the Chongqing hotpot brand "Shancheng Old Hotpot" adopts this visual retro style in its image design. In the picture, two elderly people sit around a table, with red soup steaming hot, and many fresh vegetables and meat around the table. This allows customers to have

a more intuitive understanding of the overall environment and dining atmosphere of hot pot restaurants. In terms of color, warm tones are used, which can allow customers to blend more warmly and naturally into the atmosphere of hot pot restaurants.Music is an important way for people to express emotions, and when designing auditory nostalgic elements, emotions can also be conveyed through music. For example, in the brand image design of "Chongqing Old Hot Pot", a music style and soundtrack form that suits the taste of young people today are adopted, and some sound elements with Chongqing characteristics are used to express the brand concept. For example, "Shancheng Old Hot Pot" added an old song "Walking in Four Directions" to the background music. This song has a cheerful rhythm and a simple and catchy melody, which sounds like a person walking through the streets, giving people a relaxed and happy feeling. In the design of auditory nostalgic elements, sound can also be used to express emotions.For example, "Shancheng Old Hot Pot" adopts a retro style and traditional tableware, while the store decoration adopts the popular Chinese style at that time. Through these forms, convey to consumers the emotions and concepts that Chongqing hotpot restaurant brand image design aims to express.From the above three types, it can be seen that visual nostalgic elements are mainly expressed through the design of elements such as images, logos, music, sound, etc; The auditory nostalgic elements are mainly expressed through the design of images, music, and other elements; Behavioral nostalgic elements are mainly expressed through images.

2.5 Consumer research questionnaire

Based on the research of this paper, the survey was conducted with the title of "Questionnaire survey on roadside brands". 108 valid questionnaires were collected in this survey. The survey conclusions are as follows

(1) Survey findings: The basic information statistics of the population (Figure 2.5) concluded that more women than men like to eat skewers, but the proportion is more balanced, and the age audience is wide. 48% of them eat

skewers one to five times a month. The core competitiveness that affects the choice of restaurant brand is mainly taste, followed by price and hygienic environment of the restaurant.

(2) For the roadside brand style survey data shows that the roadside decoration style is more loved by the general public, while there are few brands in other places. For the roadside environment, people's impression of the roadside is mostly roadside shops, in-store decoration, blue small tables and chairs, etc. The understanding of brand VI is relatively unclear, which is also an important factor in the prevalence of cottage shops. As long as the store is simulated inside, you can confuse most people. In terms of brand shape, although young people under the age of 25 prefer simple and personalized styles, on the whole, kebab restaurants; There is a saying in Sichuan that "the more shabby the restaurant is, the more delicious it is". Retro style restaurants can not only ensure the safety of the dining environment and food, but also make people feel that "fly restaurant" is very comfortable.

With the development of the Internet, people increasingly rely on social platforms to screen restaurants, such as public comments, Xiaohongshu, Tiktok, recommendation from friends, etc., which has even spawned a new media track - food evaluation. The bloggers of this track will clock in a large number of food brands, take videos and photos to upload to their personal accounts, and evaluate the dishes from the environment, dishes, services, and prices. Now more and more young people rely on the recommendation of food evaluation bloggers, which has also given birth to the title of "online celebrity store". Fans follow the big V card shops, take photos and upload materials. However, due to the

imperfect construction of brands along the road, there is no picture of dishes Brand identity: tableware, dishes and drinks are retro dishes, which are no different from other street style catering brands, Trapping brand communication.

In the Internet era, the consumption content has changed from functional consumption to experiential consumption, and the catering brand design also needs to be innovated. The brand image can be diversified and upgraded by

comprehensively shaping the five senses and six senses, combined with new media technology, to enhance the audience's awareness of the brand. Catering brand design is no longer a single visual design, and design is no longer limited to product style shaping. It is necessary to showcase the new image of the brand through design innovation, leverage the core driving force of design, and link brand related factors.

Summary of chapter II

1. The origin of nostalgia is a fashion trend, and the rise of nostalgia is the embodiment of social development and progress. In the 1960s, China's domestic economic level is relatively backward, people's living standards are low, at that time people's food structure to vegetables and coarse grains, coupled with the lack of food in the market at that time, people can only eat fresh vegetables in winter. The "workers brand" hot pot catering brand appeared.

2. The relationship between nostalgia and brand image design is closely connected with visual elements to ensure that consumers can feel the deep emotional connection with the brand in every consumption experience. In short, the effective integration of nostalgic elements and brand visual design is of great significance for establishing a unique and resonant hot pot catering brand image.

3. Take two examples of the expression of nostalgia elements in catering brand design. "Super Wen and You" is a gastronomic complex featuring a vintage style. The interior design of the building recreates the old neighborhood style of Changsha, where customers can take photos, share food, meet friends, and have fun. In view of the consumption space of "Super text and friends"

shows a distinct "retro" internal characteristics. The Hicha poster is made from a plain kraft paper with classical dot prints and some red radiation to create a plain 80s feel. The natural earth material, slightly rough texture, evokes the memory of the past simple time.

4. The status quo of the brand has problems such as homogenization of style and imperfect brand construction.

5. The survey was conducted with the title of "Questionnaire survey on roadside brands", and 282 valid questionnaires were collected.

Chapter III
Design process and results

3.1Analysis of nostalgic elements hot pot design strategy

Traditional elements have multiple meanings in nostalgic hotpot, and they can bring the following values to nostalgic hotpot:Traditional elements can evoke people's memories and emotions of the past, allowing consumers to feel a nostalgic atmosphere. For example, traditional decoration styles, old-fashioned tableware, retro menus, etc. can all evoke memories of old times and enhance the emotional experience of dining. Integrating traditional elements can highlight the brand characteristics and personality of nostalgic hot pot.

Compared with modern hotpot, nostalgic hotpot showcases a unique style through the use of traditional elements, attracting consumers who pursue tradition and enjoy nostalgic emotions. Traditional elements are often associated with local cultural heritage and historical background. By using traditional elements in nostalgic hot pot, local culture can be inherited and promoted, allowing consumers to understand and experience local characteristics and traditions.

Traditional elements can evoke emotional resonance among consumers, giving them a sense of familiarity and warmth. For those with nostalgia, these elements can evoke beautiful memories, increase their sense of identification and loyalty to the brand. Traditional elements can add storytelling to nostalgic hot pot brands. By telling the history, legends, or personal experiences related to traditional elements, brands can create more attractive brand stories and generate stronger consumer interest in the brand. The traditional elements in nostalgic hotpot can become social topics among consumers. People may share their dining experiences due to their love for traditional elements, thereby increasing brand word-of-mouth and social media exposure.Traditional elements can also imply a nostalgic pursuit of quality and traditional craftsmanship in hotpot. For example, using traditional hot pot base ingredients and cooking methods can make consumers feel the brand's persistence and persistence in traditional

cuisine. Traditional elements add unique charm and cultural value to nostalgic hot pot. They help create a nostalgic atmosphere, evoke emotional resonance, highlight brand characteristics, and inherit and promote cultural heritage. These elements establish a deeper emotional connection between nostalgic hot pot and consumers, enhancing the brand's attractiveness and competitiveness.

(1) Integration of traditional elements

Hot pot utensils are of great significance to hot pot brands, and unique and high-quality hot pot utensils can become one of the characteristics of hot pot brands, helping to shape a unique brand image. For example, some brands may attract consumers with distinctive copper pots or traditional charcoal hot pot utensils.Suitable hot pot utensils can enhance the dining experience of consumers. For example, using well-designed and easy-to-use utensils can make it more convenient for customers to enjoy hot pot and increase their satisfaction with dining. The material and design of hotpot utensils can affect the cooking effect and food quality of hotpot. High quality utensils can better maintain the heat, heat evenly, cook food more evenly, and enhance the taste.

Hot pot is usually a social activity, and the design of hot pot utensils can influence the interaction and communication between consumers. For example, a shared hot pot with multiple people can enhance the social atmosphere, promote interaction and sharing.Compared to competitors, unique hot pot utensils can bring a differentiated advantage to the brand. This helps brands stand out in the market and attract more consumer attention and choices.Some hot pot brands may emphasize traditional culture, and choosing hot pot utensils with traditional characteristics can better convey the cultural connotation of the brand and make consumers feel the charm of tradition. Hot pot utensils can become a part of a brand's story, increasing the brand's storytelling and appeal by telling the origin, production process, or association with the brand.The importance of hot pot utensils for hot pot brands cannot be ignored.

They not only affect the dining experience of consumers, but are also closely related to brand image, quality, culture, and other aspects. Choosing the

right hot pot utensils can enhance the brand's competitiveness and attractiveness, bringing consumers a unique and enjoyable hot pot experience.

Integrate traditional hot pot elements into the brand image design, such as hot pot utensils, ancient condiments, traditional decoration style, etc. These elements can evoke people's memories and emotions of the past, creating a strong nostalgic atmosphere. Use the integration of retro colors, patterns, fonts and other visual elements to create a nostalgic style, showing the hotpot scenes or cultural elements of the past.

The first is the hot pot utensils, modern induction cooker hot pot has been popular, the appearance is convenient and small and flexible. But lost part of the traditional culture of hot pot, in the rapid development of now, perhaps return to the traditional will add a unique color to the hot pot catering industry. According to the survey, 43.62% of consumers like the hot pot brand with a unique cultural atmosphere (Figure 3.1). Therefore, it is decided to use the traditional copper pot as a focus of this design, so that consumers can better integrate into the experience of brand design.

(2) Influence of hue on brand image design of nostalgic style

Nostalgic brands are often associated with a specific era or emotion from the past. Choosing the right hue can evoke memories and emotions of that era and trigger resonance. For example, soft, warm colors such as brown, yellow or red are often associated with a retro, nostalgic feeling.

Unique shades can help a nostalgic brand establish a unique visual image in the market. This uniqueness helps consumers identify and remember the brand, differentiating it from other competitors.

Different shades can convey different emotions and atmospheres. For example, deep shades such as black or dark blue may convey a sense of classic, poise and elegance, while bright colors may give the impression of energy and cheerfulness.

By choosing shades associated with a particular era, nostalgic brands can better convey the characteristics of the era they represent. For example, a brand

from the 1950s might use colors that were popular during that period, such as pink, mint green or light blue.

Consumers' color preferences vary from individual to individual. Understanding the preferences and emotional tendencies of target consumers and choosing colors that suit them can increase the appeal and affability of a brand.

The right hue can influence consumers' purchasing decisions to some extent. If the hue successfully evokes nostalgia in consumers or aligns with their personal values, they are more likely to choose the brand's product.

Color is also part of the brand heritage. Maintaining a consistent tone style can establish stability and recognition in the long-term development of the brand, so that consumers can continue the nostalgia for the brand. It should be noted that the tone is only one aspect of the brand image, and the other elements of the brand work together to form a complete brand experience. In addition, nostalgic brands also need to constantly adapt to the changes of The Times and innovate in conjunction with the needs and trends of modern consumers in order to maintain their appeal and competitiveness.

With people's attention to food safety and diet health, the color matching in hot pot catering has become more and more important. Color matching can make consumers have appetite, can improve consumers' sense of dining experience, bring comfort to consumers, and thus enhance customers' willingness to consume. Color matching needs to follow certain principles, first of all, to be combined with the hot pot catering itself, can not design the hot pot catering brand image into a monotonous, dull design style. Secondly, it should be combined with other elements, and other elements should be integrated with the brand image design of hot pot catering. Finally, the color should be matched according to different regions, different nationalities and other factors.

At present, most of the hot pot restaurant brand image design on the market is based on red color, red symbolizes enthusiasm and vitality, red hot pot also represents the meaning of prosperity. But many hot pot restaurant brand image design are based on traditional red color, which also makes its brand image

design looks more monotonous and boring. If you want to make the brand image design of hot pot catering more attractive, you can match green, white and other colors. In the hot pot restaurant brand image design, in addition to taking into account the overall visual effect, but also take into account the overall collocation effect and brand cultural connotation.

Hot pot catering as a traditional catering industry, its development history has been hundreds of years. People's impression of hot pot usually starts with its color. For example, there are many hot pot brands in Chengdu, among which the local hot pot brands represented by "Old Wharf" and "Little Sheep" are designed with red as the main color. These two hot pot brands in the overall style are relatively unified, through the red color collocation to highlight their own unique local characteristics and cultural connotation. There are some hot pot catering brand image design will use green, white, black and other colors to match. As shown in Figure 3-5 in the store, the color of the entire space is mainly green, which can bring consumers a fresh and healthy feeling; The other is red as the main color. This will attract more young customers to the restaurant. The building of brand image is particularly important for consumers. Through investigation and analysis, 95.39% of consumers hope that a nostalgic hot pot brand can do better in brand image building (Figure 3.2).

(3) IP image helps nostalgic elements stand out in hot pot brand design

IP image is of great significance to the hot pot brand design, and a unique and eye-catching IP image can help the hot pot brand stand out in the competitive market. By designing a personalized IP image, the brand can be distinguished from other competitors, improving brand recognition and memory.

IP image can establish emotional connection with consumers. A cute, interesting or affable IP image can trigger consumer love and resonance, thereby increasing consumer goodwill and loyalty to the brand.An IP image can be a vehicle for a brand's story and values. By giving an IP image a specific personality, characteristics and backstory, a brand can more vividly communicate its core philosophy, culture and values, making it easier for consumers to understand and identify with the brand.

IP images can be used in various promotional and marketing campaigns for more intimate interactions with consumers. For example, launching IP peripherals, hosting themed events, or engaging with consumers on social media can attract consumer engagement and attention.

A successful IP image can provide more development opportunities for hot pot brands. In addition to the hot pot business itself, the IP image can also be applied to other related fields, such as fast food, seasoning, cultural and creative products, etc., to achieve the diversified expansion of the brand.Through the IP image design with The Times, the hot pot brand can show a fashionable, young and innovative image. This helps to attract younger consumers, keep up with The Times and keep the brand alive and attractive.

In the hot pot store, the IP image can run through the decoration, staff clothing, menu design and other aspects to create a unique brand atmosphere and experience. This can enhance consumers' dining experience and increase their satisfaction with the brand. IP image is a powerful tool for hot pot brand design, which can be mentioned

Connecting the visual image of an IP with consumer emotions can further promote consumer love and identification with the IP image. Based on IP formal recognition, The sensory experience layer of IP further strengthens the emotional experience of IP through peripheral derivatives, forming emotional connections with consumers with IP image as the core. The design of the sensory layer includes character traits, emotions, story background, etc, The continuity and systematicity of IP image are conducive to creating a unified emotional experience for consumers, and the degree of emotional connection between IP and consumers directly determines the degree of consumer identification with the cultural value of IP.

The ultimate goal of IP design is to make the audience identify with the cultural significance and value of the IP visual image, thereby recognizing the brand's culture, liking and choosing the brand's products. Therefore, IP image design needs to integrate cultural connotations and value concepts into it. Although designers cannot fabricate cultural IP images out of thin air, they can

indirectly convey this culture through design. The cultural value of IP image should not only be based on the brand's tone, but also on the audience's expectations, ultimately achieving meaningful connections. The deeper the connection, the stronger the consumer's brand attachment, the greater the traffic it generates, and the stronger its commercial sales potential. The goal of a good IP visual recognition design is not only to have cultural relevance to the audience, but also to have economic relevance to the brand.

In addition, the design of catering brand IP also requires a deep analysis of brand connotation, taking the core connotation of brand culture as the starting point, to create a unique and representative brand IP image. When planning IP design, it is necessary to excavate effective information, take brand culture as the entry point, and set IP basic settings that are in line with brand positioning IP character shaping, presentation methods, application scenarios, etc., to create memorable and attractive catering brand symbols, showcasing brand cultural temperament.

IP image design is of great significance for nostalgic element hot pot brand design. Can improve brand recognition and memory, a unique and attractive IP image can not only help the brand stand out in the market, but also easy to be remembered by consumers, nostalgic elements of the hot pot brand can convey a retro, traditional or specific era of the atmosphere through the IP image, and establish an emotional connection with consumers to increase brand recognition and memory. The IP image can become the core element of the brand story, giving the brand personality and vitality. Through the integration of nostalgia elements, the IP image can evoke consumers' nostalgia and resonate, making it easier for consumers to have an emotional connection with the brand. An interesting, cute or personalized IP image can attract consumers' attention and stimulate their interest and curiosity. Some consumers may be more willing to interact with an IP image, such as taking photos for analysis on social media, to increase brand awareness and word-of-mouth. Nostalgic hot pot often attracts consumers with its unique positioning and characteristics, at which time IP image design can further strengthen the brand's positioning, distinguish it from

competitors, and establish a unique brand image. In addition to the hot pot business itself, the IP image can be applied to peripheral products, limited edition goods and other fields to expand the diversification of the brand and increase the source of brand income. IP image can create a brand experience, from employee clothing, store decoration to promotional posters, etc., to create a unified and unique brand experience. While enjoying the hot pot, you can also feel the sense of atmosphere and emotion brought by the nostalgic elements conveyed by the brand.

According to the research, IP image design is crucial to the success of nostalgic hot pot catering brand design. It can enhance the brand's appeal, affinity and sustainability, and bring consumers a richer experience and emotional connection.

In addition, when designing the brand image, factors such as the psychological needs and consumption level of consumers should be taken into account. If the hot pot catering brand culture is not well combined with visual elements, it will affect consumers' impression of the hot pot catering brand. (Figure 3.3-3.5)

3.2 Design conception and design content

The design concept and design content of the application of nostalgic elements in the brand image design of hot pot catering: Logo design: inspired by retro fonts and colors, to create a traditional sense of the hot pot restaurant logo. The color can choose warm tones, such as red, yellow, etc., so that people feel the warm atmosphere. At the same time, some traditional patterns, such as hot pot or chili peppers, can also be added to emphasize the characteristics of hot pot. Slogan design: Use emotional language to evoke people's memories of the past. "The time machine in the hot pot - gathering stove" and so on. These words can convey the traditional flavor of hot pot, but also show the modern sense of the brand. IP Design: Create a cute cartoon character to serve as the spokesperson of the hot pot restaurant. The character can be a small hot pot or a lively little chef, and its shape should be fun, cute, and able to attract customers'

attention. Poster design: Use vintage style poster design, such as hand-drawn illustrations, old photos, and other elements. You can show the history of hot pot, stories or special dishes in the store in the poster. In addition, you can add some interesting copywriting to add interest to the poster.(3.6-3.20)

Summary of chapter III

1.IP image design is crucial to the success of nostalgic hot pot catering brand design. It can enhance the brand's appeal, affinity and sustainability, and bring consumers a richer experience and emotional connection.

2.Logo design: Inspired by retro fonts and colors, it creates a traditional logo of the hot pot restaurant. In terms of color selection, you can tend to warm colors, such as red, yellow, etc., to create a warm and friendly dining atmosphere. At the same time, traditional element patterns, such as hot pot patterns or hot pepper shapes, are incorporated to highlight the uniqueness of hot pot culture.

3. Advertising slogan creation should pay attention to emotional resonance, the words contain feelings, and wake up consumers' memories of the good past, such as "the time machine in the hot pot - the boiler", such expressions not only retain the traditional charm of the hot pot, but also highlight the modern atmosphere and innovative spirit of the brand.

3.IP design considers creating a charming cartoon character as a brand ambassador, conceived as a mini hot pot image or a smart and lively little chef, whose appearance design needs to be both interesting and cute, enough to capture the eyes of customers and enhance brand identity.

4. The poster design adopts retro style, using hand-drawn illustrations, retro photos and other elements.

Conclusion

1.Through the research and practice of this paper, we can see that the application of nostalgia elements in the brand image design of hot pot catering is very effective.

2.Retro Logo design, emotional advertising slogan, cute IP image and full of story poster design, these elements together create a warm and friendly atmosphere, so that customers enjoy food at the same time, but also feel the unique charm of the brand.

3. The application of nostalgia elements can not only make hot pot restaurants stand out from many competitors, but also evoke memories of past times and enhance the emotional connection between customers and the brand. At the same time, it also reflects the country's deep cultural heritage, making hot pot restaurant a place to spread traditional culture.

4.The application of nostalgic elements in the hot pot restaurant brand image design is a design strategy full of creativity and wisdom.

5.It can not only make the brand image more vivid and unique, but also enhance the customer's dining experience and enhance the competitiveness of the brand. In the future hot pot industry, it is believed that nostalgic elements will get more attention and application, bringing more possibilities for hot pot restaurants.

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Annex

Figure 2.1

Figure2.2

Figure2.3

Figure2.4

Figure2.5

Figure2.6

Figure2.7

Options	Subtotal	Ratio
A. Has emotional resonance and brings back memories The good times	44	15.6%
B. It feels very retro and has a unique cultural atmosphere wai	123	43.62%
C. feels more traditional and less innovative	98	34.75%
D. Less attention, more attention to the flavor of the hotpot And quality	17	6.03%
This topic is valid to fill in the number of people	282	

Figure3.1

Figure3.2

10. If there is a nostalgic hot pot brand, what would you like it to do better? [Multiple choice]

Options	Subtotal	Ratio
A. Innovations in dishes and pan bottoms	249	88.3%
B. Shaping of brand image	269	95.39%
C. Improvement of service quality	124	43.97%
D. Others (please specify) [Details]	9	3.19%
This question is valid	282	

Figure3.3

Figure3.4

8. What do you think should be the pricing of the nostalgic hot pot brand? [Single Choice question]

Options	Subtotal	Ratio
A. Comparable to regular hotpot brands	76	26.95%
B. Slightly higher than the ordinary hot pot brand to reflect the brand characteristics	91	32.27%
C. Pricing based on how much nostalgia is incorporated	109	38.65%
D. Other (please specify) [details]	6	2.13%
This question is valid	282	

Figure3.5

Figure3.6

Figure3.7

Figure3.8

Figure3.9

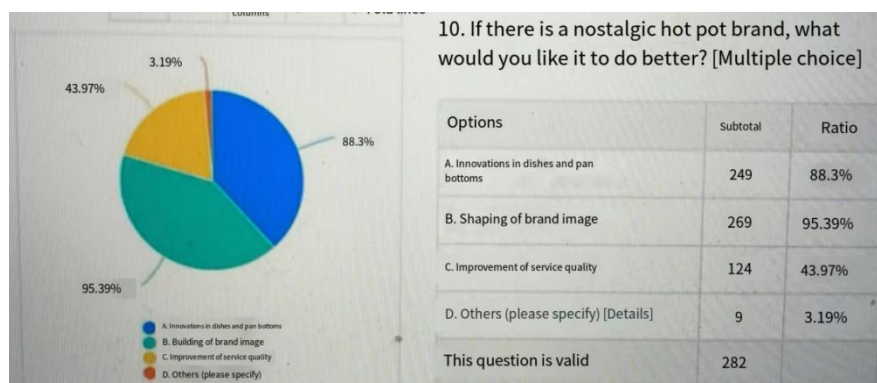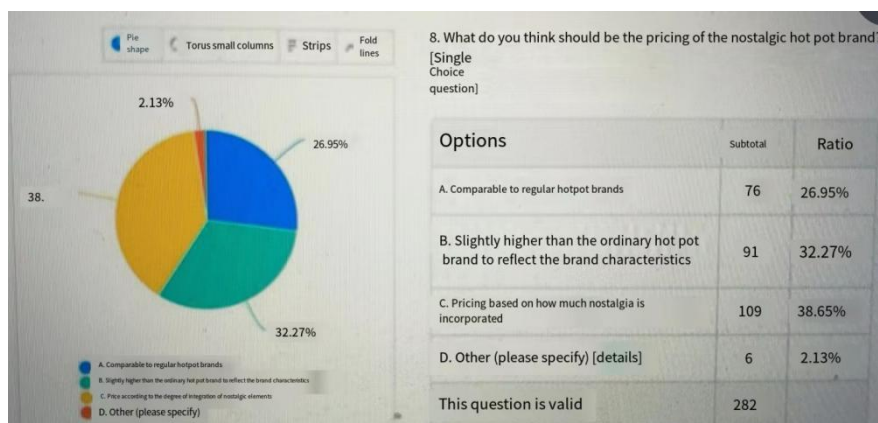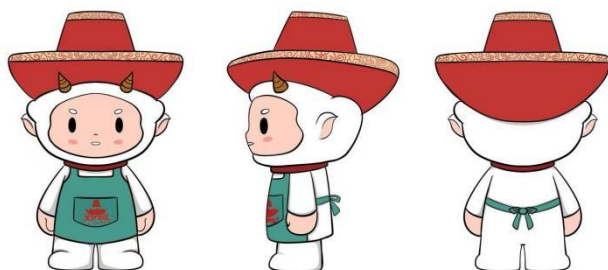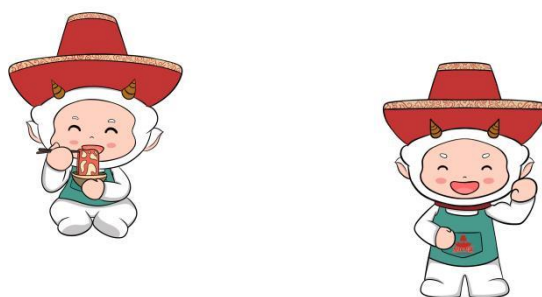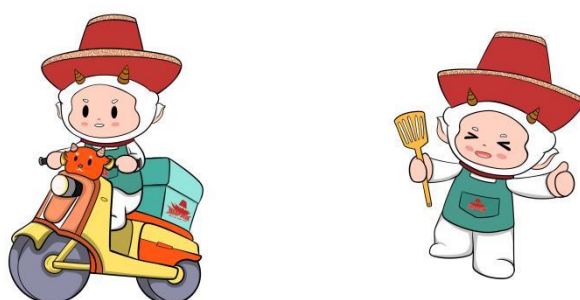Figure3.10

Figure3.11

Figure3.12

Figure3.13

Figure3.14

Figure3.14

Figure3.15

Figure3.16

Figure3.17

Figure3.18

Figure3.19

Figure3.20