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Faculty of Design
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BACHELOR'S THESIS

on the topic:

Redesign of the corporate style of a Chinese brand “Jinan Baliqiao Convenience Market”

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ABSTRACT

As modern consumers increasingly demand for shopping environments and experiences, many traditional convenience markets are gradually showing competitive disadvantages against modern supermarkets and e-commerce platforms due to problems such as aging facilities and lack of specialties. In today's fierce competition in the retail industry, traditional food markets are facing great challenges from supermarkets and e-commerce.

The purpose of this design is to investigate the existing problems in the current market visual image design and conduct an innovative research on the visual image of vegetable markets. The redesign of Baliqiao convenient market will improve the overall image and function of the market through the improvement of the visual design and environmental optimization of the traditional old market, which will significantly improve the shopping experience of consumers and increase the economic benefits of the market, and further promote the inheritance of social and cultural values.

This design completed the brand image design of “Baliqiao Vegetable Market”, illustration design, logo design, poster design, main visual design, visual guide design and other extended design. The design focuses on establishing the brand image of Baliqiao Food Market and launching activities to promote Baliqiao Food Market, aiming to attract target consumers. Aiming to not only satisfy consumers' basic needs for affordable, safe and fresh products, but also working to improve their nutritional awareness and aesthetic sensibilities, thus meeting higher-level growth and aesthetic needs.

Key words: visual innovation design, convenience market, brand image design, vegetable market, fruits and vegetables, guide design

CONTENT

ABSTRACT	4
INTRODUCTION.....	7
Chapter I Source of Selection.....	10
1.1 Background of the selected topic	11
1.2 Purpose and significance of the topic	12
1.3 Current status of visual innovation research in food markets at home and abroad	13
1.3.1 Domestic status	13
1.3.2 Status abroad	14
1.4 Selection of research topic and research methodology	16
Summary of the chapter I.....	17
Chapter II Research For The Selected Topic.....	19
2.1 Online research.....	19
2.2 Questionnaire survey.....	20
2.3 Field research	20
2.4 Summary of issues	21
2.5 Design Positioning	22
2.6 Core concepts	255
Summary of chapter II	27
Chapter III Design Process And Results.....	29
3.1 Brand Identity Design for Baliqiao Convenience Market	30
3.1 .1 Logo and typography conceptualization	31
3.1.2 Logo and font design finalized.....	32
3.1.3 Logo use specification.....	33
3.1.4 Standard Color Selection.....	34
3.2 Illustration Design	34
3.2.1 Illustration Main Visual Extension	34

3.2.2 Illustration Sticker Pack Extension	35
3.2.3 Illustration cell phone interface design	35
3.3 Science popularization brochure design	35
3.4 Event Poster Design	35
3.4.1 Poster design for the “Come and Get Your Groceries” campaign	36
3.4.2 Poster design for the “Friends for Dinner” campaign.....	36
3.5 Visualization design	39
3.5.1 Market shopping guide map design	37
3.5.2 Activity guide map design	37
3.5.3 Logo design for guide system	37
3.5.4 Signage and Landmark Design	38
3.6 Fruit and Vegetable Fresh Packaging Design	38
3.7 Derivatives and peripheral product design.....	39
Summary of chapter III	40
1. Logo design	40
2. Illustration Design	41
3. Visualization design	41
Conclusion.....	42
Reference.....	44
Annex.....	51

INTRODUCTION

Relevance of the study. Convenience markets play an irreplaceable role in the daily life of city and town residents, not only providing the necessities of life, but also demonstrating the truest community style of the city. Nowadays, shopping in food markets has become part of young people's consumption outlook, and is no longer just the preserve of the elderly. Compared to supermarkets, where prices are fixed, food markets offer more value for money and allow for bargaining, making them more popular with young people. As modern consumers' demands for shopping environments and experiences continue to rise, many traditional convenience markets are gradually revealing themselves to be out of step with modern supermarkets and e-commerce platforms due to problems such as ageing facilities and serious homogenisation. In the fierce competition in the retail industry, traditional food markets will face great challenges from supermarkets and e-commerce.

This shift is not only due to the ability of food markets to provide more affordable goods, but also because of their unique shopping experience. Problems with visual identity and service experience in traditional convenience markets, such as unclear logo design, lack of guidance systems and zoning, and outdated advertising and campaign design, make it difficult to attract young consumers. The advantages of modern supermarkets and e-commerce platforms in terms of brand image and service experience make it necessary for traditional vegetable markets to make corresponding improvements in order to maintain an edge in competition.

In addition, the community interaction and human touch demonstrated by vegetable markets are also important factors in their appeal to young people. In the face of such changes, convenience markets need to enhance their competitiveness through measures such as updating facilities, optimising services and innovating brand images. Through renovation in keeping with the times,

convenience markets can not only meet the needs of modern consumers, but also pass on and carry forward the traditional community culture.

Research Purpose. The purpose of this design is to redesign the Baliqiao convenience market, to improve the overall image and function of the market through visual design innovation and environmental optimization of the traditional old vegetable market, which in turn affects the shopping experience of consumers and the economic performance of the market, and promotes the inheritance of social and cultural values.

Research objectives:

1. Purpose of topic selection.
2. Case Study of Brand Image Evolution and Innovation in Chinese Vegetable Markets.
3. Conducting fieldwork and online questionnaire distribution at Baliqiao Market to summarize the issues and propose a research methodology.
4. Based on the specific research and audience demographics of the Baliqiao convenience market, we chose the right elements and colours for the redesign. Based on the specific research and audience demographics of the Baliqiao con.
5. Innovative re-branding of the Baliqiao convenience market.

Research Topic (Theme). Redesigning the visual image of the Baliqiao convenience market.

Research Object: The research focuses on the standardised functional zoning of the Baliqiao convenience market, the upgrading of the guide, the visual image change and the creation of a brand effect.

Research Method. The work adopts the following theoretical and special research methods: Analyse the literary sources and normative literature on the research topic, combine with Maslow's Hierarchy of Needs Theory to analyse the data after the research on the Baliqiao convenience market, compare and contrast with the same type of market renovation to analyse and generalise, compare the research, and study and learn from it. Use Photoshop, Adobe Illustrator, Adobe

After Effects and other design software to adopt visual design method. Combining semiotic theory and brand identity theory to design it.

Elements of Scientific Novelty- This study contributes to the further development of the interior design of inclusive kindergartens to meet the new demands of the modern society. The modern experience of interior design of such institutions is analysed.

Elements of Scientific Novelty. This design explores the innovation of the visual image of the Baliqiao convenience market, based on brand identity theory, semiotics and semantics, consumer behaviour theory, etc. Through literature research, survey research method, case study method and other research methods, it aims to improve the research idea and enrich the research content of this issue, so as to provide effective theoretical references for the subsequent research.

Practical significance. The traditional vegetable market can well inject new vitality into the traditional vegetable market through visual redesign, and establish a stronger connection with consumers through a unique image in order to enhance the position in the market competition. Innovative design of visual elements can improve the shopping experience of customers, and clear signs and guides allow consumers to quickly orientate themselves to their location. Through innovative visual design, old vegetable markets can be transformed into iconic community centres to showcase the uniqueness of urban markets and local cultural characteristics, aiming to satisfy the daily lives of residents while attracting tourists to come and hit the ground running, which not only increases the sales of the market, but also leads to promote economic development and cultural exchanges.

The design needs to be based on the historical background of the market, to ensure that the design programme is innovative and not detached from the actual needs of the market's daily life, etc. Through the redesign of the visual image of the Baliqiao Civil Market, it aims to enhance the attractiveness and competitiveness of the market itself, and to contribute to the heritage of the community's culture, and to the development of the economy.

Chapter I Source of Selection

1.1 Background of the selected topic

Pu-er tea has a long history and can be traced back to the Western Han Dynasty. In the primeval forest in ancient parts of southwest China, there were many wild camellia trees, and the local residents made a green tea from its leaves, namely today's Pu' er raw tea. Later, some people tried to improve the stacking, pressing, fermentation and other processes, creating a new style of Pu 'er ripe tea and Pu' er raw tea.

In Chinese tea culture, Pu-er tea is considered as a kind of medicinal tea, which is often used for health care functions such as relieving heat, clearing stomach, clearing dampness, and lowering fat.

Traditional culture needs to be inherited and transformed into a way that modern young people can accept and continue to develop. Otherwise, culture is culture and commodities are commodities, and cultural commodities and commodity culture will be extremely separated, which is also one of the purposes of creation.

In a word, Pu 'er tea, as an indispensable part of Chinese traditional culture, Pu' er tea plays an important role in historical inheritance and cultural legend. It not only represents the art of the Chinese people's pursuit of natural harmony and inner peace, but also is an important part of social etiquette. Through continuous innovation and development, Pu 'er tea still maintains its unique charm in today's society, and has won wide recognition and love from consumers at home and abroad.

1.2 Purpose and significance of the topic

The main idea of this design is to redesign the Baliqiao convenient market, through the traditional old vegetable market in the visual design improvement and environmental optimization, to enhance the overall image and function of the market, and then affect the consumer's shopping experience and the economic performance of the market, to promote the inheritance of social and cultural values.

Theoretical significance: This design explores the visual image innovation aspect of Baliqiao convenience market, based on brand identity theory, semiotics and semantics, consumer behavior theory, etc. Through literature research, survey research method, case study method and other research methods, it aims to improve the research idea of this issue, enrich the research content of this issue, and provide effective theoretical references for the subsequent research.

Practical significance: the traditional vegetable market can well inject new vitality into the traditional vegetable market through visual redesign, and establish a stronger connection with consumers through a unique image in order to enhance the position in the market competition. Innovative design of visual elements can improve the shopping experience of customers, and clear signs and guides allow consumers to quickly orient themselves to their location. Through innovative visual design, old vegetable markets can be transformed into iconic community centers to show the uniqueness of urban markets and local cultural characteristics, aiming to meet the daily lives of residents while attracting tourists to come and hit the ground running, which not only increases the sales of the market, but also leads to promote economic development and cultural exchanges.

This design requires us to study the historical background of the market, ensure that the design is innovative and creative while not detaching from the actual needs of the market's daily life, etc. By redesigning the visual image of Baliqiao Civil Market, we aim to enhance the attractiveness and competitiveness

of the market, and to contribute to the community's cultural heritage, economic development, and so on.

1.3 Current status of visual innovation research in food markets at home and abroad

By analysing relevant studies at home and abroad, the research of this design can provide methodological references and lessons to enhance the scientificity and accuracy of the research.

1.3.1 Domestic status

As the state of economic development continues to improve, the visual image of domestic vegetable markets can be broadly categorised into two types: traditional old vegetable markets and standardised vegetable markets. Vegetable markets are often located in urban population centres or transport hubs, which can reflect the living standards of residents and the development level of a city. In addition, vegetable markets are not only trading places for fresh food such as vegetables, fruits, meat and eggs, but also carry certain humanistic connotations and the emotional belonging of the residents in the process of continuous development and change (Wang, 2023). With the development of China's economy and government support, in order to solve the dirty and poor environment of the early vegetable markets as well as food hygiene and safety, the state implemented the project document of standardised vegetable market demonstration, and some cities across the country began to carry out the pilot work of standardised vegetable markets. In April 2018, after China's Ministry of Commerce issued the Guiding Opinions on Accelerating the Construction of Urban and Rural Convenient Consumption Service Centres, it was mentioned that China's current stage the need to improve the functional configuration of existing local community facilities such as vegetable markets and accelerate

their image transformation (Chao, 2022). Most of the old traditional vegetable farms have been upgraded and replaced after a large-scale image renovation based on food hygiene and safety supported by the national government was fully implemented. Nowadays, large-scale, unified and standardised vegetable markets have become the mainstream form of most vegetable markets in China. Although the solution to the problem of environmental health, but in the visual image point of view, there is a serious homogenisation, the lack of market unique fireworks and local local characteristics of the problem. Vegetable market is not only a basic service facility for the people of the country, but also as an important part of the market culture, it carries the social function of inheriting the local characteristics of folk culture and enhancing the emotional exchange of social groups.

In recent years, due to the development of the Internet and globalised society and economy, more and more young people are willing to pursue an aesthetic life, which in a way triggered a wave of aesthetics of life. ‘All life can be aesthetised’, and aesthetics of life is a spiritual demand based on the full satisfaction of contemporary material life (Zihan, 2022). Therefore, some vegetable markets in Shanghai, Hangzhou and other cities have taken the lead in visual innovation design.

In the existing studies, the majority of vegetable market optimisation and innovation designs are homogeneous, for example, in the visual design transformation of Shuangta Market mentioned by Yanfang Wang in the ‘Semiotics of Traditional Vegetable Markets before and after Transformation’, it is mentioned that the graphic design of Shuangta Market adopts the ancient traditional commercial digital form of the Suzhou folklore, namely the Suzhou code. --The graphic design of the bazaar uses the traditional commercial digital form of Suzhou, which is an ancient folk form of commercial numbers, and extracts the strokes of the characters from the flower codes of the early years, and highly condenses the veins of the traditional calligraphic fonts into the artistic shape of the ‘Twin Pagodas’ for the design of the bazaar's logos. The

graphic design of the bazaar is inspired by the woodblock prints of Suzhou's Peach Blossom Woodblock New Year's Paintings, and the colours of the Peach Blossom Woodblock New Year's Paintings are chosen as the red, willow and green colours of the soft and peaceful paintings, which create a colourful and unique visual mechanism for the bazaar that adheres to the traditional culture as well as a modern compositional approach. The fusion of traditional colours and geometric shapes creates a new form of traditional colour decorative symbols in graphic poster design, which demonstrates the distinctive regional style, enriches the commercial value of the products, reveals the unique cultural connotations of the place, and is an inheritance and innovation of the traditional way of life and culture (Wang, 2023). The case study of market transformation and the design ideas and aesthetic significance of redesigning the visual image of traditional markets are analysed.

1.3.2 Status abroad

Foreign food markets have also been evolving for a long time, and most designers have devoted their energy to this aspect and designed with higher requirements. For example, (Higgins, 2009) suggests that traditional farmers' markets should be reformed step by step according to consumers' preference for vegetable markets, so as to make them have a certain mass base in the urban areas, increase the flow of customers, and activate the vitality of the old cities; (Mumford, 2005) mainly researches and analyses the design and renovation of the traditional vegetable markets in the city from the perspective of urbanization development; (Wu, 2020) in the 'Design of Traditional Vegetable Markets in the City', the design of traditional vegetable markets in the city has been analysed. According to (Wu, 2020) in the 'Study on the Renewal Design of Community Vegetable Markets', from the 12th century onwards, with the development of urbanisation and economy in Europe, bazaars have been rapidly emerging in the whole of Europe, but with the emergence of transportation and refrigeration

technology, ‘one-stop’ shopping seems to be more in line with people's needs. ‘shopping seems to be more in line with people's shopping needs, and since 1976, the concept of green markets has emerged and continued to develop in the United States, aiming to introduce fresh local produce to cities while protecting suburban farmland. Comprehensive foreign case studies can be concluded that the development of foreign food markets is inextricably linked to economic development and urbanisation, with the development of cities eliminating old food markets. However, as the economy continues to develop, the demand for fresh and affordable vegetables and fruits has led to the rise of green markets. Therefore, there is still a traditional market can be retained through the visual image of the redesign to attract consumers in the city to come to shopping in order to stimulate the city's economy, through the characteristics of the visual image of the market to drive the revival of the old city economic innovation. For example, in Turkey, Beşiktaş urban food market renewal and local development are inseparable. The mayor promoted the development of the local fish market by gradually adding functional facilities and introducing art installations and activities to promote good interaction with the surrounding community (Wu, 2020).

The majority of existing research has focused on optimising the visual branding of traditional food markets, for example (Chao, 2022), in his study on designing an approachable brand image, mentions that Osaka, Japan, built the first urban food market for fresh food, and the subsequent opening of a branch in Shanghai's Sun Palace, whose existence effectively facilitates the purchasing needs of residents in urban centres, with a full range of fruits and vegetables from raw meat to vegetables. from raw meat to fruits and vegetables. As it is a cross-border association between MUJI and the vegetable farm, the image style of the vegetable farm was designed from the very beginning to carry on MUJI's brand concept of ‘quality without a trademark’. The simple and elegant colours neutralise the visual fatigue brought about by excessive colours; the large, clear and simple characters are easy to read; and the indoor environment constructed

from natural wood demonstrates the farm's pursuit of being close to nature and returning to the essence of the farm, thus allowing consumers to gain a minimalist aesthetic experience of returning to the basics.

1.4 Selection of research topic and research methodology

Baliqiao convenient market brand image innovation design of this topic needs to deeply understand the people in their daily lives for the market needs, based on which the development of the design is bound to go into the lives of the masses, to explore how to apply the brand visual image innovation to the actual, to improve the efficiency of people in the shopping at the same time to improve the cognitive needs and aesthetic experience.

(1) Literature Research

Read a lot of literature related to this proposition, understand and master the traditional market visual redesign and actual performance, and find related design works. Through the study of existing literature, understand the traditional market visual innovation strategy and the current situation at home and abroad, collect relevant journals and monographs as well as network literature, summarize, organize, classify and analyze the information.

(2) Investigation and research method

Through going to Baliqiao convenient market field investigation and research, checking the information, issuing online questionnaires, interviewing market personnel, to understand the market demand, so that the visual image innovation and the actual combination of life, the design of a more accurate positioning.

(3) Case study method

Analyze and generalize through the existing visual innovation transformation of the old market, comparative study, learn to draw on the expression of innovation and cultural retention in their design, difference analysis, grasp the cultural characteristics of the existing design, and carry out the design

ideas of this proposition more rationally. Compare and analyze the relevant design strategies at home and abroad with regard to the practical application, and learn from their successful experiences and failed lessons. Through the comparison and selection to come up with the best program that is more suitable for the visual image design of Baliqiao convenient market.

(4) Visual Design Method

Adopting the visual design method, the brand image of Baliqiao Bien Min Market is designed through hand-drawing and computerized drawing by combining the collected information and visual elements, so as to improve the user experience and strengthen the effect of information transmission through specific visual elements.

Summary of the chapter I

1. Convenience markets are an important part of the lives of people in cities and towns, providing essential goods and reflecting the character of the community. As young people are increasingly inclined to choose food markets for their cost-effectiveness and bargainability, these markets are now facing homogenisation due to old facilities and lack of innovation. At the same time, traditional markets are struggling to compete with modern supermarkets and e-commerce in terms of visual and service experience, and are facing strong challenges from these emerging shopping methods.

2. Theoretical and practical aspects summarise the significance of the research. This project redesigns the Baliqiao convenience market through visual design and environmental optimisation to enhance its image and function, market vitality and customer experience. Taking into account brand identity theory and consumer behaviour, the study aims to strengthen the connection between the market and consumers, transforming the market into a community centre with local characteristics and promoting economic and cultural development. The design needs to integrate market history and real needs to enhance competitiveness.

3. By analysing relevant studies at home and abroad, this design study can provide methodological references and lessons to enhance the scientificity and accuracy of the study.

4. The visual innovation design of Baliqiao convenient market needs to be closely integrated with the people's living needs, and explore how to integrate brand image innovation into practical applications, so as to improve shopping efficiency and consumers' cognitive and aesthetic experience. In this regard, the design team should adopt diversified research methods to ensure that the design not only meets the actual needs, but also highlights the brand characteristics of the market. Market Redesign Consumer Needs.

Chapter II Research For The Selected Topic

2.1 Online research

Data shows that China's fresh food retail market will exceed RMB 5 trillion in 2020, with the vegetable market accounting for more than half of the fresh food retail channel. The expansion of fresh food retail scale helps drive the expansion of vegetable market scale. As of 2019, there were 39,397 vegetable markets in China, of which those with a transaction value of more than 100 million yuan accounted for 3.6%. The retail scale of China's vegetable market in 2020 was 3,081 billion yuan, a year-on-year increase of 2.9% (see Figure 2-1).

With a trillion-dollar market size, the fresh food industry is China's basic consumer goods industry. In recent years, its growth trend has been stable. Fresh products such as fruits and vegetables, meat, poultry and eggs are characterised by high-frequency and high-demand consumption. At present, the purchase frequency of fresh food in China is about 3 times a week, higher than the global average of 2.5 times. It is a necessary consumer product for national life. Euromonitor data shows that the total domestic fresh food retail market reached 4.98 trillion yuan in 2019, a year-on-year growth of 5%. In 2020, the market size exceeded 5 trillion yuan, with a compound annual growth rate (CAGR) of 4.6% from 2014 to 2020, showing a steady growth trend.

From the perspective of fresh food retail channels, food market is the largest fresh food retail channel, and China's food market fresh food retail accounted for 56% of the overall fresh food retail in 2020. From the perspective of different levels of cities, the share of fresh food retail in vegetable markets in Tier 1 and Tier 2 cities is relatively low, the share of fresh food retail in vegetable markets in Tier 3 cities reaches 59.6 per cent, and the share of fresh food retail in vegetable markets in Tier 4 and below cities reaches 69.1 per cent (see Figure 2-2) (Muyun Sun, 2021).

2.2 Questionnaire survey

The questionnaire designed for young consumers, after 157 people filled in the questionnaire, it was concluded that 35.67% of the people usually buy fruits and vegetables through the market, compared with online purchase, large supermarkets and community supermarkets accounted for a larger proportion, and 66.24% of the people think that the brand of the traditional food market is ordinary, not new. After the three design styles were given, the number of people who chose a design with creative personalization accounted for 87.9% of the vast majority. When asked if they supported the visual identity renewal of vegetable markets and whether it would affect the shopping experience, 50.32% chose to support a certain impact. For the development of market activities, a question was set in the questionnaire on how the market should utilize social media for publicity, and it was concluded that 85.99% of the consumers would like the market to publicize the market by posting life tips. According to the above survey data, we understand that in targeting young groups, it is necessary to carry out creative personalized redesign of the visual image of the vegetable market to carry out creative science activities around the brand. See attachment figure2.1.

In the process of questionnaire research, there are also some results and the expected results have some deviation, for example, in the question of the core willingness of consumers, 47.13% of the people chose the freshness of the product, while the consumption environment accounted for 22.93%. in the question of 'the most important core willingness to pay attention to the consumption environment', good hygiene accounted for 45.22%, convenient transportation and clear space layout accounted for 35.67%, while only 26.75% of beautiful appearance and image. In the question of 'the most important core willingness of the consumer environment', good hygiene accounted for 45.22 per cent, convenient transportation and clear space layout accounted for 35.67

per cent, while only 26.75 per cent of the aesthetic appearance. Therefore, it is concluded that consumers pay more attention to hygiene and freshness than aesthetics.

Other questions were set to understand what consumers wanted from the visual innovation design of the Bali Bridge convenience market. For example, ‘What do you think is the most important element of the market's visualisation system?’ and ‘What do you think is the most important aspect of the visual identity update that should be improved?’ etc. 42.04% of the consumers thought that the most important element of the navigation system was the detailed zoning, and that updating the visual identity system was the most important aspect that should be updated.

2.3 Field research

At present, most of China's vegetable markets in the experience of standardized vegetable market reform, food hygiene and safety aspects of very few problems, but the emergence of standardized vegetable markets accompanied by serious homogenization of the problem, in the Internet without leaving the home of the network era is not only the competition with the traditional superstore, but also added a network of e-commerce competition pressure. Therefore, we conducted field research on the Baliqiao vegetable market, we learned that the scale of the Baliqiao vegetable market is very large, the variety of goods is very complete, there are many merchants market internal competitiveness, so that the household ingredients are neatly arranged, the price is lower and very fresh. In terms of transportation, Baliqiao food market is close to the subway entrance, the transportation is very convenient. There are many residential areas in the surrounding area, and the mobility of consumers is high. In the morning and evening peak hours of food shopping, because of the large number of merchants, consumers are crowded, the market is often congested, the problem of indiscriminate parking of vehicles, greatly reducing the efficiency of

shopping. Brand visual image, in the field observation, found that Baliqiao food market does not have a perfect brand visual image and market guidance system, there is no clear category zoning, often see the meat stalls and fruit stalls side by side selling. Baliqiao vegetable market is the existence of a parking lot, and most consumers do not know where the parking lot, vehicles parked in the market intersections, the market lack of visual guide. Product packaging, Baliqiao food market does not have a unified packaging design, but the most primitive plastic bags. At the same time, many merchants' price tags are mostly handwritten on foam boxes and carton boards, lacking visual recognition. Therefore, Baliqiao Food Court has high room for improvement in brand image design, guide system and packaging design. See attachment figure2.2.

2.4 Summary of issues

The data from the online research found that consumers are increasingly concerned about the freshness and quality of vegetables, and are no longer satisfied with just the traditional basic survival needs, but are pursuing a higher level of satisfaction. This trend requires the corresponding visual design to keep up with market changes and consumer expectations. According to the questionnaire survey, most of the young people think that the existing brand image of vegetable markets is too old and tend to support creative and personalised design. Therefore, it is particularly important to carry out innovative design for the visual image of vegetable markets and carry out creative science-based activities.

Based on the data from the preliminary online research, this study conducted a field research on the Baliqiao convenience market and found that there are significant deficiencies in its visual design. Specific problems include the lack of logo design, the absence of a guide system and zone division, and the lack of creative elements such as illustrations, posters and the main visual of activities. These problems not only affected the shopping experience of

consumers, but also weakened the overall image and competitiveness of the market.

During the field research, we found that the logo design of the Baliqiao Convenience Market was quite outdated, making it difficult to attract the attention of modern consumers. The guidance system in the market lacks clear instructions, resulting in customers often feeling confused and inconvenienced during the shopping process. In addition, visual elements such as illustrations and posters are hardly used in the market to create a shopping atmosphere, and no creative activities are organised to attract more customers. Together, these factors contribute to the market's lack of vitality and its difficulty in competing with modern supermarkets and e-commerce platforms.

To address these issues, we proposed a series of innovative design solutions. Firstly, we will redesign the market's logo to make it more modern and creative. Secondly, we will establish a comprehensive visual guide system to help customers shop more conveniently through clear zoning and signage. In addition, we will introduce illustrations and posters with regional characteristics and modern artistry to enhance the visual appeal of the market. Finally, we plan to organise creative science-based activities on a regular basis to increase the popularity of the market and customer satisfaction through interaction and education.

Through these measures, we not only hope to improve the visual image and shopping experience of the Baliqiao convenience market, but also aim to enhance the market's brand value and competitiveness so that it can better meet the increasing demands of consumers. Our ultimate goal was to turn Baliqiao Shopping Centre into a traditional and modern shopping destination, attracting more young shoppers and contributing to the market's sustainable development.

2.5 Design Positioning

The main target audience for the branding innovation of the Baliqiao convenience market is the younger generation who are increasingly returning to their daily lives and gradually integrating into society. These young people are gradually living independently from their parents' shelter, and their demand for food markets is gradually increasing. At the same time, they have high demands on the shopping environment, not only pursuing practicality, but also wanting to have a good experience during the shopping process.

These young people are usually at the forefront of trends and have a keen insight into fashion and fashion trends. They have diversified aesthetic concepts and love novel, personalised and creative designs. Therefore, brand identity innovation in food markets not only attracts these young consumers, but also enhances the overall appeal of the market by catering to their aesthetics and lifestyles.

In order to meet the needs of this target group, the Baliqiao convenience market focuses on combining modern design elements with traditional cultural features in the process of brand image innovation. By introducing a stylish, colourful and creative visual design, the market hopes to provide young consumers with a shopping environment that is both vibrant and culturally rich. At the same time, the market will retain its original functional attributes while innovating to ensure that it meets the needs of customers of different ages and spending habits.

Specifically, the market will be redesigned in terms of signage, signage, advertising posters and overall environment decoration to create a modern, convenient and friendly shopping environment. For example, the logo design will incorporate modern geometric shapes and traditional calligraphy elements, while the navigation system will adopt a clear and intuitive design style to make shopping routes more transparent. The advertising posters will make use of

illustrations and bright colours to convey the concept of fresh, healthy and stylish living.

The market also plans to organise a variety of creative events and themed market days to enhance its connection with young consumers through interactive and experiential activities. For example, organic fruit and vegetable bazaars, cooking workshops and healthy eating seminars will be organised so that customers can not only buy fresh ingredients, but also participate in interesting activities to increase the fun and meaning of shopping.

All in all, the branding innovation of the Baliqiao Convenience Market aims to create a shopping space with traditional flavour and modern aesthetics to attract the younger generation of consumers. At the same time, the market will also take into account the needs of other audience groups to ensure that all customers can find satisfactory products and a pleasant shopping experience here. Through these endeavours, the market not only hopes to enhance its own competitiveness, but also looks forward to bringing a higher quality of life and richer cultural content to the community.

2.6 Core concepts

This design plan combines convenient shopping with innovative visual image, using various kinds of fruits and vegetables fresh from life as materials, bringing people a convenient and efficient shopping experience while satisfying the ornamental. Along with the booming economy, according to Maslow's Hierarchy of Needs Theory, people's demand for vegetable markets is no longer limited to the basic need of buying affordable, safe and fresh products, but gradually moving towards a higher level of growth needs. Nowadays, consumers not only want to be able to buy high-quality ingredients, but also want to gain knowledge and beauty in the shopping process. For example, to improve their nutritional knowledge through vegetable science, thus satisfying their cognitive

needs; to feel the visual pleasure in a beautiful shopping environment to satisfy their aesthetic needs.

The goal of this design is to create an innovative, energetic and warm brand image. Firstly, the overall image of the market was refreshed through a unified and creative brand visual design. The logo, colours, fonts and patterns will be designed to blend modern fashion with traditional elements to create a unique and appealing visual effect. Secondly, functional packaging and navigation systems will be carefully designed to enhance the efficiency of information delivery and customer shopping convenience. These designs will not only help customers find the products they need easily, but also enhance their shopping experience.

In addition, to cater for consumers' pursuit of higher-level needs, we plan to enhance the attractiveness of the market through a rich variety of cultural promotions and activities. For example, a science corner will be set up in the market to display nutritional knowledge and healthy recipes for various types of vegetables and fruits to help customers enhance their health awareness. At the same time, regular thematic activities, such as produce exhibitions, cooking competitions and health talks, will not only provide customers with opportunities for interaction and learning, but also enhance community cohesion.

To create a warm and welcoming market atmosphere, we will also focus on detailing and landscaping. The market will be decorated with warm colours and natural materials to create a comfortable and pleasant shopping environment. By arranging greenery, flowers and art installations in all corners of the market, customers will be able to feel the natural atmosphere and cultural ambience during the shopping process.

In conclusion, this design aims to enhance the overall image of the vegetable market and the shopping experience of consumers through innovative brand vision and functional design. Through these efforts, we hope to not only enhance the effectiveness of the brand, but also satisfy consumers' needs for

knowledge, aesthetics and interaction, creating a market environment that is both vibrant and welcoming. This will not only enhance the competitiveness of the market, but also provide consumers with a higher quality of life experience.

Summary of chapter II

1. Research online data analysis concluded that the convenience market market size growth, the importance of food markets, food markets as the main channel, consumers to the food market to buy high frequency, the development potential is good. Impact of visual image design in convenience markets

2. Online research questionnaire issued to consumers concluded that for young consumers Baliqiao convenience market visual innovation is necessary. However, compared to the visual aesthetics consumers care more about market hygiene and freshness of fruits and vegetables, which is the biggest advantage of Baliqiao market.

3. The field study of the Baliqiao market concluded that the brand image design, visual guide system and packaging design of Baliqiao market have significant potential for improvement.

4. For the Baliqiao market, all the findings were analysed and targeted solutions were proposed. Consumers' concern for the freshness and quality of vegetables has gone beyond the traditional needs and pursued a higher level of satisfaction. Therefore, the visual design needs to be in line with the current market tone. The questionnaire survey shows that most young people think the existing vegetable market brand image is old and prefer to support creative personalised design. Therefore, the visual image innovation and creative popularisation activities of vegetable markets are particularly important. The field study found obvious deficiencies in their visual design, including the lack of logo design, the absence of a navigation system and zoning, and the lack of innovation in illustrations, posters and the main visual of activities. These

problems not only affect consumers' shopping experience, but also weaken the overall image and competitiveness of the market.

5. This design plan combines convenient shopping and innovative visual image with a variety of fruits and vegetables and fresh produce to enhance the shopping experience. According to Maslow's Hierarchy of Needs Theory, people's needs for vegetable markets have gone beyond basic needs to higher levels, such as acquiring knowledge of vegetable nutrition and aesthetic experience. The design aims to create an innovative, energetic and warm brand image, enhancing brand effectiveness and information transfer efficiency through a unified and innovative brand visual and functional packaging guidance system. At the same time, through rich cultural promotion and activities, it meets the higher level needs of consumers and shows the brand vitality and the warm atmosphere of the market.

6. The young group is gradually living independently, with high demand for food markets and a demanding shopping environment. They are in the front of the trend, understand the fashion trend and have diversified aesthetics. The brand innovation of vegetable market can attract this kind of people, while retaining the functional attributes to meet the needs of other audiences.

Chapter III Design Process And Results

3.1 Brand Identity Design for Baliqiao Convenience Market

When designing the brand identity for the Baliqiao convenience market, we explicitly focused on young consumers as the main target group, and sought to attract their attention through innovative design concepts and elaborate marketing campaigns. This group not only seeks safe and fresh products, but also wants to gain knowledge and satisfy aesthetic needs during the shopping process. Therefore, in the process of brand image design, we not only consider the consistency of the brand, but also focus on enhancing the uniqueness and core competitiveness of the brand through the development of colourful campaigns and creative activities.

Firstly, in terms of brand image design, we have designed logos, packaging and advertising and promotional materials with a modern and artistic sense, taking into account modern young people's pursuit of fashion and innovation. Through simple and bright colour matching and creative pattern design, the brand image conveys the safety and freshness of the product as well as the fashion and vitality of the market. This not only pleases consumers visually, but also subconsciously enhances their sense of identification with the brand.

Secondly, we pay special attention to the combination of knowledge dissemination and aesthetic experience. We have set up a number of scientific displays in the market to introduce in detail the nutritional value and cooking methods of various fruits and vegetables, so that consumers can learn relevant knowledge while purchasing. These displays not only enrich the shopping experience, but also raise consumers' health awareness. In addition, through beautiful illustrations and infographics, we convey complex information to consumers in a concise and intuitive manner, so that they can feel an immersion in culture and knowledge while shopping.

To further enhance the attractiveness and competitiveness of our brand, we plan to organise various thematic events on a regular basis, such as healthy eating seminars, on-site cooking demonstrations, and exhibitions and sales of organic products. These events not only attract more consumers to come and participate, but also enhance brand affinity and consumer loyalty through interaction. At the same time, we actively publicise these activities on social media and online platforms, using modern means of communication to expand the brand's influence, so that more young people will understand and pay attention to the Baliqiao Convenience Market.

In short, by incorporating the needs and preferences of modern young consumers into our brand image design, we not only enhanced the overall image of the market, but also strengthened the uniqueness and core competitiveness of the brand through a series of creative activities and knowledge dissemination. This comprehensive design and marketing strategy aims to provide consumers with a safe, fresh, knowledgeable and aesthetically pleasing shopping experience, making the Baliqiao Convenience Market an integral part of their daily lives.

3.1 .1 Logo and typography conceptualization

During the initial logo design process, we considered how to design a simple, recognizable and extendable logo that could also well show the image characteristics of Baliqiao convenient market. Our design was inspired by the combination of local culture and natural elements. Through preliminary field research, we extracted the two greenhouses in the market as one of the most characteristic elements of the local market, and then geometrically extracted the common shapes of vegetables and fruits in the market, and then designed the outline of the greenhouses to produce the sketch of the logo. In terms of fonts, Aa thick black with a certain sense of design was chosen as the basis for the redesign, and the strokes of individual fonts were simplified with reference to

the hyphenation in calligraphy, so as to express a friendly and cozy brand image through smooth and free fonts. See attachment figure3.1.

3.1.2 Logo and font design finalized

The logo design is finally presented in a combination of text and logo. The elements extracted from the market shed and fruits and vegetables are geometrically transformed into a curve consisting of a semicircle and a quarter-circle, and the combination of the logo and “Baliqiao Vegetable Market” is designed in an up-and-down manner, presenting the protection of food safety for the consumers at Baliqiao Vegetable Market, and at the same time, flexible font design conveys the image of a friendly, approachable and trustworthy market. At the same time, the flexible typography conveys a friendly, approachable and trustworthy image of the market. These symbols and visual elements can establish an emotional connection and cognitive impression in the minds of consumers, enhancing brand recognition and memory. In addition, a text-only logo was additionally designed in consideration of its application in different scenarios. This design enables the logo to clearly convey the brand image and value proposition in different media and environments, and enhances the stability and consistency of the brand. In terms of color, in order to showcase a vibrant and fresh vegetable market, a combination of fresh blue (C:75% M:46% Y:0% K:0%) and vibrant yellow (C:10% M:4% Y:86% K:0%) was chosen to be used. See attachment figure3.2.

3.1.3 Logo use specification

In order to standardize the reasonable use of signs in different scenarios, a separate set of standard mapping and no-trespassing ranges for signs has been produced. See attachment figure3.3.

3.1.4 Standard Color Selection

Because the brand audience is aimed at young consumers, the standard color selection is bright, vivid with strong visual impact of blue (C:75% M:46% Y:0% K:0%) yellow (C:10% M:4% Y:86% K:0%) flesh (C:4% M:21% Y:34% K:0%) and green (C:27% M:8% Y:58% K:0%), respectively, representing the freshness of the product, brand vitality, environment warmth and food safety. , respectively, representing product freshness, brand vibrancy, a welcoming environment, and food safety. See attachment figure3.4.

3.2Illustration Design

With the wide variety of goods available in food markets, illustration design becomes an effective way of categorising them, helping consumers to identify and select what they need more easily. By combining flat geometric shapes with gradient texture, illustration design can succinctly and accurately summarise the characteristics of fresh vegetables and fruits, making them clearer and easier to understand. Specifically, the illustration design provides a detailed categorisation of the 100 types of fruits and vegetables commonly found in the market, which are divided into four main categories: vegetables, fruits, meat and seafood.

During the design process, the illustration focuses on restoring the original appearance of the food, enabling consumers to quickly identify each item through the use of easily recognisable colours and shapes. This simple and intuitive design not only improves the efficiency of accessing product information, but also optimises the overall shopping experience. Consumers can quickly find what they need through intuitive visual cues while shopping, thus improving shopping efficiency.

In addition, the illustration design also enlarges and exaggerates the details of the original ingredients. For example, illustrations of certain seafood products will particularly highlight their external features, making these products more recognisable. This design method not only enhances the visual appeal of the product, but also makes consumers notice details that might otherwise be overlooked, so that they can have a more comprehensive understanding of the product.

Through this innovative illustration design, it not only enriches the visual effect of the market, but also enhances the shopping experience of consumers. Consumers are not only able to quickly identify the product during the purchase process, but also learn more about the features and details of the product through the illustration. Overall, this design approach effectively combines information transfer, aesthetic experience and shopping efficiency, injecting new vitality and creativity into the vegetable market.

In conclusion, the application of illustration design in vegetable markets is not only a visual innovation, but also a practical enhancement. It provides consumers with an intuitive way to classify products through clear and easy-to-understand graphics and colours, improving the shopping experience while enhancing the recognition and attractiveness of the products. In this way, food markets not only serve consumers better, but also enhance their brand image and competitiveness.

3.2.1 Illustration Main Visual Extension

The images used in the main visual KV of this design are original illustrations, which include the vegetable and fresh food categories. These illustrative images are linked to the brand image, symbolizing the vibrant vegetable farm, the warm atmosphere, and the fresh, safe goods. The content conveys the vegetable farm's May campaign, two events that last for the month

of May in typography. The combination of text, colorful illustrations and images with a sense of texture aims to stimulate consumers' emotional resonance with the brand, accurately convey the brand's message and value while providing effective visual support for brand image shaping and promotion, and injecting fresh vitality into the food court to attract consumers to come shopping. See attachment figure3.5.

3.2.2 Illustration Sticker Pack Extension

Illustration extension using the sticker package design, each sticker package is a dish required ingredients, such as a large plate of chicken sticker package contains a whole chicken, chicken legs, peppers, potatoes, onions, scallions, millet chili and other ingredients, in the brand activities consumers can participate in the activities to get the sticker packages, to be able to bring the brand closer to the distance between the consumer and the interesting design aims to attract the interest of consumers. See attachment figure3.6.

3.2.3 Illustration cell phone interface design

The interface design of the cell phone uses a combination of the results of the preliminary research, the use of life tips to promote the design of the weekly recipe interface for consumers to specify the weekly recipes to introduce the practice and ingredients in detail, to solve the problem of selection difficulties. The interface design uses the standard brand colors of blue and yellow as the main colors, combined with the color of the ingredients to assist in the design, aiming to accurately and clearly convey the information to highlight the brand's message and value. See attachment figure3.7.

3.3 Science popularization brochure design

Based on the data feedback from the pre-survey, most consumers expressed their wish to use more life hacks in the brand's social media campaigns. Therefore, we designed detailed science brochures for various types of fruits and vegetables. These brochures aimed to convey more practical life hacks, the nutritional value of ingredients, how to select quality ingredients, and the best way to cook to consumers. In this way, we not only satisfy consumers' thirst for knowledge, but also combine the aesthetics of life with science knowledge, providing rich and interesting content so that consumers can learn something new while enjoying their shopping.

In these science brochures, each type of fruits, vegetables and fresh produce has a separate introductory page detailing its nutritional content and health benefits. In addition, easy-to-follow life hacks are provided, such as how to store ingredients to maintain their freshness and ways to recognise quality ingredients. These are carefully designed with vivid illustrations and concise text to make the information easier to understand and remember.

To enhance brand awareness and impact, we incorporated the brand's visual elements into the design of the brochure to ensure it was consistent with the overall brand image. At the same time, we also utilised social media platforms to widely disseminate this science knowledge, attracting more attention and engagement through interesting and practical content. This not only enhances the interaction between the brand and consumers, but also makes the brand image more distinctive and deeper in people's minds.

Through this innovative approach to communication, we have succeeded in closely aligning consumers' expectations with their needs, not only providing them with a wealth of knowledge and practical advice, but also enhancing their sense of identity and loyalty to the brand. Overall, this strategy not only enhanced the brand's competitiveness in the market, but also established a professional and trustworthy image in the minds of consumers, laying a solid foundation for the brand's long-term development! See attachment figure3.8.

3.4 Event Poster Design

The event poster was designed to promote two events in May to attract target consumers and increase brand awareness through event promotion. Visual design, the use of strong visual impact of the color at the same time add texture sense of the image and the Baliqiao convenient market brand overall image design unity, the poster through the eye-catching main title text positioning activities theme, conveying the brand activities for consumers to provide knowledge and aesthetic needs of the core concept, to emphasize the consistency of the brand image and communication strategy. In terms of layout, the four posters adopt a grid-format composition, dividing the layout by a grid so that the various visual elements, clearly organized and prioritized, are laid out in an orderly manner in a layout, aiming to achieve clarity, regularity, and increase the readability of the information.

3.4.1 Poster design for the “Come and Get Your Groceries” campaign

“Come and get it! Your food!” The design of the event poster mainly conveys the scientific knowledge and shopping tips of Event B. The two posters are designed around “Shellfish Selection Tips” and “Garlic Family” respectively, and the visual information is designed through the combination of color, graphic and layout design of the posters to make consumers understand the visual information clearly and quickly. The visual message was designed through a combination of poster color, graphics and layout so that consumers could quickly and clearly understand the visual message within the posters. In the lower right corner of the poster, there is a specially designed video QR code, which can be scanned by consumers through WeChat to watch and learn the relevant video, which can enrich the interaction between the poster and the viewer to a certain extent, and bring a different visual experience. See attachment figure3.9.

3.4.2 Poster design for the “Friends for Dinner” campaign

“Friend! Please eat!” The design of the event poster mainly conveys the weekly recipes for Event A. The two posters are designed around the two home-cooked dishes “Big Plate Chicken” and “Seabass and Bean Curd Soup” respectively, and the illustrations in the posters are the ingredients of the two dishes, which can visually express the ingredients required for the recipes in an interesting way. The posters are illustrated with the ingredients of the two dishes, which can visually express the ingredients needed for the recipes in a fun and interesting way. The colorful texture of the images contrasts sharply with the background color to enhance the visual impact. The choice of background image is related to the ingredients of the recipe, for example, if sea bass grows in the sea, the image of waves is chosen as the background to enhance the consistency of the content of the poster. See attachment figure3.10.

3.5 Visualization design

In the preliminary research, we got that there is no systematic design for the guide design of Baliqiao convenient market, and there is no clear regional division for all kinds of commodities, so we carried out a detailed planning for the guide design to achieve the goal of guiding the direction of shopping, so that consumers can improve the efficiency of shopping and form a predictable and orderly shopping routes.

3.5.1 Market shopping guide map design

In terms of the function of the map, firstly, we provide a clear guide to the transportation routes and transportation hubs around Baliqiao Civil Market, so that consumers can have a clear understanding of their current location when

they come to shop or after they have finished shopping. Secondly, we integrated the internal area of Baliqiao Civil Market and planned four areas, namely, fruit area, vegetable area, meat area and seafood area, which are visually communicated by eye-catching colors, aiming to make the viewers distinguish the areas quickly by color, so that consumers can quickly locate the product categories they need, and to improve the efficiency of consumers' shopping. Finally, on the right side of the map, the activities of the vegetable market are labeled every month, for example, the theme of the May activities is “May Day Fresh Market, Vegetable Market Fun Festival” to attract target consumers and increase market awareness. Visual design, the map of the logo using the horizontal board text logo, choose this version of the logo can be a good alternative to the unusual text, in the color selection of the standard color in the color of the stronger blue and yellow, in order to achieve consistency in conveying the brand's visual information. See attachment figure3.11.

3.5.2 Activity guide map design

In the original conventional map based on the design of a fun punch card set of stickers on the map design to discard the traditional map form to collect punch cards to guide consumers to go to various stores to complete the activities at the same time to stroll the market, in the map of the stickers on the design of the fun game to harmonize the terrier way to make consumers participate in the activities, to bring the brand closer to the distance between the consumer in order to create a warm, with the vitality of the The market atmosphere is cozy and energetic. In the lower right corner of the map, there is a guide to the best route for active stores, providing the most convenient route for consumers who want to complete the activity quickly. See attachment figure3.12.

4.5.3 Logo design for guide system

Guide system with easy to identify the logo is very important, in the four regions of the guide logo design, the logo is split by the brand logo restructuring, composed of various types of areas of the main ingredients outline, combined with easy to distinguish the color to achieve easy to identify the role of the regional division (see figure). The design style of the guidance system and the use of elements to maintain consistency, in order to achieve the role of customers in shopping for the brand to produce a continuous memory. At the same time, other informative signage was redesigned to ensure that users had access to the information they needed to get directions in the necessary environment. For example, in the case of the Baliqiao convenience market where there is a parking lot but parking is available anywhere, a clear message about the location of the parking lot can be a very important help to consumers.

3.5.4 Signage and Landmark Design

The market's internal guide signage is designed with a distinctive anisotropic sign combined with the brand logo to split and reorganize the design, using the logo to extend the design of the brand's guide to give consumers a deep impression of the brand's image. The signage is combined with the internal roadmap of the market to allow consumers to quickly locate their position and shop efficiently. It aims to solve the confusion and uncertainty of customers when shopping, improve the efficiency of space utilization and customer comfort, improve the shopping experience of consumers, and enhance customer satisfaction. See attachment figure3.13.

3.6 Fruit and Vegetable Fresh Packaging Design

During the field research, it was found that Baliqiao vegetable market lacked brand uniform packaging design, combined with the color and brand image of vegetables and fruits and fresh products designed several types of

packaging for different types of products, in order to achieve the best protection of the ingredients and reasonable storage. Visual image in line with the brand tone, the dissemination of brand image, to deepen the consumer's impression of the brand's overall image. See attachment figure3.14.

3.7 Derivatives and peripheral product design

In the design of peripheral products, taking into account the brand's application scenarios and life needs, the periphery of Baliqiao vegetable market strives to dig deeper into the brand's positioning, maintain the product image, fun and cost-effective in addition to conveying the brand concept of shopping aesthetics and market culture, which is broadly divided into daily necessities and market supplies.

In the application of daily necessities, it mainly involves adhesive tape, cell phone cases, calendars, notebooks, postcards, pendants, refrigerator stickers and so on. These applications can play a good role in publicity and are practical and widely used.

In the application of market supplies, it mainly includes merchant price tags, WeChat Alipay QR code tags, shopping lists, market activity tickets and so on. As a necessity in the market, it can ensure functionality and aesthetics while ensuring practicality.

Summary of chapter III

1. Determined the two versions of the logo of Baliqiao Food Market, the theme colour, and the cultural core of the brand to achieve the brand image of vitality, freshness, warmth and safety.
2. Illustration design and drawing of food in the market, 100 kinds of illustrations in total, in order to restore the details of food appearance, exaggerate and highlight the characteristics of food.

3. Extend the activities of Baliqiao Food Market, such as the main visual, activity posters, seven-day weekly recipes, seven-day recipes for mobile phone interface design, science activities brochure design combining life aesthetics and science knowledge, aiming to make the consumer's expectations and needs to match, so as to enhance the brand awareness and influence.
4. Based on the confusion of the previous Baliqiao vegetable market zoning and the lack of guidance system, we redesigned a brand new guidance system with clear and easy-to-identify icon colours for functional zoning, guidance map design, and brand colours in order to complete the functional attributes while achieving the consistency of conveying the brand's visual information.
5. The packaging and peripheral design of fruits and vegetables has a very good publicity effect, but also has a strong practicality and a wide range of application scenarios, in order to ensure the practicality of the same time, but also pay attention to the functionality and aesthetics.

Conclusion

The theme of this design is ‘visual innovation design strategy and application of Baliqiao convenient market’, through the design of a complete visual identification system, such as logo, visual guide, application system, illustrations, posters, the main visual design of activities, etc., to show the brand image and cultural atmosphere of the Baliqiao convenient market in a new visual language.

In the preliminary research, starting from the visual image and market area of Baliqiao convenience market, it was found that the existing vegetable market pays low attention to the brand, and there are problems such as the lack of its own brand image and confusing division of the area. This design analyses the above problems from the perspective of visual innovation, develops a corresponding design improvement plan and completes the design practice. In this process, it is found that simple geometric elements, flat gradient style illustrations, bright and rich colours and gradient and texture images are suitable for the overall brand image of the Baliqiao convenient market. The design of popular science activities, such as ‘Recipe of the Week’, can express the warm and energetic atmosphere of the market, which is conducive to the design of market visual innovation and improvement.

In the process of research, this design has deficiencies in many aspects. In the initial design positioning of the brand, there are many lack of consideration. For example, although this visual image innovation for young consumers can also meet the needs of other consumer groups, a visual design that appeals too much to young consumers may discourage older groups. Therefore, I would like to find a balance between a wide range of target groups when designing in the future, and create a visual identity that appeals to both younger and older consumers.

After completing my graduation design on the theme of visual innovation design for the Baliqiao Convenience Market, I found the whole design process

both a challenge and a learning opportunity. At first, I found it difficult to accurately translate the local cultural elements of Baliqiao Market into visual symbols. At the same time, I was caught in a dilemma of creative exhaustion when designing the logo and related visual elements. Later, by extracting elements through field research, studying other successful market branding cases, and referring to the theories of semiotics and semantics, I gradually learnt how to create attractive design elements with local characteristics.

Through this graduation design, my graphic generalisation ability, illustration method, software operation ability and brand strategy thinking have been greatly improved, and through the practical application of brand identity theories, I have gained a deeper understanding of how a brand's visual image is constructed and communicated to consumers. I believe that this combination of practice and theory has provided me with rich experience and laid a solid foundation for my subsequent design work.

In conclusion, this graduation design project is not only an academic assignment, but also an opportunity for practice and self-improvement. By overcoming various challenges in the design process, I not only improved my design skills, but also deepened my understanding of brand image consistency and respect for user needs and experience.

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Annex

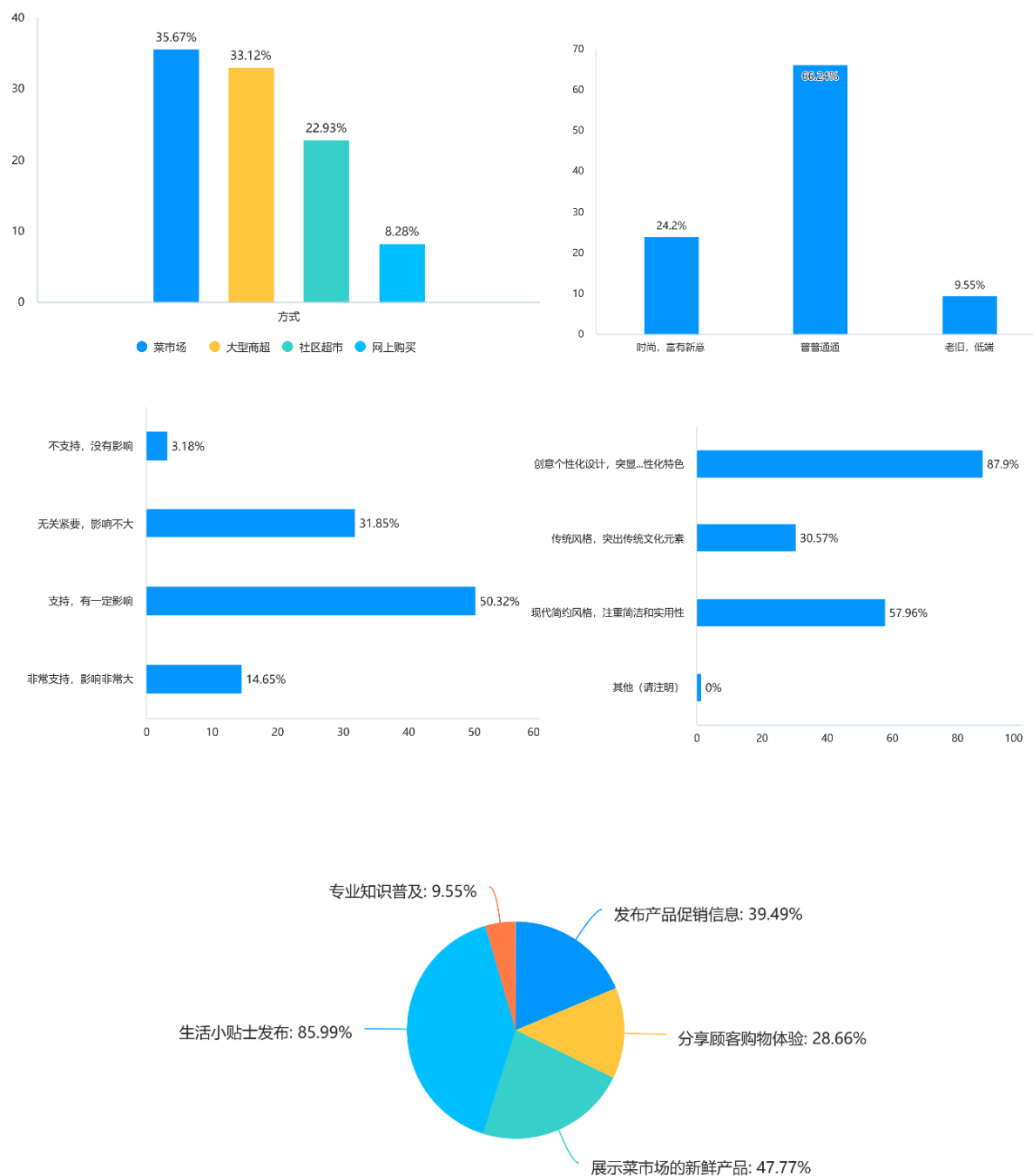
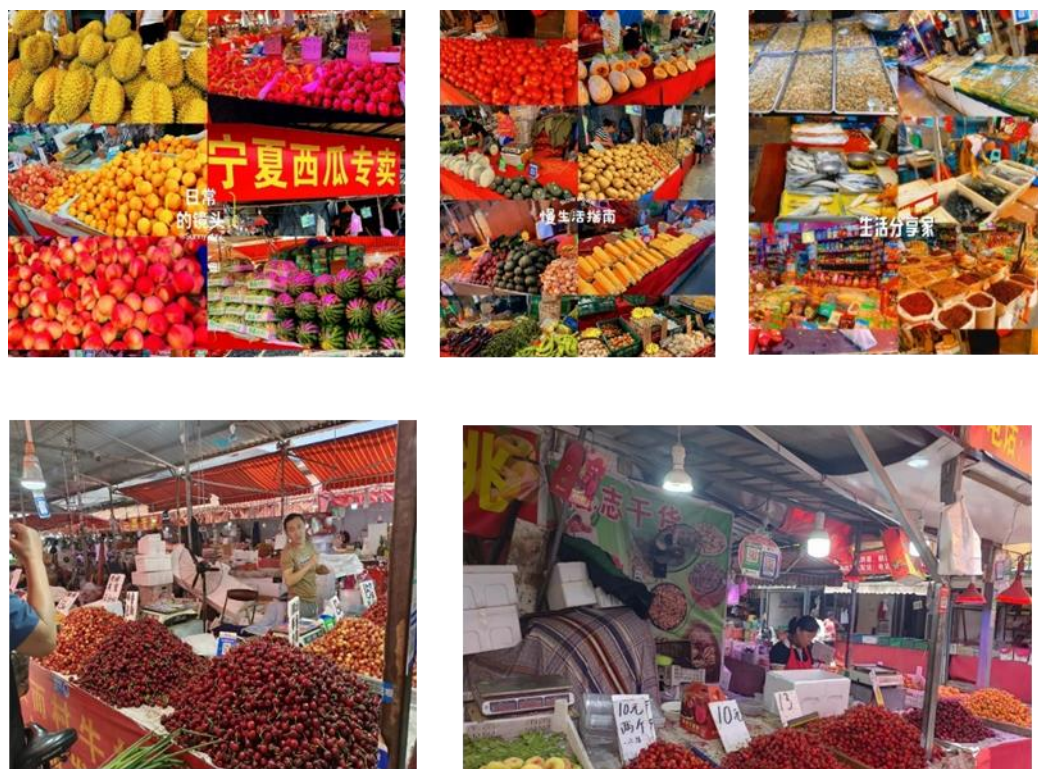
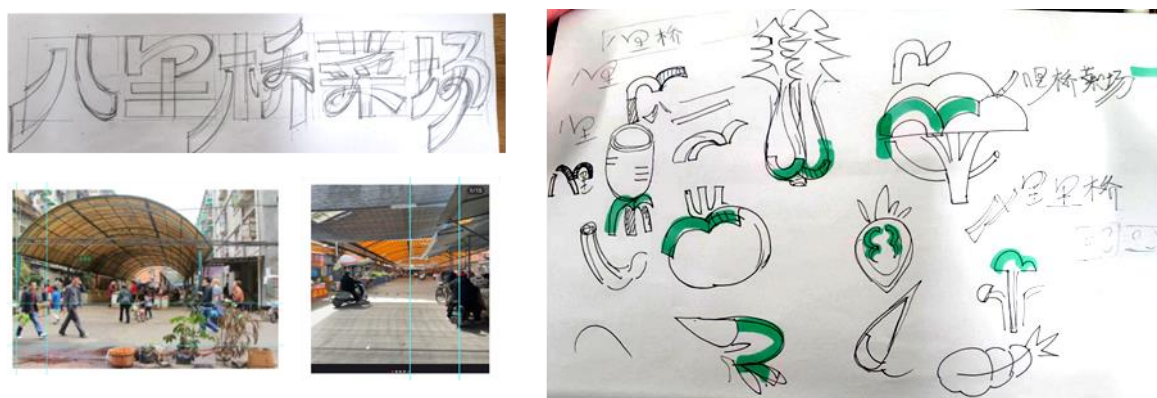


Figure 2-1 Questionnaire data chart

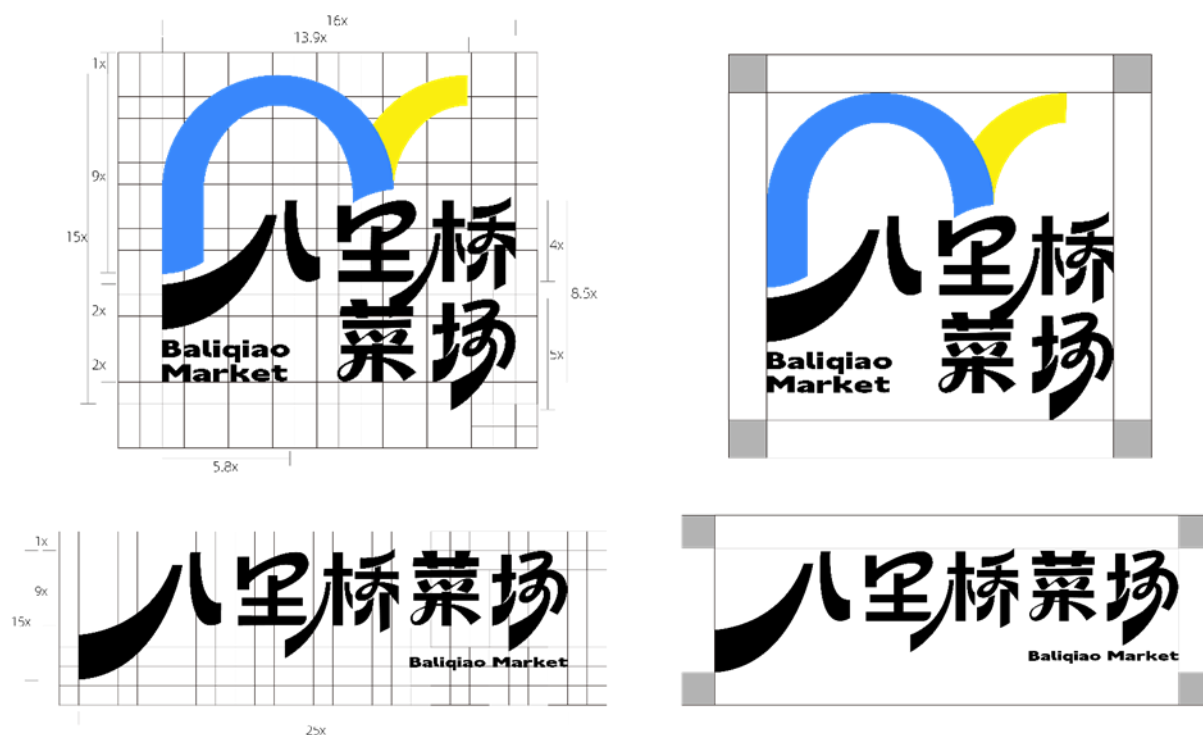


1Figure 2-2 Field research map



2Figure 3-1 Logo Sketch and Shed View



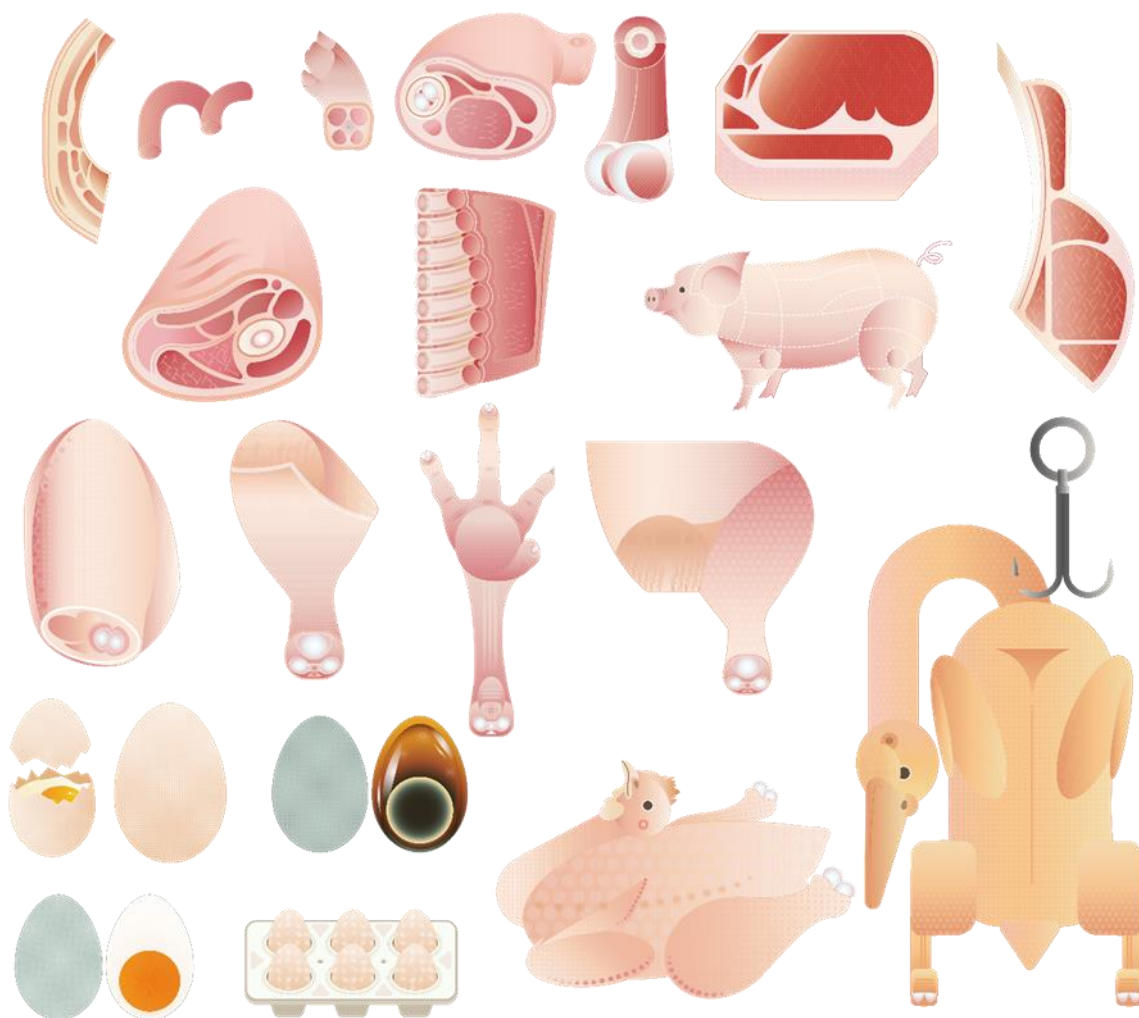


3Figure 3-2 Logo finalization and standard mapping

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		R:57 G:135 B:251 C:75% M:46% Y:0% K:0% #:3987FB
		R:248 G:215 B:175 C:4% M:21% Y:34% K:0% #:F8D7AF
		R:206 G:219 B:133 C:27% M:8% Y:58% K:0% #:CEDB85

4Figure 3-3 standard color







5 6Figure 3-4 Fruit and Vegetable Illustration



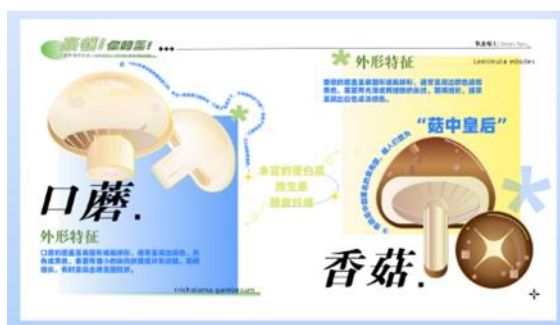
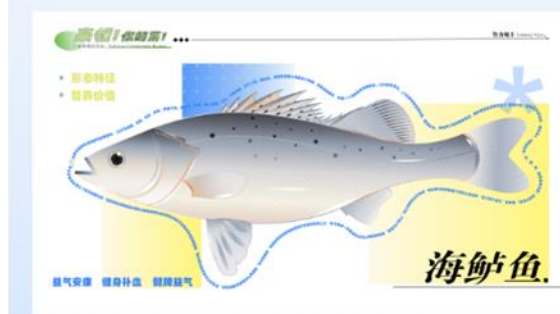
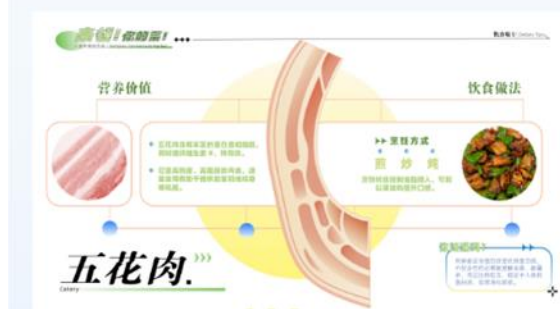
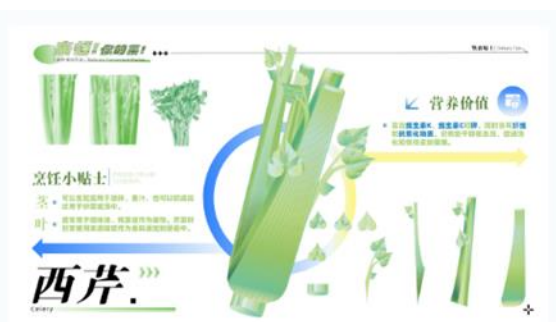
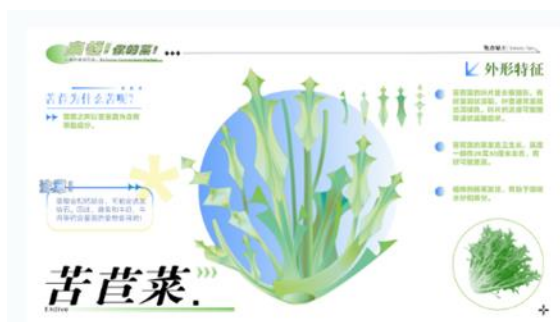
7Figure 3-5 main visual graphic



8Figure 3-6 Illustration Sticker Pack



9Figure 3-7 Cell phone interface design

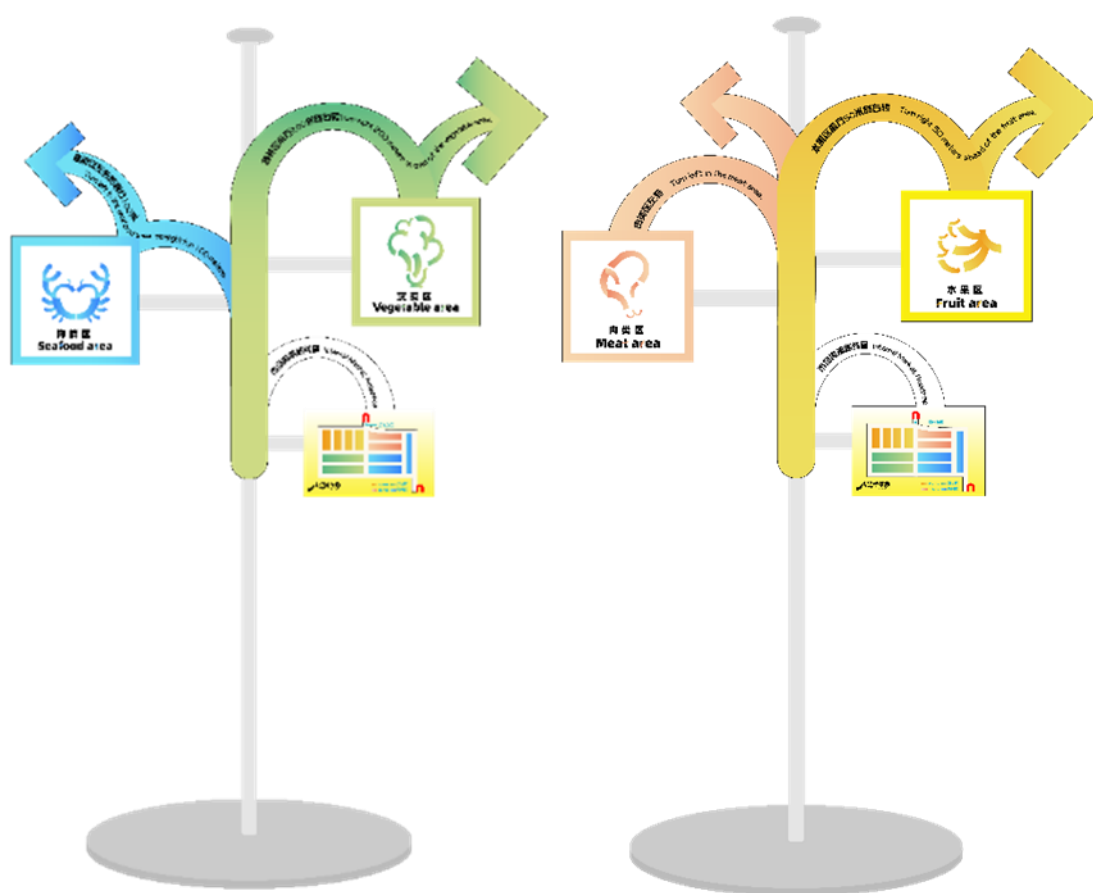




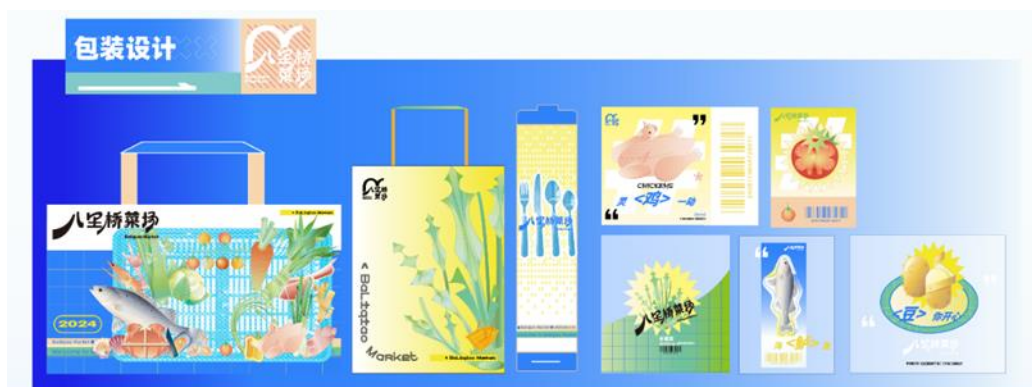
12Figure 3-10 Food Guide Map



13Figure 3-11 Event Guide Map



14Figure 3-12 regional view



15Figure 3-13 Packaging Design





16Figure 3-14 Derivative peripheral design