

Research on the Visual Design of Agricultural Product Brands in Fulu Town from the Perspective of Regional Culture

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Abstract: From the theoretical perspective of regional culture, this study explores innovative paths for the visual design of agricultural product brands in Fulu Town. By creating a unique brand visual identity, it enhances the cultural added value of agricultural products and empowers rural revitalization through branding design. Methods: The study incorporates semiotics and narrative design theory, using a combination of literature review and design practice. By deeply exploring Fulu Town's natural products, historical relics, and seasonal folk customs, it systematically analyzes cultural resources across three dimensions: semantics, syntactics, and pragmatics. At the semantic level, core cultural themes such as "Double Blessings" and "Harmony Between Man and Nature" are distilled to construct a brand narrative framework; at the syntactic level, design techniques such as morphological derivation, color refinement, and pattern reconstruction are applied to modernly reinterpret characteristic patterns, including Buddha's hand finger patterns and Bapagan fruit patterns; at the pragmatic level, the brand visual system is applied to multiple carriers such as packaging, cultural and creative products, and marketing, and narrative scene-based brand communication strategies are proposed. Conclusion: A regional agricultural product brand visual design path of "cultural excavation—symbol extraction—narrative application" is established, creating a brand image for Fulu Town's agricultural products with both recognizability and cultural connotation, and providing theoretical reference and practical guidance for the brand development of other regionally distinctive agricultural products.

Keywords: Fulu Town, regional culture, agricultural product brand, visual design

1. Introduction

Against the background of the comprehensive implementation of the rural revitalization strategy, agricultural product branding has become a key means of increasing agricultural added value and promoting local economic development. However, many regional agricultural products currently face problems such as homogenized brand images, a lack of cultural substance, and indistinct visual identities, making it difficult to establish effective market competitiveness. The organic integration of rich local culture into the visual design of agricultural product brands is therefore a crucial breakthrough for shaping a distinctive brand image and telling a compelling brand story. Fulu Town has a rich cultural heritage and abundant produce, including Bapa mandarins, red-fleshed kiwifruit, crisp plums, bayberries, tea, strawberries, and turmeric. The area also contains historical sites such as the Li Clan Filial Piety Memorial Archway, Hongyang Bridge, and clusters of ancient tombs, and has nurtured abundant seasonal customs and "fortune and prosperity" cultural traditions. These distinctive natural products and cultural landscapes constitute an inexhaustible cultural resource for the visual design of Fulu Town's agricultural product brands.

Located in Shawan District, Leshan City, Sichuan Province, Fulu Town has a rich cultural heritage and abundant produce, including Bapa mandarins, red-fleshed kiwifruit, crisp plums, bayberries, tea, strawberries, and turmeric. Historical sites such as the Li Clan Chastity and Filial Piety Memorial Archway, Hongyang Bridge, and clusters of ancient tombs are distributed throughout the area, which has also nurtured abundant seasonal customs and "fortune and prosperity" cultural traditions. These distinctive natural products and cultural landscapes form an inexhaustible cultural resource for the visual design of Fulu Town's agricultural product brands. However, the survey conducted for this study shows that market awareness of Fulu Town's fruit brands is low: only 10.52% of respondents reported being "fairly familiar" or "very familiar" with them. Brand development remains at an early stage and urgently requires a systematic brand visual design to improve market competitiveness.

This study introduces semiotics and narrative design theory to systematically interpret the deeper meanings of Fulu Town's regional culture, identify its visual genetic codes, develop a brand visual identity and cultural and creative products that meet contemporary aesthetic and market needs, and explore

branding and marketing strategies for regionally distinctive agricultural products. It aims to provide a reference pathway for culture-driven industry and brand-led agricultural development.

2. Literature Review

2.1 Analysis of Relevant Cases

To clarify the positioning and innovative direction of this study, three representative regional agricultural product or related cultural brands were selected for case analysis.

“Chu Orange” is a successful example of agricultural product branding in China. Its minimalist visual style uses a silhouette portrait of founder Chu Shijian as the core symbol, conveying the brand spirit that “life has its ups and downs, but the spirit can ultimately be passed on.” The packaging uses a distinctive paper structure and hand-drawn orange-grove scenes to reinforce the product’s premium quality and narrative appeal. Its success lies in closely linking the product to a personal story and using minimalist visuals to communicate profound spiritual meaning. For Fulu Town, this suggests that brand visuals should emphasize narrative and explore the auspicious culture embodied in the place name “Fulu.”

With the core proposition that “well-raised cows produce good milk,” this brand centers its visual identity on a cartoon cow IP and uses bright white and blue to convey purity and approachability. Its interactive packaging, such as a QR-code entrance for “adoption,” increases consumer participation. For Fulu Town, this suggests the measured introduction of an IP character and smart interaction to strengthen engagement among younger consumers.

Palace Museum Foods draws inspiration from the Palace Museum’s extensive collection and traditional imperial culture. It combines Qing-dynasty court motifs, such as dragons, clouds, and ruyi patterns, with modern packaging techniques to create a “China-chic” style. Its color system is derived from Palace Museum architecture and artifacts, including vermilion, imperial yellow, and azurite blue, giving it strong cultural recognizability. For Fulu Town, this suggests thoroughly exploring motif resources from local historical sites, such as memorial archways and ancient tombs, and transforming them into regionally distinctive China-chic visual elements.

In summary, Fulu Town’s agricultural product brands can draw on the narrative, IP-based, and in-depth cultural exploration strategies of these cases to avoid homogenization and develop a distinctive visual path characterized by “Fulu.” Existing design research provides references for relevant methods of brand narration and cultural translation [1].

2.2 Theoretical Framework: Regional Cultural Symbol System Construction

Drawing on semiotic theory, this study regards Fulu Town’s regional culture as a complex system of signs [2] and analyzes it across the semantic, syntactic, and pragmatic dimensions, thereby laying a theoretical foundation for subsequent visual design transformation (Figure 1). The semantic level focuses on cultural meaning and brand themes; the syntactic level examines the compositional principles and formal characteristics of visual elements; and the pragmatic level explores the application and communication of the brand visual identity across diverse contexts.

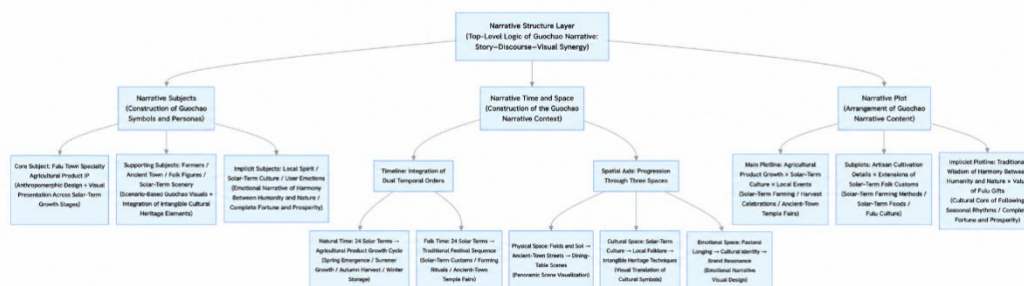


Figure 1: Hierarchical Framework Decomposition Mind Map

3. Methodology

To identify consumer awareness of Fulu Town’s fruit brands and related design needs, this study combined a questionnaire survey with semi-structured interviews. The survey was administered through the Wenjuanxing platform and yielded 90 valid responses. Supplementary interviews were conducted with

three local fruit growers and five visitors. The resulting quantitative and qualitative data informed the subsequent cultural-symbol analysis, visual transformation, and design practice.

The design process of this study consists of three stages.

Stage 1 (cultural exploration): literature and field research are conducted, the theme “Fulu · Seasonal Rhythms” is established, and symbols are extracted.

Stage 2 (visual transformation): shape grammar is used to derive motifs, a color system is established, and the brand logo, standard typeface, and auxiliary graphics are designed.

Stage 3 (application output): designs are completed for packaging, cultural and creative products, digital media, and other carriers, and a brand communication plan is formulated.

4. Results

4.1 Survey Results

Women accounted for 68.42% of respondents; consumers from other parts of Sichuan Province accounted for 52.63%, and those from outside the province accounted for 42.11%. The sample consisted mainly of young, female, and nonlocal consumers, reflecting the key characteristics of the potential consumer base for Fulu Town fruit.

Table 1: Purchase Frequency of Respondens

Option	Purchase Frequency	Percentage (%)
A	At least once a week	68.42
B	Several times a month	21.05
C	Mainly during holidays / seasonally	10.53
D	Rarely purchase	0.00

Note. Percentages are based on the original survey results and total 100%.

Regarding Fulu Town fruit, 47.37% of respondents were “not very familiar and had only heard the name,” 42.11% were “completely unfamiliar,” and only 10.52% were “fairly familiar” or “very familiar” (Figure 4.3). This indicates that brand design must be grounded in trust in product quality.

Table 2: Respondents Familiarity with the Brand

Option	Level of Brand Familiarity	Percentage (%)
A	Very familiar; can describe the brand’s characteristics in detail	5.26
B	Fairly familiar; know some information about the brand	5.26
C	Not very familiar; have only heard the brand name	47.37
D	Completely unfamiliar	42.11

Note. Percentages are based on the original survey results and total 100%.

The most preferred varieties were Bapa mandarins (84.21%), red-fleshed kiwifruit (57.89%), and plums (52.63%). Acceptable prices were concentrated between RMB 5 and RMB 20 per jin (500 g): 57.89% accepted RMB 5–10 per jin and 42.11% accepted RMB 11–20 per jin. Regarding a packaging premium, 52.63% of consumers accepted an increase of no more than 10%.

Brand-image preferences were, in descending order, “lively and fresh, with natural beauty” (63.16%), “warm and rustic, with a human touch” (57.89%), and “simple and substantial, with a sense of history” (42.11%). For smart interaction, the most popular functions were “product traceability” (68.42%) and “cultural story interpretation” (63.16%), with illustrated question-and-answer content (47.37%) as the preferred format.

4.2 Summary of In-Depth Interviews

Semi-structured interviews were conducted with three local fruit growers and five visitors to Fulu Town. Local growers reported that fruit sales currently rely mainly on wholesalers, awareness of proprietary branding is weak, and most packaging consists of generic cardboard boxes lacking distinctive

features. Visitors stated that Fulu Town has beautiful natural scenery and good-tasting fruit but lacks attractive on-site purchasing and experience settings. They hoped to buy gift products with distinctive “Fulu” characteristics.

4.3 Design Implications of the Research Findings

Consumers strongly identify with the auspicious meaning and natural rural atmosphere conveyed by the place name “Fulu,” so brand design should reinforce these cultural symbols. Design methods such as traceability information on packaging and displays of the cultivation process can translate abstract qualities such as “good taste” and “safety” into visible information. For the core consumer group aged 18–35, a “lively and fresh” visual style should be adopted and applications expanded to short videos, cultural and creative products, and other scenarios. QR-code traceability and cultural-story functions may be introduced, but they should remain lightweight and primarily graphic and textual to avoid an excessive technical threshold.

4.4 Regional Cultural Symbol Interpretation and Extraction

Fulu Town’s regional cultural symbols embody rich historical memories, folk beliefs, and aesthetic sensibilities. Based on research and analysis, they are summarized under three themes: abundant produce, the enduring charm of historical sites, and the wisdom of the solar terms.

Fulu Town’s favorable natural environment has nurtured a wide range of high-quality agricultural products. Bapa mandarins symbolize reunion and fulfillment; red-fleshed kiwifruit represents vitality and health; crisp plums evoke the fresh sweetness of the mountains; and bayberries embody the flavors of early summer. These products are not merely material resources but also crystallize the wisdom of local farmers in following seasonal rhythms and cultivating diligently. They are tangible expressions of the philosophy of “harmony between humanity and nature.”

Ancient buildings and funerary stone carvings scattered throughout the villages and town are material carriers of Fulu Town’s historical lineage. Relief motifs on the Li Clan Filial Piety Memorial Archway—including scrolling foliage, auspicious clouds, ruyi forms, and narrative figures—convey the traditional values of loyalty, filial piety, integrity, righteousness, and family honor. Motifs carved on ancient tomb steles—including meanders, scrolling flowers, and auspicious beasts—express wishes for clan prosperity and blessings for future generations. These enduring stone symbols preserve the spiritual aspirations passed down through generations in Fulu Town.

As an essential achievement of traditional Chinese agricultural civilization, the Twenty-Four Solar Terms profoundly influence agricultural production and everyday life in Fulu Town. Farming activities, festive rituals such as harvest celebrations and old-town temple fairs, and dietary customs centered on the solar terms form a dynamic cultural spatiotemporal network. This network reflects villagers’ respect for natural rhythms and their ecological wisdom of harmonious coexistence.

The visual composition of Fulu Town’s regional cultural symbols demonstrates distinctive principles of formal beauty and provides abundant material for brand visual design.

The forms of agricultural products are natural visual symbols. As shown in Table 3, highly recognizable basic motifs can be extracted by deconstructing and abstracting the forms of distinctive agricultural products. For example, the finger motif of the Buddha’s-hand citron is derived from the fruit’s finger-like open form and simplified into a curved ruyi motif; the red-fleshed kiwifruit motif extracts the radiating fruit center to form a starburst pattern; and the crisp-plum motif is simplified into a smooth teardrop outline. These motifs combine the vitality of natural forms with the order of geometric composition.

Table 3: Traditional Pattern Research of Ancient Town

No.	Pattern Name	Pattern Source	Pattern Description	Pattern Application	Pattern Meaning
1	Golden Bunch		A cluster of golden fruits, symbolizing abundance and prosperity.		Abundance, prosperity, and good harvest.
2	Orange Bunch		A cluster of orange fruits, symbolizing vitality and joy.		Vitality, joy, and good harvest.
3	Green Bunch		A cluster of green fruits, symbolizing freshness and health.		Freshness, health, and good harvest.
4	Red Bunch		A cluster of red fruits, symbolizing passion and energy.		Passion, energy, and good harvest.
5	Yellow Bunch		A cluster of yellow fruits, symbolizing brightness and optimism.		Brightness, optimism, and good harvest.
6	Orange Bunch		A cluster of orange fruits, symbolizing vitality and joy.		Vitality, joy, and good harvest.
7	Green Bunch		A cluster of green fruits, symbolizing freshness and health.		Freshness, health, and good harvest.
8	Red Bunch		A cluster of red fruits, symbolizing passion and energy.		Passion, energy, and good harvest.
9	Yellow Bunch		A cluster of yellow fruits, symbolizing brightness and optimism.		Brightness, optimism, and good harvest.
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12	Red Bunch		A cluster of red fruits, symbolizing passion and energy.		Passion, energy, and good harvest.
13	Yellow Bunch		A cluster of yellow fruits, symbolizing brightness and optimism.		Brightness, optimism, and good harvest.
14	Orange Bunch		A cluster of orange fruits, symbolizing vitality and joy.		Vitality, joy, and good harvest.
15	Green Bunch		A cluster of green fruits, symbolizing freshness and health.		Freshness, health, and good harvest.
16	Red Bunch		A cluster of red fruits, symbolizing passion and energy.		Passion, energy, and good harvest.
17	Yellow Bunch		A cluster of yellow fruits, symbolizing brightness and optimism.		Brightness, optimism, and good harvest.
18	Orange Bunch		A cluster of orange fruits, symbolizing vitality and joy.		Vitality, joy, and good harvest.
19	Green Bunch		A cluster of green fruits, symbolizing freshness and health.		Freshness, health, and good harvest.
20	Red Bunch		A cluster of red fruits, symbolizing passion and energy.		Passion, energy, and good harvest.

Ancient architecture and carvings are masterpieces of human design, and their motifs display a stronger sense of order, decoration, and symbolism. By extracting elements such as the bracket sets, upturned eaves, and reliefs—scrolling foliage, auspicious clouds, and ruyi forms—of the Li Clan Filial Piety Memorial Archway, together with auspicious beasts, flowers, and geometric borders from the bases of ancient tomb steles, a series of auxiliary decorative motifs with symmetrical structures and strongly rhythmic lines can be developed. These motifs carry profound humanistic meanings such as loyalty, filial piety, integrity, righteousness, and family continuity.

Color is an important component of brand visual identity. The color system for Fulu Town's agricultural product brands can be constructed from two sources. The first is the natural colors of the products themselves, such as the orange-yellow of Bapa mandarins, the emerald green of kiwifruit, the vivid red of strawberries, and the green of crisp plums. These bright, lively colors convey the joy of harvest and nature. The second source is the colors of historical sites and folk culture, such as the blue-gray of stone memorial archways and the red used in folk celebrations. These restrained, simple colors carry the weight of history. The organic integration of vivid product colors with traditional cultural colors can create a brand color system that is both contemporary and rich in regional character.

In traditional contexts, Fulu Town's cultural symbols are mainly embedded in agricultural products, architectural decoration, and festival celebrations, where they perform practical and symbolic functions such as identifying produce, decorating environments, and transmitting rites and customs. In their transformation for modern contexts, these symbols need to expand into new application media and integrate organically with contemporary consumption scenarios and lifestyles. Brand visual design, product packaging, tourist souvenirs, and digital media become new pragmatic carriers intended to fulfill modern functions such as communicating the brand image, fostering identification with cultural values, and upgrading the consumer experience.

4.5 Basic Brand Visual System

The logo is based on the Chinese character “Fu” (fortune), integrating the full outline of a Bapa mandarin with the curve of a memorial archway's upturned eaves in an overall seal-like composition. The “Fulu · Seasonal Rhythms” lettering uses a modified Song typeface whose thin horizontal and thick vertical strokes retain the warmth of natural handwriting. The logo combines “Fulu Orange” with “Fertile-Soil Green.”

Primary colors: Fulu Orange (#FF6A22) and Fertile-Soil Green (#2E5A3B). Secondary colors: Vitality Green (#8FBC54), Joy Red (#E84A3A), Fresh-Sweet Green (#C1D72C), and Foundation Gray (#8A8A7F). Usage guideline: primary colors account for 70%, each secondary color for 10%, with generous use of white space.

Based on the extracted motifs, shape grammar is used for derivation (Figure 2). The finger motif of the Buddha's-hand citron is rotated and mirrored to form a four-way continuous background pattern; Bapa

mandarin and red-fleshed kiwifruit motifs are combined into a “Fortunate Orchard” theme; and the memorial archway’s scrolling-foilage motif is combined with a wave motif to form a decorative band. The result is a three-level motif system consisting of primary motifs (narrative), auxiliary motifs (decorative), and accent motifs (scattered).

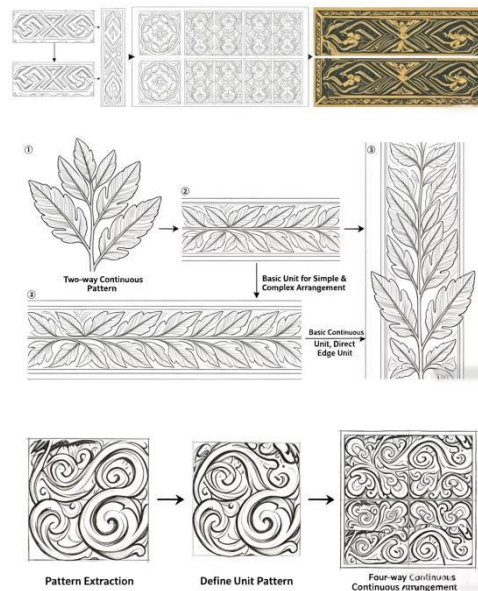


Figure 2: Evolution of Traditional Continuous Decorative Patterns

The standard lettering uses a customized Song typeface. The layout draws on traditional illustrated guides to the solar terms, with spacious text-image relationships, appropriate white space, and a clear information hierarchy.

4.6 Design Sketches

The illustrations show the process from incorporating Fulu Town’s architectural elements to integrating fruit outlines, figures, and other elements, culminating in four finalized logo designs representing spring, summer, autumn, and winter, as shown in Figure 3.

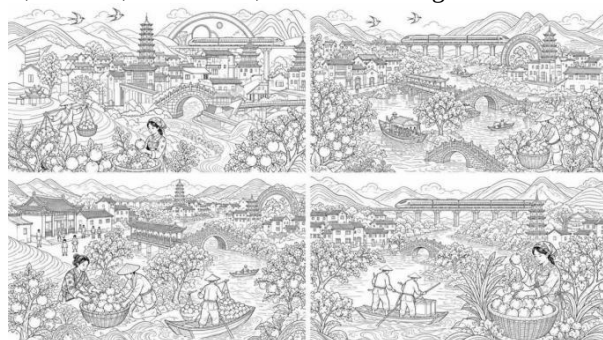


Figure 3: Exhibition of Line Art Sketches of Fulu Town

4.7 Renderings and Color Analysis

A coordinated packaging series was designed for Bapa mandarins, red-fleshed kiwifruit, and tea. Color analysis shows that the primary color of each package corresponds to the product’s natural color while maintaining brand recognizability, as shown in Figure 4.



Figure 4: Fulu Town Partial Gift Box Mockups

Cultural and creative products, including tote bags and solar-term gift boxes themed “Fulu Seasonal Rhythms,” were designed and developed, as shown in Figure 5.



Figure 5: Fulu Town Partial Product Mockups



Figure 6: Fulu Town Illustration Cultural Creatives 1



Figure 7: Fulu Town Illustration Cultural Creatives 2



Figure 8: Fulu Town Illustration Cultural Creatives 3

5. Discussion

5.1 Brand Positioning

Brand name: Fulu Ji. Core brand values: following the seasons and offering nature's finest gifts; complete fortune and prosperity, auspiciousness and fulfillment. Target audience: urban young and middle-aged adults aged 25–40 who value health, quality, and cultural experiences and are interested in China-chic and local products. Brand personality: simple yet elegant, approachable yet culturally grounded, natural and spirited. Brand positioning and brand-equity development draw on relevant brand-management theories [6–7]. Brand-equity theory provides a theoretical basis for positioning regional agricultural product brands [6], while the construction of the brand identity system can refer to related brand-management research [7].

5.2 Design Strategies

Traditional symbols, such as the finger motif of the Buddha's-hand citron and the auspicious-cloud motif of the memorial archway, are simplified and recombined to form an auxiliary graphic system consistent with contemporary aesthetics [4–5].

The Twenty-Four Solar Terms are used as a narrative thread to connect agricultural-product growth with brand visual output, creating continuous visual content throughout the year.

From field to table, an experience chain of “product packaging–smart interaction–cultural and creative derivatives” is constructed to strengthen brand perception.

5.3 Brand Communication Strategy

Around the “Fulu · Seasonal Rhythms” theme, a year-round content calendar based on the Twenty-Four Solar Terms is planned. For example, a “Waking the Orchard” short video is released for Awakening of Insects, a “Bapa Mandarins in Bloom” poster for Lesser Fullness of Grain, and a “May Everything Go as Wished” persimmon story for Frost's Descent. Online communication uses WeChat, Xiaohongshu, and Douyin, while offline pop-up experience stores are integrated with old-town temple fairs to form a closed marketing loop.

5.4 Extension and Communication of Brand Visual Pragmatics

The findings above are integrated into a complete visual identity system (VIS) [6–7], including the brand logo, standard lettering, standard colors, auxiliary graphics, and application guidelines, thereby ensuring consistency and standardization in brand-image communication.

The brand visual system is applied to product packaging and cultural and creative product design. As shown in Figures 4.6 and 4.7, a packaging series was designed for different agricultural products from Fulu Town, including Bapa mandarins, kiwifruit, and tea. Unified brand symbols and differentiated product-information layers balance overall brand coherence with product individuality. A series of cultural and creative products featuring the brand motifs, such as tote bags and gift boxes, was also developed (Figures 4.6 and 4.7). These products are not only carriers of commodities but also media for communicating Fulu Town's culture, enabling consumers to experience the brand culture continuously in everyday life.

A full-year brand communication program is planned around the “Fulu · Seasonal Rhythms” theme. Centered on the Twenty-Four Solar Terms, refined visual posters and short videos are published on social media platforms such as WeChat, Xiaohongshu, and Douyin, telling seasonal stories such as “Lesser Fullness of Grain · Loquats Yellow Across the Hillside” and “Frost's Descent · May Everything Go as Wished.” Offline, themed pop-up stores or experience spaces are created in conjunction with old-town temple fairs and harvest celebrations, placing brand visual symbols into scenographic contexts. Integrated online and offline narrative communication continuously strengthens consumers' emotional resonance with and identification of the brand's values, enabling the long-term accumulation of brand equity.

5.5 AI-Assisted Design: Reflections and Implications

It should be clarified that the visual renderings and mockup presentations in this study were generated with the assistance of AI image-generation tools, while the entire design thinking process—including preliminary field research, cultural symbol extraction, motif derivation, color system construction, and brand positioning strategy—was completed manually by the researchers. AI serves here purely as an auxiliary tool for effect presentation, enabling the rapid visualization of design concepts and the exploration of multiple rendering possibilities.

This AI-augmented design approach offers several noteworthy advantages. First, it significantly improves the efficiency of scheme iteration: designers can quickly translate abstract ideas into visual drafts and adjust directions in real time, reducing the time cost of manual rendering. Second, AI expands the boundaries of visual expression by providing unexpected compositional and color possibilities, inspiring designers to break through conventional thinking patterns. Third, this human–AI collaborative model—where humans dominate creative direction and cultural interpretation while AI assists in efficient presentation—represents a promising direction for future design innovation. For regional agricultural brand design, which often requires rapid iteration and localized adaptation, this approach provides a practical and replicable reference paradigm.

6. Conclusion

Fulu Town's rich regional culture is the core resource that enables its agricultural product brands to compete through differentiation. From the perspective of regional culture, this study systematically integrates cultural symbols from Fulu Town's natural products, historical sites, and seasonal customs. Using semiotic and narrative design methods, it constructs a brand visual design pathway of "cultural exploration–symbol extraction–narrative application." Design practice produced a visual identity and related products for agricultural brands that combine cultural meaning, aesthetic quality, and practical value. These outcomes not only enhance the cultural added value of Fulu Town's agricultural products but also provide an effective bridge for building an emotional connection between the brand and consumers. This model offers positive demonstration and reference value for the development of rural agricultural product brands in other regions with distinctive local cultures. As digital technology and consumer experiences continue to evolve, more interactive and immersive expressions of brand visuals will constitute an important direction for further research. Future studies may also incorporate design concepts for everyday life to explore pathways for sustained innovation in rural brands [10].

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