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BACHELOR'S THESIS

on the topic:

"Development of brand identity for “Miaomiao Utopia” "

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ABSTRACT

With the improvement of quality of life, pets have become important members of many families, bringing company, happiness, and warmth to people. They are not only the satisfaction of material needs, but also emotional support and comfort. Keeping pets requires a significant investment of effort and financial resources, including purchasing suitable food, utensils, and toys for pets, conducting regular physical examinations, and getting vaccinated. Pets are playing an increasingly important role in modern society, becoming partners, friends, and emotional support for people.

Compared to dogs, cats are more independent, their living habits are more compatible with modern lifestyles, and they are more conserved to raise, refining concerns about the hassle of raising them. Therefore, the number of cat owners continues to increase rapidly every year. Miaomiao Utopia is a brand dedicated to developing health cat food, providing offline stores and online services, and providing customized cat food for users with different budgets and needs. The production process is transparent and open, and all materials can be traced, aiming to enable every cat to enjoy a healthy and happy life.

In today's society where pet culture is valid, the cat food market has gradually become a hub industry. Pets are not only companies in life, but also emotional sustenance. They can alleviate people's loneliness and anxiety, increasing social interaction and trust. The simulation of the single economy has also promoted the development of the pet economy. The design positioning of "Miao Miao Utopia" mainly revolves around young people who love cats and value quality of life. We hope to establish a deep emotional connection with them through unique design concepts and product features, and become their capable assistants and royal partners on the cat raising journey. Cats are not only pets, but also emotional collectors.

The overall design is dominated by a realistic style, using cut and warm elements to bring each other closer. Led by childlike fun, make cats feel the same love as parents.

The color selection is soft, bringing a warm feeling to the pet owner, feeling warm and company

Key words: Cat, VI Design, Illustration Design, IP Image Design

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INTRODUCTION

Relevance of the study. "The expression of brand image not only includes visual image design such as brand name, logo, packaging, advertising, etc., but also includes visual information with rich cultural and spiritual connotations, supplemented by brand concepts such as quality, sales, service, consumption, etc., forming a coherent and standardized visual information communication system, completing communication with consumers, creating good feelings and memories."

Brand image includes two dimensions: visible and invisible. The specific vision image is the brand image that consumers can see or see. For example, a set of visual elements such as brand logo, brand name, brand appearance, advertising planning brand, packaging brand, brand service behavior, and brand display. But intangible images are images that can reflect people's feelings, identities, psychology, and so on. The spiritual connotation of personal needs reflects the cultural brand spirit and the size of brand image. At the same time, visual brand image cannot be simply regarded as a visual image. A brand can include various goods and services, and a visual image brand should have broad influence. The visual image of a single product cannot be greater than the overall visual image, otherwise it will cause the brand image to be reversed.

The improvement of brand visual image is also an important part. Firstly, it can effectively maintain the brand's reputation. In today's rampant domestic brand, the improvement of a good brand image can help pet owners better recognize their own brand and screen out cat food brands with similar packaging but poor quality. Secondly, it can enhance brand loyalty. It is important for pet owners to recognize and trust the brand image. According to Maslow's theory, from a rational analysis of consumer attitudes, consumer loyalty to a brand is not only due to its good quality and suitability for their own situation, but more importantly, it can satisfy consumer psychology. Thirdly, it can better convey product value. The visual image of a brand is not just a graphic or packaging, but also a bridge connecting consumers and the brand.

In China, there is a significant difference in the situation of the pet market between the domestic and international markets. In China, e-commerce is developing rapidly and

the economy is growing day by day, leading to an increasing tolerance and love for pets. At present, China has become the third largest pet market in the world after the United States and Europe. According to data from iMedia Consulting, the scale of China's pet economy industry reached 493.6 billion yuan in 2022, a year-on-year increase of 25.2%. It is expected that the market size will reach 811.4 billion yuan by 2025.

Under these conditions, I designed my ideal brand, "Miaomiao Utopia", which is an ideal country for cats, hoping to bring some healthy changes to their lives. Design an ideal selling point for my brand by studying the market and brand image of the cat brand.

The purpose of the research: To determine the brand image of "Miaomiao Utopia", from the perspective of improving the recognition of the brand logo, simple and enlarged Chinese and English brand names can indeed achieve this effect in a simple and crude manner, which has the significance of directly promoting consumption and spreading the brand. And based on the specific brand image, extend more images to create a good image design for the "Miaomiao Utopia" pet brand.

Research Objectives:

1. Determine the brand you want to create based on themes, brand image, etc., and analyze existing excellent brands.
2. Analyze the existing pet brand image and pet packaging, select the brands with good reputation and quality, learn from the areas worth learning, and make the brand more excellent.
3. Analyze the completed brands in the Chinese and global markets, and select excellent brand examples that are suitable for your own brand.
4. Determine the brand positioning and brand planning of "Miaomiao Utopia".
5. Determine the brand image and IP image of "Miaomiao Utopia", and extend the clothing image.
6. Determine the illustration image and design a matching poster.
7. Determine different packaging based on different flavors.

8. Complete the brand VI manual, posters, packaging, etc.

The research subject (theme) Development of brand identity for "Miaomiao Utopia"

The object (focus) of the research How to design a brand image that deeply resonates with consumers.

Research methods.

(1) Literature reading methods

Read a large amount of literature related to this proposition, understand technical design and life performance, and search for relevant design works.

(2) Comparative research methods

For similar works, we conducted in-depth research and comparative reference, and compared and analyzed domestic and foreign cultural and creative works with research on the current situation of life, drawing successful experiences and lessons from failures.

(3) Case analysis method

By analyzing and summarizing existing promotional works, we study and learn the cultural forms expressed in their works, grasp the cultural characteristics expressed in existing works, and thus develop this proposition design concept more reasonably.

(4) Discussion methods

Through in-depth communication with teachers and students, we gained a deeper understanding of the connotation of graduation design work, and conducted in-depth analysis of the shortcomings and areas that need improvement in the current progress. Finally, we proposed an effective modification plan.

Elements of scientific novelty. The design of this brand aims to contribute to the development of pet brands and adapt to the current development of the Chinese pet market. Analyze the excellent experiences of more excellent pet brands.

Structure and volume of the thesis. The structure and volume of the paper. The bachelor's thesis consists of an introduction, four chapters, each chapter's conclusion and general conclusion, a list of sources of use for 31 items, and an appendix (16 pages). This work contains 32 drawings. The research results are 64 pages in total.

Chapter I

SOURCE OF TOPIC SELECTION

1.1 Topic Background

Currently, with the improvement of living standards, people are beginning to pay attention to the quality of life, pursuing spiritual satisfaction and pleasure. In this context, pets have become important members of many families, bringing companionship, happiness, and warmth to people.

The existence of pets is not only to meet people's material needs, but more importantly, they can provide emotional support and comfort to people.

The care and management of pets also require a significant investment of energy and financial resources. Before keeping a pet, people need to make sufficient preparations, including purchasing suitable food, utensils, and toys for pets, conducting regular physical examinations and vaccinations, and so on.

At the same time, it is necessary to invest sufficient time and energy in taking care of pets to ensure their health and happiness.

Pets are playing an increasingly important role in modern society, not only as companions and friends, but also as emotional and spiritual sustenance for people.

Unlike dogs, which are more active and require companionship from their owners, The independence of cats is a key factor in their high compatibility with modern lifestyles.

Cats are naturally endowed with an independent and autonomous nature, as they do not require constant companionship from their owners and can find pleasure and comfort on their own.

This independence makes cats an ideal choice for those busy with work, study, or social activities. They can enjoy the relaxation and pleasure of spending time with cats in their busy schedules without worrying about not being able to provide enough companionship to their pets.

Cats are also relatively simple and convenient to raise. They usually don't need to exercise and train like dogs do every day, nor do they need to take them out for walks frequently.

Cats only need a comfortable living environment, sufficient food and water sources, and regular cleaning and care. This has made keeping cats the first choice for many people, especially those living in limited spaces or with limited time.

In addition to the above two points, cats can also meet the owner's spiritual needs for companionship. Although cats are not as passionate and lively as dogs, they express their love and dependence on their owners in their own way.

The gentleness, intimacy, and occasional coquettishness of cats can make their owners feel cared for and needed. Meanwhile, the unique personality and behavior of cats can also bring a lot of fun and surprises to their owners.

Due to these reasons, the number of cat owners is rapidly increasing every year. People are increasingly aware of the unique charm and advantages of cats as pets.

They not only bring joy and companionship to our lives, but also become an indispensable part of our lives.

1.2 Topic significance

Miaomiao Utopia is committed to developing cat food brands from the perspective of cats themselves, creating healthier cat food and providing pet owners in China with better choices in cat food brands.

Miaomiao Utopia mainly focuses on offline stores, with online as a supplement. For users with sufficient budgets, cats can be brought to the store for professional nutritionists to create detailed cat food formulas, which can more accurately care for the cat's digestive system.

They can also customize cat food by explaining their specific situation online. For users with limited budgets, we have also designed a series of cat food for small cats with fragile digestive systems. The production process is transparent and open, and all materials can be traced back.

I hope that every cat can enjoy a healthy and happy life, and every pet owner can feel our care and love for cats.

Design is the soul of product development, and the success of a good brand cannot be achieved without a good brand design.

Brand design is also an important component of brand image, representing the uniqueness and recognition of the brand, which helps the brand stand out in the market.

Deep understanding of target consumers: Brand design requires a deep understanding of the needs and preferences of target consumers in order to design a product image that meets their psychological expectations.

Highlighting brand uniqueness: Brand design needs to highlight the uniqueness and recognition of the brand in order to form a unique competitive advantage in the market.

Conveying brand philosophy: Brand design needs to accurately convey the core values and concepts of the brand, in order to create a sense of identification and belonging among consumers towards the brand.

Maintain consistency: Brand design needs to maintain consistency, including consistency in brand image, visual elements, copywriting style, etc., in order to enhance brand recognition and memory.

1.3 Topic Purpose

In today's society, with the prevalence of pet culture, the cat food market has gradually become a huge industry.

Especially for young people, pets are not only companions in life, but also emotional sustenance. Many people often feel lonely and anxious in their busy work and life, and the companionship of pets can provide them with warmth and comfort, relieve stress and fatigue.

Meanwhile, pets have also become an important medium for people to socialize and interact. In social situations, pets can become a topic and bridge for people to communicate, increasing a sense of closeness and trust between each other. In addition,

pets can also help people expand their social circle, make like-minded friends, and share the fun and experience of raising pets together.

Pet culture is the intrinsic value of pet related products, and pet products are the external form of pet culture.

Not only do we need to do our job well, but we also need to do our "face saving work" well. The single economy stimulates the development of the pet economy.

For young people living in cities, on the one hand, their disposable income increases, which is enough to bear the cost of living alone; On the other hand, influenced by changes in social attitudes towards marriage and increased work pressure, the marriage and birth rates in China have also shown an overall downward trend.

The lack of companionship roles can lead to a stronger sense of loneliness, and pets can play a role in companionship to a certain extent, meeting some of the emotional needs of their owners.

With the deepening of consumer awareness of pet health and nutrition, the design of natural and additive free cat food has become a trend.

The ultimate significance of this design is not only to provide cats with a healthy food environment, but also to improve their quality of life.

The natural and additive free cat food design ensures that the food consumed by cats is purer and safer.

Traditional cat food may contain harmful ingredients such as artificial additives and chemical pigments, which not only affect the health of cats but may also lead to the occurrence of some chronic diseases.

And natural cat food without additives avoids these problems. It uses natural ingredients and does not contain any harmful additives, providing cats with a healthy and safe eating environment.

Natural cat food without additives helps cats better absorb nutrients, promote physical development and growth.

Cats require various nutrients to maintain their normal physiological functions, and natural cat food without additives usually contains richer nutrients such as protein, fat,

vitamins, etc. These ingredients help cats better absorb nutrients, promote physical development and growth, and thus improve their quality of life.

Natural cat food without additives can also enhance the cat's immune system and prevent the occurrence of diseases.

Some studies have shown that natural ingredients contain beneficial ingredients for the human body, such as antioxidants, anti-inflammatory substances, etc. These ingredients are also beneficial to cats, as they can enhance their immunity and prevent the occurrence of common diseases.

Therefore, choosing natural cat food without additives can not only provide a healthy eating environment for cats, but also help them prevent diseases and improve their quality of life.

Designing natural cat food without additives is of great significance for improving the quality of life of cats.

It can not only provide cats with a healthy and safe eating environment, but also help them better absorb nutrients, enhance immunity, and prevent diseases.

Therefore, we should pay more attention to the dietary health of cats and choose natural and additive free cat food as their staple food.

1.4 Selection of research topic and research method

(1) Literature reading method

Read a lot of literature related to this proposition to understand the technological design and life performance, and find related design works.

(2) Comparative research method

For similar works, we have conducted in-depth research and comparative reference, and compared and analyzed the domestic and foreign cultural creative works with the research on the current situation of life, from which we have learned the successful experience and failed lessons.

(3) Case analysis method

Through the analysis and summarization of existing promotional works, we study and learn from the cultural forms expressed in their works, and grasp the cultural

characteristics expressed in existing works, so as to develop this proposition design ideas more rationally.

(4) Discussion method

During the in-depth communication with teachers and students, we deeply understood the connotation of the graduation design work, and made an in-depth analysis of the defects and aspects that need to be improved in the current progress, and finally proposed a set of effective modification plans.

1.5 Research status

China, as one of the world's largest pet industry development countries, is renowned for its rich variety of pets and complete pet industry chain stores.

Although the pet industry started relatively late in China, its rapid development has attracted worldwide attention.

According to data, the total consumption of China's pet agriculture industry reached an astonishing 122 billion US dollars in 2022. What is even more anticipated is that experts predict that by 2025, this number will sharply rise to 200 billion yuan, and the annual growth rate of the pet related industry will reach 20.5%. Undeniably, China's pet market is in a period of rapid growth, demonstrating unlimited business opportunities and a broad future.

Driven by favorable market conditions, there has been a wave of pet industry park construction in China since 2022. Except for Pingyang in Wenzhou, Zhejiang and Xingtai in Hebei. In addition to the large-scale pet industry parks constructed in Nanhe, Luohe, Henan, Liaocheng, Shandong, Taizhou, Jiangsu, and Fengxian, Shanghai, there are currently 10 more pet industry parks. Multiple provincial-level cities and over 40 prefecture level cities have launched plans for over 70 large-scale pet industry parks.¹

Pet research in China has involved multiple aspects, including pet breeds, nutritional management, healthcare, pet management, and pet economy. Pet breed research not only focuses on the origin, physique, personality, and breeding requirements of a certain breed of pet, but also delves into the genetic characteristics and adaptability of pets.

In terms of nutritional regulation and healthcare, from the perspectives of medicine and nutrition, the research team is committed to understanding the physiological conditions and needs of pets, and providing them with a more scientific and healthy diet and living environment.

Pet management focuses on solving the conflicts and contradictions caused by the coexistence of humans and pets in society, aiming to ensure the balance of rights between pet owners and non owners. As a field closely related to the development of the entire pet industry, the pet economy foresees the trend of this huge industry from an economic perspective, providing valuable reference for investors and practitioners.

However, compared to the mature overseas market, China's pet market is still in a stage of rapid development, and some problems are beginning to emerge.

Many interviewees have reported that the industry entry barriers in pet food, pet services, and other fields are low, and companies are mixed, with varying levels of product and service quality.

The trend of using bad currency to drive out good currency not only damages the rights of consumers, but also restricts the healthy development of the entire industry. To address these issues, China has introduced a series of relevant regulations, such as the Pet Feed Management Measures. However, due to the lack of a unified centralized department and ineffective implementation of relevant regulations, further strengthening of management is still needed.

The pet industry in China will continue to maintain a rapid growth trend. With the improvement of people's living standards and the enhancement of pet awareness, pets will become an indispensable part of more and more people's lives.

Meanwhile, with the continuous progress and innovation of technology, the pet industry will also usher in more development opportunities. Related enterprises must have a correct understanding of the impact of VI design on their own brand building, and based on this, find suitable coping strategies to continuously improve their competitiveness.

For example, the application of technologies such as smart homes and the Internet of Things will provide pets with a more convenient and comfortable living environment;

The application of technologies such as big data and artificial intelligence will help practitioners better understand market demand and consumer preferences, thereby launching more accurate products and services.

Now, China's pet market is in a period full of opportunities and challenges. Only through continuous innovation, standardized management, and improved product and service quality can we meet the needs of consumers and promote the healthy development of the entire industry.

In the field of research on pets and their related designs, foreign research is indeed leading China, mainly reflected in multiple aspects such as pet ownership, training, healthcare, exploration of pet economic trends, and research on pet products.

With the continuous development of society, people's love for pets is also heating up, making the pet economy show a thriving development trend. In this context, foreign researchers have already begun to explore various aspects of the pet economy in depth, hoping to better meet people's needs and promote the sustainable development of the pet economy.

In terms of pet ownership, foreign researchers focus on researching the nutritional needs, feeding environment, and behavioral habits of pets, providing pet owners with more scientific and reasonable feeding suggestions.

At the same time, they actively explore the psychological needs of pets, helping pet owners better understand and take care of their pets, thereby establishing a closer relationship between pets and their owners.

In terms of pet product research, foreign researchers have designed more humane and practical pet products based on the different needs of pets. For example, pet beds, toys, and eating utensils all fully consider the physiological and psychological needs of pets, allowing them to enjoy life while also feeling the care and care of their owners.

It is precisely because of the in-depth research and practice in the field of pet economy abroad that the pet product market has become more mature, and the system and economic development are relatively complete.

This is not only reflected in the daily necessities of pets, but also in the medical, insurance, legal system and other fields of pets. The emphasis and development in these

fields have laid a solid foundation for the consumer groups and markets of foreign pet product brands. ¹⁹

Summary of the chapter I

1. Analysis of topic selection
2. Applied research methods

Chapter II

DESIGN RESEARCH AND DESIGN POSITIONING

2.1 Design Research

In order to better understand the needs and preferences of target consumers, we conducted a lot of market research.

We investigated the cat food brands with good sales reputation in China in recent years through Xiaohongshu, Weibo, Tiktok, etc, and also conducted a visit to pet stores in the market, including brand positioning, target audience, market trends and competitors.

The results show that when young people choose cat food, they not only focus on the quality and taste of the product, but also pay special attention to the brand's philosophy and values.

They hope to establish emotional connections with the brand, find a sense of resonance and belonging. In the process of designing cat food, designers and brands not only focus on the health and nutrition of the product, but also hope to establish a deep emotional connection with consumers. Modern consumers, when purchasing pet food, not only pursue the practicality and functionality of the product, but also crave to find resonance and a sense of belonging with the brand.

The establishment of this emotional connection first stems from the deep emotional attachment of consumers towards cats. As a member of the family, cats have long surpassed the realm of pets and become the companion and friend in the hearts of many people. Therefore, when consumers choose cat food, they not only focus on the quality and nutrition of the product, but also hope to find a brand that reflects the care and care for cats.

To achieve this goal, designers and brands need to have a deep understanding of consumer needs and expectations. They need to collect consumer feedback and opinions through various channels to understand their expectations and concerns about the product. Meanwhile, designers and brands also need to pay attention to market trends

and changes in consumer psychology, adjust product design and marketing strategies in a timely manner to meet consumer needs and expectations

The designer conducted a focused research on two brands with good reputation and sales, and found that as consumers pay more attention to pet health and nutrition, natural and additive free labels have become a popular selling point.

When conducting research on two brands with excellent reputation and sales, a significant market trend was discovered: as consumers increasingly pay attention to pet health and nutrition, natural and additive free labels have become popular selling points to attract consumers.

This trend reflects the importance that modern pet owners attach to the quality of life of their pets.

Compared to traditional pet food and products, natural, additive free products are often considered a safer and healthier choice. Consumers are increasingly inclined to choose pet products that do not contain artificial colors, preservatives, chemical additives, etc., to ensure that pets have a more natural and healthy diet and living environment.

For designers, this discovery means that in product design, packaging, and marketing, more attention needs to be paid to the natural and additive free characteristics of the product. For example, in packaging design, natural elements and colors such as green, yellow, etc. can be used to emphasize the natural attributes of the product.

Under the modern fast-paced lifestyle, people face weak interpersonal communication and a lack of security. The issue of. More and more people in groups such as elderly people living alone, DINK families, and office workers are choosing to pets serve as their spiritual support and emotional companionship. The increase in the number of pet owners has promoted the use of pets the rapid development of product related consumer industries.²

In addition, this trend also provides new development directions for brands. Brands can meet consumers' pursuit of high-quality pet life by developing more natural and additive free pet products. At the same time, brands can also strengthen communication

with consumers, understand their needs and expectations, and provide more personalized products and services.

2.2 Design positioning

The design positioning of "Miaomiao Utopia" mainly revolves around young people, especially consumers who love cats and value quality of life. We hope to establish a deep emotional connection with young people through unique design concepts and product features, and become their capable assistants and loyal partners on the cat raising journey.

In this fast-paced and high-pressure society, young people yearn for a sense of tranquility and warmth that belongs to them, especially after a busy day of work when a furry little thing falls into their arms and most of the fatigue disappears.

At this time, cats are not only pets, but also emotional "collectors".

The "Meow Utopia" was born based on this understanding. We are not just a cat brand, but also a brand that conveys love and warmth.

At the same time, we will actively participate in public welfare activities, provide more care and help for stray cats, and let love and warmth spread to every corner. As a brand that conveys love and warmth, Meow Utopia not only meets the needs of cat owners by providing high-quality pet products and services, but also strives to expand the influence of this love and warmth through public welfare activities.

Providing more care and assistance to stray cats not only saves these helpless lives, but also conveys a positive and caring value to the entire society.

The public welfare activities of "Meow Utopia" can include providing food, shelter, and medical assistance for stray cats, as well as promoting the concept of adopting instead of purchasing to help stray cats find warm homes.

In addition, brands can also collaborate with animal protection organizations to jointly promote the development of animal protection, and attract more people to pay attention to and participate in this meaningful field.

By actively participating in public welfare activities, "Meow Utopia" can not only help more stray cats, but also enhance the brand's sense of social responsibility and influence.

This business model that combines commercial profits with social responsibility is not only beneficial for the long-term development of the brand, but also can bring more positive energy to the entire society.

Finally, let's hope that "Meow Utopia" can continue to uphold this concept of transmitting love and warmth, bringing more warmth and care to cats and human society.

In the modern pet food market, the packaging design of cat food is not only to protect the product, but also an important bridge for brands to establish emotional connections with consumers.

The designers cleverly adopted a more realistic style, combining cute and warm elements, and successfully brought consumers closer to the product, allowing cats to feel parental love under the guidance of childlike fun.

1、 Realistic design style

The realistic design style makes the cat food packaging more realistic, as if it takes consumers into a vivid pet world. This design not only makes the product more attractive, but also makes it easier for consumers to resonate with the brand. By delicately depicting the life scenes of cats, such as playing, resting, and foraging, the designer successfully connects the emotions of consumers with the daily lives of cats.

2、 Cute and warm elements

In cat food packaging design, cute and warm elements are indispensable. These elements not only make cats feel cared for and cared for, but also make pet owners feel companionship and warmth. The designer cleverly utilized cartoon characters, warm colors, and soft lines to create scenes full of childlike charm and love. These elements not only attract the attention of cats, but also make pet owners feel the warmth of home when choosing products.

3、 The guidance of childlike fun

Childlike fun is a very important element in the packaging design of cat food. The designer created a playful world of cat food packaging by using interesting patterns, colors, and shapes. In this world, cats can play, explore, and learn to their heart's content. At the same time, this design also allows pet owners to experience the joy of growing together with cats, thereby deepening their emotional connection with them.

4、 Soft color tone selection

In terms of color selection, the designer used soft tones. These color tones not only make the cat food packaging more cozy, but also allow pet owners to feel warmth and companionship when they see the product. By using warm colors, designers successfully connect consumers' emotions with products, allowing them to feel the brand's care and care when choosing products.

2.3 Mind mapping

Miaomiao Utopia brand image design mind map (see Figure 2-1).

Summary of the chapter II

- 1.Excellent brand survey
- 2.Selection of Design Positioning
- 3.Mind map

Chapter III

DESIGN PROCESS AND RESULTS

3.1 LOGO design

LOGO is also one of the fundamental elements in brand image design, playing an important role in identification and extension. The primary function of a logo is to help consumers quickly identify and remember the brand.

A unique and memorable logo can stand out among numerous cat food brands, making consumers think of your brand in the first place. Through the design of the logo, we can convey the brand's philosophy, positioning, and values, enabling consumers to have a deeper understanding of the brand.

In addition to recognition function, LOGO can also establish emotional connections with consumers. By using cute and warm elements and colors, we can create a playful and approachable logo image, allowing cats and pet owners to feel the brand's care and care. This emotional connection helps to enhance consumer loyalty and sense of belonging to the brand.

When designing the logo of a cat food brand, we need to consider the following points:

Simple and easy to remember: The logo design should be concise and clear, avoiding overly complex and cumbersome graphics. Meanwhile, it should be easy to remember and recognize, so that consumers can easily remember the brand.

Uniqueness: The logo should have uniqueness and be able to distinguish it from other cat food brands. Through unique elements such as graphics, colors, and fonts, we can shape the unique image of the brand.

Emotional resonance: The logo should be able to evoke emotional resonance among consumers. By using cute and warm elements and colors, we can make cats and pet owners feel the brand's care and care.

Scalability: The logo should have scalability and be able to adapt to the needs of different media and scenarios. By adjusting the size and proportion reasonably, we can keep the logo clear and beautiful in various environments.

3.1.1 Design Concept

The design inspiration for the logo comes from the orange white cat, which was a symbol of luck and wealth in ancient China.

With its cute appearance and friendly personality, it is not picky about food and has strong resistance, making it a representative of health among cats.

Whether in the eyes of cats or humans, the appearance of orange white cats can be on the list. In this logo design, an orange white cat is used as the prototype to create a chubby and cute cat image.

The squinted eyes and raised thumbs are expressions of food recognition, highlighting the deliciousness of the brand's food. And using personification techniques to create the overall logo, representing that each cat is the brand's child, the friendly and charming expression also brings the brand and consumers closer together. (See Figures 3-1 and 3-2).

3.2 IP Image Design

IP image is usually designed based on brand philosophy, culture, and values, with a unique appearance, personality, and story background.

When consumers come into contact with this IP image, they can immediately feel the brand's personality and temperament, thus forming a more intuitive and profound brand impression.

This intuitive brand experience helps consumers better understand and remember the brand, enhancing the emotional connection between the brand and consumers. Compared to traditional spokespersons, The IP image has higher stability and controllability. Once the design is completed, The IP image can continuously voice the brand, carry out marketing and promotion. Moreover, as the IP image is fictional and

not affected by negative news in real life, it can provide more stable and reliable endorsement support for the brand.

The IP image can become the "mascot" of a brand and play an important role in various marketing and promotion activities.

For example, peripheral products based on IP image can be designed, such as toys, clothing, stationery, etc, to attract consumers to purchase; Can publish content related to IP image on social media, such as comics, short videos, live broadcasts, etc, to interact with consumers; It is also possible to use IP image for cross-border cooperation, jointly launch joint products or activities with other brands or institutions, and expand the brand's influence.

By designing IP images that are rich in storytelling and emotional resonance, brands can convey richer cultural connotations and values.

When consumers have emotional resonance with this IP image, they will also more identify and accept the brand's culture and values. This sense of identity helps to enhance consumer loyalty and sense of belonging to the brand, promoting the long-term development of the brand.

The IP image plays an important role in shaping the brand image of cat food. By designing unique, interesting, and emotional IP images, brands can bring consumers a more intuitive and vivid brand experience, while serving as a "spokesperson" for continuous marketing and promotion of the brand without negative impact.

This will help enhance the emotional connection and cultural identity between the brand and consumers, laying a solid foundation for the long-term development of the brand.

The brand IP design method from the perspective of design anthropology can be developed from four levels: first, user research at the research level, which studies users to create resonance between design and users. The second is cultural exploration at the content level, extracting cultural value for shaping IP. The third is emotional value identification, which is achieved through cultural stories and psychological appeals. The fourth is the participation of formal design, inviting users to participate in the design decision-making process and guiding them to better express their needs.³

3.2.1 Design Concept

This IP image is named after Xiaomiao, whose name is derived from the first word of its brand name, "Miao". At the same time, it also echoes the unique and gentle "meowing" sound of Xiaomao, giving this name more vitality and fun.

Xiaomiao image design inspiration comes from the beloved orange white cat. Its flickering eyes, chubby face, and large ears are all characteristics of Xiaomiao, giving people a cute and friendly feeling, making it easy for pet owners to think of their own cats. In addition to their cute appearance, our IP image cats also possess friendly and familial personalities.

It always enjoys interacting with humans and enjoys being touched and embraced. This friendly personality not only increases the attractiveness of cats, but also symbolizes the intimate relationship between brands and consumers.

We hope that through this design, consumers can feel the brand's respect and care for them, thereby establishing a deep emotional connection.

As a representative of health among cats, our IP image of cats possesses strong resistance and vigorous vitality. It is never picky about food and can quickly adapt to various environments and foods. This healthy physique not only makes cats happier and more lively, but also provides valuable reference for consumers.

We hope to convey the brand's concern and commitment to cat health through this IP image, and encourage consumers to choose healthy and nutritious cat food for their cats. (See Figures 3-3 and 3-4).

And on the basis of IP image, cleverly extending clothing, posters, and emoticons further enriches the brand's design connotation.

In terms of clothing extension, a series of flavors are used as a reference, and the design inspiration comes from the flavors of small fish, rabbits, cows, ducks, and chickens that cats love to eat. The design of pet food packaging needs to consider the needs of most pet owners from their psychological perspective.⁴

These clothing extensions not only retain the image characteristics of IP in the design, but also make the clothing extension more vivid and interesting through the

combination of headsets, clothes, and colors. At the same time, it also allows pet owners to deepen their memory of series flavors when viewing IP, helping them choose products. Integrating emotional design concepts into pet food packaging design, strengthening the emotional characteristics of packaging, can improve pet food production. The added value of the product, enhances user stickiness, and expands market share.⁵(See 3-5, 3-6)

In terms of poster extension, the designer combined elements of IP image and clothing extension for layout, selecting background colors that are more in line with the extension of their respective clothing.

This color combination not only makes the IP image and clothing extension correspond with the background, but also presents a more coordinated visual effect on the entire picture. Harmonious coexistence between humans and animals, as an important link, conveys the love and affection between humans and animals the concept of symbiotic coexistence of things. In addition, the China Pet Care Association advocates taking into account the needs of companion animals for humans.⁶

In their survival activities, respecting their natural habits, improving their quality of life, and promoting equal relationships between humans and pets development of.⁷In poster design, the use of repetitive techniques, combined with appropriate adjustments to image transparency and the incorporation of background techniques, can effectively highlight the theme position, making the overall poster look more rich and layered.

Firstly, determine the theme of the poster and select one or more images that represent the theme.

As a derivative of IP, IP image can cover a lot of high-quality content, leading to posting topics, generating attention, conveying certain values, and continuously meeting consumer psychological and emotional needs.⁸

In terms of visual design, it also has an unparalleled role compared to other forms of visual design.⁹

These images should have sufficient visual impact to stand out in the poster.¹⁰ In order to integrate the image into the background and increase the sense of hierarchy, the transparency of the image can be appropriately reduced.

This can be achieved through the transparency adjustment tool in image editing software.

By gradually reducing transparency, the image can be better fused with the background while preserving the main details and colors of the image.¹¹ Repetition is an effective technique in design, which emphasizes the theme by using the same elements or images multiple times in the poster. Contemporary young people have a strong sense of self-awareness, are mostly good-looking, impulsive consumers, and dare to try new things. Therefore, in design, the first thing to pay attention to is appearance beauty.¹² After adjusting the image transparency, it can be copied and placed in different positions on the poster to create a repetitive effect. This repetition not only helps to highlight the theme, but also increases the visual appeal of the poster.

In addition to basic protection, pet food packaging in addition to basic functions such as products and promoting sales, there is also a need for interaction generated during the use process. The consideration of functional requirements and other aspects is not detailed enough and needs further exploration.¹³

Layout and hierarchy: When incorporating images into the background and applying repetitive techniques, pay attention to the layout and hierarchy of the poster. By properly arranging the position, size, and angle of images, a visual sense of hierarchy and depth can be created. Meanwhile, using different levels of transparency and color combinations can further emphasize the key elements in the poster, making the overall design more harmonious and unified.

The background is an indispensable part of poster design.¹⁴

No matter how the IP image appears, the ultimate goal is to serve the brand.¹⁵

To coordinate with the theme image and enhance the overall aesthetic, a background image or color related to the theme can be selected. At the same time, the design of the background can be enriched by adding elements such as gradients, textures, or patterns, making it more attractive and deep.

As the Engel's coefficient of pet consumption gradually decreases, cat products have shown a steady growth trend in the market in recent years.¹⁶

In addition to the image and background, the text and color scheme in the poster are also very important design elements.¹⁷ Choosing fonts, sizes, and colors that match the theme can make the text more readable and emphasize the theme. Meanwhile, a reasonable color scheme can create an atmosphere and emotional expression that is in line with the theme.

Finally, after completing the poster design, attention should be paid to the details. Check whether the edges of the image are smooth, whether the colors are uniform, and whether the text is clear. These details can ensure the overall quality of the poster and enhance the visual experience for the audience.

By carefully designing and adjusting the above steps, the poster can appear more diverse, layered, and attractive overall. Meanwhile, by highlighting the theme position and incorporating appropriate background and elements, the designer's creativity and emotional expression can be conveyed. (See 3-7)

From the overall image, this IP does indeed exhibit cute and friendly characteristics, perfectly fitting the brand's philosophy. The image design of IP is not only attractive, but also can quickly establish emotional connections with consumers, making brand information more deeply ingrained in people's hearts.

Emoticons, as an important component of this IP, are also the brand's password, label, and mask.

They not only enrich the expression of IP, but also give the brand more personality and emotional colors. These carefully designed emoticons can accurately convey various emotions and moods of pet owners, allowing them to feel the warmth and care of the brand during use.

By extending IP facial expressions into emoticons, the brand provides pet owners with more ways to interact and share their emotions with their pets.

These emoticons not only have practicality, but also have high collectible value and dissemination.

They can serve as a bridge for communication between pet owners, enhancing the brand's social attributes and interactivity.

These emoticons can also deepen the pet owner's memory and impression of the brand.

Whenever pet owners use these emoticons on social media or chat tools, they unconsciously recall beautiful memories and experiences related to the brand. This emotional connection and deepening of memory will further consolidate the brand's position in the hearts of pet owners, enhance brand loyalty and reputation.

The cute and friendly image of this IP, along with its extended emoticons, brings unique charm and value to the brand.

They not only enrich the brand's expressive power, but also enhance the brand's emotional connection and social attributes.

These carefully designed elements will become valuable assets for the brand, helping it stand out in the fiercely competitive market. (See 3-8)

3.3. Illustration Design

Illustration design can vividly showcase specific products and convey information in the most intuitive way. Using flat illustrations to promote brand concepts, enhance the artistic beauty of products, meet consumer aesthetic needs, change traditional consumer experiences, and add fun to consumers' daily pet raising lives, in order to enrich packaging cultural connotations, enhance brand influence, expand product sales, and improve corporate competitiveness. This will explore more forms of expression in pet food packaging design, and also promote and promote flat illustration forms.¹⁸

Illustration design can vividly showcase the characteristics of cat food products through colorful visuals, delicate depictions, and interesting compositions. The vast majority of people raise pet cats for emotional needs, which suggests that they tend to have emotional interactions with pets in their daily lives.¹⁹

For example, by illustrating the raw material sources, production techniques, and taste experience of cat food, consumers can intuitively feel the high quality and uniqueness of the product.

This vivid display method is more attractive than simple textual descriptions and can quickly attract consumer attention.

Illustration design can also convey brand information in the most intuitive way.²⁰ By designing unique brand symbols, color combinations, and font choices, illustrations can quickly convey the brand's philosophy, values, and personality. With the rapid development of the times, pets have become companions of humans, and some pets can bring some pressure to people due to their characteristics. Therefore, how to coordinate the relationship between pets and humans is a problem.²¹

For example, using a warm illustration style to showcase the intimate relationship between cats and their owners, conveying the brand's concern for the health and happiness of cats; Alternatively, simple and bright lines and colors can be used to showcase the brand's fashion sense and vitality. Further exploration of market demand and user research using product design research methods.²²

This intuitive way of conveying information helps consumers quickly understand the core values of the brand, establish awareness and trust in the brand.

Illustration design not only attracts the attention of consumers, but also triggers emotional resonance through vivid visuals and interesting elements. The pet industry in our country is in a stage of rapid development, intense competition, continuous improvement and refinement of the pet peripheral industry, and exploration of introducing advanced foreign equipment. The pet product industry in our country still has a certain distance from mature and standardized models and lacks core brand competitiveness.²³

When consumers see warm and cute illustrations, they unconsciously experience a joyful and happy emotional experience, thereby enhancing their love and loyalty to the brand. In addition, by designing interesting interactive activities, such as involving consumers in illustration creation and sharing their cat stories, it can further bridge the distance between the brand and consumers, and establish a deeper emotional connection.

3.3.1 Design Concept

The designer used small scene illustration techniques to combine cats and various main animal materials, creating an intuitive image to let pet owners understand various

flavors and adding fun and attraction to the illustrations. Remove some complex structures and elements, and use a more concise outline for simplicity and clarity.²⁴

Highlighting the key points can help pet owners quickly understand the content inside. The overall color tone of the illustration is bright and lively, which not only conforms to the characteristics of pet products, but also gives people a warm and joyful feeling.

When consumers see these bright colored illustrations, they unconsciously feel a warmth and joy.

This is because these colors themselves can stimulate positive emotions in people, and the intimate interaction between pets and their owners depicted in the illustrations further strengthens this emotional resonance.

This warm and pleasant feeling helps to enhance consumer favorability towards the brand, thereby promoting purchasing behavior.

By designing illustrations with bright and vibrant colors, brands can better convey their emotions and values.²⁵

These illustrations not only showcase the characteristics of the product, but also convey the brand's love for pets, warmth for the family, and love for life through color and composition.

This emotional transmission helps establish an emotional connection between the brand and consumers, making consumers trust and love the brand more. Bright colors are often more easily remembered by people.

Therefore, these illustration designs can not only attract consumer attention, but also serve as visual memory points for the brand.²⁶

When consumers see these illustrations again, they immediately associate them with the brand and product, thereby increasing the brand's exposure and awareness.

3.3.2 Design finalization

In the early stages of drawing, use Procreate for sketch design, and in the later stages, use AI for painting and coloring, using standard and auxiliary colors to make the illustrations more in line with brand standards.²⁷

3.4 Poster Design

The Miaomiao Utopia series of posters consists of five pieces, which use a combination of top, middle, and bottom composition and layout.

The font sizes are arranged in a staggered manner, and the background pattern is not eye-catching but also enriches the image.

Highlight the brand name and emphasize the brand positioning, with an enlarged illustration in the middle and the brand logo at the bottom.

The background color of the logo can make the image appear more coordinated. The background color should match the overall image, values, and target market of the brand.

For example, a brand targeting the young and fashion market may choose bright and vibrant colors, while a brand targeting the mature and professional market may choose more stable and low-key colors.

There should be sufficient contrast between the background color and the color of the logo itself to ensure that the logo can be clearly visible in various environments. If the contrast is insufficient, the logo may become blurry or difficult to recognize. Avoid using overly complex or flashy background colors.

A concise and clear background color can make the logo more prominent and easier to attract people's attention.

Choosing the appropriate logo background color is crucial for creating a successful and attractive brand.

By considering factors such as brand image, contrast, color psychology, adaptability, simplicity, and coordination with other elements, it can be ensured that the logo can achieve optimal results in various scenarios.

3.4.1 Design Finalization

In the final design, the overall color tone of the poster is lively and bright. In order to design the poster, I need to choose one or two dominant colors, which should be bright and have sufficient contrast to create a visual impact.

After selecting the main color tone, it is necessary to consider how to match other colors to enhance the overall effect.

Similar colors can be used to create a harmonious atmosphere, or contrasting colors can be used to create visual focus.

Regardless, it is necessary to ensure that the color combination is both aesthetically pleasing and easily recognizable.

Using gradients and layers in design can make posters more three-dimensional and profound. Simulate light and shadow effects by using a color gradient from light to dark, or differentiate different elements by using colors with different saturation levels. Emphasize key elements in the poster, such as titles, images, or slogans, by using brighter or brighter colors.

This helps guide the audience's attention and makes it easier for them to understand the theme and information of the poster. Different colors can trigger different psychological reactions from the audience.²⁷

When choosing a color tone, you can consider the emotions or feelings you want to convey. For example, orange and yellow are often considered warm and happy colors, while blue is often associated with calmness and trust.²⁸

Finally, by carefully selecting and using lively and bright colors, a poster can be created that is attractive, easy to understand, and full of vitality.(See Figures 3-11, 3-12, 3-13)

3.5 VI manual display

The VI Handbook, also known as the Brand Visual Identity Handbook, is a detailed brand guide used to standardize and unify the visual image of a company's brand.²⁹

The visual identification manual for the Miao Miao Utopia brand includes part A's logo standards and grid drawing, standard combinations, logo application specifications,

standard colors, auxiliary colors, etc, part B's poster application, packaging application, etc. (See Figures 3-14, 3-15)

3.6 Application Display

In the brand, derivatives occupy a very important position.³⁰

Derivatives do play an important role in product sales, although their production may bring additional costs, these costs can usually be balanced by their positive impact on sales.

Derivatives, such as brand related stationery, clothing, accessories, etc., can increase brand exposure. When consumers use these products in their daily lives, they are actually advertising the brand to attract more potential customers.³¹

Derivatives can become the emotional link between brands and consumers. When consumers purchase brand related derivatives, they develop a stronger sense of belonging and loyalty to the brand, making them more likely to purchase the brand's products again.

Derivatives can serve as gifts or added value when purchasing products, providing consumers with additional satisfaction. This additional value can motivate consumers to purchase products and increase their overall satisfaction with the products.

When derivatives are sold together with the main products, a full price reduction can be considered for the derivatives. This approach can attract consumers to purchase the main products, as they can obtain derivatives that would otherwise require additional purchases at lower prices. A full price reduction campaign can serve as a short-term promotional strategy to stimulate sales growth.

Another effective promotional strategy is to give away all derivatives in full. For example, when consumers purchase a certain quantity of main products, they can receive a certain derivative for free. This strategy can stimulate consumers' desire to purchase, as they can gain additional value by purchasing more products. The full gift promotion can also serve as a loyalty reward to give back to consumers who have long supported the brand.

It should be noted that both full price reduction and full gift promotions need to strike a balance between cost control and profit goals. Brands need to carefully evaluate the potential benefits and costs of these activities to ensure that they can bring long-term positive effects. Secondly, derivatives can also enhance user stickiness and activity, and regular updates can bring pet owners a better fresh experience. Thirdly, it can enhance the brand imprint. Fourthly, it can better build brand IP.

Coupons (see Figure 3-16).

Membership card (see Figure 3-17)

Handbag (see Figure 3-18).

Stickers (see Figure 3-19).

Paper cups (see Figure 3-20).

Door waist (see Figure 3-21).

Work permit (see Figure 3-22).

Key chain (see Figure 3-23).

In terms of packaging design, layout design is carried out for cat food and canned cats. (See Figures 3-24, 3-25, 3-26, 3-27).

Design landing exhibition.(See Figures 3-28,3-29).

3.7 Design Results

The achievements of the pet image brand design of Miaomiao Utopia include logo design, IP image design, illustration design, poster design, and VI manual design.

Summary of the chapter III

1. Logo design

2.2. IP image design

3. illustration design

4. VI manual design

Chapter IV

PROBLEMS AND SOLUTIONS DURING THE CREATION PROCESS

4.1 Problems

When I first decided to design the image of this pet brand, I realized that I didn't have enough knowledge about most cat food brands on the market.

To create a good pet brand, it is necessary to have a deep understanding of the stories behind these brands and their market positioning.

However, collecting relevant information about these brands is a daunting task. In the process of searching for relevant information, I found that the internet is filled with a large amount of information, but it is difficult to distinguish between true and false, making it difficult to distinguish which is true and trustworthy.

Some brand promotions are too exaggerated or even exaggerated, making it difficult for me to accurately judge their authenticity and credibility.

However, some brands are too low-key and lack sufficient promotion and publicity, making it difficult for me to understand their characteristics and advantages.

And there were many problems in the design, whether it was in the choice of color or the determination of image, I struggled for a long time and wasted a lot of time.

When designing the logo, I chose a bright yellow orange cat and a pink background, which resulted in low brightness and an uncoordinated appearance that did not give a bright impression.

When designing illustrations, I thought of many different elements and also saw many excellent illustrations online. However, the final effect was either too cumbersome or did not meet my expectations.

When designing the IP image, I procrastinated for a long time on the three views of the IP.

The side view requires rich imagination, and I made several revisions but was not satisfied, which looked particularly strange. And clothing extensions, how can they look more unified, coordinated, and beautiful?

4.2 Solution

I first visit offline stores to learn about some reputable cat food brands, and then read recommendations from pet bloggers and high selling brands on various social media platforms, so that I can roughly understand some reliable cat food brands.

Then you can go to platforms such as Weibo and Xiaohongshu to collect research reports and brand promotion PPT about the brand.

In terms of designing the logo, I made multiple adjustments and finally decided to switch to Orange White Cat.

The combination of orange and white colors is not only warm and soft, but also very in line with the brand's friendly and friendly atmosphere.

It is simple and not simple, and the background color has been changed to a low saturation pink color.

This color can highlight the main body of the logo without being too dazzling, and it is also more visually coordinated.

When designing illustrations, after browsing through a lot of works, I came up with a series of flavors.

Using the habit of cats eating meat, five animals and orange white cats were selected as the theme for illustration. Five small scenes of illustrations are beautiful and memorable.

When designing the IP image, I adjusted the side view with the help of my classmates.

I designed the clothing extension based on taste, which not only fits the illustration content but also harmonizes with the overall design.

Summary of the chapter IV

1.Difficulties encountered in design

2.Solution

CONCLUSION

The graduation project is the final work in college, representing the achievements and abilities of your four years of study.

Although the process of graduation design is not easy and requires a lot of time and effort, there is a great sense of achievement after completion.

From the initial topic selection, to investigation and research, to continuously improving the design, and finally implementing one's own ideas according to the plan, although encountering difficulties that have never been encountered before, they can all be overcome one by one.

Whenever I overcome a difficulty that I have never encountered before, I feel like my abilities have taken it to the next level.

Although the whole process was tiring, it was painful and joyful.

As the starting point of a graduation project, the topic selection often determines the direction and difficulty level of the entire project.

Some students will choose their field of interest, while others will determine their research direction based on market demand or mentor advice. The process of design is like searching for a lighthouse in the vast ocean.

Although it is full of unknowns, every exploration and attempt has a direction.

This design used a lot of software, and I may not have been very proficient in these software before, but after this design, I can basically master them.

The drawing of sketches and the moment of inspiration are usually recorded in Procreate, which is a convenient and fast software.

The moment of inspiration must be recorded. In this design, I used PS and AI, and gained a better understanding of their advantages and disadvantages.

I also became more proficient in mastering them, laying a solid foundation for my upcoming work and life.

When I was lost many times, it was the teacher who promptly guided me through the maze, allowing me to have a clearer understanding of what the desired effect was.

Under the guidance of the teacher and my own efforts to explore, I gradually sorted out my thoughts and completed my own brand visual identification manual on the occasion of graduation.

Through this unique design journey, I have deeply experienced the hardships and difficulties of brand birth.

A brand is not just a name or logo, it is also an emotional attachment, a cultural inheritance, and an important weapon for enterprises in market competition.

My graduation project is the end of my college career and also another beginning for me.

My work, "Mysterious Meow Utopia," is a summary of my four years of study in college.

It may not be done very well, but this is a good ending and a good start.

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ANNEX

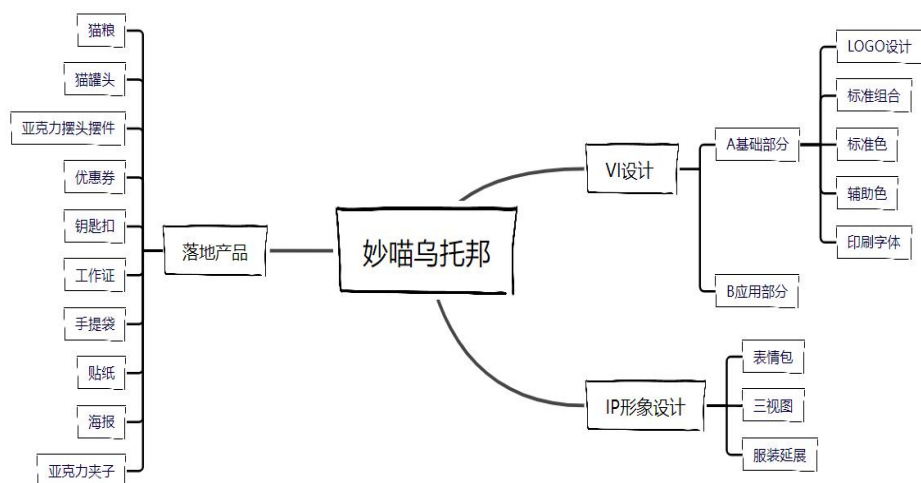


Figure 2-1 Mind Map



Figure 3-1 LOGO Line Draft



Figure 3-2 Completed Logo Draft

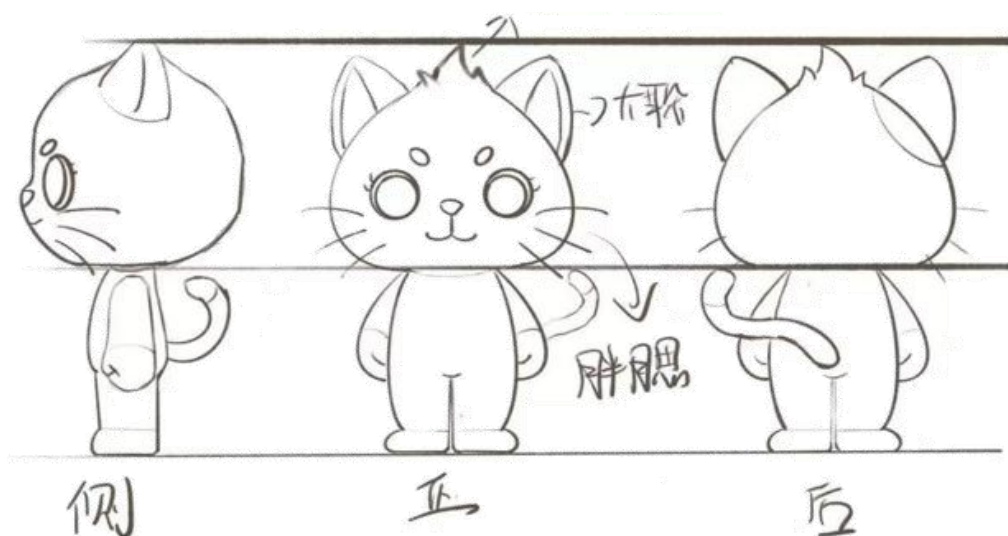


Figure 3-3 IP Draft

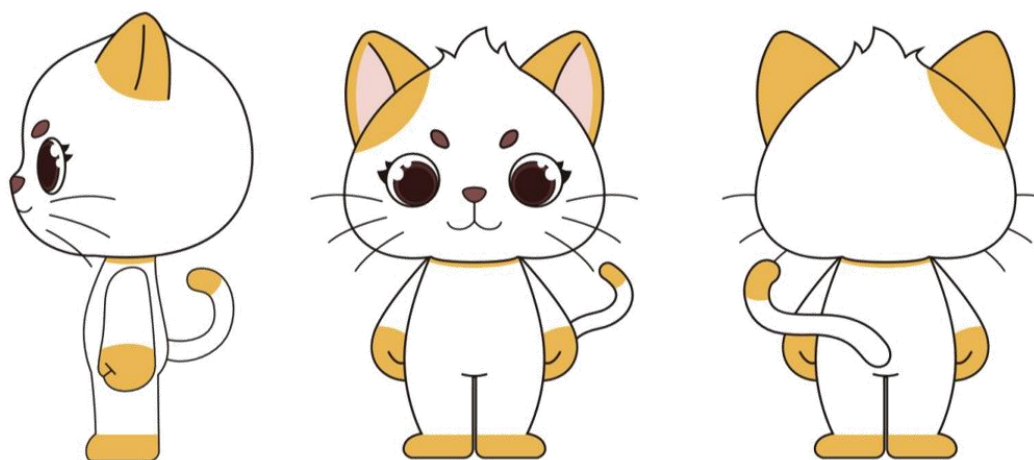


Figure 3-4 IP Three Views Completed Draft



Figure 3-5 IP Clothing Extension Line Draft



Figure 3-6 Completed draft of IP clothing extension



Figure 3-7 IP Poster Extension

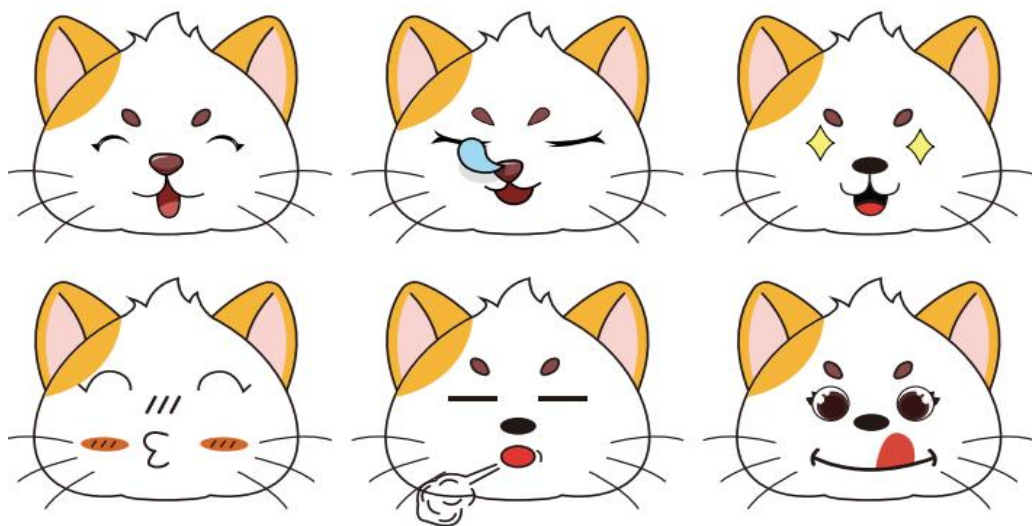


Figure 3-8 IP emoticon extension



Figure 3-9 Illustration Draft



Figure 3-10 Illustration Completed Draft



Figure 3-11 Poster



Figure 3-12 Poster



Figure 3-13 Poster

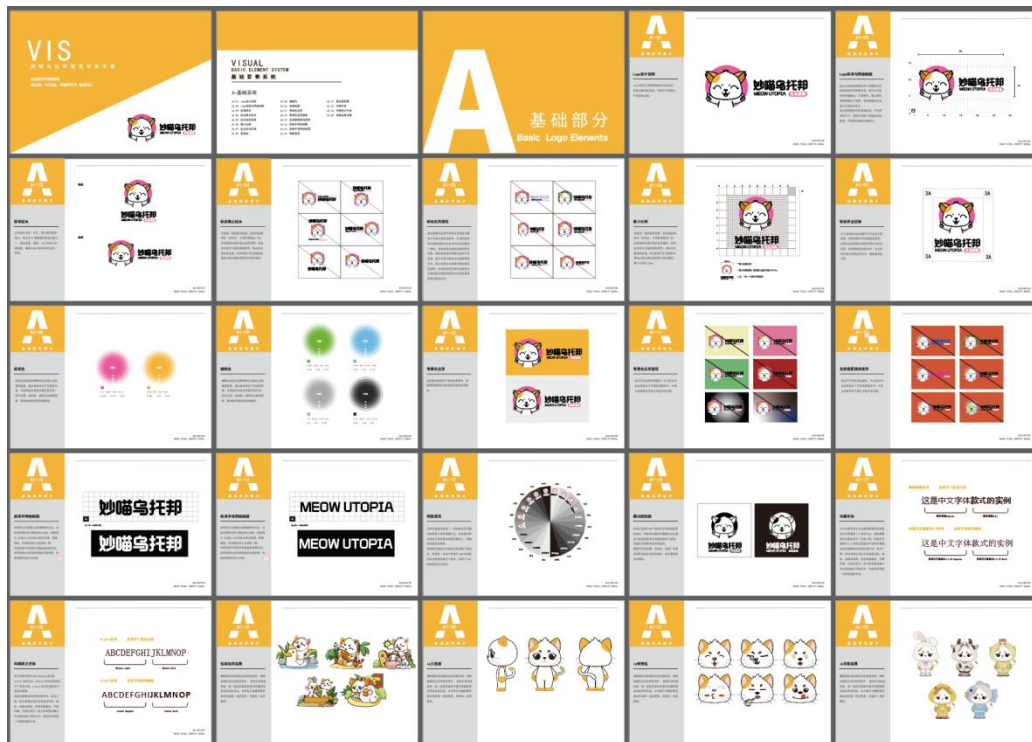


Figure 3-14 VI Manual Part A



Figure 3-15 VI Manual Part B



Figure 3-16 Coupons



Figure 3-17 Membership Card

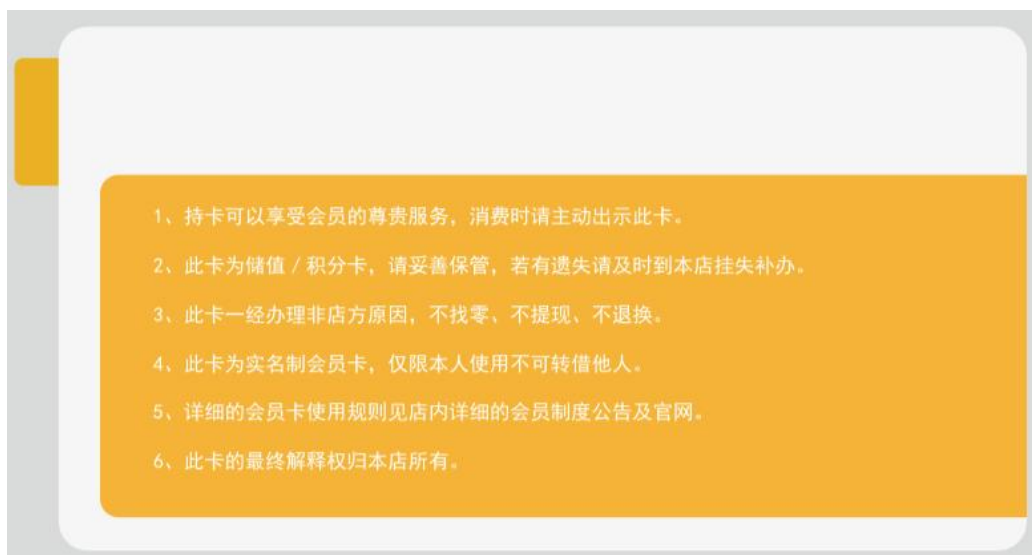


Figure 3-17 Membership Card



Figure 3-18 Handbag



Figure 3-19 Stickers



Figure 3-20 Paper Cup



Figure 3-21 Door Waist



Figure 3-22 Work Permit



Figure 3-23 Key chain



Figure 3-24 Cat Food Bag



Figure 3-24 rendering of cat food bags



Figure 3-25 Canned food

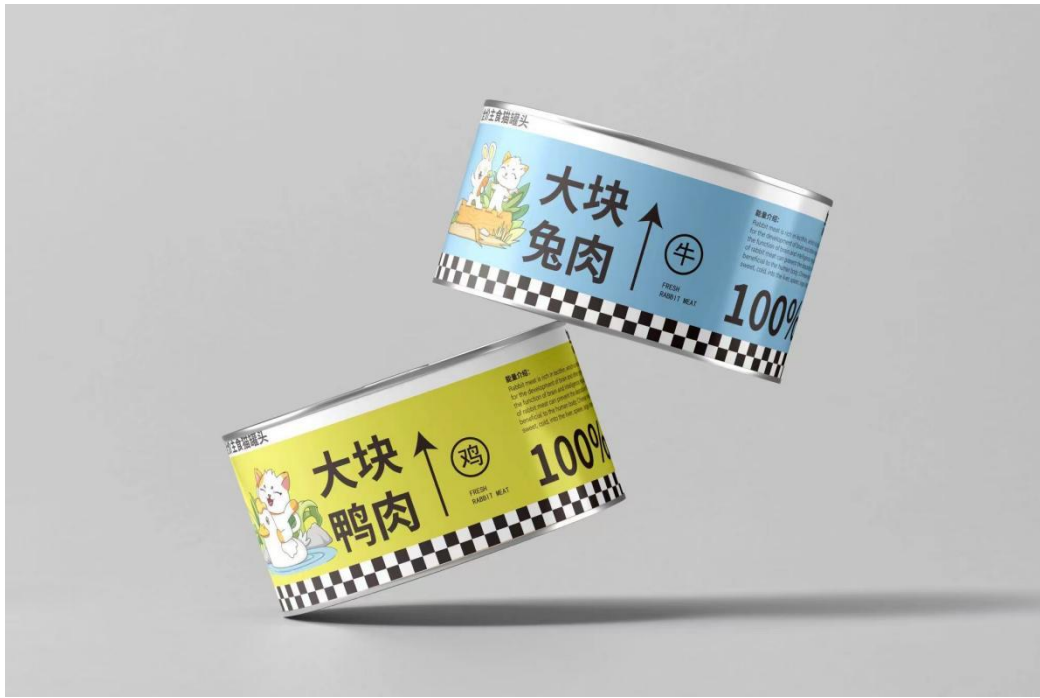


Figure 3-26 Cans rendering



Figure 3-27 Design landing exhibition



Figure 3-28 Design landing exhibition