

# Traditional Wedding Planning Brand Visual Image Design Research

-- Taking "Qing" brand as an example

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**Abstract:** Before the brand image design, the analysis of brand positioning is the first step to build a successful brand. For the brand image design of wedding companies, consumer demand should be put in the first place, and what can stimulate consumers to produce consumer behavior should meet the following two conditions, -- explicit demand, invisible demand. Dominant demand refers to the purchase demand, while brands should pay more attention to the invisible needs of consumers to meet the psychological level. This is a key step in the brand's long-term development. This paper through the analysis of the wedding brand development market status, according to the demand of consumption as the guidance to carry out the brand image design work, from the ancient poetry and traditional wedding style to extract the design inspiration, in the visual design of the combination of traditional and modern techniques, for the wedding brand image design.

**Keywords:** Wedding planning; Brand visual image design; Traditional culture.

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## 1. Background and significance of the topic selection

### 1.1. Topic Selection Background

The industry characteristics of the wedding planning industry itself have a relatively strong regionalization. Due to the phenomenon of cultural differences between the north and the south, different regions' customs for the wedding are different, and the wedding planning industry needs to have the brand positioning ability according to local conditions. For the design of the wedding planning enterprises to extract the valuable content from the traditional culture, enhance the regional, national and other characteristics of the wedding design. But the brand development of traditional characteristic wedding planning enterprises has not formed a good and influential wedding brand in the whole country. Due to the cultural exchanges, more people prefer the western style when choosing the wedding style. With the progress and development of The Times, the increase of China's per-capita income and the increase of consumption willingness, the wedding industry is also very different from the former traditional family banquet, rental wedding dress, which leads to the wedding market is facing better opportunities for development. The post-1990s and post-1995 consumer groups have reached the marriageable age, and the personalized expression is the characteristic of the consumer groups in this age group. These new people, accept new things fast, love for traditional culture is more prominent, independent ability, rich ideas, they pursue is "quality first", so that the wedding planning industry to personalized, customized services once launched by the market, which will also become the development trend of the future wedding market.

### 1.2. Significance of the topic selection

Wedding service industry attaches great importance to brand promotion and market possession, etc. From this point of view, can the major brands enhance their own brand value

at the same time, and gain the status of regional well-known wedding enterprises. As far as brand promotion is concerned, we should not only focus on the advertising level, but also consider the overall visual level of offline stores and the feelings brought to consumers. The promotion of the visual part should be a part of the wedding planning company should pay attention to. Like an iceberg, brand advertising promotion like the tip of the iceberg, is the most intuitive present to consumers, but under the iceberg "visual level" is the foundation of brand promotion success, although not easy to be found by consumers, but it is the enterprise in the brand, the foundation of the good part. Visual level of promotion can more bring consumers to visual, auditory, tactile, smell, feeling, these five aspects to sense your brand.

Chinese wedding customs are influenced by foreign cultural exchanges, showing the characteristics of diversification. The style of Chinese wedding is also rising along with the arrival of the new era. Many young people's pursuit of "Hanfu" and local tourist attractions break the tradition and seek to find innovative points to attract consumers. The development of the modern design does not conflict with the promotion of the traditional culture. It is the problem of this topic to connect the tradition with the modern culture and to find a more suitable traditional development route. With traditional culture combined with modern design techniques to enrich the wedding style, to establish a unique wedding brand.

## 2. Wedding brand development status quo analysis

The wedding planning industry contains many industry branches, and the wedding industry has gradually become one of the more important growth points of China's economy. The wedding market includes: clothing, catering, gifts, photography, tourism and so on. The consumption of the wedding industry maintains a stable growth, the development prospect is relatively good, for the rising wedding planning enterprises is a good opportunity for development. According

to the "2020 China Marriage Consumption Trend Insight Report" released by Marriage Industry Observation and Wedding Era, the average marriage consumption of each couple reached 223,000 yuan in 2019, 3.5 times that of 2015. It can be seen that the market specifications of the wedding planning industry are still considerable.

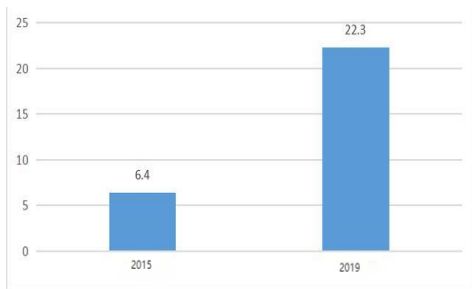


Fig.1 2015-2019 Change of marriage consumption amount in China (ten thousand yuan) Marriage industry observation drawing

The increase of wedding expenses is not groundless. In 2019, the per-capita income and per-capita consumption of Chinese residents were 30,700 yuan and 21,600 yuan, respectively, up 8.9% and 8.6% year on year. In 2020, China will enter a new era. China has achieved the goal of building a well-off society for all people. People's life is more stable, the economic market is developing rapidly, and the pursuit of personal happiness index is bound to show an upward trend.

According to statistical forecasts, the wedding market size will reach 2.8 trillion yuan in 2020, and it is expected to reach 3.36 trillion yuan in 2021. Therefore, in such a huge economic market, how to make the wedding brand unique, stand out and become the leader in the industry, needs the embodiment of the brand of its own value and personality.

### 3. Research content and methods

#### 3.1. Study Content

For the establishment of the wedding brand image design of the company, not only including the visual level, but also need to consider the brand "facial features" brought to consumers, so that consumers like your brand from all aspects. Before starting the brand visual image design, brand positioning is the first step to establish a successful brand. Wedding brands need to have a clear positioning of their own brand and delimit the boundary. Only by selecting the target market well can the future development of the brand do not deviate, and it can also enable consumers to accurately locate their brand when they want to meet their own needs. For the post-90s and post-95 consumers, the requirements for their wedding are more about how to highlight their own personality and creative points. They hope to convey their attitude to life through their personal consumption behavior, which is also the endogenous motivation for users to choose brands. What they want the brand to meet is not only the explicit goal of buying the demand --, but also the invisible goal of meeting the psychological demand --, which refers to the psychological level. And a brand that truly meets the invisible goals of consumers is a key step in long-term development.

This paper combines the wedding brand with the traditional wedding in visual design, from the Han and Tang · Flower flower clothes, Song · Phoenix Crown and robes, to seek common ground, in order to inherit and innovate to extract the available elements, for the corporate visual image design of the wedding planning brand.

### 3.2. Research Methods

From the "feeling of traditional culture of Tang poetry and Song poetry", in the ancient landscape painting and traditional Chinese painting, the picture color is extracted to find the visual main color of the brand. Nowadays hot film and television play, for example, "The Story Of MingLan", "Palace of Devotion", "Serenade of Peaceful Joy", can often see about The Song Dynasty wedding, The Song Dynasty "rational beauty", red male green women is a characteristic of the wedding, common Begonia flower, Peony, Ganoderma lucidum, has auspicious meaning, using metaphor to express people yearning for happiness, harmony, the characteristics of the song dynasty wedding dress, wedding customs, are in a more way to make people accept the beauty of traditional culture.

### 4. Design procedure

#### 4.1. The Source of the brand name

Enterprise brand positioning: high-end, colorful, expensive gas.

Mainly promote the Chinese wedding, emphasizing the revival and inheritance of the Chinese wedding. Characteristic theme wedding planning, traditional wedding and modern design style combined. The brand name itself needs to have a classical beauty, expensive feeling. Follow this way of thinking, associate to you can find a suitable brand name from Song Ci.

<Manting fang Rui Ai Fei Yan>, in the brand name, "Rui haze" has auspicious clouds, which is also called the smoke. Rui is the ancient jade as a letter: Rui jade (the general term of jade held when the princes saw the emperor) has a good meaning, good omen.

<ManTing fang · Rui Ai Fei Yan>

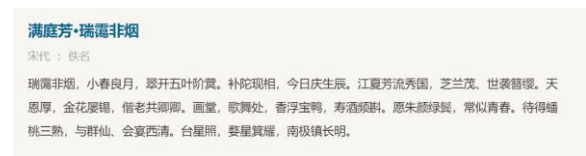


Fig.2 "Manting fang · Rui haze is not smoke"

Song Ci: "天恩厚, 金花屡锡, 偕老共卿卿", Meaning, the emperor day grace, repeatedly reward golden flowers, I love and you until old. In the word, repeated tin refers to often given, tin is given. Golden flower here refers to the emperor to give officials like the status of the golden flower ornaments, is a very high reward. Qing a word, in ancient times is the husband, wife love. There are many similar poems: long hair and waist, ten miles of red makeup, phoenix crown and robes of rank, hold the hand, and qing to each other. Thus, "Qing" was mostly used as the love name between husband and wife in ancient times. Therefore, the brand name is the "Qing" word.



Fig.3 The Logo design display

Brand slogan: I would like to prove this together with my secretary

Brand size: one-stop service, wedding planning, wedding design set, wedding photos, modeling, hand companion gifts.

### 4.2. Standard color and auxiliary color refining



Fig.4 "The Story Of MingLan"



Fig.5 Photo of Empress Cao

In these two pictures, it can be clearly seen that red, green, blue and blue are mostly the main colors of the wedding at that time. The following colors were extracted from the wedding costumes of the Song Dynasty as the main colors and auxiliary colors.



Fig.6 Color extraction

### 4.3. Abstract expression of auxiliary graphics

For the design of auxiliary graphics, the model of "Xiapei" in "Fenguan Xiapei" is used for reference, and the geometric graphics of this dress are abstracted. Xiapei is a kind of shawl dress for ancient women. It is the dress of a life woman in the Song Dynasty. The embroidered patterns and decorations vary according to the grade. Most of them are made of double layers of thick cloth. The upper end is slightly wider and the lower end is slightly narrower. At the lower end of the Xiapei, a round plaque is hung. Most of the rich and noble families are made of gold, which is called the gold Pei pendant.

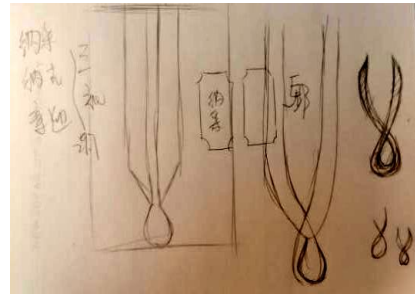


Fig.7 Auxiliary Drawing Sketch Concept



Fig.8 "Xiapei"

On this basis, the robes of rank are geometrically refined, and the shape is similar to the concentric knot, which is often used as a symbol of love, meaning "Be One Heart Forever".

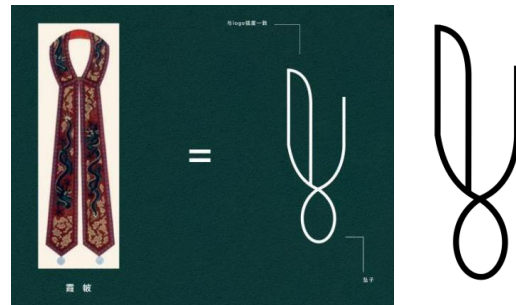


Fig.9 Assist with drawing extraction

### 4.4. Practical application of the "Qing" brand image design scheme

The application part of brand image design is to attach the signs, standard colors, auxiliary colors and auxiliary graphics in the basic specifications to the enterprise environment to better express the corporate culture.

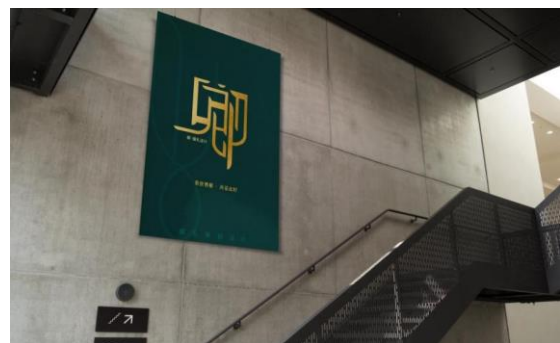


Fig.10 Poster display picture

## 5. Thinking and looking forward to

Under the influence of the new trend of thought of the post-

90s and the "marriage raising army", the domestic marriage industry will also usher in many new changes and new trends worthy of attention. The growth of consumption power, for personalized, customized wedding style, will become the future development trend. Although this kind of consumer groups accept new things quickly, love traditional culture, strong autonomy, rich ideas, but due to the rapid development of the market economy, let us live in the society racing against time, so for the wedding process, this kind of consumer groups are more inclined to save time, effort, worry saving one-stop wedding service. According to the overseas experience and China's local situation, the wedding planning brand needs to be transformed from a solo transformation into an industrial chain of team cooperation and the integration of various industries. There are many branches of the wedding

industry, if the "wedding photography" and "wedding banquet" are integrated, it will achieve a win-win situation, not only provides convenience for consumers, but also the brand itself to broaden the market field. Personalized, customization, quality will be the development trend of the future wedding market.

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