

Visual image exploration of Shiyan characteristic agricultural and sideline products brand exploration

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Abstract: Shiyan is a famous national civilized city in northwest Hubei, surrounded by mountains and beautiful environment. There are four distinct seasons and pleasant climate. Shiyan is at the junction of many provinces and cities. In Shiyan, it is not only the famous Taoist holy land Wudang Mountain, but also the characteristic agricultural products of which Shiyan is proud. At present, due to the rapid development of Internet shopping mode, the demand for agricultural and sideline products in Shiyan is also increasing, but the excellent agricultural and sideline products in Shiyan do not have a good brand visual image to match. The first chapter is the preface. The second chapter is the research and analysis of Shiyan characteristic agricultural and sideline products brand, and the third chapter is the discussion and summary of the problems existing in the visual image of Shiyan characteristic agricultural and sideline products brand. The fourth chapter is the corresponding countermeasures for the problems existing in the visual image of Shiyan agricultural and sideline products brand. The purpose is to help Shiyan better start their own characteristics of agricultural and sideline products brand image, promote the further development of the industry.

Keywords: Words; Characteristic agricultural by-products; Brand visual image design; Brand design.

1. Introduction

1.1. Research purpose and significance of this topic

The purpose of this paper is to find out the countermeasures to solve the problem through the investigation and analysis of the visual image of the local characteristic agricultural and sideline products brand in Shiyan. So as to help Shiyan local characteristic agricultural and sideline products brand visual image better development. At present, the existing brand image of agricultural and sideline products in Shiyan city is uneven, and most of the agricultural and sideline products are not designed in a systematic brand design. The brand visual image of these agricultural and sideline products not only does not highlight the characteristics of the products and even lacks the most basic aesthetic feeling, which directly affects consumers' desire to buy.

The significance of this article is to help Shiyan to build a brand of agricultural and sideline products in line with its own regional culture by carefully analyzing the current problems on the market, so as to help Shiyan economy to fight against the war. Brand visual image is an important part in today's brand design. The intuitive visual feeling determines consumers' desire to buy. What is valued today is putting the cart before the horse in the packaging rather than the product itself. Shiyan, as a city with beautiful mountains and clear waters, responds to the call of the National South-to-North Water Diversion Project and provides clear Danjiang water to domestic compatriots. However, Shiyan itself cannot develop easily polluting industries such as heavy industry, and since the headquarters of Dongfeng Company has moved to Wuhan, it can be said that Shiyan has been waiting for the economic recovery. If we can help the local agricultural and sideline products of Shiyan can open a breakthrough through the transformation of the brand visual image. Take advantage of the clippers in the Internet era or be exported to other places, it will be helpful to the economic recovery of Shiyan.

1.2. Analysis of domestic and foreign conditions

1.2.1. Domestic research situation of the subject

Agricultural products refer to the primary products in untreated agricultural production activities, that is, the general term of all kinds of products obtained in agricultural production activities. Primary products stipulated by the state refer to planting, animal husbandry and fishery products, including tobacco leaves, tea, bacteria, fruits and vegetables, flowers, medicinal materials, grain and oil crops, livestock, animals, animals, amphibians, products, forestry products, etc.

At present, most of China's agricultural packaging lacks the necessary packaging design and brand labeling, many products still choose color plastic bags and wooden corrugated boxes, just stay in the basic stage of goods, transportation, storage, and there is not too much design or no design at all, not to mention the systematic brand visual design.

China's brand visual image of agricultural and sideline products still stays in the most primary stage. China is a big country of agricultural and sideline products, the history of agricultural and sideline products has a long history, but with the brand or packaging of agricultural and sideline products did not keep up with the pace of The Times, resulting in the quality of agricultural and sideline products is excellent, but no good brand or packaging can match the excellent agricultural and sideline products. This not only affects the sales volume of domestic agricultural products, but also is a great obstacle to the export of China's excellent agricultural products.

In recent years, people pay more attention and more to the visual image of agricultural and sideline products brand, and the domestic agricultural and sideline products brand will gradually become standardized. In the future, the visual image of Chinese agricultural and sideline products brand will become increasingly perfect.

1.2.2. Foreign research situation of the subject

Foreign agricultural and sideline product brand design is

more standardized than China, more advantages, in the brand design of agricultural products is more systematic and perfect than China, and most of a series of research. Like other brand visual image, developed countries visual image of agricultural products brand visual image is carefully designed, whether from the practicality or beauty or cost performance, is extraordinary. And the shaping of the brand image is very mature, foreign designers dare to constantly update the brand image, so as to continuously stimulate the vision of consumers.

2. Problems Existing in the Visual Image of Shiyan Characteristic Agricultural and Sideline Products Brand

2.1. Overview of brand visual image design

Brand visual image design is an important part of brand design. Brand visual image design is based on the visual symbol communication under the correct definition of brand. Through the visual symbol, to constantly stimulate consumers, the subtle brand concept of enterprises is deeply rooted in the people's hearts.

Brand visual image is generally divided into visual basic elements, advertising image design, brand personality image design, packaging image design and terminal image design.

2.2. The important significance of brand visual image in the market

In today's market, it is no exaggeration to say that the competition between enterprises is the competition between enterprise brands. Excellent brand visual image can not only enhance the competitiveness of enterprises themselves, but also grasp the consumer psychology of consumers to stabilize the market. Brand visual image design is also the premise of the enterprise brand extension.

2.3. Analysis of Shiyan characteristic agricultural and sideline products

Shiyan is a world-famous Taoist holy land, Mount Wudang Mountain. It is the source of China's South-to-North Water Diversion project, supplying domestic water for Beijing and other cities. The headquarters of Dongfeng Commercial Vehicle Company, the top three in the first world, Wudang shang in Shiyan, Danjiang Reservoir and the automobile city are all the three name cards of the civilized world. Shiyan mountain is beautiful, pleasant climate is very suitable for people to live in the city. Shiyan is mostly surrounded by mountains, and the unique geographical environment has also endowed the city with distinctive agricultural and sideline products.

(1) Fangxian County black fungus

Fangxian county of Shiyan City, Hubei Province is the national famous production place of black fungus, making black fungus a famous local specialty of Shiyan, and it is the famous "hometown of agaric" outside 4102. Shiyan mushroom fat sister, large, black color and high quality, won the "room ear" international reputation also enjoys a high reputation. Fangxian rain, suitable climate and Shiyan itself surrounded by mountains for the growth of agaric to create excellent conditions.

(2) Fangxian shiitake mushroom

In fact, Fangxian mushroom is very famous as early as

more than 1,000 years ago and began to be produced as a tribute in the Tang Dynasty. It can be seen that Fangxian mushroom not only has its own good quality, but also has a long history of reputation. In the previous national edible fungus review meeting held, Fangxian mushroom defeated the Japanese mushroom and stood out, and from then on, Fangxian mushroom began to become a world-famous mushroom and was praised and loved by the general crowd. Mushroom is also used as a very characteristic agricultural and sideline products to help local farmers out of poverty and go on the road to wealth step by step. The high quality of shiitake mushrooms in Fangxian County is also closely related to the geographical location and climate of Shiyan. Fangxian County is considered by experts as the golden area for the growth of shiitake mushrooms.

(3) Wudang Road Tea

The geographical location of Wudang Mountain is located in China's north latitude 36 degrees, this position is just in China's lungs are abundant rainfall here, and the high altitude makes here in summer will not feel sultry, the temperature in winter is also very suitable. In addition to the fertile land, and a variety of trace elements in the soil together to create the variety of Wudang tea, Wudang tea is not a variety of name, but a variety of tea here.

Wudang road tea category is extremely rich contains black tea, green tea and other varieties, and because wudang own superior geographical conditions and wudang mountain mysterious Taoist culture, wudang tea is very well at home and abroad, sometimes people are not only taste the tea itself sweet more also taste the unique cultural connotation of Taoist holy land. The growth of Wudang Road tea is also closely related to the high altitude of Wudang Mountain and the perennial smoky weather. Enough rainfall here and fertile soil here is the perfect choice for tea cultivation.

(4) Yellow cherry

In addition to the unique mushroom fungus, Shiyan and the local seasonal fruit yellow cherry is also very distinctive, compared with the ordinary big and red cherry, Shiyan cherry in a moderate size, light light orange, soft, sweet but not greasy and not sour. In addition, due to the geographical environment of Shiyan, ordinary vegetables are planted in different regions, and they are also different from other vegetables.

2.4. Problems existing in Shiyan characteristic agricultural and sideline product brand

After the investigation of Shiyan farmers' market for selling stores and selling the above characteristic agricultural and sideline products, it is found that the following three main problems exist in the brand of Shiyan characteristic agricultural and sideline products at present

2.4.1. Weak brand awareness

The underdeveloped market economy level leads to the vast majority of businesses do not know what is the brand visual image, so it is not clear how to build agricultural and sideline products into a characteristic brand. Businesses just to their shop name as a "brand name" of agricultural and sideline products, store product display and packaging is not careful, even buy these characteristic agricultural and sideline products is not cheap, but consumers get undertake is just a red garbage plastic bags, the lack of business brand consciousness is one of the important problems existing in the market.

2.4.2. Lack of artistic creativity deviates from modern aesthetics

Few businesses will be brand visual image design for these products, but also only according to the special agricultural products to visit fresh green plants, all products use unified design without the packaging, and these different brands of packaging similarity is extremely high, no uniqueness and brand visual design is difficult to identify, easy to cause the confusion of consumer groups. These simple brands visual image design has not met the contemporary aesthetic needs, but also cannot meet the visual and psychological needs of consumers.

3. Analysis of Visual Image Development of Shiyan Characteristic Agricultural and sideline Products

Through the investigation of the above problems and the local culture of Shiyan, the following countermeasures are put forward for the development of the brand visual image of Shiyan characteristic agricultural and sideline products mentioned above.

3.1. Dig deeply into the regional culture

Through the investigation, it is found that Shiyan has extremely rich local cultural resources: 1. Mount Wudang-Taoist culture 2. Capital of Automobile-Automobile culture 3. In the design of brand visual image, we can deeply explore the local culture, and combine the local characteristic culture with the corporate brand image, so as to distinguish the similar competitive products in the market from the cultural level, and also play a certain publicity effect on the city of Shiyan.

3.2. To meet different consumer needs

Through the survey, some customers buy some agricultural products and no requirements, just when the ordinary purchase, but some consumers will give these characteristic agricultural products as gifts, such consumers will have their own standards and requirements for the overall image of products. Therefore, the visual image design of the brand should consider the different needs of different consumer groups, and the design should be conceived according to various needs and then designed.

3.3. Form a unique artistic interest

At present, there are a full range of enterprise brands in sight in the market. How to help products stand out through the brand visual image is an important problem that today's enterprises need to think about. So, enterprises can already

complete the brand visual image for further extension, such as the development of products and various multidimensional to attract consumers, also can be more from the perspective of interaction between consumers and enterprise brand to form the more closely, thus forming the brand unique art interest, in order to get consumer love and new people.

3.4. Meet the modern market demand

The steady development of economy and the rapid development of network platform put a new test to the current brand visual image design. Therefore, the design should follow the development law of the society and the market, and during this period, to foresee the future development trend, so that the enterprise can quickly adjust the brand policy, and help the brand to better stabilize the market position. Backward brand visual image will hinder the sales volume of products, to meet the economic demand of the market in the future, the brand visual image should meet the modern market demand.

Epilogue

It is hoped that through this exploration and analysis, Shiyan can help itself to promote the construction of the visual image of the local characteristic agricultural and sideline products brand to get further development, so as to create an excellent enterprise brand, and promote the local characteristic agricultural products in Shiyan to get a better market

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