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Study on the Application of Vector Illustration in the Design of the "Si Hao" Lemon Tea Brand

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Abstract: With the rapid development of the commercial economy, public aesthetic standards have continuously improved, leading to the widespread appreciation and extensive application of vector illustration. This study examines the forms and values of vector illustration in the context of beverage brand design, using the visual upgrade of the "Si Hao" lemon tea brand as a case study. By integrating emotional design theory, the study explores its feasibility in commercial brand visual upgrades, focusing on aspects such as emotional expression, design principles, application strategies, and implementation processes. The findings aim to provide theoretical insights and practical references for future designers.

Keywords: Vector Illustration; Brand Design; Emotional Design.

1. Introduction

The rapid development of our country's socio-economy and the increasingly fierce market competition have led people to pay more attention to psychological needs than material needs. In this context, based on the theory of emotional design, the "Four" lemon tea brand visual image is created through the use of vector illustrations. The core issue of "Four" lemon tea brand design is how to use vector illustration design to convey its brand's cultural connotation to consumers and establish emotional resonance with them.

2. The Emotional Expression of Vector Illustration in Brand Design

In the era of diversity, emotional factors are particularly important in brand building. Emotions can touch people's hearts, stimulate their desire to purchase, and increase brand loyalty. By perfectly combining design with emotions, brand value can be maximized. In design, vector illustrations have various and rich forms of expression, strong artistic expression and practicality, and also have the ability to stimulate consumers' emotional responses.

Donald Norman[1], a famous cognitive psychologist in the United States, expressed in the principle of emotional design that the core of design is emotional design, and excellent design has an inseparable connection with human psychology and behavior. Emotional design can be divided into three levels, including the instinctive level, the behavioral level, and the reflective level[2]. The instinctive level of design mainly focuses on people's intuitive feelings and emotional reactions. In brand visual construction, instinctive level design focuses on the external image of the brand, which can be displayed through the expression of graphics, colors, text, and layout in vector illustrations to attract consumers' attention and stimulate consumption. The behavioral level of design mainly focuses on the functionality of the brand's products and the user's experience. The combination of vector illustrations and brand products can effectively avoid the use experience of "illustrations for reference only", make consumers feel more comfortable, and enhance their desire to purchase. The reflective level of design mainly focuses on the emotional feedback and thinking of consumers after using the product, emphasizing the cultural connotation, social significance, and emotional value of the product. The reflective level of vector illustration design pays more attention to the expression of the content of the product itself, bringing emotional reflection to consumers through the visual presentation of vector illustrations, enhancing consumers' loyalty to the product and establishing a good emotional connection.

3. The Design Principles of Vector Illustration in the "Si Hao" Lemon Tea Brand Design

Successful brand design revolves around a "people-oriented" approach, focusing on user experience and emotions. Emotional design using vector illustrations can better convey the emotional value of the brand and establish a good communication bridge with consumers[4].

3.1. User-centered

"The "Si Hao" lemon tea brand mainly targets the young consumer groups born in the 1980s, 1990s, and 2000s. Based on the analysis of the preferences and habits of this young consumer group, it was found that the consumers born in the 1980s value the practicality and quality of the product, prefer products with high-cost performance, and also pay attention to the brand's influence. Consumers born in the 1990s value personalization and uniqueness, and have certain requirements for the design and creativity of the product. Consumers born in the 2000s value fashion and trendiness, and have a high pursuit of the product's appearance and brand image. Based on the above young consumer groups, the keywords of practicality, quality, personalization, uniqueness, fashion, and trendiness can be summarized."

3.2. Highlight the Emotional Value of the Brand

The core of emotional design is humanization and emotionalization. In the brand design process, it is necessary to consider the emotions and needs of consumers and develop strategies and directions for brand visual upgrades based on

their psychology and consumption habits. Emotionalization refers to the integration of emotional elements into the brand design process, allowing consumers to emotionally resonate with the brand before making a purchase, thereby enhancing the consumer experience and brand value.

A brand is one of the important assets of a company. Becoming a strong brand is not only reflected in the name or logo of a product, but also in the emotional connection and symbolic value of the brand, which is one of the important components of a successful business's competitive strength to establish emotional value with consumers. If a brand does not have emotional value, it will not be able to establish an emotional connection with consumers, and the consumer's sense of identification with the brand will be greatly reduced, which will also greatly affect the brand's market competitiveness. The emotional value of a brand can stimulate emotional responses from consumers, thereby guiding their purchasing decisions and promoting consumption. The emotional value of a good brand can not only improve consumer satisfaction and loyalty to the brand, but also enhance the brand's own awareness, helping companies stand out in a fiercely competitive market. The "Four-Leaf" lemon tea brand targets young users, so the use of youthful vector illustrations can enhance the brand's external image, combined with trendy advertising and other means to convey the brand's emotional value.

3.3. Highlighting the Emotional Expression of the Brand

The design style of a brand should cater to the emotional needs of consumers, which in turn can generate positive feelings and trust towards the brand. By incorporating the emotional needs of consumers into the design, the brand can be perceived as unique and possess a distinct brand value. This uniqueness can attract more attention and generate positive word-of-mouth, thus increasing the brand's market share and profitability.

Illustration differs from traditional design methods by being more emotionally appealing. While conveying information, it also creates a vivid and visual effect that resonates with consumers, providing them with a more intuitive emotional experience. Emotional design can be divided into three levels: instinctive, behavioral, and reflective, all of which are closely related to human psychology and behavior.

The instinctive level refers to basic sensory perceptions such as vision, taste, and touch[2]. Design elements such as color combinations, font design, graphic design, and layout can be used to showcase the unique features of a product, attracting and stimulating consumer interest. The use of color and storytelling in illustrations can tap into consumers' instinctive senses, giving them an advantage when making purchasing decisions.

Behavioral design is mainly reflected in the product's packaging, the materials chosen for the packaging, and whether it has humanized functions. The emotional design of the behavioral hierarchy mainly considers whether consumers can experience pleasure when purchasing and using the product. Therefore, when designing illustrations, it is necessary to adhere to the original product as much as possible and use appropriate illustration techniques to cleverly integrate the illustration content with the product. This can avoid consumers having a negative consumption experience of receiving something different from what they expected after purchasing and using the product, which can affect their shopping experience.

The reflective level refers to the emotional feedback of consumers during or after using the product after the product is sold, which is an important indicator of whether consumers have emotional accumulation for the brand[2]. In order to make consumers have good emotional feedback for the brand, illustration design needs to pay more attention to the expression of creative content. Positive content can make consumers have a good emotional feedback after using the product, thereby making the brand closer to the consumer's emotional world and enhancing the brand's affinity and trust.

Emotional design can help brands enhance their influence and value. The following issues should be taken into consideration during the design process:

(1) Pay attention not to overemphasize emotional elements. While good emotional design can enhance a brand's appeal to consumers, relying too heavily on emotional elements can also have negative effects, causing confusion and reducing consumers' trust and loyalty towards the brand.

(2) Be careful not to pursue excessive personalization in emotional design. Overly personalized design may make some consumers unable to accept it, thereby affecting their impression of the brand and reducing brand favorability.

(3) Pay attention to the authenticity of the design. Emotional design needs to conform to the true attributes of the brand, and cannot engage in false advertising or exaggerate the brand's image. Otherwise, it will have an irreparable impact on the brand's reputation, reduce consumer loyalty to the brand, and affect the brand's sales.

4. The Application Strategy of Emotional Design for the "Si Hao" Lemon Tea Brand Involves the Use of Vector Illustrations

In today's fiercely competitive beverage market, building and spreading brand emotions has become the bridge connecting consumers and products. As a brand that pursues youthfulness and unique personality, "Number Four" lemon tea needs to convey its personality, vitality, and quality through design language in order to differentiate itself from competitors. Vector illustrations, with their concise and vivid colors and strong editability, have become an important element in the emotional design of "Number Four" lemon tea brand. Here are several strategies for applying vector illustrations to emotional design of the brand:

4.1. Emotionalizing Colors - Strengthening Brand Color Recognition

Different colors evoke different emotional associations in people, which can directly affect consumers' perception of products and represent the personality of a brand. "Si Hao" lemon tea brand is a professional beverage shop specializing in lemon tea, and pays attention to the psychological perception of color in its color matching, using colors that are in line with the characteristics of "lemon tea". By using the color advantages of vector illustration, a color system that matches the brand's tone is established, with fresh green and bright yellow as the main colors, intuitively conveying the raw materials used in the production of the product, and conveying the freshness and vitality of the lemon. Through color matching, consumers are inspired to associate the brand with refreshing summer drinks and a healthy lifestyle, making

the brand's colors a carrier of emotional resonance[5]. In addition, reasonable secondary color matching is carried out according to different beverage categories and the ingredients of basic products, so that the use of color can maintain a unified tone while also catering to the unique design of different types of tea drinks.

4.2. Emotionalizing IP Image - Shaping Brand Story and Image

The competition between brands nowadays is not only about the quality of products or services, but also about the battle for stories and emotions. Each brand has its unique value proposition and brand story, and IP image and story illustration creation are powerful tools for telling and showcasing these stories. Through a series of coherent illustrations, a brand can build a coherent and captivating story world, allowing consumers to deeply understand the brand's philosophy and culture while enjoying a visual feast.

For example, Starbucks successfully conveyed its commitment to the brand, community, and sustainability through its iconic green goddess logo and a series of illustrations around coffee culture. Emotional IP illustrations help shape a distinct and unique brand image, making the brand stand out among many competitors. A well-designed and emotionally rich IP image can become a brand's visual symbol, deeply engraved in consumers' minds.

For instance, Apple's minimalist style illustrations and iconic bitten apple logo not only reflect the brand's avant-garde and innovation but also become one of the world's most recognizable brand symbols. Emotional IP illustrations, as an important component of brand visual communication, are crucial to building a unique brand story and image.

Through a deep exploration of the brand's core values and focusing on the natural, healthy, and energetic characteristics of "Si Hao" lemon tea, and based on the target consumers and brand positioning, the "Si Hao" lemon tea brand creates a beautiful and emotionally rich mascot through the power of creativity and art. In conclusion, emotionalizing IP images is one of the key strategies for shaping brand stories and images.

4.3. Emotional Packaging - Enhancing Product Packaging Personality

Today, the beverage market is highly competitive, and product packaging has far exceeded its basic functions of protection and display. It has become an important medium for emotional communication between brands and consumers, and it is essential to showcase unique personalities and emotional connections in packaging to attract consumers, enhance brand recognition, and promote consumer loyalty. Personalized expression is the key to differentiating brands and attracting target consumers, while emotional packaging allows brands to showcase their personalities in a more unique and creative way. Whether through unique artistic styles, humorous copy, or innovative packaging forms, these can make products stand out in the market and become a "special existence" in the eyes of consumers[3]. This personalization is not only reflected in the visual aspect but also in the brand's spirit, allowing consumers to recognize it at a glance and resonate with the product. "Emotional packaging" is a key strategy to enhance the personality of product packaging. It not only gives products vitality but also enhances brand charm, leaving a deep impression in the minds of consumers. The "Si Hao" lemon tea brand pursues innovation and differentiation in color selection, pattern design, and font usage. The highly saturated yellow-green color scheme can attract attention, while the unique IP image illustrations and fonts can convey the brand's youthful and energetic personality.

In short, the application of vector illustrations in the emotional design of the "Lemon Tea" brand is not only the manifestation of visual aesthetics but also the transmission of brand concepts and emotions. By implementing the above strategies, it can effectively enhance the brand image, deepen the emotional connection between consumers and the brand, and promote the sustainable development of the brand.

5. The Design Implementation of Vector Illustration in the Branding of "Si Hao" Lemon Tea

5.1. Design Positioning

The "Sihao" lemon tea brand aims to create a unique, trendy and fashionable brand image by telling stories, standing out from the many competitors. This design plan uses the storytelling approach of "Sihao" lemon tea to create vector illustrations, such as raw material formulas, production processes, etc. Through a series of cute and interesting vector illustrations, it aims to establish a closer relationship with consumers and enhance brand loyalty.

5.2. Design Philosophy

"Health, youthfulness, and vitality" are the key concepts of the "Number Four" lemon tea brand's upgrade. The aim is to seamlessly integrate the refreshing and healthy characteristics of lemon tea with the youthful and dynamic temperament of the brand through the unique expression of vector illustrations. Additionally, by utilizing the narrative nature of illustrations, the product's features can be showcased and the brand's values can be conveyed.

5.3. Design Practice Exhibition

The "Sihao" lemon tea brand has undergone a brand upgrade based on its core consumer group of young people. In terms of color selection, the brand uses lemon's yellow-green color as the main tone to create a natural and healthy atmosphere, increase color saturation, and better fit the current trend of youthful aesthetics. In terms of graphic elements, natural elements such as lemon, leaves, and fruits are used to showcase the characteristics of various drinks through simple lines and IP images. With "youthful, trendy vitality" as its core, the brand image is tailored to the aesthetic preferences of young people, showcasing the brand's modernity and artistic style, and enhancing consumer identification with the brand.

The IP image has transformed from a "violent muscular uncle" to a "handsome little lemon". The original "violent muscular uncle" image was not well-matched with our young audience, as it had features that were too old-fashioned and violent, lacking a youthful and interesting vibe. The new upgraded "handsome little lemon" image emphasizes the presentation of the lemon's own features, readjusts the head-to-body ratio of the original image, and weakens elements such as muscles, acne, and beards. The upgraded image is more in line with the aesthetic of young people towards trendy IP images, and enhances the brand's recognition. Refer to Figures 1-2. The overall packaging design of the product was also upgraded in sync with this image, and the "handsome little lemon" IP image was used to create a story-based

illustration with the beverage's production materials. Refer to Figure 3.

The original product packaging was rather ordinary, lacking uniqueness and a sense of fashion, which did not meet the aesthetic needs of young people who follow the trend. The new packaging now uses the "handsome little lemon" image and recombines it with lemon graphics, combined with the slogan "handmade lemon tea" to create a packaging design, as shown in Figure 4. The new packaging has received good market feedback, bringing some help to the development of its brand. Through this brand visual upgrade, sales performance has greatly improved, and it has entered the top 10 of the popular drinks list on delivery platforms such as Meituan, as shown in Figure 5.

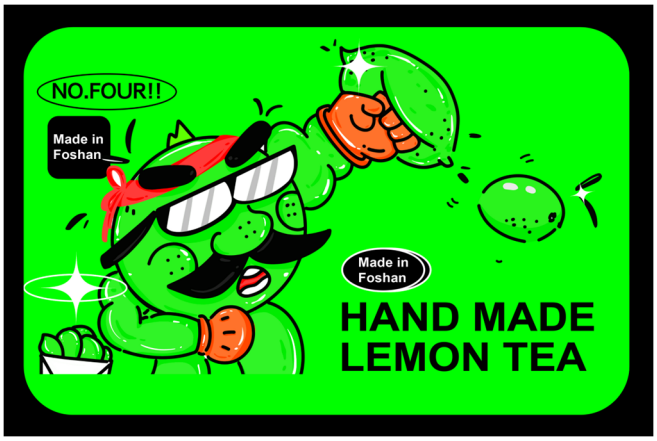


Fig 1. "Muscular Uncle Violence" Figure

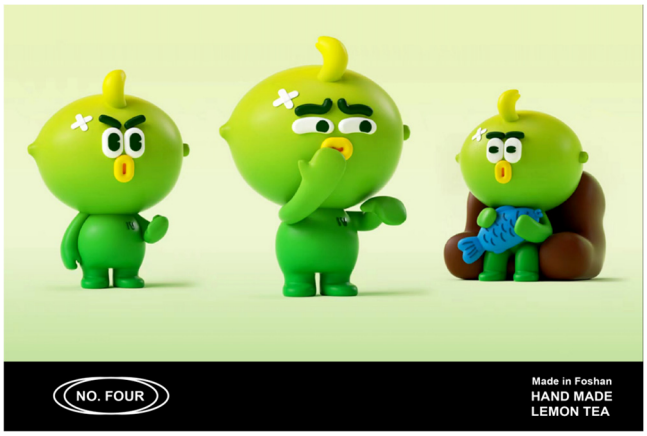


Fig 2. "Cool Little Lemon" Character

6. Conclusion

As a common commercial design expression, vector illustration has a strong visual impact in the current beverage market. The visual upgrade of the "Number 4" lemon tea brand shows that emotional design in brand design is particularly important. Through emotional vector illustrations, the emotional value of the brand can be effectively conveyed, a emotional bond can be established between the brand and consumers, and the brand can form lasting influence. This requires designers to deeply explore emotional expression and design principles in the process of creating vector illustrations, and pay more attention to the use of application strategies such as color emotionalization, IP image emotionalization, and packaging emotionalization, combined with the characteristics of commercial brands, to refine their visual symbols and present them cleverly, making the visual image of the commercial brand renewed and ultimately achieving the commercial value of the brand and achieving the desired economic goals.



Fig 3. Illustration creation for the Four-Three Beverage Store



Old packaging

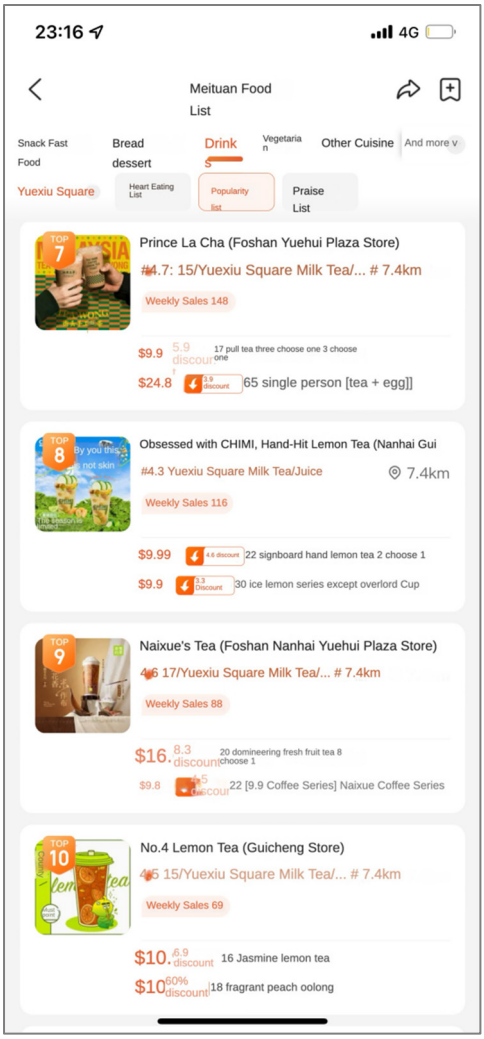


The new packaging

Fig 4. Comparison of old and new product packaging



(a)



(b)

Fig 5. Lemon tea drinks rank 10th in popularity rankings

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