

Study on the Way to Improve the Packaging Design of Pastry

Taking the Brand Packaging Design of "Huifeng Wanyun" Pastry Shop as an Example

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ABSTRACT

This article takes "Huifeng Wanyun" Pastry Shop products as an example to study how to creatively design existing pastry packaging from the aspects of box structure, decorative graphics, color matching, and material selection. Humanized design concepts are adopted in the box-shaped structure of the packaging to enhance the functionality of product packaging; Huizhou's traditional cultural characteristics are integrated into the product packaging design to reflect the packaging style that is in harmony with its brand's inherent charm. In terms of color, traditional color elements are used in modern packaging to reflect the visual beauty; in the graphic design of packaging, traditional Huizhou elements are extracted, such as Huizhou architectural elements used in different series of packaging decoration designs. The redesigned "Huifeng Wanyun" Pastry Shop series product packaging highlights the overall health, fashion, environmental protection, and contains elements of Huizhou traditional culture, better showing the value of the product, making consumers feel identity, and achieving the purpose of dissemination and promotion of the brand.

Keywords: "Huifeng Wanyun" Pastry Shop, traditional color elements, traditional Huizhou elements

I. INTRODUCTION

"Huifeng Wanyun" Pastry Shop is a famous and high-quality enterprise engaged in the production and sales of Huizhou traditional snacks. But the fly in the ointment is that the product packaging design is too common, relatively simple, the packaging features are not obvious enough, and the interaction between the product and the customer is insufficient, which has resulted that in a dazzling array of similar products, it is not very attractive and not convenient enough for consumption.

In order to harmonize the external image and internal spirit of the "Huifeng Wanyun" Pastry Shop, so that it has a stronger competitive advantage among similar products, this article investigates the products and corporate culture of the "Huifeng Wanyun" Pastry Shop, analyzes the current situation of the brand packaging of "Huifeng Wanyun" cake shop, and conducts research from the aspects of product packaging material, structure, color application, and graphic application. After sketching, optimizing, finalizing and other steps, on this basis, a series of brand new packaging designs in line with its connotation, personality and forward-looking are

completed in response to many existing problems, highlighting health, fashion, environmental protection and the characteristics of brand awareness with Huizhou traditional culture, creating a good product visual identity image, in order to strengthen consumers' desire to buy, and to achieve the purpose of brand communication and promotion of the "Huifeng Wanyun" Pastry Shop.

II. BRAND PACKAGING STATUS OF "HUIFENG WANYUN" PASTRY SHOP

After extensive market research, data analysis revealed that the brand packaging of "Huifeng Wanyun" Pastry Shop mainly has the following problems:

The packaging structure design is not reasonable enough. "Huifeng Wanyun" Pastry Shop product packaging models can be divided into three types: simple packaging bags, box packaging and gift carton packaging. Under normal circumstances, only local consumers will choose simple packaging bags. These snacks are basically sold in bulk and weighed. Simple plastic packaging bags are used as the main and paper food packaging bags are supplemented. The cakes are

easily wet and damp, contaminated with dust, and their hygiene is worrying. Box packaging is to stack the cakes in cartons at will. During logistics transportation, the snacks at the bottom of the packaging cartons may be damaged, and this kind of box packaging's features are little and it is inconvenient to carry. The gift carton packaging uses a vacuum packaging bag inside, and basically uses a carton to wrap all kinds of products on the outside. Most of the boxes are tetrahedral square boxes. The overall gift carton effect is not obvious enough, the grade division is not clear, and the form is monotonous and too popular, losing the cultural display value of the pastry itself. And it is not easy to open and eat.

The packaging and decoration are single, and most of the packages currently used are simple packaging bags, using traditional cultural elements of ink painting and calligraphy and pastry pictures as packaging materials, and the names of pastries are in specific calligraphic fonts. Although Chinese colors are used, the packaging structure and other aspects are still not full enough to show the local characteristics and spiritual charm. Huizhou pastries can be said to be the city's business card, but such simple packaging can not leave a deep impression on consumers and is easy to be forgotten. Moreover, the currently packaged ink paintings do not show the daily life of the locals and the essence of the Xin'an painting school, nor do they reflect the folk culture, which is prone to aesthetic fatigue.

The connotation of the packaging is insufficient, the product packaging is just a container, and the packaging form is not novel enough, which seriously damages the beauty and edibility of the cakes. The cakes contained in the inner treatment are often squeezed or crushed. This situation is likely to cause consumers to have bad feelings such as low and cheap when opening the package after purchase, which directly affects their decision to purchase again.

The above problems will affect the overall image and brand value of the "Huifeng Wanyun" pastry shop. Therefore, this article starts with the box-shaped structure design, decorative graphic design, color matching, material selection and other aspects to creatively design the "Huifeng Wanyun" Pastry Shop series products.

III. "HUIFENG WANYUN" PASTRY SHOP SERIES PRODUCT PACKAGING DESIGN

The "Huifeng Wanyun" Pastry Shop has a wide variety of products, from on-site dining to outlet sales, from shortbread cookies for ten yuan a catty to gift box sets for several hundred yuan. The products can be roughly divided into four categories:

- Dine-in series products: These products can only be consumed in the store, and cannot be taken away or sold out, such as cakes, shortbreads, and drinks for daily consumption.
- The on-site choosing series: similar to the dine-in series, but can be taken away from the store.
- Special gift box products: For example, shortbread gift boxes, special product set gift boxes, etc., consumers mainly use them as gifts.
- Online shop selling products.

Due to limited space, this article uses dine-in and currently selected products as examples to illustrate the packaging design ideas and process of the "Huifeng Wanyun" Pastry Shop series products.

As one of the consumption modes of offline stores, dine-in mainly considers social needs and comfort.

In daily life, not all people will choose to eat directly in the store after choosing the products they want to buy. Then the on-site packaging is essential, so there are on-site choosing series of packaging for take away.

A. Design element selection

The charm of China's traditional culture that belongs exclusively to the east is a rare treasure in the world's art. Therefore, in the packaging design of Huizhou pastries, it will be more cultural to use traditional Chinese elements. And many traditional patterns in ancient times have a certain meaning. For example, the Ruyi moiré represents auspicious and wealthy, the combination of the bat and the peach represent "happiness, longevity and fortune", the peony means "noble and elegant", and the lotus means white and immaculate, the "fish" (yú in pinyin) symbolizes happiness and harmony and is given the meaning of "abundance" because of the homophony, etc. [1] Therefore, in the product packaging design of the "Huifeng Wanyun" Pastry Shop, it is necessary to take the market demand and the product's own characteristics as the starting point, and consider its different design focus and visual effect expression methods according to the unique Hui culture and eating environment.

When it comes to Huizhou style, the first thing people think of is the famous Huizhou architecture. As the main school of traditional architecture, it is also an indispensable part of Huizhou culture. Huizhou architecture has been loved by architects in China and foreign countries. Black tiles and white walls, flying cornices and corners, the buildings are in staggered heights and exquisite carvings. Black tiles, white walls, Ma Tau walls, brick carvings, wood carvings, stone carvings, high houses, deep wells, halls, quaint, concise

and splendid, such a unique Huizhou style has naturally become one of the main design elements of "Huifeng Wanyun" in the packaging [2]. At the same time, because the style and characteristics of the white walls and black tiles of Huizhou architecture are too distinctive and unique, from ancient times to the present, people's expressions of its artistic design elements have been mainly black and white, showing a series of ink paintings stained with ink, which are natural, quaint and hidden[3]. In order to distinguish it from the existing Huizhou styles on the market, "Huifeng Wanyun" needs a new and colorful visual image that is different from the traditional Huizhou style. This means that it is necessary to choose a more colorful color tone in the packaging and decoration, and at the same time, it cannot lack the image characteristics in line with the ancient charm.

B. Packaging materials

In today's market, paper is the most commonly used packaging material because it best meets the three characteristics of hygiene, environmental protection and

convenience. And it is rich in variety, low price, economical, good protection performance, good production flexibility, convenient storage and transportation, easy to bend, easy to shape, easy to shape and decorate, does not pollute the interior, can be combined with other materials and improve material performance, etc.[4]. Therefore, the packaging materials for dine-in packaging and the on-site choosing series of products are mainly paper.

C. Packaging structures

In terms of structure, the dine-in series cannot be targeted at a certain category of pastry and snacks. After all, there are many varieties and shapes. For the packaging of dine-in, it only needs to consider how to make it simple and convenient for users to eat directly in the store, so this set of packaging does not adopt a complicated form. When using it, it will be directly placed on the plate holder for paving. It is also a brand advertising leaflet. The final design is shown in "Fig. 1".



Fig. 1. Dine-in series dinner plate packing paper.

The packaging structures of the currently selected series of products are of special shapes, mainly based on various ancient style small houses, highlighting the local characteristics of the "Huifeng Wanyun" Pastry Shop. In addition to serving as a house for the contents, it is also more aesthetic, innovative and expressive.

D. Use of color

Food packaging design is not as simple as putting the food in a bag or box. In addition to considering various factors such as material and shape, the use of color in food packaging is also very important. There are some fixed associations with some colors in the human mind. For example, yellow is mostly reminiscent of bananas, lemons, etc., while red is more

reminiscent of fruits and vegetables such as apples, cherries, tomatoes, etc.[5].

The warmth and coldness of color is the comparison of the tendency of color itself, and it is a kind of people's psychological feeling [6]. As the "Huifeng Wanyun" Pastry Shop sells delicious pastries as its main product, its packaging should be mostly warm and bright colors, in order to give people a sweet and delicious feeling. And the higher purity and brightness of red, orange, yellow, etc. will be more luxurious, so that consumers can recognize the taste information delivered at a glance.

The packaging structure of the on-site choosing series of products is a variety of antique small houses,

so the color is biased towards the traditional red and yellow tone of the ancient style, with high purity and brightness, in order to give people a simple feeling. The design result is shown in "Fig. 2".



Fig. 2. Color application of on-site choosing series products.

Based on the above design elements, after modification and improvement, "Fig. 3" is the final draft of the packaging of the currently selected series of products. From the figure, it can be seen that the packaging is novel in shape and elegant in color, which

better reflects the high taste of the "Huifeng Wanyun" Pastry Shop, and at the same time contains a strong visual effect of regional cultural characteristics. "Fig. 4" is the packaging of the on-site choosing series of products.

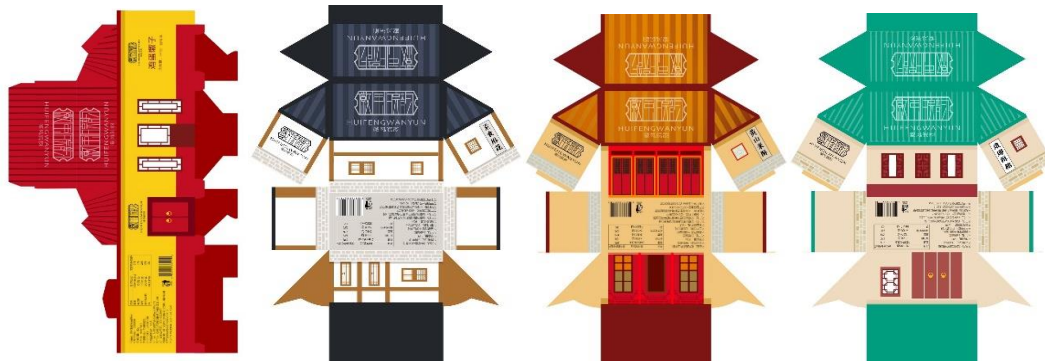


Fig. 3. The finalized package drawing of the on-site choosing series of products.



Fig. 4. The finished product package of the on-site choosing series of products.

IV. CONCLUSION

The product packaging design results of the "Huifeng Wanyun" Pastry Shop, which contains the traditional cultural elements of Huizhou region, can be integrated with the brand management concept of the "Huifeng Wanyun" Pastry Shop and consumers' perceptual understanding of the company in terms of overall style. In the decoration of the packaging surface, the graphic design presented can have its own unique style characteristics, the colors are bright enough and the overall series are coordinated and unified. The structure is also obviously different from the original old-fashioned product packaging of the "Huifeng Wanyun" Pastry Shop and the existing common Chinese pastry packaging on the market, giving people a more novel and beautiful visual experience. Therefore, it is believed that packaging with such a coordinated external image and internal charm will surely have a stronger competitive advantage among similar products after being put on the market, reflect visual beauty, and give consumers a certain visual appeal, to strengthen the direct connection between products and consumers, promote sales, and successfully achieve the purpose of brand communication and promotion.

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