

The Innovative Application of Graphics in the Packaging Design of Time-Honored Brands

Taking the Packaging Design of "Laohuoji" Salty Soda Water as an Example

Lite Zhao^{1,*}

¹Wuhan Textile University, Wuhan, Hubei, China

*Corresponding author. Email: 444989759@qq.com

ABSTRACT

In recent years, the demand for packaging design in China's commodity market has become more and more urgent. At the same time, the importance of graphics as an indispensable element in packaging design has also been increasing. After many years of development, Wuhan Soda's packaging design and graphic visual expression effects are still weak. Therefore, this article uses research methods such as data collection and case analysis, and analyzes the development process of soda packaging and the application status of graphic design with excellent cases in China and foreign countries. By analyzing the application significance of graphics in Wuhan salty soda packaging design, combining Wuhan's regional culture and graphics, the innovative design of Wuhan's time-honored salty soda packaging is carried out, which will ultimately improve its brand value, market competitiveness and promote Wuhan culture.

Keywords: packaging design, innovation, graphics, soda water

I. INTRODUCTION

The soda brand has been born in Wuhan for more than 100 years and has been deeply integrated into Wuhan culture. However, the packaging design and graphic application of Wuhan soda are too backward to keep up with the rapid development of Wuhan culture. At the same time, if local soda brands of Wuhan want to maintain a high competitiveness in the fierce market, the brand packaging design plays a very important role in it. Therefore, the innovation of packaging design has become very important for the time-honored soda brands nowadays. In Wuhan, the capital of Hubei Province in China, the development history of soda water is very long. With the continuous loss of time, many soda brands have been established and disappeared. Nowadays, there are only one or two kinds of local soda brands in Wuhan. In order to enrich the material diversity and consumption choice of Wuhan people, it is urgent to retain the local soda brands in the fierce market competition. The way to make Wuhan soda brands shine in the fierce soda market is to redesign their brands.

II. ANALYSIS ON THE APPLICATION OF GRAPHICS IN BEVERAGE PACKAGING DESIGN

A. Current situation of beverage packaging design

With the rapid development of China's society and the rapid improvement of market economy, people's living standards have gradually improved. Therefore, China's beverage industry has developed rapidly, especially the varieties of beverages, which have developed from single glass bottled soda before the 1970s to the situation of carbonated drinks, natural sodas and juice sodas. The trend of diversification of beverage packaging also appeared, which broke the monopoly pattern of single glass container in the past. Metal, plastic, paper and other materials were used in beverage packaging, and metal cans and PET bottles began to enter the market. Soda packaging will develop in the direction of green environmental protection and profit compression, and the brands deviating from these mainstream directions will eventually be eliminated by the fierce market.

B. The status quo of graphics in soda packaging design

At present, Chinese soda packaging in the use of materials can be said to be a wide variety of ideas. And the production process of soda packaging has been

greatly improved. The improvement of production technology has a great help for the design of soda packaging, which can realize more complex and innovative pattern design. However, for China, the use of traditional patterns can better increase the characteristics of Chinese packaging design. Because China's modernization process is later than that of western countries, and the absorption of modern industry is like swallowing a bolt. Most of the packaging pattern designs borrow from foreign countries, so the Chinese packaging graphic design will lose its unique charm. For a variety of traditional ethnic minority patterns, these patterns are more representative of Chinese traditional culture. Moreover, drawing on foreign packaging design patterns will make China move towards its own packaging design pattern innovation. In addition, with the innovation of various advanced technologies and processes, China's product packaging design has sufficient technical support, and many innovative packaging designs have the possibility of entering the market. Moreover, there are more types of traditional Chinese patterns, traditional culture has a long history, and styles and characteristics are also different. According to different standards and different application carriers of traditional patterns, it can be roughly divided into colored pottery craft patterns, lacquer printing and dyeing patterns, weaving and embroidering spinning patterns, furniture decoration patterns, porcelain carving patterns, food packaging patterns, etc. According to the different materials, it can also be divided into animals and plants, totem, text pictures, portraits and so on. Such a rich variety of patterns provide rich material library for Chinese packaging design creators.

At present, Chinese packaging design is no longer only to meet the requirements of domestic fierce market competition, and in today's increasingly globalized world, Chinese goods or products also have the demand to go to the world, so packaging design is an indispensable part of the rapid development of Chinese enterprises.

Nowadays, the graphic application on soda packaging has gradually formed its own unique system with the continuous change of time. Most of the fonts and graphics on the package are exaggerated to match the characteristics of soda water. Generally, the signs and words on behalf of soda are very exaggerated graphics. For most soda brands, exaggerated graphics have become a symbol of soda, as shown in "Fig. 1".



Fig. 1. Coca Cola bottle.

The packaging design of Coca Cola is relatively simple. The pattern in the can of cola packaging is mainly the white logo of Coca-Cola. The logo pattern is used as the main body of the packaging pattern. Through the auxiliary pattern derived from the logo, the white shape resembling a white ribbon decorates the bottom or the rest of the space.

According to the market data of Coca Cola, it can be said that the concept of Coca Cola's packaging design is successful. With simple graphics and straightforward logo, people can see the name of the product at a glance. At the same time, there are almost no complex graphics on the package, which reduces the interference information on the package. The main graphic is the Chinese logo of Coca-Cola, with a ribbon-shaped auxiliary graphic, so that the logo will not be particularly monotonous in the packaging. The packaging design of Coca Cola makes it easy for people to see the product information visually. However, Coca Cola can packaging is too single, and too single pattern in the packaging can easily cause consumer visual fatigue and unsatisfied aesthetic needs.

C. Summary of patterns in packaging

Nowadays, packaging design is becoming more and more important for commodities, among which patterns occupy a considerable proportion in packaging design. Good patterns can even directly determine the sales volume and price of a commodity.

Through the research of many beverage packaging in the market, the sales volume of beverage with simple pattern packaging design is the best, at the same time, the price is at the lower end of the market. The price of beverage with more complex pattern is often slightly higher. However, there are many factors affecting the sales of soda, such as price, packaging style, audience group, etc. Through the visual expression of the packaging pattern, consumers can obtain the fuzzy price and commodity information of the packaged goods, thus influencing their purchase behaviors. Therefore, the visual design of the soda packaging has a strong guiding force on consumers' purchasing behavior.

It can be seen from the above that the pattern generally corresponds to the positioning of the commodity (price, audience group, product type, etc.), the style of the packaging pattern with high price is complex, and the form of expression is more changeable and the color is rich. For commodities with lower price positioning, the pattern style should be as simple as possible, most of which are in the form of single or monotonous color, the graphic style is geometric figure, or simply expressed in the form of logo.

III. THE APPLICATION OF GRAPHICS IN THE PACKAGING OF "LAOHUOJI" SALTY SODA WATER

A. "Laohuoji" salty soda water

According to the data, as early as the 1980s, salty soda began to be launched in Wuhan and quickly spread throughout the three towns of Wuhan. "WISCO salty soda" and the "Binjiang" soda (Wuhan's No.2 beverage factory) were known as the two major local soda brands in Wuhan. However, about 10 years later, foreign brands such as Coca Cola began to enter Wuhan. As technology, taste and marketing methods lagged behind those foreign brands, Wuhan local soda brands were quickly eliminated and disappeared. And salty soda could barely survive in WISCO's internal market because of the support of WISCO group. WISCO soda is not eliminated like other local brands. The reason why WISCO soda survive miraculously is the huge internal consumption power of WISCO. However, with the decline of WISCO group 20 years later, the internal consumption power had been greatly reduced due to a large number of lay-offs, forcing Wuhan salty soda to carry out brand transformation, upgrade the brand and reposition the market.

So far, soda has been developed in Wuhan for about 100 years. During these years, many patterns representing their own brand characteristics and Wuhan culture are constantly created in the process of brand formation. Now, under the pressure of survival, WISCO has launched its own salty soda brand "Xianhuoji". According to the market sales, the market share of the brand is worrying. In order to enable "Xianhuoji" to adapt to the current market economy and carry forward its brand of Wuhan culture, they decided to create a new brand "Laohuoji".

B. Application of Wuhan elements in packaging

1) *Innovative logo design:* Logo design is very important for a brand. A good logo can represent the whole brand culture and brand connotation. Therefore, in the design of "Laohuoji" salty soda, it has been considering the elements of soda and Wuhan. In the

design of graphics, the first consideration is to bring pinyin of "Wuhan" into the logo graphics. Therefore, a capital "W" is taken as the central part of the whole logo in the logo graphics. When seeing the logo, "W" is first introduced into the eye, so that viewers can think of Wuhan at the first time. As a sign of soda water, it must be connected with water, so the water element in logo design is more appropriate to be represented by wave line. Therefore, the first draft of the logo figure as shown in "Fig. 2" was created in the early stage.



Fig. 2. Initial draft of logo design.

As mentioned above, "Laohuoji" is born out of "xianhuoji".

"xianhuoji" is the brand of WISCO, so the outer ring of the whole logo is made into the initial letter "G" of pinyin "gang". The letter "W" is put into the letter "G", and the horizontal bar in the middle of "G" is replaced by the sign of wave. The graphic design of the whole logo is basically completed.

Wuhan people are passionate and fiery. So the designer decided to use the red to represent the color of Wuhan people's personality. And the color of the whole logo is set to red. So far, the logo design of "Laohuoji" brand has been completed, as shown in "Fig. 3".



Fig. 3. Final draft.

2) *Soda bottle design:* As mentioned earlier, most of the soda bottles are now made of metal, plastic, paper and other materials, which basically bid farewell to the previous glass materials. Today, the upgrading of

industrial technology has brought more choices for the material design of many soda brands. Therefore, the choice of materials for the soda bottle will become more diversified.

If "Laohuoji" salty soda continues to use plastic or cans, it is a bit too popular, making it easy for consumers to ignore the existence of "Laohuoji" salty soda among a large number of soda brands. The designer decided to use glass as the soda bottle. Among a large number of cans and plastic bottles, the texture of glass is very prominent in these two materials, which can easily attract the attention of consumers.

At the same time, the designer tried to simplify the design of the pattern and label on the basic soda bottle. In the previous soda packaging, the label of the soda occupied one-fifth of the bottle body, and there were a large number of pseudo-materialized patterns on it. Such patterns are not suitable for the current public aesthetics, and the flat and minimal style is obviously more suitable. Therefore, the designer changed the label on the soda bottle from a rectangular shape to a round label, deleted a lot of meaningless graphics, and only left the brand logo and text of soda flavor on the soda label. (as shown in "Fig. 4")

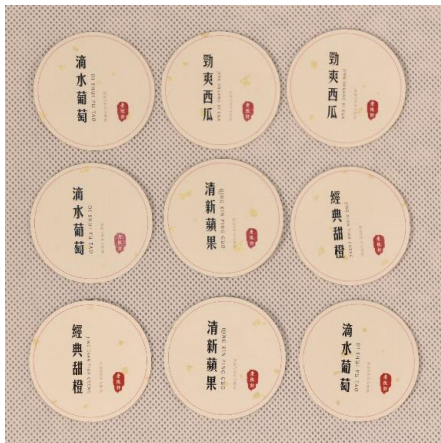


Fig. 4. Soda bottle label.

Therefore, the final effect of soda bottle packaging is shown in "Fig. 5".



Fig. 5. Soda bottle.

3) Soda box design: For the box carrying soda bottles, the designers use kraft paper. This material is more environmentally friendly than the previous plastic material. At the same time, the entire soda packaging is in a minimalist and retro simple style, and kraft paper is obviously retro and simple. The style is more appropriate. And the designers put a simple label on the cowhide box, as shown in "Fig. 6".



Fig. 6. Box label.

Finally, the designers changed the way of packaging the soda bottle into two kinds: the paper bag and the paper packaging box. The handbag is convenient for personal use. It can not only carry the soda bottles, but also can be used to hold other things that are not very heavy after taking out the bottles. The paper box is more suitable for holding multiple soda bottles, and the exquisite box is suitable to be a gift for others. The structure and box shape of the paper packing box are shown in "Fig. 7".



Fig. 7. Type and diagram of soda bottle.

In order to unify the style, the designer has made minimalist treatment for both soda bottles and packing boxes, trying to highlight the soda brand and reduce useless graphic information.

IV. SUMMARY OF PACKAGING SERIES

The old packaging and graphic design cannot bring vitality to a long-standing brand. Only continuous innovation can inject strong vitality into the brand. However, the old graphic and packaging should not be completely eliminated. They will be the foundation of creation. Innovation doesn't happen without the base. It is necessary to learn from the old graphics and packaging design to get new inspiration of pattern design and packaging design.

The packaging and graphic design of "Laohuoji" salty soda integrates retro and innovative forms. The overall colors of the brand are mainly yellow, blue, red and black. While the whole design imitates the style of the Republic of China in the last century, it also has the feeling of new flat design.

The whole brand design has been around the integration and collision of new and old design styles, so that the urban culture of Wuhan can be inherited and developed in the "Laohuoji" brand. The whole packing effect is shown in "Fig. 8".



Fig. 8. The whole package of "Laohuoji" salty soda.

V. CONCLUSION

The pattern is one of the basic elements of product packaging design. The pattern needs to have a clear purpose when designing, so that the designed pattern can better serve its brand. At the same time, the pattern design needs continuous innovation. Only through innovation can the product packaging design be more complete and the packaging has a strong expressive power, so that the product can attract the attention of consumers in the fierce market competition, thereby inspiring consumers to buy desire.

Design should serve people and society. Designers should not live in their own design world. To make good works, they cannot only rely on their own thinking. The market is one of the areas of social life. Making a good packaging design to serve the market also realizes the original intention of designing to serve people and society. Market competition is ever-changing, and the market is constantly changing with the changes in the public's aesthetics. Designers also need to meet the public's aesthetics and continue to make the improvement. They should find the pattern in the packaging, and use the pattern to help the product profit in the fierce market.

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