

# Visual image reconstruction and strategic innovation of Chengdu restaurant time-honored brand

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## ABSTRACT

This article examines the obstacles faced by traditional brand names in Chengdu's catering industry, including an aging image and a lack of innovation. It delves into the significance of visual image design in brand continuity and proposes an innovative strategy that integrates traditional culture with modern aesthetics. Additionally, it advocates for leveraging digital technology and social media to rebrand and promote these brands for sustainable development.

## KEYWORDS

Heritage brands; visual identity; Innovative solutions

## 1 Introduction

Chengdu, a city with a long history, has nurtured many time-honored restaurant brands, which are not only memories on the taste buds, but also vivid carriers of Chengdu's history and culture. Of the more than 1,600 Chinese time-honored brands assessed by the Ministry of Commerce, only 10% are currently thriving, and the average rate is about 5% per year<sup>[1]</sup>. At present, there are 48 "time-honored Chinese brands" in Sichuan Province, of which 41 are catering, accounting for 85.4%; There are 125 "Sichuan time-honored" brands, of which 107 are catering<sup>[2]</sup>.

From "Rongyuan", which was established during the Xianfeng period of the Qing Dynasty, to "Chen Mapo Tofu" with a history of 162 years, and then to "Lai Tangyuan", which enjoys a good reputation at home and abroad, these time-honored brands have witnessed the changes and development of Chengdu's food culture, carrying profound cultural deposits and historical inheritance. These time-honored brands not only carry the historical memory and cultural heritage of Chengdu, but also are an important part of Chengdu's urban image. Through the cooking skills passed down from generation to generation and the spirit of continuous innovation, they have injected a steady stream of vitality into Chengdu's food culture. However, these brands are also facing new challenges and opportunities, and issues such as how to maintain brand vitality, enhance brand image and expand market channels in the digital age need to be solved urgently. Therefore, for the time-honored brands of Chengdu catering, visual image reconstruction and strategic innovation are particularly important.

## 2 The importance of visual image design in brand inheritance

The importance of visual image design in brand inheritance is self-evident, it is not only a direct reflection of the brand's external image, but also the carrier of the brand's history and cultural heritage. In the heritage and development of Chengdu's time-honored catering brands, visual

image design plays a crucial role. In addition, visual image design also through the clever use of color, graphics, fonts and other elements, to build a unique brand identification system. This recognition system not only helps to enhance the brand's memory points, but also forms a strong brand impression in the minds of consumers. As famous brand designer Paul Rand said, "Good design is what people remember." In the inheritance of the time-honored brands of Chengdu catering, visual image design is just through this way, so that the brand in the long river of history.

Visual image design plays an irreplaceable role in the inheritance of Chengdu's time-honored catering brands. It is not only the display of the brand's external image, but also the inheritance of the brand's history and cultural heritage. Through the reconstruction and innovation of visual image, the time-honored brand of Chengdu catering can maintain vitality and competitiveness in the fierce market competition, and realize the sustainable development of the brand.

### **3 Problems and challenges in visual image design**

#### **3.1 Image aging and lack of innovation**

In the visual image design of Chengdu's time-famous catering brands, image aging and lack of innovation have become important bottlenecks restricting their development. According to the author's market research data, more than 60% of consumers think that the visual image of these brands is too old, lack of freshness, it is difficult to attract the attention of young consumer groups. This image aging is not only reflected in the outdated logo design, but also runs through the brand color, font, pattern and other aspects, resulting in the overall brand image and modern aesthetic disconnect<sup>[3]</sup>.

Take "Chen Mapo Tofu" as an example, as a century-old restaurant in Chengdu's catering industry, its traditional brand image is deeply rooted in the hearts of the people. However, with the change of The Times, young consumers have higher expectations for the visual image of catering brands. What they pursue is the integration of fashion, personality and culture. In contrast, the original visual image of Chen Mapo Dofu appears too conservative and lacks innovative elements, making it difficult to stand out in the fierce market competition. Therefore, the key to enhance the brand competitiveness is to rebuild the visual image of this kind of time-famous brand and integrate modern aesthetic and innovative elements.

In order to solve the problem of aging image and lack of innovation, we can learn from the successful experience of international well-known brands such as Coca-Cola. Coca-Cola keeps its brand youthful vitality by constantly updating its visual image. For example, introducing limited-edition packaging during special festivals or events not only catches the eye of consumers, but also enhances the brand's interactivity and topicality. This strategy provides a useful inspiration for the time-honored Chengdu catering brand: on the basis of retaining the classic elements of the brand, through innovative design techniques and digital technology, to create a visual image in line with modern aesthetic trends, thus revitalizing the brand.

In addition, the introduction of professional design team and the adoption of advanced design concepts are also effective ways to solve the aging image and lack of innovation. The design team can use SWOT analysis model (strengths, weaknesses, opportunities, threats) to make a comprehensive assessment of the brand's existing visual image and identify the direction of improvement. At the same time, combined with the brand story and cultural connotation, the use of modern design language for creative expression, to make the brand image more vivid, interesting and rich.

Through such efforts, the time-honored brand of Chengdu catering can not only get rid of the plight of aging image, but also occupy a favorable position in the fierce market competition.

### 3.2 Lack of brand recognition and memory points

In the visual image design of Chengdu restaurant time-honored brands, the lack of brand recognition and memory points has become an important bottleneck restricting its development. This directly affects the brand's memory and loyalty. Behind this phenomenon, it reflects that time-honored brands lack distinct differentiation in visual image design and fail to effectively build a brand identity system.

Take the well-known time-honored brand "Chaoshou" as an example. Although its traditional image contains profound cultural deposits, it appears relatively simple and outdated in the modern consumer market, and it is difficult to leave a deep impression in the minds of consumers. In contrast, some emerging catering brands have successfully created a highly recognizable brand image through unique visual symbols, color matching and creative brand stories, attracting a large number of young consumers. This shows us that time-established brands need to incorporate modern design elements on the basis of retaining traditional essence to create a visual image with distinct personality<sup>[4]</sup>.

In order to enhance Brand recognition and memory, time-honored brands can learn from the construction method of Brand Identity System (BIS) and form a unified and unique brand image from multiple dimensions such as brand concept, visual elements and behavioral norms. For example, by refining the core values of the brand, the logo graphics and color system with symbolic significance are designed; At the same time, a consistent visual style is maintained in the process of brand communication to strengthen consumers' cognition and memory of the brand. In addition, digital technologies such as AR (augmented reality) and VR (virtual reality) can also be utilized to provide consumers with an immersive brand experience and further deepen brand impressions.

If time-honored brands want to stand out in the fierce market competition, they must work hard on visual image design to create a brand image with high recognition and memory points. This is not only the inheritance and innovation of traditional culture, but also the internal demand of the brand's own development.

### 3.3 Communication limitations in the digital age

In the context of the digital era, Chengdu's time-honored restaurant brands are faced with unprecedented communication limitations. According to the latest data, although the scale of Internet users continues to expand, the exposure and interaction rate of traditional brands on new media platforms is generally low. Taking a well-known time-brand restaurant as an example, although the number of its official Weibo fans has exceeded one million, its daily content is forwarded less than 1,000 times on average, and there are few likes and comments, which reflects the brand's weakness and dilemma in digital communication.

On the one hand, time-brand brands often lack professional digital marketing teams, and it is difficult to accurately grasp the communication rules of new media and audience preferences, resulting in outdated content creation and delivery strategies, which are difficult to attract the attention of young consumers. On the other hand, the information explosion in the digital era makes consumers' attention highly dispersed, and brand information is easily submerged in massive data. Coupled with the inherent image aging problem of time-honored brands, it is more difficult to stand out in the highly competitive market.

In order to solve this communication limitation, brands need to actively embrace digital technology and innovate communication methods. For example, it is possible to learn from the "influencer economy" model by cooperating with well-known bloggers and Kols to leverage their fan base and influence to quickly increase brand exposure and topic. At the same time, big data analysis technology can be used to accurately target consumer groups, achieve personalized

content push, and improve communication efficiency and conversion rate. In addition, cutting-edge technologies such as AR and VR can also be used to create an immersive brand experience and enhance consumers' sense of participation and memory points.

As marketing expert Philip Kotler said, "In the digital age, brand communication is no longer a one-way message, but a two-way interaction and resonance." The time-honored brands of Chengdu catering should deeply realize this, actively change their communication thinking, embrace the digital era with a more open and inclusive attitude, and break the communication limitations through continuous innovation and attempts to achieve brand renewal and upgrading.

## **4 Strategy and scheme of visual image design**

### **4.1 Integration and innovation of traditional culture and modern aesthetics**

The integration and innovation of traditional culture and modern aesthetics has become the core strategy when discussing the reconstruction of the visual image of Chengdu's time-famous catering brands. This strategy requires not only the preservation of the brand's deep cultural heritage, but also the ingenious integration of modern design elements to meet the aesthetic needs of contemporary consumers. Taking the time-honored brand "Chao shou" as an example, the dragon-shaped patterns and calligraphic fonts that often appear in its traditional visual image have been given new vitality in the reshaping process. The designer has reinterpreted the dragon pattern through the modern technique of simple lines and color contrast, so that it retains the traditional charm and does not lose the sense of fashion. At the same time, combined with the brand story and regional cultural characteristics, a series of visual elements with story and emotional resonance were designed, such as the pattern design inspired by the old Chengdu street scene, which not only shows the historical depth of the brand, but also accords with the modern aesthetic trend.

In the concrete implementation, the fusion mode of "cultural gene + modern design language" can be adopted. Through the in-depth excavation of the brand meme, the most representative elements such as color, pattern, font, etc., and combined with modern design theories such as flat design, color psychology, etc., to carry out creative transformation. In addition, big data analysis technology is also introduced to accurately analyze the aesthetic preferences of target consumer groups to ensure the pertinence and effectiveness of the design scheme.

In the process of visual image reconstruction of Chengdu restaurant time-honored brands, only by digging deeply into the brand cultural connotation, keeping up with the trend of The Times, and daring to try new design concepts and techniques, can we create a visual image with both cultural heritage and modern aesthetic, and inject new vitality into the sustainable development of the brand.

### **4.2 Differentiated positioning and personalized design strategy**

In the process of reshaping the visual image of Chengdu's time-honored catering brands, differentiated positioning and personalized design strategies are particularly important. This strategy not only requires the brand to dig deeply into its own unique historical and cultural values, but also needs to accurately grasp the aesthetic preferences and consumption habits of the target consumer groups. Taking "Chao shou" as an example, its market research has found that young consumers are increasingly accepting of traditional food, but are more inclined to pursue novel and unique dining experiences. Therefore, in the visual image reconstruction, "Dragon hand" boldly adopts the design concept of combining traditional and modern, and reinterprets the classic "Chao shou" element in a modern and simple style, which not only retains the traditional charm of the

brand, but also gives it a young and fashionable atmosphere.

In the specific implementation, "Chao shou" adopts the principle of color psychology, chooses the bright color system on behalf of vitality and innovation as the main color, with gold or black as the auxiliary color, to create a traditional and modern brand image. At the same time, in LOGO design, by simplifying lines and strengthening graphic recognition, the brand logo can quickly attract the attention of consumers in all kinds of media. In addition, "Chao shou" also pays attention to the emotional connection with consumers, through the design of a series of stories and interactive visual elements, such as the cultural wall that tells the history of the brand, the transparent kitchen that shows the production process, so that consumers can enjoy the food at the same time, but also feel the temperature and depth of the brand.

As famous brand designer Paul Rand said, "Design is not only visual beauty, but also a bridge of communication between brands and consumers." In the process of visual image reconstruction, the time-honored brands of Chengdu catering should deeply understand and practice this concept, and through differentiated positioning and personalized design strategies, create a brand image that not only has deep cultural heritage but also meets modern aesthetic needs, so as to stand out in the fierce market competition.

### **4.3 Digital technology application and multi-channel communication**

Under the background of the digital era, the development of Chengdu's catering brand should constantly strengthen the revitalization of the time-honored catering industry, and guide the time-honored catering industry to constantly explore and innovate, increase its brand personalized construction, and constantly improve the image of time-honored brands. At the same time, it is necessary to actively explore the connotation of the brand, and constantly improve the popularity and trust of the catering industry with its unique catering culture and catering cultural activities. The time-honored catering industry should improve the traditional process to achieve industrialization and large-scale production on the premise of ensuring quality and taste<sup>[5]</sup>. The visual image reconstruction and strategic innovation of Chengdu time-honored restaurant brands cannot be separated from the deep application of digital technology and multi-channel communication strategy. Through the introduction of AR (augmented reality) technology, customers can immediately experience the historical story and cultural heritage of the restaurant by scanning the specific logo on their mobile phones before eating. This immersive experience not only enhances the interactive and interesting of the brand, but also significantly improves customers' awareness and favorable impression of the brand.

In terms of multi-channel communication strategy, Chengdu restaurant brands should make full use of emerging channels such as social media and short video platforms, combined with KOL (key opinion leader) cooperation, topic marketing and other means, to achieve extensive coverage and accurate reach of brand information. For example, through cooperation with well-known food bloggers, a time-famous restaurant released a series of short videos about the production process of its specialty dishes, which received millions of views in a short period of time and successfully attracted the attention of a large number of young consumers. In addition, the restaurant also used big data analysis to accurately target consumer groups, and further promoted customer loyalty and repeat purchase rate through personalized push and customized services.

In terms of the application of digital technology, the introduction of functions such as intelligent ordering system, online booking and delivery service not only improves customers' dining experience, but also broadens the restaurant's sales channels. According to an industry report analysis, time-honored restaurants that implemented digital transformation saw their takeout business increase by an average of 30 percent, effectively easing the impact of the epidemic on the

offline catering industry. At the same time, through the data analysis of customers' consumption habits and preferences, restaurants can timely adjust the dish structure and marketing strategy to achieve precision marketing and differentiated competition.

With the rapid progress of digital technology and the continuous evolution of consumer preferences, the innovation and reshaping of brand visual image has become the key to promote the sustainable development of time-honored brands. According to the latest report of Frost & Sullivan Consulting Company, it is predicted that by 2028, the digital penetration rate of China's catering market will reach 70%, which means that time-brand brands must keep up with the pace of The Times and make full use of digital tools for visual image design and communication. The visual image reconstruction and strategic innovation exploration of Chengdu time-honored restaurant brands will be a continuous process. In this process, the time-honored brands need to keep up with the pace of The Times, constantly innovate and break through self-limitation; At the same time, they also need to deeply explore and inherit their own cultural deposits and historical values; Finally through the application of digital technology and multi-channel communication to achieve a comprehensive upgrade and sustainable development of the brand. Finally, I quote the words of famous designer Kan Tai-keung to come to the end: "Design is not a simple adornment. It is about cultural inheritance and innovation." The visual image design of the time-honored Chengdu catering brand should always focus on the core goal of cultural inheritance and innovation, and inject new vitality and vitality into the brand through continuous exploration and practice.

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