

Exploration of national style visual design of Sichuan catering brand in the all-media era

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ABSTRACT

In the context of the all-media era, Sichuan catering brands face the challenge of insufficient innovation and failing to meet the expectations of young consumers. To address this issue, brands need to adopt innovative strategies such as cross-industry cooperation, leveraging modern technology to enhance visual impact, strengthening cultural connotations, enhancing interactive experiences, and cross-media communication to shape visual images with regional characteristics and enhance brand value.

KEYWORDS

Omnimedia era; Sichuan catering brand; National style visual design

1 The current situation and problems of Sichuan catering brand's national style visual design

The catering industry is an important industry to drive economic growth and improve people's living standards. Data show that the national catering income from January to April 2023 is 1,588.8 billion yuan, an increase of 19.8% [1]. The catering brand image design has become a common marketing means in the market, businesses by creating their own brand image to attract consumers, whether it is a big chain catering brand, or a newly established small catering store, most of them have a carefully designed brand image^[2].

At present, with the rapid development of all media, the national style visual design of Sichuan catering brand is experiencing unprecedented changes and tests. The first problem is that with the improvement of consumers' aesthetic level and the aggravation of visual fatigue, the existing design often seems too conservative and lacks refreshing creativity. Especially for young consumers who pursue uniqueness and individuality, this lack of innovation can hardly meet their expectations. Therefore, how to integrate modern aesthetic elements while maintaining the national flavor has become an urgent problem for Sichuan catering brands.

On the other hand, the diversification of omnimedia platforms also brings new challenges in design. Each platform has its own unique user groups, usage scenarios and ways of interaction, which requires the design to be highly adaptable and targeted. However, at present, the visual presentation of many Sichuan catering brands on all-media platforms is still monotonous, and they fail to make full use of the advantages of each platform for differentiated communication. How to formulate differentiated visual strategies according to the characteristics of different platforms has become an urgent problem for brands to overcome.

In addition, in the integration of national style visual design and brand marketing, Sichuan catering brands are also facing many difficulties. How to combine traditional elements with modern marketing means skillfully, not only to retain the cultural sense without losing the vitality of

business, is a problem that the brand needs to think deeply. However, in reality, many brands are powerless to deal with this relationship, resulting in the design is either too traditional and lack of modern sense, or too modern and lose the charm of the national style.

To sum up, Sichuan catering brands are facing multiple challenges in national style visual design, such as lack of design innovation, poor adaptability of all media platforms and improper integration of tradition and modernity. In order to cope with these challenges, the brand needs to adopt a series of innovative strategies, only in this way, in order to continuously improve the quality and effect of national style visual design, for the brand to win a broader market space.

2 The innovation strategy of Guofeng visual design under the all-media vision

Driven by the all-media wave, Guo-style visual design has ushered in unprecedented development opportunities. In order to be unique in this vast world, we need to adopt a series of innovative strategies, perfect integration of traditional culture and modern technology, and create a visual feast with national characteristics and a sense of The Times.

2.1 Cross-border integration to inspire new inspirations

We should warmly encourage and promote in-depth cross-border cooperation between national style visual design and its food brands. Such cross-border communication and integration will inspire unprecedented design inspiration like sparks, so that Guofeng elements can be reborn and shine in various novel and unique application scenarios. By blending with different fields, Guo-style visual design can not only absorb new nutrients and enrich its connotation, but also show its unique charm on a broader stage to further promote the inheritance and innovation of Chinese culture.

2.2 Technology to enable, enhance expressive force

Make full use of the essence of modern science and technology, such as fine presentation of 3D modeling, real-time feedback of dynamic interaction and intelligent optimization of AI algorithm, to open up an unprecedented broad world for Guofeng visual design. The deep integration of these technical means makes the catering brand more colorful in the use of color, more delicate and vivid in the texture display, and more vivid and smooth in the dynamic effect, bringing an unprecedented visual feast to the audience, making people feel as if they are in the magnificent picture of the national style culture.

2.3 Story telling, deepening the cultural connotation

The visual design of national style is not only limited to the aesthetic pursuit of form, but also carries the transmission and expression of cultural connotation at a deeper level. Through carefully conceived food and beverage brand design works, designers can tell those stories with profound meaning and rich emotions, and skillfully integrate the essence of traditional culture into them. In this way, while appreciating the aesthetic charm of the visual works of catering brands, the audience can also deeply feel the cultural power and historical background behind them.

This kind of design method using the story as the carrier not only enhances the appeal of the works, but also greatly enhances its communication power. While being attracted by visual elements, the audience is more easily moved by the story, thus generating emotional resonance. Such emotional resonance not only allows the audience to have a deeper memory of the work, but also stimulates their interest in traditional culture and desire to explore. In this way, Guo-style visual

design not only beautifies people's lives, but also effectively inherits and carries forward traditional culture, making it radiate new vitality and charm in modern society.

2.4 All-media platform communication to expand influence

In the all-media era, Sichuan catering brands have successfully stood out in the field of digital media through the innovation of national style visual design. Taking social platforms such as Weibo, wechat and Douyin as examples, Sichuan catering brands have attracted the attention and sharing of a large number of users through carefully planned visual content, such as pictures of dishes with national characteristics, videos of brand stories, and interactive H5 pages. In addition, Sichuan restaurant brands also use big data analysis to optimize their all-media communication strategies. By analyzing user behavior data, brands are able to accurately target audiences and adjust the timing and form of content release according to users' preferences and interactive habits. This data-driven communication strategy not only improves the efficiency of content dissemination, but also enhances users' loyalty to the brand.

In all-media communication, Sichuan catering brands also focus on cooperation with Kols (key opinion leaders) and Internet celebrities to expand the spread of the brand through their social influence. For example, well-known food bloggers are invited to participate in brand activities and share the experience of national style visual design on their social media to quickly boost brand awareness with the help of their fan base and trust. This strategy can not only attract the target audience, but also add more cultural connotations and fashion sense to the Sichuan food and beverage brand through the personal brand effect of KOL.

2.5 Interactive experience to enhance the sense of participation

Catering brand design has interactive national style visual works, so that the audience can enjoy and participate in it at the same time. Through interactive experience, audiences can have a deeper understanding of the cultural connotation and design concept behind the works, so as to enhance their sense of participation and identity. This kind of interactive experience design method also helps to enhance the communication effect and influence of the works.

Under the all-media vision, the innovation of national style visual design should also consider the characteristics of cross-media communication. Designers can make use of technologies such as AR (augmented reality) and VR (virtual reality) to provide consumers with immersive visual experiences. For example, through AR technology, customers can watch 3D animation of the growing environment and production process of Sichuan food ingredients while scanning the Guo-style patterns on the menu, thus enhancing their understanding and interest in Sichuan's catering culture. This innovative communication method can not only enhance customers' sense of participation and experience, but also form word-of-mouth spread on social media, further expanding the influence of the brand.

2.6 Continue to innovate and lead the trend

In the all-media era, the national style visual design of Sichuan catering brands is facing unprecedented opportunities for innovation. With the vigorous development of digital media, the integration of traditional national style elements and modern aesthetic trends has become an important direction of design innovation. For example, according to China Catering Report 2022, more than 60 percent of young consumers are more inclined to choose catering brands with cultural characteristics and innovative designs. This shows that combining traditional national style elements with modern aesthetics can not only attract young consumer groups, but also enhance

brand image and market competitiveness. Take a well-known hotpot brand in Chengdu as an example. By integrating Sichuan opera facial makeup elements into the brand visual design and combining modern simple style, it successfully created a unique national visual image, attracting a large number of young customers and realizing the promotion of brand value.

In the process of exploring the visual innovation of the national style, designers need to dig deep into the essence of Sichuan regional culture and combine it with modern design language. For example, flat design techniques can be used to abstract and symbolize elements such as colors, ingredients and cooking techniques of Sichuan cuisine to form recognizable visual symbols. This design can not only convey the unique flavor of Sichuan cuisine, but also fit in with modern aesthetic trends. In addition, the use of big data analysis of consumer preferences can more accurately locate the design direction, such as by analyzing the hot topics and popular trends on social media, timely adjustment of design strategies to ensure the innovation and sense of The Times of the national style visual design.

3 The integration of design marketing and catering brand national style visual design

3.1 Application of traditional elements in modern design

In the all-media era, the national style visual design of Sichuan catering brands is not only a kind of cultural inheritance, but also an important means of brand differentiation competition. The application of traditional elements in modern design requires designers to dig deep into the rich cultural heritage of Sichuan, such as Sichuan opera facial makeup, Shu embroidery, Taoist culture of Qingcheng Mountain, etc., and skillfully integrate these elements into the brand visual design. For example, a well-known Sichuan hotpot brand used digital media technology to combine the face-changing art of Sichuan opera with modern visual effects in its promotion activities, creating a unique brand visual experience that has attracted the attention of a large number of young consumers. Such innovation not only boosts the brand's popularity, but also deepens consumers' understanding and identification with Sichuan's traditional culture. According to market research data, the popularity of catering brands that integrate traditional elements has increased by 30 percent among young consumer groups, which shows that the modern application of traditional elements has a significant effect in boosting brand value.

3.2 Extraction and application of regional cultural elements in Sichuan

The exploration of the national style visual design of Sichuan catering brands in the all-media era is inseparable from the in-depth exploration and innovative application of Sichuan regional cultural elements. Sichuan, as an important province in southwest China, has a long history and unique regional culture, among which the spicy and delicious Sichuan cuisine, the face-changing art of Sichuan opera, and the tea culture of Sichuan are all important components of Sichuan regional culture. In the visual design of national style, the extraction and application of these elements can not only enhance the cultural connotation of the brand, but also enhance the market competitiveness of the brand.

Taking Sichuan cuisine as an example, its unique cooking skills and tastes provide rich materials for the national style visual design. For example, by abstracting elements such as pepper and Sichuan pepper in Sichuan cuisine and designing them into brand logos or packaging patterns, the regional characteristics of Sichuan catering brands can be visually conveyed. According to market research data, consumers have higher loyalty and sense of identity for catering brands with local

characteristics. Therefore, when designing Sichuan catering brands, they should fully consider how to integrate these cultural elements into visual design to attract target consumer groups.

In addition, Sichuan's tea culture is also an element that cannot be ignored in the design. Sichuan is one of the starting points of the ancient Tea Horse Road and has a long history of tea culture. Incorporating tea culture elements into the design, such as the shape of the tea set and the pattern of the tea leaves, can add a touch of elegance and cultural depth to the brand. According to an analytical model of consumer preferences, consumers are more interested in brands with cultural stories and backgrounds, which indicates that the clever use of regional cultural elements in design can effectively enhance the brand's appeal and market performance.

3.3 Combination of omnimedia marketing and national style visual design

In the all-media era, the national style visual design of Sichuan catering brands is not only an aesthetic expression, but also a cultural strategy. By combining omnimedia marketing, Sichuan catering brands can spread the elements of national style visual design widely and reach a wider audience. For example, using social platforms such as Weibo, wechat and Tiktok, Sichuan catering brands can release creative content that incorporates the visual design of the Chinese style, such as short videos, posters and interactive games themed with the Chinese style, thus attracting the attention of young consumers. According to the China Food and Beverage Report 2022, social media marketing is having an increasing influence on the catering industry, with video content having a particularly significant communication effect, which can boost brand awareness and customer engagement. In addition, combined with modern aesthetic trends, the innovation of Guofeng visual design can draw on the design concept of "less is more" and make it more in line with modern aesthetic habits by simplifying and refining traditional elements. For example, combining traditional Sichuan food such as hot pot, skewling incense and other elements of the national style, the visual image that has both traditional charm and modern sense is designed, thus forming a unique brand identity on the all-media platform.

3.4 The promoting effect of omnimedia marketing strategy on national style visual design

In the all-media era, the national style visual design of Sichuan catering brands is experiencing unprecedented changes. With the rise of digital media, the channels and ways of brand communication have become diversified, which provides a broad stage for the innovation of national style visual design. For example, through social media platforms such as Weibo and Tiktok, Sichuan catering brands can quickly spread their unique guo-style visual elements and attract the attention of young consumer groups. According to the Statistical Report on China's Internet Development, by the end of 2022, the number of Internet users in China has reached 989 million, including 934 million short video users, which provides a huge potential audience base for Sichuan catering brands to use all-media platforms for visual design communication. Through well-designed visual content combined with highly interactive marketing activities, Sichuan catering brands can effectively enhance the influence of their national style visual design, so as to stand out in the fierce market competition.

4 Conclusion

In the era of all-media, Sichuan catering brands must dig deep and innovate the national style visual design if they want to stand out in the fierce market competition. According to the China

Catering Report 2022, Sichuan's catering market continues to grow, and consumers are increasingly demanding dining experiences with local characteristics. Therefore, Sichuan catering brands should combine modern aesthetic trends and combine traditional elements with modern design to create a unique visual identity system. At the same time, the use of all-media platforms for brand communication, such as Weibo, Douyin and other social platforms, the use of short videos, live broadcasting and other forms, so that the national style visual design in a more vivid and interactive way to consumers, so as to enhance the brand influence and market competitiveness.

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