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Research on the Application of Honghe Hani Terraced Field Culture in Brand Visual Design

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Abstract:
This paper explores the application value and realization path of Honghe Hani terraced field culture in brand visual design, aiming to promote cultural inheritance and brand value enhancement by analyzing its cultural elements and aesthetic characteristics. Through literature research, typical symbols and graphic elements of Honghe Hani terraced field culture are collected. Combined with visual design theories, the characteristics of terraced field cultural elements in terms of color, composition, and patterns are analyzed. Through case studies, the innovative applications of terraced field cultural elements in brand logo design, packaging design, and promotional visuals are discussed, opening up new paths for the protection and dissemination of traditional culture.

Keywords:
Hani Rice Terraces; brand visual design; cultural elements; cultural heritage

Introduction

The Hani culture has a long history, evolving continuously in production and daily life, gradually forming a rich variety of terrace, dance, music, and other cultural forms. Its culture has unique local characteristics, rich in artistry and strong appeal. The Honghe Hani terraced fields are located in the Ailao Mountain region of Yunnan Province, a masterpiece of agricultural civilization created by the Hani people over more than 1,300 years. The Yuanyang Terraces are the central area of the Honghe Hani Terraces, spectacular and beautiful, spanning multiple counties along the south bank of the Red River, including Lvchun and Jinping[1]. With a total area of over 16,000 hectares, the terraces demonstrate a sustainable ecological farming system in harmony with nature. On June 22, 2013, the Hani Terraced Fields were successfully inscribed on the World Heritage List at the 37th World Heritage Committee session, highlighting their global cultural value[2].

In recent years, integrating traditional cultural elements into brand design has become an important trend to enhance brand differentiation and cultural identity. As consumers pay increasing attention to cultural heritage and local aesthetics, the application of ethnic and regional cultural symbols in brand visual design has gradually gained importance. The Honghe Hani terraced fields, with their unique landform patterns, natural colors, and profound cultural symbolism, provide abundant resources for brand visual innovation.

Despite the significant aesthetic and cultural value of Honghe Hani terraced field culture, its application research in modern brand design remains limited. Most current studies focus on the ecological, historical, and

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agricultural values of the terraces, with less attention to their potential in creative industries. Therefore, this study aims to fill this gap by analyzing the visual characteristics and symbolic meanings of terraced field culture, exploring effective application methods in brand logos, packaging design, and marketing visuals.

By tapping into the potential of Honghe Hani terraced field culture in brand construction, this study hopes to promote cultural sustainable development while providing new design perspectives for enterprises. Through innovative visual applications, brands can enhance their cultural depth and market appeal, establishing a closer emotional connection between consumers and traditional culture.

1. The Role of Hani Terraced Field Culture in Brand Visual Design

1.1 Enhancing Cultural Recognition

Promoting Honghe Hani terraced field culture helps people better understand and value local culture. Integrating Hani terraced field culture into brand visual design retains cultural charm while conforming to contemporary aesthetics, helping to enhance cultural recognition. By incorporating patterns and symbols of Hani terraced field culture, brands can establish a deeper connection with cultural heritage[3]. This authenticity resonates with consumers who value traditional cultural identity. Through the integration of cultural elements, brands can enhance cultural recognition and pride, building a stronger emotional bond with the target audience. Additionally, the cultural authenticity in brand visual design helps achieve differentiation in today's crowded market.

The terraces themselves are important symbols of Hani culture, representing the harmonious coexistence between humans and nature and the inheritance of agricultural civilization. Using symbolic elements of the terraces can connect brands with these profound cultural meanings, enhancing consumers' cultural identification with the brand.

1.2 Enhancing Brand Narrative Depth

Enhancing brand narrative depth means making brand stories more layered, emotionally resonant, and culturally contextual, making brands more attractive, enhancing consumer loyalty, and building deeper emotional connections with consumers.

Hani terraced field culture in brand visual design can evoke emotional resonance with consumers. Integrating terrace elements into brand visual design can significantly enhance the emotional connection between brand visuals and consumers. Based on emotional bonds, it strengthens consumers' memory and perception of product content, prompting consumers to make purchases under the influence of emotional factors[4]. By triggering consumers' ideological resonance and strengthening their understanding, it enhances their willingness to buy brand products. Brands can create fascinating narratives, attract audiences, convey brand values, and enhance brand identity, thus leaving a lasting impression on consumers and promoting brand promotion.

1.3 Conveying Brand Concepts

Honghe Hani terraced field culture is a powerful carrier for conveying brand concepts and values. The Hani

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terraced fields, as a symbol of farming culture and a part of the World Heritage, represent human respect and protection of traditional culture. In brand visual design, brands can demonstrate their respect for cultural heritage and convey their concepts of respecting and inheriting traditional culture by integrating terrace elements, using traditional symbols, colors, and shapes of the terraces. In this way, brands can visually express their concepts and core values.

Brands can inspire consumers' attention to cultural protection by telling the story of terraced field culture, thus making the brand a promoter of cultural inheritance. Through the natural aesthetics and cultural symbols of the terraces, brands can tell a multi-layered story at the visual level, enhancing emotional connection and cultural depth, thereby improving brand competitiveness and consumer loyalty in the market.

1.4 Creating Brand Identity

The Honghe Hani terraced field culture holds unique symbolic meanings and aesthetic values in brand visual design, offering abundant inspiration for creating brand logos. By integrating Hani terraced field elements, brands can highlight regional characteristics, convey cultural values, and establish deep cultural identity in the market.Extensive design (the continuation of concrete tangible elements) refers to extracting, analyzing, and reshaping existing concrete tangible or abstract intangible regional elements for direct application in brand design[5]. Elements of Hani terraced field culture provide visual extensibility for brand logos, enabling consistent presentation across other brand materials (such as packaging, advertisements, brochures, etc.). Cultural elements in the logo can be further extended to the entire brand visual system, enhancing the overall brand image.

Through modern design techniques and simplified visual symbols, brands can convey traditional cultural values while ensuring that the identity has global appeal and recognition. This deep cultural connotation and emotional connection will make the brand stand out in the market and establish a deeper relationship with consumers.

2. Challenges Faced by Hani Terraced Field Culture in Brand Visual Design

2.1 Modernization and Simplification of Cultural Symbols

Brand visual design is essentially a process of symbolic creation. In the context of continuous social development, people's consumption concepts of brands are gradually changing, and symbols, as commodities, are consumed, becoming a new consumption trend[6]. Honghe Hani terraced field culture contains rich traditional elements and symbols, but in brand visual design, these elements need to be modernized and simplified to ensure that the identity has a contemporary design sense and global recognizability. Too complex or traditional patterns may make the brand appear outdated or difficult to resonate with modern consumers. Therefore, balancing the conflict between cultural depth and modern aesthetics when transforming traditional cultural symbols is a major challenge.

In brand visual design, it is necessary to simplify the complex geometric structures or natural elements of

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the terraces into modern and easily recognizable designs. Avoiding overly complex or difficult-to-understand cultural symbols ensures that the design meets modern aesthetic and market needs. It is necessary to balance the relationship between modern design language and traditional cultural symbols to ensure that the cultural depth and connotation are not overly simplified or misunderstood.

2.2 Cognition and Acceptance of Cultural Differences

The terraced field culture of the Honghe Hani people primarily belongs to a specific regional community, whereas brand visual design often needs to appeal to a broader audience. In cross-cultural communication, designers must take into account differences in perception and acceptance across various cultural backgrounds. How to enable people from different regions or cultures to understand and embrace this unique culture, while also ensuring that the brand remains attractive and relatable in the global market, is a complex challenge.

Terraced field culture itself is rich in layers and richness, while in brand visual design, it is necessary to achieve immediate recognition and close integration with brand concepts, integrating traditional and modern design styles. How to ensure the universality and effectiveness of Hani terraced field cultural elements in different cultural backgrounds, balancing cultural characteristics and cross-cultural acceptance, so that the design can reach consumers in different markets.

2.3 Modernization and Localization of Visual Language

Brand visual language, as a form of brand expression, conveys the brand's core values and cultural concepts and shapes the brand's distinct image[7]. The shape and natural landscape of the terraces have unique visual characteristics, but how to modernize these traditional elements into brand design, making them conform to modern aesthetics while retaining local characteristics, is a problem that designers need to face. Excessive modernization may weaken the unique sense of traditional culture, while being too traditional may not meet contemporary market needs.

The modernization and localization of visual language are about finding a balance between cultural inheritance and design innovation, so that the brand has both cultural roots and contemporary vitality. Modern design should focus on emotional connection with the audience. For locals, the vision should evoke local identity and cultural pride; for outsiders, it should stimulate curiosity and respect for this culture through exquisite and modern design language. This international expression of local culture is the core value of the integration of modernization and localization.

3. Application Strategies of Hani Terraced Field Culture in Brand Visual Design

3.1 Cultural Innovation: Modern Design Translation of Traditional Cultural Elements

In the context of cultural innovation, the inheritance and innovation of local characteristic culture are crucial. Starting from Hani terraced field culture, its innovative development can realize the inheritance and promotion of traditional culture, and at the same time promote the integration of this ancient farming culture

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with modern life, creating new cultural values and social impacts[8]. Honghe Hani terraced field culture carries deep historical memories and unique aesthetic values. In brand visual design, traditional terrace elements should be recreated in an innovative way.

Designers can abstract and transform the terraced fields' streamlined curves, the geometric patterns in traditional ethnic brocade, and the seasonal color changes of the terraces into a visual language that aligns with contemporary aesthetics. For example, they can build a brand's auxiliary graphic system using simplified terraced lines, or digitally reinterpret traditional totems for packaging and media communication, giving the brand a distinct ethnic style and cultural identity. This cultural re-creation in design not only preserves the visual characteristics of the original indigenous culture but also meets the modern market's demand for cultural creativity and visual uniqueness.

3.2 Sustainable Development: Visual Expression with Ecology as the Core

The connotation of the concept of sustainable development is extremely rich, involving various fields such as politics, economy, society, and culture, and involving both issues of production relations and the superstructure, as well as issues of productive forces and the economic base. The scientific outlook on development is a people-oriented outlook on development, which requires that sustainable development should also be people-centered, ensuring the interests of the current society and not damaging the rights of future generations to enjoy these interests, and striving to create a better living environment for future generations[9]. As an ecological landscape formed by the long-term interaction between humans and nature, Hani terraces contain ecological wisdom and sustainable concepts, providing a narrative foundation for brand visual design with the theme of ecology and environmental protection.

In visual expression, brands can use natural and environmentally friendly materials for packaging design and introduce the natural colors of the terraces changing through the four seasons to form a color system consistent with natural rhythms, strengthening the brand's sustainable image. At the same time, in brand communication, strengthen concepts such as "ecological agriculture" and "green life", and convey respect for the land, environment, and culture through visual language, strengthening the brand's social responsibility and sustainable development values, so that the brand not only has cultural depth but also ecological influence.

3.3 Cultural Inheritance: Symbol System Constructs National Memory

In the context of globalization, the visual expression of national culture has become an important means of inheritance and communication. Merely borrowing visual elements does not bring deep influence to the brand. Brands with both the transmission and interpretation of cultural symbols can better arouse the resonance of consumer groups[10].

Brand visual design should assume the role of cultural communicator, and through systematic construction of cultural symbols, visualize the terraced field graphics, village outlines, festival elements, etc., of the Hani people into the brand's core visual assets. These symbols can repeatedly appear in logos, packaging, and promotional materials in the form of graphics, colors, patterns, etc., so that consumers gradually establish cognition and memory of national culture through continuous visual exposure. The standardized use of visual symbols not only improves brand recognition but also enables national culture to be continued and activated

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in contemporary expression, realizing the living inheritance of culture.

3.4 Brand Positioning: Creating a Differentiated Brand Image from Regional Culture

In today's market environment where cultural consumption is increasingly prosperous and consumers pay more attention to emotional resonance and value identification, the success of a brand depends not only on product functions but also on building a unique brand identification system with the help of deep cultural resources. As a World Heritage, Hani terraced fields have unique regional cultural values and international recognition. At the brand strategy level, taking it as the core of brand culture helps to create a differentiated brand positioning and enhance the brand's cultural added value. By extracting the spiritual connotations of nature, wisdom, diligence, inheritance, etc., in terraced field culture and integrating them with brand concepts, and constructing brand stories with cultural depth, it can help brands stand out in a homogeneous market.

Honghe Hani terraced field culture has a strong regional identity and cultural memory, which is an important resource for brand differentiated positioning. By integrating the ecological philosophy, national spirit, and aesthetic elements in terraced field culture into the brand visual system, brands can create a personalized brand image with "cultural depth + regional characteristics", especially suitable for cultural tourism, national cultural creativity, ecological agriculture, and other industries. Through visual design, strengthen the emotional connection between the brand and regional culture, so that consumers can feel the cultural temperature in the visual experience, thereby establishing deeper brand recognition. Thus, realizing culture-driven differentiation in the fiercely competitive market.

4. Conclusion

The application of Honghe Hani terraced field culture in brand visual design successfully combines traditional culture with modern design concepts, achieving the modern translation of culture and injecting unique cultural values into brands. The symbolism, natural tones, and regional characteristics of the terraces can effectively enhance the brand's visual memory and cultural connotation, making it stand out in the market. By deeply integrating the elements of Hani terraced field culture, brands can enhance cultural recognition and achieve cultural communication and inheritance in the context of globalization.

Through the discussion in this paper, it can be found that brand visual design should continue to explore the innovative integration path of traditional cultural elements and modern design, explore the potential of more cultural connotations, and promote the protection and inheritance of culture. Honghe Hani terraced field culture provides rich sources of inspiration for brand visual design, has great development potential in brand construction, creates a unique brand image for enterprises, and provides a new direction for the sustainable development of culture.

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