

The heritage and promotion of traditional tea culture by brand design in the context of national trend

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Abstract: Tea began in China and has a history of several thousand years. However, with the increase of modern competitive products, the inheritance and promotion of Chinese tea culture has been hampered in no small way. Therefore, should be Chinese tea culture this traditional culture really used in the new Chinese tea, re-giving the enterprise's products a new table and the form of life, inherit and carry forward the traditional Chinese tea culture, while the traditional culture and modern culture blend with each other, to achieve more unique, cultural and contemporary, the real new Chinese tea.

1. Introduction

In the 21st century, the competition in the domestic tea industry is intensifying, more than a dozen tea brands homogenization, at the same time, the emergence of "cottage" brands also contributed to the near-saturation of the domestic market, the domestic market is nearly saturated, it is difficult to have a new brand breakout; at the same time, with the significant growth of the national economy, people's pursuit of quality of life is increasingly higher At the same time, with the significant growth of the national economy, people's pursuit of quality of life is increasing, and the pursuit of fashion, the trend of young people gradually become the main force of consumption. So in today's serious homogenization of the tea market, the brand to stand out, you need to change the direction of the brand design, to the direction of youth, fashion; traditional culture as a brand value and cultural roots, and the current trend of integration, with Chinese elements of tea design or environmental elements, may blow up a trend.

2. National trend phenomenon and brand design

With the new era of people's re-integration of Chinese culture, the "National Tide" style was born, and the use of the National Tide in brand design is a powerful competitive weapon for companies to sublimate their brands with their core heritage.

2.1 What is the national wave phenomenon

2.1.1 Definition of national trend culture.

"The Chinese characters "Guo" and "Chao" are a phenomenon, from which we can see that "国" represents the gene of Chinese culture and tradition; "Chao" represents the fusion of Chinese elements with current trends, in line with the aesthetic and technological trends of the times, increasing the sense of fashion. In short, it is a combination of traditional Chinese elements handed down from ancient times to the present and our modern fashion culture which is recognized and sought after nowadays, it is the collision of ancient culture and trendy ideas, the fusion of ancient and modern, and this is exactly the charm of "National Tide".

2.1.2 Characteristics of the culture of the national dynasty.

(1) The national tide has Chinese characteristics: the national tide is inevitably based on Chinese elements, no matter what type of style it is combined with fashion or other cultures, the permanent constant is the cultural connotation from China, Chinese characteristics which is the basic part of our national tide is different from other products, but also a necessary part, cultural confidence is the ideological impetus and source of the rise of the national tide brand.

(2) In line with the cutting-edge aesthetics and technology trends of the times: National trend culture is an internationally oriented innovation, which combines Chinese characteristics, world culture, cutting-edge aesthetics and excellent technology as one, and is constantly developing as a new generation culture. In the process of development, we are constantly exploring new technologies and trends, and now we are not only combining fashion culture, but also combining new technologies and new ways to constantly innovate ourselves from the inside out [1]. In the world to create a leading competitiveness, to show the world the "fashion trend" of Chinese cultural confidence.

(3) The rise of people's cultural self-confidence: contemporary Chinese youth maintain their love for traditional Chinese culture and national brands under the competitive environment of international fashion trends, and confidently and actively use national trends as a new form of self-seeking, which represents the rise of domestic production, and the reason behind this is the rise of our trust in our own country's cultural self-confidence. The reason behind this is the increase of our trust in our own country's cultural confidence, and the reason behind this trust is the increase of our comprehensive national power and people's happiness. The country's cultural confidence is the most fundamental, effective and lasting force for the development of a country and a nation. The rise of cultural confidence has provided a new opportunity for the development of "national trend".

2.1.3 Reasons for the rise of the national tide:

The reason why the "national trend" can be popular, in addition to the promotion of Chinese cultural self-confidence, but also because of the rise of Chinese manufacturing, Chinese brands, and the support of the state and a series of support.

(1) Support from a number of cultural policies: China has proposed a cultural policy to establish May 10 every year as "China Brand Day" since 2017. At the same time, many policies published in the 13th and 14th Five-Year Plans mention the cultural and creative industries, emphasizing the need to take the lead in cultural creativity, enhance the originality of cultural content, promote the development of cultural industries, and encourage and support cultural innovation in various ways. It can be seen that the state is very active in advocating cultural innovation and brand upgrading, thus supporting and promoting the spread of national culture.

(2) The improvement of the country's international status: the "hard power" support behind the display of "soft power". The reason why the national trend has become the world's popular fashion is

ultimately the strengthening of China's comprehensive national power, the improvement of its international status and the expansion of its international influence in recent years. China's comprehensive national strength includes China's strong economic, scientific and technological strength, which has led to the return of Chinese cultural confidence and culture, providing a strong "hard power" support for the display of the "soft power" of the national trend brand.

(3) Hot events catalyst: (such as the Sino-US trade war, the Xinjiang cotton incident, etc.) stimulated the national and cultural desire to win, people's passion was ignited, people turned to support the domestic boom, the call for support for national brands has never been higher, making foreign companies lose a lot of Chinese users. According to research statistics, the post-90s and post-00s young people have strong national self-confidence and national identity.

(4) The improvement of economy drives the pursuit of high quality of life: The improvement of economy meets people's basic needs, people start to eat and wear warm clothes, and turn to enjoy quality people start to lie in the product image, corporate image, so the fashion trend is what they are looking for. In the current rapid development of China, people can enjoy domestic and foreign resources, which will lead to increased market competition [2]. To gain a foothold in the international and foreign markets, innovation is needed. And the rise of the economy has subconsciously contributed to the rise of the national trend.

(5) The national brand research level: in recent years, China's enterprises continue to enhance brand awareness, grasp the development opportunities, the emergence of more excellent, famous Chinese brands, China's various aspects of high-quality development stage of development, to help improve the level of research. We only continuously practice to enhance, strengthen brand building, help enterprises to stimulate vitality, enhance competitiveness in order to help the national tide of innovation and development.

2.2 What is brand identity design

2.2.1 Overview of brand identity design

Brand image design, which refers to symbolic communication based on the correct brand definition, includes four processes: brand interpretation and definition, brand symbolization, introduction of brand symbols and management and adaptation of the brand symbolic communication system, and its task is to help audiences store and extract the brand imprint through beautiful symbolic communication.

2.2.2 The importance of brand image design

Most of people's preference for brands is obtained from the visual, so it is necessary to establish a good visual image of the brand, the importance of brand image design is that excellent brand design in the competition between enterprises can stand out from the masses, and must also contain corporate cultural connotations, and consumers in the emotional resonance. It is important for companies to have a long-term foundation for the future.[3] .

(1) It is conducive to the formation of distinctive memory points for the brand in consumers' impressions: through image symbols to stimulate potential consumers, through long-term repeated publicity, its brand information will gradually penetrate into the hearts of consumers in a subtle way, and stabilize the distinctive corporate image of the enterprise in consumers' impressions.

(2) It is conducive to stabilizing consumer groups: after stabilizing its unique and strong brand in consumers' impression, it can increase consumers' tendency to choose when selecting products and reduce the loss of consumer groups, thus stabilizing the market.

(3) Beneficial to the extension of the brand: When the brand has sufficient value, is known and

trusted by consumers, it is conducive to the development of new products in the original product for new market segments, and the brand extension of new products represented by the parent brand.

2.3 The brand image under the phenomenon of national trend

2.3.1 Why apply the national trend to the brand

Under the trend of diverse cultures, the domestic market is flooded with a variety of foreign brands, while few domestic brands are popular in foreign markets, which makes Chinese companies pay more and more attention to brand building and are eager to make Chinese companies' brand awareness from weak to international. In recent years, for consumers to integrate Chinese traditional cultural elements of goods increasingly become a consumer fashion. Back to the products, the role of incorporating Chinese traditional cultural elements is to evoke emotional resonance and express the identity of the consumers [4]. How to deepen the cultural value through the product, how to alternative innovation, unique, both of which are issues that companies need to think about.

2.3.2 What is the brand image under the national trend phenomenon

In this context, the National Palace Museum has developed a series of cultural and creative products, the "rise" of national cosmetics such as Hua Xizi, Gu Yu and Yan Zhenqing, China Li Ning, etc. More and more national brands are tearing off their obsolete labels and starting to explore new directions to inject new vitality into their brand development. The works of Chinese designers are beginning to establish and convey the culture and values of Chinese brands in the international arena, representing that our brand design has led the Chinese aesthetic to international fashion under the auspices of the national trend. The rise and prevalence of national fashion consumption proves that the nationals have self-recognized and chosen their own local brands, and started to gradually put down their attachment to international brands, which means that our country is going farther and farther on the road of innovation and development, and gradually breaking the single label from ancient times to the present - the "big manufacturing country The international image of "manufacturing power".

3. The current situation of contemporary tea beverage brand design

With the rapid development of today's society, the country is paying more and more attention to traditional Chinese culture, and traditional tea culture is one of the top priorities, and innovative tea brands have sprung up all over China in recent years.

3.1 The current situation that the contemporary young people's consumption of tea products is expanding day by day

The research data shows that Chinese youth quality tea consumers are mainly young people (85.5%), mostly middle-income (66.0%) corporate white-collar workers (42.5%) from first and second-tier cities (70.9%), with high-frequency tea drinking habits. Bagged tea has covered the main life scenarios of young consumers, office (67.2%) and home (65.8%) are the most high frequency scenarios for Chinese young consumers to drink bagged tea, which shows that the youth group has become the main focus of consumption.

3.2 The current situation of contemporary tea beverage brand innovation design

The contemporary youth group attaches importance to the taste of life, the pursuit of new trends,

the consumption concept is more quality, experience, tend to meet the immediate needs and personality needs [5]. Therefore, the scenario-based, personalized and functionalized tea beverage brands will become the main demand of consumers. In this status quo, some of the new tea brand design to capture the culture, fashion, youthful characteristics. For example, in the packaging of tea: small cans of tea meet the needs of this young age, convenience, simplicity, variety, unique packaging design and positioning, so that the traditional Chinese tea has been given a new form. On the new style tea drink: the whole line of brand design of Xi tea is unique to Xi tea atmosphere, simple style, forming a light senior image, the purpose is to create a brand tone in favor of youthfulness, and by keeping the product fresh to maintain the impression of brand rejuvenation; this type of tea drink brand design combines visual and product, and other tea drink brand image to make a differentiation. Another one of this, Cha Yan Yuet Si, is the first brand on the mainland to integrate the "Chinese style" with the new style of tea, its brand style, packaging visuals, product innovation are throughout the traditional Chinese style, the product to create the characteristics of Chinese tea made in the west, showing the brand's unique personality and quality, making the whole set of brand system and Cha Yan Yuet Si Cultural connotations distinguish it from other tea brands.

This shows that people nowadays pay more and more attention to the brand design of tea drinks, through different styles of brand design to distinguish the company's own products and similar competitors in the market, in a subtle way to allow consumers to consolidate a stable image, thus gradually forming a unique corporate memory point.

4. The traditional tea culture as the cultural roots and brand value

The development of a brand must have a deep cultural heritage in order to go long [6]. For the tea industry brand design we need to start from the tea culture, through the study of tea culture, in-depth understanding of the millennium of tea's historical content, the cultural roots of the product as the starting point, to seek the tea culture and the trend of the times, according to the rich culture of tea can expand the value of many aspects.

4.1 The rich connotation of tea culture

Tea began in China, and has a long historical origin of several thousand years. According to historical records, tea was first seen in China's first book of Chinese medicine "Shennong Ben Cao Jing", in which it is recorded that "Shennong tasted the hundred herbs day encountered 72 poison, tea and solve it." Shennong's poisoning, tea as a special antidote to poison, from the "Shennong hundred herbs" we can understand that at that time, our ancestors have recognized the medicinal effects of tea.

According to the Ming Dynasty Wang Xiangjin in the "Qunfang spectrum" described "tea :Xing in the Tang, Sheng in the Song, began to be the world heavy carry on", the Tang Dynasty is the heyday of China's feudal society, is also the formation of Chinese tea culture period "Tea Book" and the emergence of a large number of chanting tea works, so that the connotation of the Tang Dynasty tea culture greatly improved. The connotation of the tea culture in the Tang Dynasty was greatly improved. 780 years Lu Yu wrote "Tea Book" in the Tang Dynasty, which is the symbol of the formation of the tea culture in the Tang Dynasty, known as the "tea encyclopedia", which elevated ordinary tea to a wonderful cultural art, the first Chinese spirit of the tea ceremony. After the later period, there were a large number of tea books and tea poems, such as "tea description", "tea collection", etc., which is the continuous exploration and sublimation of tea culture. By the Song Dynasty, tea culture continued to develop and deepen. Song Dynasty is the most active era of tea drinking activities in history, the teahouse culture developed by the Song Dynasty, then known as the tea house; tea drinking activities also became diverse and prosperous from the tribute tea, derived from the "embroidered tea" "fight tea" "divided tea" and other forms of entertainment. In recent years,

Chinese tea culture has gained wide attention and promotion both domestically and internationally. In addition, on November 29, 2022, China's "Chinese Traditional Tea Making Techniques and Related Practices" was successfully added to the UNESCO Representative List of Intangible Cultural Heritage of Humanity. It is evident that society is paying more and more attention to traditional tea culture, and tea culture is being developed and inherited in various ways in China, with tea cultural festivals and tea competitions appearing all over the country, and tea tourism culture is gradually emerging, making tea culture appear in people's lives in various forms.

4.2 The brand value of tea culture

The brand value of tea culture is an important part of people's choice of products and services, to determine the comprehensive image of the tea brand in the minds of consumers, to convey to consumers "tea brand can bring a certain value of" the basic idea. For consumers, the functional and emotional value of tea culture, to meet the practical function of consumers in life, health care function, cultivation function, cultivation function, social harmony function, etc. And the emotional value, the essence of tea culture in the fine Chinese traditional virtues, is conducive to help adjust the mindset of modern people, improve the quality of human culture, build a noble personality and improve the spiritual character of the self [7]. For tea companies, the brand value of tea culture will be cultural value, emotional value, functional value, etc. injected into the brand, strengthen the core value of the brand, the target consumer groups to play the greatest infectious power and form a distinctive difference with the competition, from which stand out.

(1) Excellent quality of life value: in today's increasingly rich material life, people in meeting the basic material needs, pay more attention to physical and mental health and quality of life improvement. Tea is the embodiment of elegance, tea culture has a romantic artistic mood and natural and healthy life, in ancient times poetry, songs, opera, flower arrangements, etc. are matched with tea, is the object of praise of the literati in various societies; in contemporary decoction tea, tea tasting has also become a choice for people to pursue quality of life.

(2) Health and wellness value: contemporary people with the accelerated pace of life and increased work pressure, many people's bodies are in a state of sub-health. The health of the beginning of more attention. Day encounter seventy-two poison, get tea and solve the, and the tea itself has a high medicinal value, with health care functions, which is also in the tea brand core value.

(3) Cultural self-confidence value: by the Chinese culture of Confucianism, Taoism traditional culture, Chinese tea culture is very profound connotation, the Chinese pursuit of tea and the world, the pursuit of Chinese tea culture and the compatibility of human civilization, full of oriental wisdom of the philosophy of life and world view. In the tea brand to inject the essence of Chinese traditional culture, heritage tea culture; at the same time in the inheritance of excellent traditional culture at the same time with the contemporary fashion organic combination, innovation tea culture.

(4) Integrity value: tea culture also contains the value of moral culture, the Chinese attach great importance to tea virtue, tea ceremony; tea virtue is responsible for regulating the restraint of their own morality, tea ceremony is to talk about the truth of being human. Therefore, the tea industry should also be "established with honesty, faith-based", to establish a good tea virtue, to create a good and honest business atmosphere, to ensure the healthy development of the tea industry. Integrity is not only a basic rule of life, but also an important business rule.

5. Fourth, the necessity and feasibility of brand design for the promotion of tea culture in the context of the national trend

Every product should have a brand, which represents a unique finished product, such as wine, tea, silk, porcelain Chinese tea is part of China's traditional intangible cultural heritage, is

synonymous with China's pride, which belongs to our own the heritage and culture, the brand has no national boundaries, but the culture has.

But the shame is that China does not have a domestic and foreign are well-known tea brands. A talk about Chinese tea, just raw materials, planting areas, China produced, but do not get the value of tea in return. And like Lipton such foreign tea brands are so audience know, we Chinese people drink tea every day, we have been comparing the West Lake Longjing, Dongting Biluochun, Yunnan Pu'er, etc., China has a deep tea deep heritage, can not make with it enough to match the influential brand, like having the most dazzling diamonds, but no one knows, no one appreciates. Such a situation occurs, certainly not because we do not have quality tea products, but due to the lack of attention to international tea brand building. Brand design for China's traditional cultural tea is not just a trademark, a set of design, but also represents China's national power, culture and other strengths. Therefore, the brand promotion of tea culture can not only bring economic benefits, but also improve the entire national economy to a high level of development, and the "national trend" design is a combination of international design concepts and Chinese elements, this design is now rapidly forming a trend in the domestic brands, we want to continue to develop the We want to continue to develop the international familiarity with the "Chinese trend". Nowadays, the influence of the national trend has become bigger, and Chinese brands are beginning to tap into the local cultural values and enhance the cultural soft power [8].

So for the "national trend" label applied to the brand and products, give the product "Chinese culture" can become one of the important means of Chinese brands to seize the market, for the brand of traditional Chinese tea culture, itself already has a deep tea cultural heritage. The "national tide" just with the traditional culture of tea "mother", so that an unfamiliar brand, quickly close the distance between and consumer awareness, the later gradually developed, so that the world knows the tea brand, understand the tea culture. Such a national tide brand to emphasize social responsibility, emphasis on common wealth, sublimated to the level of values, it is not economic just ordinary brand image design.

6. The way to apply the national trend to the brand design of the tea industry

In the brand design, the elements of Chinese traditional culture are extracted and combined with contemporary fashion to create a new embodiment of national style × creativity × fashion × value × culture, so that the brand design of the tea and beverage industry has a fashionable creativity and core thrust, interdependent, and plays an important role in the process of brand communication. In terms of artistic vision, Chinese elements are more in line with the domestic public's aesthetic psychological needs and value pursuit, while the application of national fashion can also inherit the excellent character and spirit of the Chinese nation by placing it in the carrier and show the wisdom and spiritual beliefs of the Chinese people.

6.1 Visual image to show the fashion creativity

Visual language is an important way of human communication, and brand visual identity is the visual link between the brand and the consumer, who will understand the core concept and style of the company through the brand visual identity. There are various ways to shape the visual image of a brand. Commonly for the external packaging of digital illustration type, the national tide illustration style used in the tea industry brand design can be through the traditional cultural symbols to tell the story of China's non-heritage tea, spread the tea culture, the picture of the derivative for packaging, album publicity is an important form of creating a brand visual image. At the same time, through continuous innovation, highlighting personalization into a manifestation of personal characteristics, more so that the new style of tea industry is different from the traditional tea industry, that is,

reflecting the traditional characteristics and in line with contemporary aesthetics, and even innovative aesthetics.

6.2 The main tone highlights the cultural connotation

Traditional cultural elements deep into the modern brand design is a prominent highlight, to promote the tea industry brand publicity at the same time conducive to the transmission of the essence of China's traditional tea culture, in the inheritance of development, in the development of innovation. Traditional culture has a unique artistic infection, the new Chinese fashion culture created is different from the previous fashion trends, brand design to fashion is no longer blindly follow, but to emphasize and use traditional cultural elements in all aspects of our lives, enhancing our sense of cultural confidence and cultural identity. The application of the national trend in the tea industry brand design, we need to understand the history of traditional culture, so as to take its essence, remove its dross, the extract of the traditional fashion concept, the essence of traditional tea culture and modern technology, modern culture, fashion combined and innovative, to give it a new vitality, with a new brand image to spread the value of traditional tea culture.

6.3 Visual expression in line with the tone

The style of "Guochao" is full of traditional Chinese cultural elements, but while displaying its elements, we need to pay attention to whether the alienation of the times will occur. This is due to the difference of the times and social background, and nowadays, young people are the main consumer group, so we need to display the visual image in a way that modern and traditional can be well combined, harmoniously and interestingly. For example, in the Forbidden City creative products, also a large number of elements of the Forbidden City collection, but applied to our modern common objects, with daily use function, full of cultural flavor at the same time to meet the consumer sense of use, but also bring consumers a novel and fashionable experience.

6.4 IP design of multi-faceted derivatives

In the current digital era, the virtual IP image is a form of virtual netfame, which brings benefits to reflect the spirit of brand personality and corporate culture through the image, and attracts consumers by creating a more fashionable virtual image appearance plus publicity and marketing, while increasing the additional virtual netfame economic segment. For example: the "Snow King" IP image of Honey Snow Ice City, through the effective publicity effect, viral brainwashing marketing successfully let the IP deep into the hearts of people, thus driving Honey Snow Ice City this enterprise fire; In addition to 2d virtual IP, with the development of technology, in recent years, the "meta-universe" The term "meta-universe" has driven people to turn the 2d virtual IP into 3d, expanding into the integration of technology and culture, for example, the national tide IP image Liu Ye Xi, is the combination of meta-universe and national tide. So in the context of the future technology leading the era, tea companies in the brand image design to use virtual IP design to stand out, to obtain a very high brand impact and communication power, we must use digital technology and culture to create a breakthrough in the limits of IP image.

7. Conclusion

This paper addresses the popular national trend style produced in the field of branding today, and the use of the national trend style in tea beverage brand design is stated and explored to integrate the branding of traditional Chinese tea culture with the penetration of the current trend style, so as to put

forward the view that the brand design in the context of the national trend helps to inherit and promote traditional tea culture, as well as the value brought to the development of the brand.

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