

# Research on brand design of maternal and child -- Taking the brand YingFaner as an example

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**Abstract.** There are a wide range of topics included in brand research. In this paper, cherry style of maternal and infant brands is taken as the research object to explore the case presentation of brand design, pay attention to its details, and study and learn the awareness and quality that should be in the process of brand image design. Combined with interdisciplinary comprehensive research methods, brand science, semiotics, design, aesthetics and other relevant theoretical knowledge, on the basis of in-depth excavation of maternal and infant brands' own characteristics and market advantages, the characteristics and rules of maternal and infant brand design thinking are studied. This paper will be carried out in the following aspects: The first chapter is the overview of maternal and child brands; The second chapter analyzes the characteristics and rules of maternal and child brand design based on market research. The third chapter is the design concept and process, introduces the detailed business of the brand, establishes the market positioning and brand spirit and analyzes the audience group; The fourth chapter is the design process and the results show. Finally completed a series of designs such as the logo and auxiliary graphics of baby and baby brand Yingfan. The requirements of the logo and auxiliary graphics in line with its brand characteristics, brand spirit.

**Keywords:** Maternal and infant brands; Brand design; YingFaner.

## 1. Overview of maternal and Child brand design

### 1.1 Overview of Mother & Baby Brand

Maternal and infant brands should be understood as brands that operate a series of industries between mothers and infants (such as product sales of infant clothing, food, housing and transportation, early education, amusement facilities for infants, etc.). The mother-baby brand is one of the topics of general concern in today's society, and how to develop its brand visual image in the future has also received increasing attention from enterprises. The visual image design of maternal and child brand is an important means to convey its brand connotation.

### 1.2 Brand Design Overview

Brand design refers to the symbolic communication between the enterprise and the outside world based on the correct brand definition, including the process of brand definition, brand symbol, brand symbol communication system adaptation and adjustment, the task is to help the audience to extract and store brand information through scientific and beautiful symbols. Therefore, in the design process, it is necessary to have certain design methods and abide by certain principles in order to better complete its visual design.

## 2. Subject market status and research analysis

With the upgrading of the consumption concept and the change of consumption mode of the new generation of mother and infant users, the mother and infant market has ushered in the stage of rapid development in recent years. With the release of consumption power, the expansion of market capacity and the penetration of high-end brands, the maternal and infant market is developing towards the trend of individuation, quality and scenization. The future of maternal and infant has a huge space for imagination.

## 2.1 The market situation

The market environment is constantly changing. In the face of the COVID-19 pandemic in 2020, the new driving force represented by the Internet economy is growing against the trend, and the maternal and child market is bursting with new vitality with the help of new marketing models. The driving force of market growth has shifted from demographic factors to consumption upgrading, further accelerating the expansion of maternal and child consumption market.

In the new era, the maternal and child market brings brand development opportunities, but at the same time, the huge market demand also promotes the entry of new forces, capital entry, brands, intensified market competition, how to occupy a certain market share of new brands, improve brand competitiveness, to adapt to market changes has become an important concern.

In recent years, with the guidance of China's new retail policy, fertility policy encouragement, consumption upgrading and the development of mobile Internet and other factors, the maternal and child market has maintained a rapid growth trend. The post-1995 generation has become the main birth force, and the new generation of families has driven new consumption patterns and demands. Maternal and infant consumption tends to be quality-oriented, service-oriented, context-oriented and convenient.

Released recently, the baby tree again blockbuster "families raise way of 2020 year China white paper" (hereinafter referred to as the "white paper"), to do a thorough analysis for the current outbreak of maternal and infant industry, at the same time show the current situation of the relevant industry user perspective analysis, through to the young Chinese family structure, inoculation, the change of consumer behavior and habit in-depth investigation and research, Ten key words: overflowing career ambition, underestimated spiritual consumption demand, parenting sense of participation, wallet redistribution, near-field consumption economy, smart consumers, "mother and baby +" consumption power release, network generation Z, efficiency upgrade wave, virtual and reality.

## 2.2 The research analysis

After literature review and data collection, I get the following three conclusions: first, the new generation of mothers are full of career dedication, and family members are more involved in parenting; Second, the consumption of safe and healthy washing and care products increases, and fine mothers attach importance to yue themselves; Third, the consumption power of mothers and infants is released, covering clothing, food, housing, transportation and use.

### 2.2.1 Increased participation of family members in childcare

Mothers pay more attention to their self-worth, but their parenting anxiety has become a common phenomenon, and their spiritual consumption needs are seriously underestimated. Enabling mothers to realize their self-worth and care for their psychological and emotional needs may become an important way to enter their hearts.

The educational concept of young families has quietly changed, the awareness of scientific pregnancy preparation has been constantly enhanced, and men's participation in pregnancy preparation has increased, mainly through smoking cessation, alcohol, healthy diet and other ways to adjust the body, so as to increase the market segmentation of family parenting industry, and add new thinking direction for product and service experience design of maternal and child brands.

### 2.2.2 Consumption of safety and health care products increased

Delicate and the heart of mother love regardless of age, skin care products essential for most mothers, just pay more attention to ingredients, "pregnant women is available" is breached the first threshold, pregnant mother mental "pure natural ingredients" to the key words are more popular with mother crowd, designed for mother who protect skin to taste will get more attention and development opportunities.

### **2.2.3 Release of maternal and infant consumption power**

Women are not only the main buyers of maternal and infant products, but also the main decision-makers of the whole family consumption. Maternal and infant families have strong consumption demands in nutritional supplementary food, skin care and beauty makeup, home appliances, car travel and other categories.

The awareness of nutritional supplements in pregnancy and infant period is increasing, but there are too many brands of nutritional supplements in the market, and there is a lack of scientific and professional systematic guidance, so it is a common pain point not to know how to choose. In order to win users' recognition, customized and differentiated marketing methods are needed, but also multi-faceted knowledge guidance is needed. In addition to nutrition, appearance level, taste and functionality, whether it is suitable for baby's development stage, taste and packaging have also become factors that post-1995 mothers consider when choosing complementary food. Diversified demands pose a higher challenge to the brand's innovation ability.

Maternal and infant families take care of their babies in an all-round way, and it has become the biggest demand for home decoration to create exclusive space for babies in the renovation of home decoration. It can be predicted that the high requirements for home environment and air quality will be the universal appeal of young families for living quality in the future. In addition, mother and baby small household appliances are more and more diverse and subdivided, so that users perceive the unique value of mother and baby products has become the key to market expansion.

## **3. Overview of baby and baby brand YingFaner**

Through the above investigation and the analysis of the results, the space for improvement of maternal and infant brand design is found, and the experimental brand visual image design is carried out. Through the brand design, the above theoretical research can be verified and reflected, and the maternal and infant brand "Yingfan" is selected for design.

### **3.1 Business introduction**

The main business of yingfan, a maternal and child brand, is the treatment of family relationships, namely, psychological counseling and counseling on maternal and child, parent-child and postpartum. It also launches online micro classes and offline courses and training forms, with the promotion of maternal and child products such as picture books, the recommendation of nutritional meals and complementary foods, as well as information services and consultation, and brand agency.

### **3.2 The market localization**

Market positioning is the arrangement for the product to occupy a clear, special and ideal position in the mind of the target consumer relative to the competitive product. Therefore, marketers must design positions that differentiate their products from competing brands and achieve maximum strategic advantage in the target market.

Considering the consumer consumption level of the face and trying to broaden the audience, the market positioning of ying Fan is relatively compromise, which is roughly in the middle to middle and high end level.

### **3.3 Brand spirit**

Brand spirit is the sum total of cultural factors such as meaning, symbol, personality, emotion and taste that brand represents and contains in consumer cognition. The essence of brand spirit is a spirit that can represent the personality of the enterprise. It is the career belief, value or business purpose gradually formed by the brand or the brand decision-maker in the long-term production and management. Brand spirit is an important part of brand culture. Brand spirit is not only decision-makers' understanding of things, but also formed by the conscious practice of all employees in the

long-term development process of enterprises. Brand spirit satisfies the emotional and psychological needs of consumers and becomes the key element of competition.

As for the brand spirit of YingFaner, at first I thought of "care with love, service with heart", "care for every moment", etc., but it was not in line with the purpose of Ying Fan and its meaning was too broad. Finally, it was changed to "Love first, pragmatism and concentration".

### 3.4 audience

Yingerfaner's target audience is not limited to expectant mothers, but also includes expectant fathers, pregnant women, new mothers and families with children under six years old.

## 4. The design process

The design process will be explained from two aspects of logo creation and auxiliary graphics creation.

### 4.1 Logo Design Idea

Logo design is divided into two stages of sketch and computer graphics.

#### 4.1.1 The sketch

I did a lot of sketching in the early stage (see Figure 1). Finally, considering the beauty and integrity of the logo, the final choice is to fully surrounded the heart shape of the cherry blossom logo.

My initial idea is to take into account the sakura rocks "caring for, pragmatic focus" spirit of the brand, the extracting the elements of love, and the brand name sakura girlies are brainstorming, draw a mind map, extract the cherry blossom elements, and then make love and the combination of two elements, then cherry blossom pattern further evolution, to become a little person with open arms. But later because of too complex, computer graphics made a part of the modification.

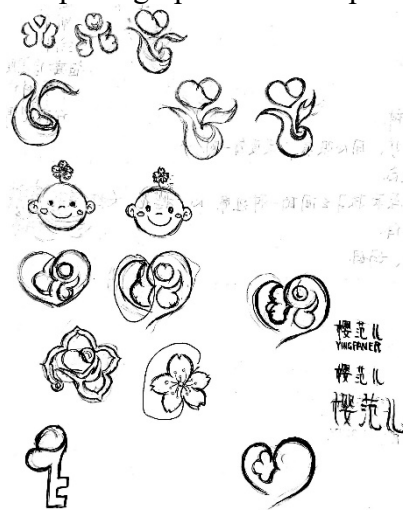


Figure 1 Preliminary sketch of Yingfaner logo

#### 4.1.2 Computer graphics

In order to make the shape of the cherry blossom more clear and more clear, I directly use the three representational disc cherry blossom designs, on the right side of the baby to swaddling bands (as shown in figure 2), but is still not clear, so I would disconnect between form and form, direct the outline of the shape of a baby, as a symbol of the final effect (as shown in figure 3).



Figure 2 The first edition

figure 3 The second edition

#### 4.2 Auxiliary graphic design ideas

As for the auxiliary graphics of sakura Style, my idea is to use a cute cartoon head of a baby with a cherry blossom on its head (see Figure 4). The form of expression is dark line edge, and then color, this form presents a more lovely style, more in line with the theme of mother and child, easier to get the favor of mom and dad. The baby image has certain ductility, which can be extended to four images of male baby image, female baby image, sleeping baby image and baby bottle image. The four images can be used together or separately.

Select cherry blossom pink, its complementary color, white and yellow (see Figure 5).

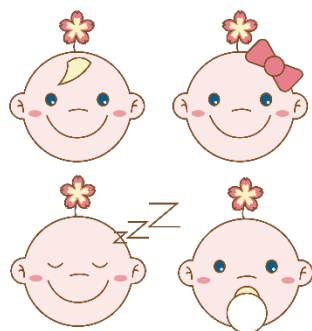


Figure 4 Auxiliary graphics displa

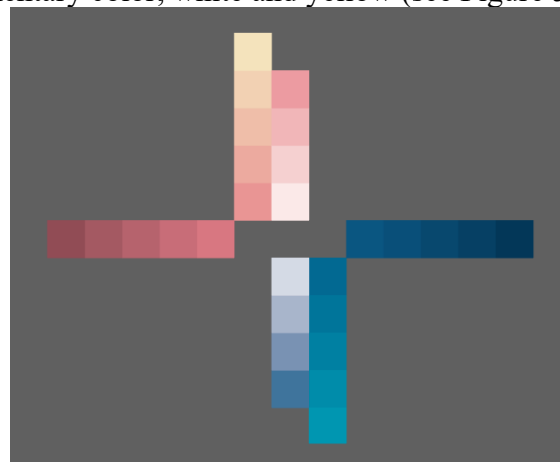


figure 5 Brand standard color

#### 4.3 Brand Application Display

The final brand application effect is shown in paper bags as an example (see Figure 6).



Figure 6. Brand application paper bag display

## 5. Conclusion

Through this design practice, the author deeply realized the importance of brand image design to establish maternal and child brand. In the process of brand design, it is very important to give visual elements information and connotation. The process of market research on maternal and child brands shows that design itself is not only a brand marketing means, but also an insight ability to capture the essence of the brand and bring people a unique sense of charm. It can help designers to observe the society and discover the wonderful at the same time, through the creative transformation design and processing of brand image, the refined elements are presented in a visual way in accordance with the aesthetic rules. Paying attention to its characteristics and connotation in design practice is helpful to improve the design self-cultivation of designers, expand their design horizon, and boost the development of maternal and child brand image design.

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