

中國科技大學 視覺傳達設計系 日間部
Department of Visual Communication Design,
China University of Technology,
Day School

台北校區 視覺傳達設計-系列規劃品牌企劃書
Taipei Campus Visual Communication Design - Series Planning Branding project.



組別: B04
Group: B04

視傳 1B 1091445026 李嘉芸 (Li Jia Yun)
視傳 1B 1091445038 吳翊華 (Wu Yi Hua)
視傳 1B 1091445066 周芯怡 (Zhou Xin Yi)
視傳 1B 1091445080 劉思妤 (Liu Si Yu)

2021(110) 年 6 月 12 日
June 12, 2021 (110)

Table of Contents

視覺傳達設計-系列規劃品牌	3
<i>Visual Communication Design - Series Planning Branding.....</i>	3
01 市場調查 Market survey	3
01-2 市場調查 Market Survey	4
包裝分析知覺圖 Packaging analysis perceptual map	4
02 樣本分析 Sample analysis.....	5
03 印刷與加工觀察 Printing & Processing Observation	6
04 間接樣本 Indirect samples	6
05 自製品牌規劃 brand planning	7
一、專案簡介 Project Introduction	7
二、品牌概念 brand concepts	7
三、設計概念 Design concept	7
四、品牌定位 brand positioning.....	8
五、品牌定位 Brand positioning.....	8
六、設計規劃 Design planning.....	9
七、設計實踐 Design Practice.....	10

視覺傳達設計-系列規劃品牌

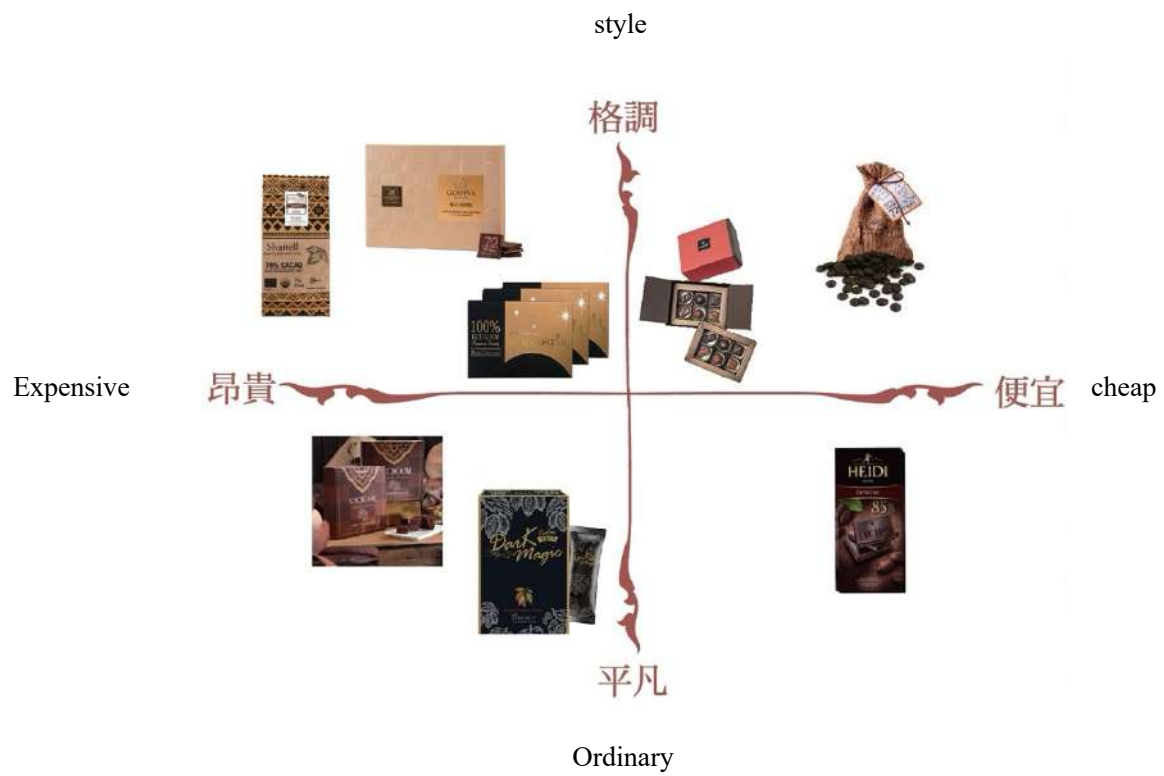
Visual Communication Design - Series Planning Branding

01 市場調查 | Market survey

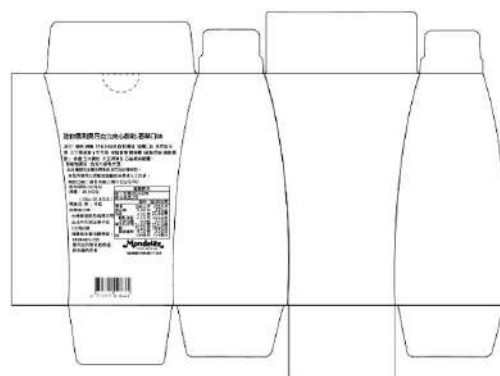
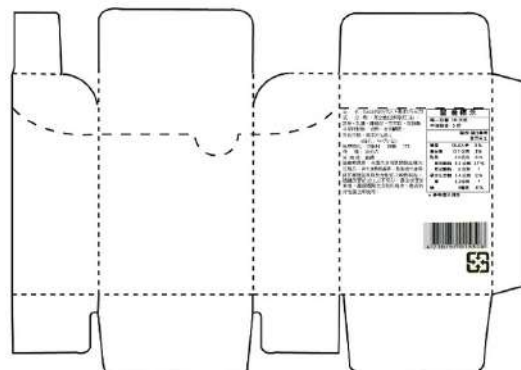
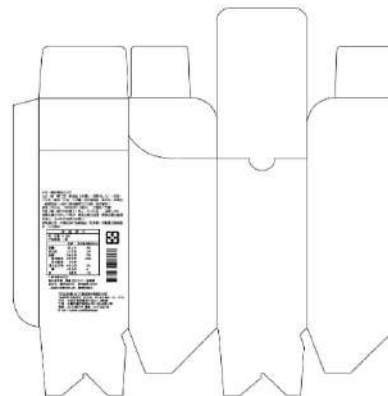
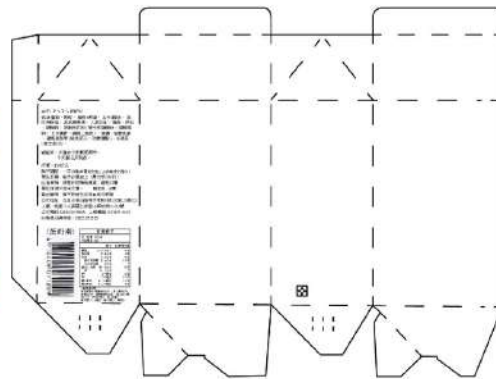
			
商品名稱 Product title	Ritter Sport	Guylian	LINDOR
銷售環境	市面、網路、專門店	市面、網路、專門店	市面、網路、專門店
Sales environment	Market, Official online stores, stores	Market, Official online stores, stores	Market, Official online stores, stores
包裝風格	簡約風格、用色鮮明	精美不繁瑣、高貴典雅	華麗、流線、貴族風
Packing style	Minimalist style with bright colors.	Exquisite and not cumbersome, noble, and elegant.	Gorgeous, streamlined, aristocratic.
視覺元素	活潑艷麗，簡單設計，突顯產品特色	純潔的白為底，鍍金框邊	鍍金框邊、典雅字體
Visual elements	Lively and colorful, the packaging is simply designed to highlight the characteristics of the product.	Pure white as the base, gilded borders.	Gold-plated borders, elegant fonts.
商品價格	NT: \$99	NT: \$139	NT: \$179
The price	USD: \$ 3.2	USD: \$ 4.5	USD: \$ 5.8

01-2 市場調查 | Market Survey

包裝分析知覺圖 | Packaging analysis perceptual map



02 樣本分析 | Sample analysis.



03 印刷與加工觀察 | Printing & Processing Observation

預先計畫時所使用的材質 - 單銅 T

為單面塗佈卡紙，紙心白色。可單面彩印，常用於食品包裝及各類精緻彩盒。

The material used in the pre-planning - One side Coated Paper T

It is coated with cardboard on one side, and the paper center is white. It can be printed on one side and is often used in food packaging and all kinds of exquisite color boxes.

例如：高級禮盒、鳳梨酥食品盒、一般藥品、化妝品 - 等精緻盒及一般吊卡。

厚度 31 條~ 56 條。單銅 T 屬於統稱還分成很多種類

For example: advanced gift box, pineapple crisp food box, general medicines, cosmetics - and other exquisite boxes and general elevators. Thickness 31 ~ 56 strips. Single copper T belongs to the general term, and it is also divided into many types.



04 間接樣本 | Indirect samples



05 自製品牌規劃 | brand planning

一、專案簡介 Project Introduction

主題：來吧 沉靜在可可豆的永恆文化目標：通過巧克力包裝設計展現可可文化的歷史與價值

Theme: Come on Immerse yourself in the eternal cultural goal of cocoa beans: to show the history and value of cocoa culture through chocolate packaging design

二、品牌概念 brand concepts

巧克力源於南美洲，當時可可豆珍貴稀少，認為是一種神的食物，對體力的回復有很大助益，因此被拿來當作祭祀用的珍貴物品。

最早發現可可豆的族群是馬雅人，後被大量種植。我們的品牌希望大眾在食用巧克力時，能體驗最初可可豆的風味和當地水果的結合，讓味覺與視覺回溯到悠久歷史文化的可可豆故鄉。

Chocolate originated in South America, when cocoa beans were rare and believed to be a food of the gods, which was very beneficial to the recovery of physical strength, so it was used as a precious item for sacrifices. The first group to discover cocoa beans was the Mayans, and it was later cultivated in large quantities. Our brand hopes that the public can experience the combination of the original cocoa bean flavor and local fruits when eating chocolate, so that the taste and vision can be traced back to the homeland of the cocoa bean with a long history and culture.

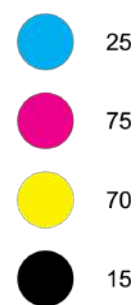
三、設計概念 Design concept

LOGO 設計 LOGO DESIGN

確定最終版 LOGO，體現品牌形象

Determine the final version of the LOGO to reflect the brand image.





文化元素 *Cultural Elements*

祭司	貴族	戰士	婦女
----	----	----	----

Priests	nobles	warriors	women
---------	--------	----------	-------

四、品牌定位 *brand positioning*

目標客戶	販售地點	商品用途	包裝風格
16- 40 歲經濟自由的族群	各大超商/ 百貨門市販售	零食小點/ 送人小禮	高貴典雅華麗/ 氣質貴族

Target customers	Where to sell	Use of goods	Packaging style
Economically free people aged 16-40	Sold in major supermarkets / department stores	Snacks / Gifts	Noble, elegant/ temperament aristocratic

五、品牌定位 *Brand positioning*

市場分析與趨勢

喜愛吃巧克力的族群	特殊節慶送禮
喜歡吃巧克力會更傾向於，想嘗試不同製作方式作而成的巧克力食品	許多人都會在情人節、聖誕節、生日等，特殊節日送禮，擁有高級的口感。

Market analysis and trends

Chocolate lovers	Special holiday gifts
If you like to eat chocolate, you will be more inclined and want to try it Chocolate products made in different ways.	Many people will give gifts on Valentine's Day, Christmas, birthdays, etc., special holidays, and have a high-end taste.

六、設計規劃 Design planning

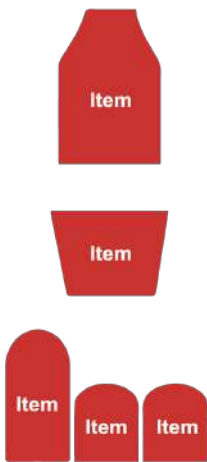
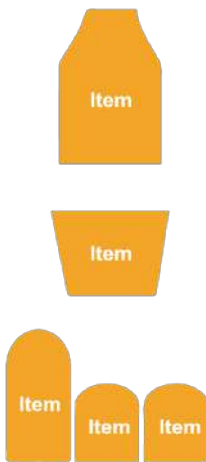
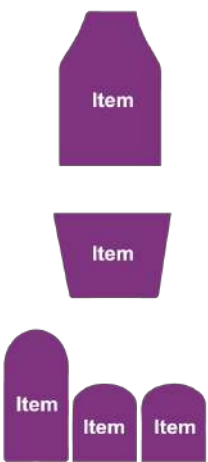
祭司	貴族	男戰士	婦女
神秘、權威	高貴、藝匠	勇敢、狩獵	慈愛、守護
石榴巧克力	蛋黃果巧克力	巴西莓巧克力	百香果巧克力

Priest	Noble	Warrior	Women
Mystery, authority	Nobility, Artistry	bravery, hunting	love, protection
Pomegranate chocolate	Canistel chocolate	Acai Blueberry chocolate	passion fruit chocolate

● 包裝單品規劃表 Packing item planning table



- 禮盒 * 4	- 單品 * 20	- 巧克力球袋裝	- 16 盎司外帶杯
----------	-----------	----------	------------

Gift Box Priest Pomegranate 	Gift Box Noble Canistel 	Gift Box Male Warrior Acai Blueberry 	Gift Box Women Passion Fruit 
- Gift Box	- Item*20	- Bags of chocolate balls	- 16 oz. to-go cups

七、設計實踐 Design Practice

- 4 款包裝平面設計 4 types of packaging graphic design

Priest

祭司



Aristocrat

貴族



Warrior

戰士



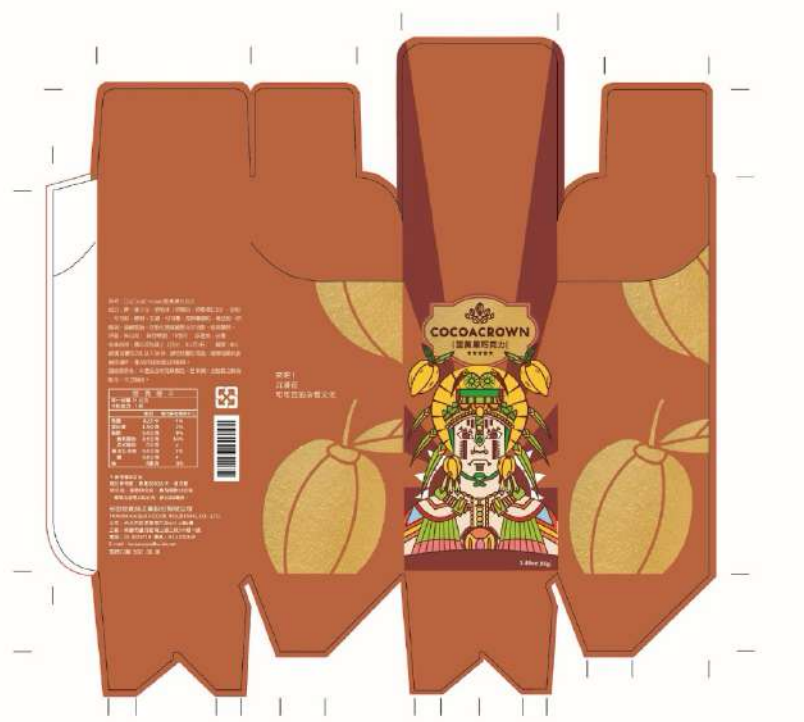
Women

婦女



設計實踐祭司系列 Priest

- 包裝展開圖（刀模版）設計 Package unfolding drawing (Die-Cut Mold) design.





- 包裝合成展示圖 Packaging synthesis display diagram



設計實踐貴族系列 Aristocrat

- 包裝展開（刀模版）設計 Package unfolding drawing (Die-Cut Mold) design



- 包裝合成展示圖 Packaging synthesis display diagram



設計實踐戰士系列 Warrior

- 包裝展開（刀模版）設計 Package unfolding drawing (Die-Cut Mold) design





- 包裝合成展示圖 Packaging synthesis display diagram



設計實踐婦女系列 Women

- 包裝展開（刀模版）設計 Package unfolding drawing (*Die-Cut Mold*) design



- 包裝合成展示圖 Packaging synthesis display diagram



設計實踐其他系列 Other series

- 包裝合成展示圖 Packaging synthesis display diagram

- Bags of chocolate balls	- 16 oz. to-go cups
---------------------------	---------------------

