

Innovative Strategies for Integrating Cultural Elements in Brand and Product Design

Yuanxingyao Xing *, Noppadon Sangwalpetch**

Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Thailand

E-mail: s66563832003@ssru.ac.th *, noppadon.sa@ssru.ac.th**

Abstract

This study, situated within the context of globalization and modernization, aims to investigate innovative strategies for integrating cultural elements into brand and product design to effectively preserve and promote traditional culture. The primary objective is to retain the authenticity of traditional cultural features while adapting them to meet contemporary aesthetic and functional demands, thereby enhancing the relevance of cultural heritage in modern applications. Using a questionnaire survey method, data were collected and analyzed from 100 respondents regarding their perspectives on the application of cultural symbols, such as the Avalokitesvara crown from the Dazu Rock Carvings, within modern design. The findings reveal that the majority of respondents recognize the unique aesthetic and cultural value of these symbols and support their use in contemporary brand and product design, believing that such integration can enrich the cultural depth and market appeal of products. By developing a series of designs inspired by the Avalokitesvara crown, this study demonstrates an effective strategy for combining traditional cultural elements with modern design, offering fresh insights and approaches for cultural integration within brand identity.

1. Introduction

In the context of rapid globalization and modernization, traditional cultural heritage faces the risk of marginalization and even loss. However, cultural heritage serves not only as a testament to history but also as a vital source of cultural identity and emotional belonging in contemporary society. In recent years, international organizations such as UNESCO and the

International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) have actively promoted the global protection of cultural heritage, emphasizing its role in fostering cultural identity and promoting social cohesion. Against this backdrop, the question of how to protect and innovatively utilize traditional cultural heritage has become a global priority.

In China, traditional cultural heritage embodies not only rich historical and religious significance but is also deeply embedded in the daily lives of society, providing a unique resource for cultural innovation. The Dazu Rock Carvings, as a prominent example, are a religious art form in Chongqing, China, originating in the Tang Dynasty and combining remarkable artistic achievements with profound religious significance. The image of the Avalokitesvara crown, for instance, symbolizes compassion and salvation; its gentle and harmonious design reflects the reverence for maternal kindness among the people. This emotionally resonant image not only provides symbolic meaning in religious contexts but also serves as a highly recognizable cultural symbol in modern design. The historical and cultural depth of the Dazu Rock Carvings offers contemporary brand and product design a wellspring of creative inspiration rich in cultural value and emotional resonance.

With the rapid development of digital technology, new approaches have emerged for the dissemination and application of cultural elements. Technologies such as Virtual Reality (VR) and Augmented Reality (AR) allow traditional cultural symbols to be presented dynamically to audiences, particularly appealing to the younger generation. In recent years, the images and cultural meanings of the Dazu Rock Carvings have been reinterpreted through animation and virtual technologies, transforming traditional cultural elements into symbols of modern aesthetic value and brand identity. Through these digital mediums, traditional culture transcends the realm of historical artifacts to become a creative resource that is both culturally significant and commercially viable, thus preserving heritage while enhancing its market appeal (Liu & Zeng, 2023).

Integrating cultural elements into brand and product design—especially elements with profound cultural significance such as the Avalokitesvara crown—endows brands with unique emotional value and cultural depth, while enhancing brand recognition in both domestic and international markets. For example, the decorative details and motifs of the Avalokitesvara crown can inspire jewelry and apparel design, with designers employing modern techniques to

transform these elements into stylish accessories imbued with Eastern cultural charm, thereby appealing to consumers interested in traditional Chinese culture (Briciu & Briciu, 2020). Additionally, in brand identity design, the visual symbolism of the Avalokitesvara crown enhances the cultural value of brands, strengthening their market competitiveness and distinctiveness (Zhou, 2024).

This study aims to explore how cultural elements from the Dazu Rock Carvings, particularly the Avalokitesvara crown, can be integrated into brand and product design through innovative strategies to achieve both cultural preservation and brand value enhancement. Specifically, this research investigates how to incorporate the artistic features and emotional connotations of the Avalokitesvara crown into modern design to create brands and products with cultural depth that also meet contemporary market demands. This approach not only offers new perspectives for the preservation and transmission of cultural heritage but also provides valuable inspiration for brand design, thereby promoting innovation in the cultural and creative industries and enhancing international competitiveness.

Research Objectives

1. Conduct an analysis of the design elements and cultural symbolism of the Avalokitesvara crown from the Dazu Rock Carvings, providing a theoretical foundation for cultural integration in brand and product design.
2. Investigate innovative strategies for incorporating the design elements of the Avalokitesvara crown from the Dazu Rock Carvings into brand and product design.

2. Research Methods

This study employs a comprehensive research approach that integrates visual design development and audience feedback analysis.

1. Visual Design Development: This phase involves the creation of a series of modern brand identities and related products inspired by the cultural elements of the Avalokitesvara crown from the Dazu Rock Carvings. Specific patterns and symbolic elements from the Avalokitesvara crown are carefully selected and incorporated into brand visuals, packaging, and promotional materials. The design process emphasizes the fusion of traditional cultural symbols with contemporary aesthetics, aiming to establish a distinctive brand identity that is

culturally resonant and globally appealing.

2. Audience Feedback Analysis: A questionnaire survey was conducted to gather consumer feedback on the designed brand identity and products. The survey assessed public perceptions regarding the incorporation of cultural elements within brand design, aesthetic preferences, brand recognition, and purchase intentions. The collected data provide insights into the effectiveness of conveying the cultural significance of the Avalokitesvara crown in brand design, and also evaluate the impact of these cultural elements on enhancing the brand's cultural value and market appeal.

The primary conceptual framework of this study delineates the selection, design, and evaluation process of cultural elements within the context of modern branding, as illustrated in Figure 1.

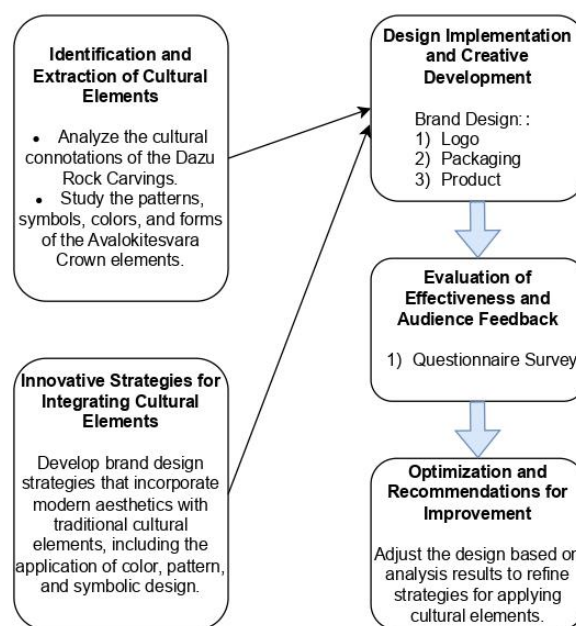


Figure 1. Conceptual Framework

Target Audience and Collection of Questionnaire Responses

Research Objective: This study aims to examine the target audience's acceptance, aesthetic preferences, cultural awareness, and willingness to engage with the integration of cultural elements from the Avalokitesvara crown of the Dazu Rock Carvings into modern brand and product design.

Sampling Method: An online survey was conducted through WeChat groups from October 1 to October 25, 2024. The members of these groups are predominantly young, well-educated individuals with a strong interest in cultural topics, making this platform a representative sample to reflect the attitudes and preferences across different social demographics regarding the integration of cultural elements in design.

Questionnaire Structure: The questionnaire is divided into three main sections, comprising a total of 59 items, as follows:

1. Basic Information (4 items)

Gender, Age, Occupation, Educational Level

2. Cultural Awareness and Emotional Connection (10 items)

External Emotional Engagement (5 items): Measures respondents' external emotional connection to elements of the Avalokitesvara crown.

Internal Emotional Engagement (5 items): Assesses respondents' intrinsic identification with and sense of cultural belonging associated with the cultural elements.

3. Application and Feedback on Design Elements (10 items)

Design Aesthetics (4 items): Evaluates the aesthetic appeal of the Avalokitesvara crown elements within design contexts.

Cultural Transmission (3 items): Assesses the perceived effectiveness of cultural transmission within the design.

Sample Size: This survey collected 100 valid questionnaires. The questionnaire covers respondents' basic information, cultural awareness, emotional connection, and feedback on the integration of cultural elements within design. Through multidimensional data analysis, this study aims to thoroughly evaluate the target audience's attitudes and preferences regarding the integration of cultural elements in brand and product design, thereby providing a basis for further optimization of design strategies.

Identification and Extraction of Cultural Elements

1. Analysis of the Cultural Connotations of the Dazu Rock Carvings:

The Dazu Rock Carvings, as a comprehensive representation of Buddhist, Confucian, and Taoist art in China, exemplify the integration and coexistence of China's diverse cultural heritage, making them an essential resource for studying traditional cultural elements (Li,

2020). The carvings not only hold profound religious and artistic value but also incorporate secular elements that resonate with the daily lives of the common people. This secularization trend reflects the localization and inclusiveness of traditional Chinese culture, resulting in a uniquely expressive carving style (Yang Min, 2019). Moreover, the diverse themes and expressions within the Dazhu Rock Carvings—ranging from religious subjects to scenes of everyday life—offer abundant visual material and cultural context for modern design. A thorough analysis of the cultural connotations embedded in the Dazhu Rock Carvings provides a historical and cultural foundation for contemporary brand design, enabling brands to visually convey deeper cultural meanings and thereby enhancing product distinctiveness and market appeal (Yang Chunyu, 2020).

2. Study of the Patterns, Symbols, Colors, and Forms of the Avalokitesvara Crown:

As a significant visual element within the Dazhu Rock Carvings, the Avalokitesvara crown carries profound symbolic meaning. Its patterns, such as lotus flowers and bodhi leaves, symbolize compassion and wisdom and represent the process of Buddhism's localization and secularization within Chinese culture (Xiao Renyuan et al., 2022). The religious symbols, motifs, and color combinations on the Avalokitesvara crown—including auspicious red and dignified gold—not only convey Buddhist values of compassion but also express a reverence for maternal love and kindness among the populace (Dhingra, 2021). Additionally, the crown's design reflects traditional Eastern aesthetics, emphasizing soft and natural visual effects that embody an intrinsic sense of harmony and tranquility. These aesthetic qualities can provide unique inspiration for modern brand design (Zhou Liang, 2024).

This study systematically extracts core design elements from the Avalokitesvara crown, including patterns, symbols, colors, and forms, to provide culturally symbolic and visually rich materials for contemporary brand design. Integrating these elements enhances the cultural recognition of brands, imbuing them with a deeper cultural significance and endowing them with enduring artistic appeal and emotional resonance. By incorporating these elements into modern design, products are better positioned to convey the brand's cultural value, meeting contemporary consumers' demand for cultural and emotional resonance (Liu Jinping & Zeng Ting, 2023).

Through the identification and extraction of the core cultural elements of the Dazhu Rock Carvings and the Avalokitesvara crown, this paper offers a wealth of cultural resources for

brand and product design. These elements enable design works to embody profound cultural significance, satisfying contemporary aesthetic preferences while fostering strong competitiveness in the marketplace.

Innovative Strategies for Integrating Cultural Elements

The primary objective of this design is to integrate cultural elements of the Avalokitesvara from the Dazu Rock Carvings into brand design, utilizing modern aesthetics and minimalist techniques. This approach enables the brand to preserve traditional cultural heritage while incorporating a contemporary appeal and market relevance. By thoughtfully applying color schemes, symbols, patterns, and illustration styles, a brand identity with distinct cultural recognition is achieved.

1. Fusion of Modern Aesthetics and Traditional Cultural Elements

This design synthesizes the cultural essence of the Avalokitesvara from the Dazu Rock Carvings with modern minimalist aesthetics, creating a brand image that is both culturally rich and visually streamlined. In contrast to traditional realistic visual design, this brand employs a linear illustration style, capturing the gentle lines and simplified contours of the Guanyin figure and eschewing excessive detail. This approach enhances the design's accessibility for modern audiences, portraying the sacred and compassionate qualities of the Guanyin image while aligning with contemporary minimalist trends, thus meeting the visual preferences of diverse age groups.

2. Color and Symbol Application

The brand's color scheme incorporates blue and white. Blue symbolizes tranquility and sanctity, resonating with the Zen principles of Buddhist culture, while white represents purity and elegance, reinforcing the compassion and solemnity of the Guanyin image. This color combination creates a striking visual effect and conveys the profound cultural depth associated with the Guanyin iconography. Additionally, red is used as an accent color in logos and packaging, drawing inspiration from traditional Chinese seals to further strengthen the brand's cultural identity and visual appeal.

3. Extraction and Application of Symbolic Patterns

This design extracts representative patterns from symbolic elements of the Avalokitesvara crown, such as lotus flowers and bodhi leaves, and incorporates them as primary visual components in the brand logo and supplementary graphics. These symbols are widely applied

across packaging, promotional materials, and other brand assets, reinforcing cultural identity and enhancing brand recall. Through symbolic pattern design, the brand conveys the compassion and wisdom associated with the Avalokitesvara in a simplified yet culturally resonant manner, meeting modern aesthetic standards.

4. Promotion of Linear Illustration Style

The linear illustration style transforms the three-dimensional sculptural form of the Avalokitesvara into a two-dimensional line-art representation, resulting in a clean and artistically engaging effect across brand materials. This style is extensively applied to business cards, posters, and packaging, unifying the brand's visual identity and enhancing its recognizability. The linear illustration style reflects the unique appeal of Eastern aesthetics while meeting the modern audience's preference for simplicity and artistry, thereby strengthening the brand's market competitiveness and cultural value.

Through these innovative strategies, this study successfully integrates elements of the Avalokitesvara from the Dazu Rock Carvings into modern brand design, significantly enhancing the brand's cultural value. This approach revitalizes traditional culture by aligning it with modern aesthetic sensibilities. The design strategy thus provides a novel pathway for preserving and innovating traditional culture within modern design, enabling the brand to stand out in a competitive marketplace.

Questionnaire Survey

Descriptive Analysis of Respondents' Basic Information

1. Gender

Among the respondents, 54 were male, representing 51.4% of the sample, and 51 were female, accounting for 48.6%. This nearly balanced gender ratio provides a broad perspective on the integration of cultural elements in brand and product design from both male and female respondents.

2. Age

Respondents aged 18-24 made up 12.4% of the sample, with 13 individuals. The largest age group was 25-34, with 42 respondents, representing 40.0% of the sample. Those aged 35-44 accounted for 28.6%, totaling 30 respondents, while participants aged 45 and above comprised 19.0% of the sample, with 20 respondents. This age distribution enables a comprehensive analysis of preferences across different life stages, especially among young and

middle-aged adults who may be more receptive to cultural and artistic innovations.

3. Occupation

Among the respondents, students comprised 12.4% of the sample (13 respondents), while teachers made up 17.1% (18 respondents). Designers represented 22.9%, totaling 24 individuals, and those in business management accounted for 7.6%, with 8 respondents. Cultural workers formed the largest occupational group, making up 32.4% of the sample, with 34 participants, while 7.6% (8 respondents) indicated “Other” for their occupation. This diversity of occupations provides varied insights, especially from those in cultural and creative fields, who are likely to value the integration of cultural elements in design.

4. Education Level

In terms of education, 4.8% of respondents (5 individuals) had completed high school or below, while 29.5% (31 respondents) held a college diploma. The majority of respondents, 48.6%, held a bachelor’s degree, representing 51 individuals, and 17.1% (18 respondents) had attained a master’s degree or higher. This educational background reflects a well-informed sample, offering perspectives that can contribute to a nuanced evaluation of cultural and aesthetic elements in product design.

3. Results of the Questionnaire Survey

1) Mean and Standard Deviation of Cultural Awareness and Emotional Connection

External Emotional Engagement

Among the respondents, familiarity with the Dazhu Rock Carvings yielded a mean score of 3.85 (SD = 1.246), indicating a moderately high level of awareness of this cultural element. Respondents held an overall positive impression of the Avalokitesvara crown, with a mean score of 3.95 (SD = 1.104). The majority recognized the significant cultural value of the Avalokitesvara crown, as reflected by a mean score of 3.90 (SD = 1.232). Furthermore, respondents demonstrated some understanding of the cultural stories associated with the Avalokitesvara crown, with a mean score of 3.78 (SD = 1.177), suggesting a moderate level of familiarity with its historical context. Lastly, the extent to which respondents perceived the influence of Dazhu Rock Carvings in their daily lives had a mean score of 3.70 (SD = 1.136), indicating a moderate degree of cultural presence in everyday life.

Internal Emotional Engagement

Respondents expressed pride in the design of the Avalokitesvara crown, with a mean score

of 3.82 (SD = 1.167). The impact of traditional culture on respondents' sense of identity yielded a mean score of 3.68 (SD = 1.197), suggesting a moderate influence on personal identity. Emotional attachment to the Avalokitesvara crown had a mean score of 3.71 (SD = 1.238), while the sense of pleasure derived from using or seeing products featuring elements of the Avalokitesvara crown was rated at 3.79 (SD = 1.246). The influence of the Avalokitesvara crown on personal values had a mean score of 3.82 (SD = 1.167), indicating a moderately high level of positive internal emotional engagement with this cultural symbol.

2) Application and Feedback on Design Elements

Design Aesthetics

Respondents generally found the design of the Avalokitesvara crown visually appealing, with a mean score of 3.91 (SD = 1.161). The idea of integrating elements of the Avalokitesvara crown into modern design was well received, with a mean score of 3.99 (SD = 1.105). Additionally, the aesthetic appeal of the Avalokitesvara crown in contemporary products scored 3.76 (SD = 1.131), reflecting a positive perception of its beauty in modern applications. Furthermore, the design elements of the Avalokitesvara crown elicited interest among respondents, with a mean score of 3.80 (SD = 1.243).

Cultural Transmission

Respondents believed that modern design could accurately convey the cultural meaning of the Avalokitesvara crown, with a mean score of 3.80 (SD = 1.243). The incorporation of Avalokitesvara crown elements was viewed as supportive of cultural heritage preservation, yielding a mean score of 3.75 (SD = 1.207). Additionally, respondents expressed strong support for the integration of more cultural elements into modern design, with a mean score of 3.97 (SD = 0.914), indicating a high level of approval for culturally integrated design.

Design and Production

In the brand identity design for the "Dazu Rock Carvings," the design process emphasizes not only visual presentation but also a deeper integration of cultural connotations, traditional techniques, and modern design principles to create a brand image rich in cultural heritage and international appeal.

1. Integration of Innovation and Tradition in the Design Concept

This brand design skillfully combines innovation with traditional culture, moving away from the conventional use of photography typically seen in tourism promotion, and instead

adopting a more expressive and artistic linear illustration style. By utilizing points, lines, and planes as the primary compositional elements, the realistic forms of the sculptures are abstracted, enhancing memorability for visitors and offering a novel visual experience. The linear illustration technique draws inspiration from the traditional Chinese painting style of baimiao (fine-line drawing), which employs precise lines to outline objects' forms and structures, emphasizing fluidity and subtle variation. This technique, widely popularized during the Song Dynasty and aligned with the cultural prominence of the Dazu Rock Carvings, has been adapted in modern applications such as advertising, posters, and book covers. The simplicity and design sensibility of these illustrations effectively convey both information and emotion. By merging the traditional baimiao technique with modern graphic design, the brand further enhances audience engagement, establishing a brand image that is both artistically resonant and culturally meaningful.

2. Logo Design—Symbolism in Cultural Representation

The logo design for "The Dazu of the World" fully embodies the integration of cultural and artistic elements, incorporating Chinese calligraphic forms with traditional seal motifs to create a design that reflects both classical elegance and contemporary sophistication. The Chinese calligraphic style used in the logo is expressive in form, creating a rhythmic flow between characters that, when arranged vertically, enhances the brand's Eastern aesthetic and modern design appeal (as illustrated in Figure 2). The phrase "THE DAZU OF THE WORLD" is designed in the style of a traditional Chinese seal, incorporating the iconic "Huafo guan" (Buddha Transformation Crown) from the Avalokitesvara headdress, lending the logo a rich layer of religious and cultural symbolism while enhancing its visual distinctiveness. As a key element of the Guanyin iconography, the Huafo guan conveys the Buddhist ideals of wisdom and compassion, further emphasized through this symbolic logo design. This approach strengthens the brand's cultural identity, making the logo more recognizable and unique, and effectively showcasing the cultural essence of the Dazu Rock Carvings.



Figure 2 Visual Symbolism Representing Culture

3. Multilayered Construction of Auxiliary Pattern Design

Graphics are an indispensable part of a brand design system; they can function as brand emblems, auxiliary patterns, or decorative motifs on packaging. Serving as visual carriers, they encapsulate the brand's core philosophy and corporate culture. The auxiliary patterns for the "The Dazu of the World" brand are inspired by the most iconic niche statues of Guanyin from the Dazu Rock Carvings. These designs are structured around three main series: motifs derived from the Guanyin crown designs (such as the high crown, lotus crown, futou crown, and Huafo guan), as well as ritual implements from Buddhist and Taoist iconography (such as lotus bases and fans). Elements from these sources have been selectively extracted, deconstructed, and recomposed to create the final auxiliary patterns (as illustrated in Figure 3).

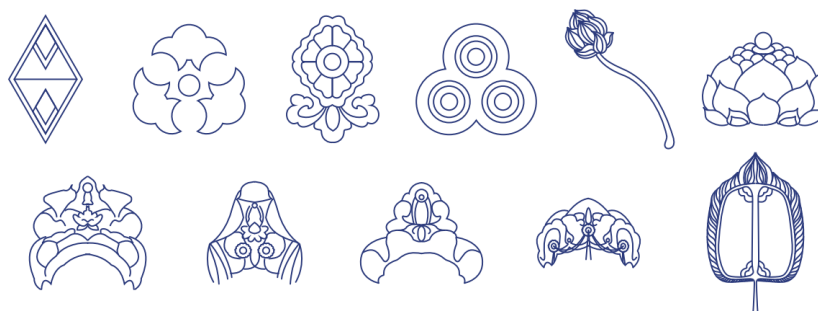


Figure 3 Auxiliary Graphic Elements 1



Figure 4 Auxiliary Graphic Elements 2

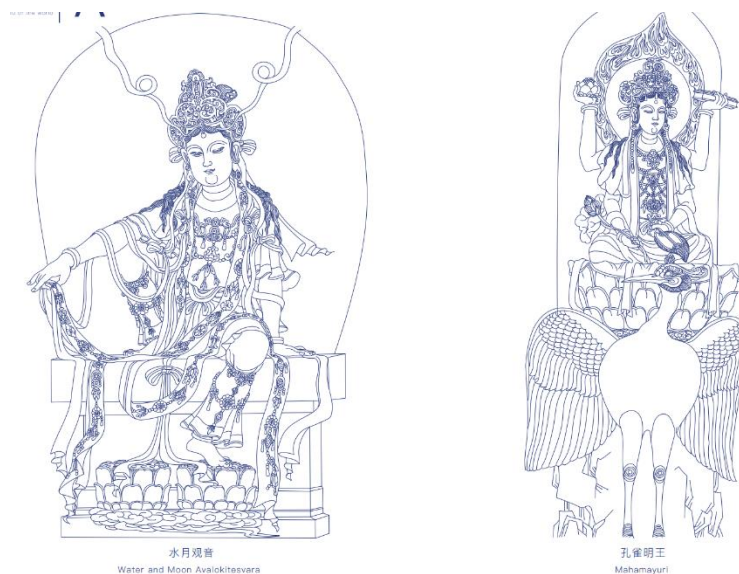


Figure 5 Auxiliary Graphic Elements 2

4. Selection and Significance of Standard Colors

In the brand identity design for the Dazu Rock Carvings, Guanyin imagery serves as the central element, with blue and white chosen as the standard colors. Blue symbolizes tranquility, depth, and sanctity, resonating with the serene nature of Buddhist culture and conveying the solemnity and compassion embodied by Guanyin. White represents purity, elegance, and holiness, accentuating the pristine quality of the Guanyin sculpture and creating a striking

contrast with blue to enhance visual impact.

In the brand logo, a deep blue background contrasts with a white outline of the Guanyin figure, achieving a look that is both simple and dignified. The brochure and website utilize a blue-and-white color scheme, employing various shades of blue and white blocks to highlight key content and create a fresh yet solemn visual effect. This color combination not only conveys the cultural depth of the Dazu Rock Carvings and the compassion and wisdom of Guanyin but also reflects a sense of cultural confidence and innovation suited to the modern era, attracting a broader audience of visitors and cultural enthusiasts (as shown in Figure 6).



Figure 6 Selection of Standard Colors

5. Design of the Brand Application System

Business Card Design: The business card design adopts the standard blue and white color scheme. The front side features auxiliary patterns along with brand information, while the back displays only the brand name, preserving a clean and elegant aesthetic. The card is printed on British Nissan Eggshell paper, characterized by a fine-grain texture that imparts a rustic and serene quality. This choice aligns with the understated character of the Dazu Rock Carvings culture and reinforces the brand's premium appeal, as illustrated in Figure 7.



Figure 7. Business Card Design Scheme

Postcard Series: This postcard series utilizes linear illustrations to depict various themes

of Guanyin statues, including "Sun and Moon Guanyin," "Graceful Guanyin," and "Water-Moon Guanyin." Each postcard features a refined line drawing of a Guanyin statue, complemented by a blue-and-white color scheme, resulting in a design style that is both minimalist and elegant. This series not only enables viewers to appreciate the unique qualities of the Dazu Rock Carvings but also facilitates the dissemination of Guanyin's compassionate image through the medium of postcards, as shown in Figure 8.



Figure 8 Postcard Series Design Scheme

6. Innovative Expression in Poster Design

Inspiration for the Poster: The design inspiration for the poster is derived from the cultural richness of the Dazu Rock Carvings and the imagery of the Guanyin statue. After multiple iterations, a linear illustration technique was ultimately chosen to represent the three-dimensional Guanyin sculpture in a two-dimensional graphic format. This approach translates the dimensional sculpture into a flat composition, integrating points, lines, and textures to create a visual that is both contemporary and culturally meaningful.

Visual Consistency and Brand Recognition: The poster design not only highlights the theme of "The Dazu of the World" but also achieves alignment with the brand's other visual elements through precise graphic arrangement and a consistent blue-and-white color scheme. This coherence ensures a high degree of visual unity across the brand identity system. This design approach positions the poster as a powerful tool for brand communication, enabling viewers to appreciate the artistic appeal of the Dazu Rock Carvings and the solemnity of Buddhist culture, as illustrated in Figure 9.



Figure 9. Poster Design Scheme

In conclusion, the brand identity design for the Dazu Rock Carvings effectively integrates traditional cultural elements, such as the Guanyin statue, with the baimiao technique and modern graphic design to establish a brand image that is both culturally profound and aesthetically aligned with contemporary tastes. From the logo and auxiliary patterns to color selection and application systems, each aspect of the design reflects the unique cultural essence of the Dazu Rock Carvings. This approach not only preserves the cultural value of the Dazu Rock Carvings but also provides it with an internationally relevant expression, enabling the brand to resonate with audiences across diverse cultural backgrounds and age groups worldwide. Ultimately, the Dazu Rock Carvings brand has become not only a cultural symbol but also a significant platform for promoting Chinese cultural heritage internationally, thereby enhancing its competitiveness and influence within the global tourism market.

Conclusion and Discussion

In researching innovative strategies for integrating cultural elements into brand and product design, it is essential to preserve the authenticity of traditional cultural features while adapting them to contemporary aesthetic and functional demands. This approach holds considerable significance for the preservation and promotion of cultural heritage. Drawing inspiration from the Dazu Rock Carvings, this study explores how its profound cultural connotations and distinctive artistic elements can be incorporated into modern brand identity and product design. This strategy not only retains the cultural value of traditional elements, allowing consumers to experience a sense of cultural depth, but also imbues the brand with rich artistic and historical significance, providing a unique competitive advantage.

By integrating semiotic theory, cultural narratives, and innovative design methodologies, this study demonstrates the creative reinterpretation of classic elements from the Dazu Rock Carvings, including Guanyin imagery, Buddhist culture, and the baimiao technique, within modern design. From logo design and auxiliary patterns to color schemes and brand application systems, the incorporation of design elements from the Avalokitesvara crown enables a harmonious blend of tradition and modernity, ultimately creating a brand identity system that is both culturally profound and aesthetically aligned with contemporary preferences. This design strategy not only enhances the brand's cultural recognition and market value but also strengthens the emotional connection between the brand and its audience, rendering the brand image more compelling and resonant.

Moreover, this integration brings not only visual appeal but also endows the brand with deep cultural significance, fostering a stronger emotional resonance with audiences in the global market. As Chen (2021) noted, constructing cultural narratives within branding not only increases market appeal but also deepens the brand's cultural dimension, expanding its international communicative reach. By embedding the cultural symbolism and artistic expression of the Dazu Rock Carvings into brand design, this approach not only advances the preservation of traditional culture but also broadens its channels for international dissemination. This design method highlights the richness of Chinese traditional culture and, through innovative techniques, offers a unique cultural experience and a global perspective to audiences across diverse cultural backgrounds and age groups.

Suggestions

1. In future work, it is recommended to further explore and refine approaches for integrating traditional cultural elements with contemporary design trends, ensuring that cultural heritage remains relevant and accessible while aligning with the aesthetic preferences of modern consumers.

2. Utilizing digital platforms and social media can enhance the visibility of culturally integrated designs and foster greater user engagement. Promoting products online not only broadens market reach but also reinforces the presence of traditional cultural elements within modern design, thereby increasing market potential and consumer interest.

Reference

Briciu, A., & Briciu, V. A. (2020). A cultural perspective on brands and symbol affirmation:

- The theory of cultural and iconic branding reviewed. *Bulletin of the Transilvania University of Braşov. Series VII: Social Sciences, Law*, 95-102.
- Chen, J. (2021). The integration of traditional Chinese cultural elements into modern product design: A case study of the Palace Museum's cultural and creative products. *Journal of Design and Culture*, 15(3), 214-226.
- Dhingra, S. (2021). *Cult and Colossus: Buddhist sculpture from Odisha in history and memory (ca. eighth to twelfth centuries)* (Doctoral dissertation).
- Li-qin, W., Yan-ni, M., Ya-xu, Z., Xing, Z., Qiu-ju, H., Jin-yi, G., & Han-ting, R. (2020). Pigment identification of Sleeping Buddha at World Cultural Heritage Dazu Rock Carvings with mu-Raman spectroscopy and related research. *Guangpuxue yu Guangpu Fenxi/Spectroscopy and Spectral Analysis*, 40, 3199-3204.
- Liu, J., & Zeng, T. (2024). Digital technology empowering museum development: A case study of the Dazu Rock Carvings Museum. *Oriental Collection*, (03), 29-31.
- Xiao, R., Cao, J., Xiao, W., & Peng, L. (2023). Development and utilization of cultural and tourism resources of Dazu Rock Carvings from the perspective of world cultural heritage. *Tourism Overview*, (12), 147-150.
- Yang, C. (2013). Artistic features of Song Dynasty Guanyin statues in Dazu Rock Carvings. *Art and Technology*, (04), 76.
- Yang, M. (2019). Exploring the humanistic sentiment of Guanyin statues in Dazu Rock Carvings. *Tourism Overview (Second Half Month)*, (24), 235-236.
- Zhou, L. (2024). Exploring the application and development paths of animation for Dazu Rock Carvings statues. *Grand View*, (02), 122-124.