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Cultural Translation in the Symbol Design of the "He Cheng Yu Xiu" Cultural Creative Brand[1]

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Abstract

University Motto of Zhejiang Yuexiu University of "He Cheng Yu Xiu " means Chinese (Pinyin) words concentrating the following four concepts of harmony, integrity, cultivation and excellence. Cultivation is to thrive one's ability and character diligently. Excellence is an expectation of the process; Integrity forms a basis for effort; Harmony is a destination for harmony in self, in others or in one's work, to reach harmony and completion of a whole. Harmony, integrity, cultivation, excellence form a progressive evolution in philosophy, morality or personal development. In short, by means of the cultivation of ability and character, integrity, one can achieve excellence to harmonious harmony. By deconstruction and reconstruction of modern visual design symbol, the essence of the "He Cheng Yu Xiu" cultural and creative brand can effectively increase the cultural added-value, cultural identity and affinity of its packaging design. It also increases the market competitiveness and cultural tolerance of its products. This study provides a sample for the integration and radiance of regional and internal culture in cultural and creative products, and concrete theoretical guidance for the inheritance and innovation of tradition and university culture in modern social lives.

Keywords

He Cheng Yu Xiu; Cultural and Creative Packaging; Symbol Design; Cultural Translation; Market Distinctiveness

1. Introduction

Against the backdrop of today's global cultural integration and local identity, cultural and creative products have passed beyond material consumption. Cultural and creative products are important conduits for collective memory, cultural identity and emotional resonance. A major challenge in the field is how to well "translate" profound traditional culture and unique university spirit through innovative design language, to meet the needs of modern, beautiful products and market competitiveness. This study studies cultural and creative brand "He Cheng Yu Xiu", which integrates the Shaoxing region culture and university culture as an example, and focuses on the process of "extracting", "translating" and "integrating" cultural symbols in the design practice.

By analyzing an analytical picture of "Cultural Elements-Visual Symbols-Design System", it explores the way the brand uses translation means of symbolism and metaphor for contemporary expression and promotion of values of its "dual cultural genes". Its purpose is to offer the significant theoretical perspectives and methods for design innovation and the propagation of culture for similar cultural and creative brands.

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2. Cultural Translation in Cultural Symbol Design

Cultural translation is about the multiple layers of translation of meanings and values of cultural elements among contexts; it includes expressions of language connotations thought patterns and aesthetics, etc. Cultural translation is the main mode of modern cultural adaptation in cultural industry. Its centre includes linguistic translation focusing on the true meaning transmission literal translation emphasizing on making things accessible deep ideas, contextual translation focusing on adaptability to audience's lifestyles. Take cultural and creative products based on the "Twenty-Four Solar Terms" as an example, such cultural and creative products demand accurate sense expression transmission of harmony philosophy integration with modern life design. Cultural translation breaks down cultural barriers; endows cultural and creative products with unique values, carries forward cultural inheritance and innovation at the same time; achieve transmission and commercially benefit.

From another view, semiotics is the core theory of cultural symbol design, based on the signifier and signified: the signifier refers to perceivable material forms such as shapes and colours; the signified refers to the abstract meaning and concept the symbols convey. For example, the 'auspicious beasts' of the Forbidden City use concrete shapes to convey auspiciousness and protection, combining beauty with cultural bearing. Symbols are classified into linguistic symbols and non-linguistic symbols. Their synergistic effects improve the efficiency of information transmission and emotional influence.

Connected with cultural translation and cultural symbol design, the chain of this relationship is close and essential. Culture is the connotation source of cultural symbol design. Regional culture, institutional culture and other cultural contexts can offer great materials to designers for design, for example, the Shaanxi History Museum draws materials from artifacts such as the Terracotta Warriors to design the different-shaped cultural products. Cultural translation links abstract culture and concrete symbols. Cultural elements emerge by extraction, reconstruction and innovative expression. They are transformed into modern visual symbols. These visual symbols are adjusted to suit the group to which they belong, for example, Christmas cultural products introducing Chinese red and Chinese craftsmanship. The deep unification of the two elements ensures that cultural and creative products carry cultural connotations and business appeal, which achieve harmony between cultural interests and economic interests,it drives the formation and progress of the cultural and creative industry and cultural inheritance and innovation (Li & Jin, 2025).

3. "He Cheng Yu Xiu" Cultural Creative Symbol Culture Translation

The term of "He Cheng Yu Xiu" is a university saying of Zhejiang Yuexiu University emphasizing such concepts as harmony, integrity, cultivation, excellence and so on. Among them, the cultivation is the process through which you conscientiously nurture your skills and character. Excellence is the level which you long for excellence for the process. Integrity is the premise that you do it with integrity, purely and coherently. Last but not least, harmony is the result and the ultimate goal which cultivate peacefulness with yourself, harmonize with others and your work, to make a balanced and effective whole. These above concepts often constitute a progression in philosophy, ethics or cultivation. In other words, the cultivation of skills and character with integrity also means achieving excellence, leading to a harmonious state.

3.1 Extraction and Selection of Cultural Elements

Step 1, cultural element extraction, is the premise of cultural translation. On the basis of the characteristics of the brand's own culture, a series of investigations (field investigation, literature review, interview) taking different research and methods collect materials. At the regional level, focuses on featuring cultural elements of Shaoxing, such as historical buildings of Shaoxing, that is, the traditional, black-roofed boats, conveying memory of water towns, the typical arch bridge that has its own characteristics, yellow wine jar symbolizing the folk culture. At the institutional level, extract the corresponding cultural symbols, such as the characteristics of the school's European-style architecture, its core meaning (Roman pillar and dome) and the essence of the "He Cheng Yu Xiu" motto, and so on. The selection should fit the following three principles strictly. Relevance ensures that the elements extracted are consistent with the brand's own core characteristics, and accurately present the brand's cultural dual meaning of DNA.

Uniqueness refers to the idiosyncrasies of both Shaoxing region and university institution to set uniqueness. Feasibility refers to feasibility of rendering the components into modern shapes for futurity iconic representation.

3.2 Translation Techniques for Modern Visual Design Symbols

For culture content, we use the three core techniques to turn the culture object into the visual symbol, dealing with the culture object in terms of cultural value and styles to now, Symbolic representation: Elements with cultural consensus were selected as carriers (Wu & Zhang, 2020). For example, the Shaoxing's Lanting Pavilion outline abstracted to a minimalist graphic as the front cover of a notebook, representing the inheritance of calligraphy culture and literati culture, inspiring a crowd sense of traditional cultural picture scenes. Metaphor technique translates abstract thinking of a concept indirectly into concrete objects. School motto: "He Cheng Yu Xiu" is metaphorized as a healthy tree. The healthy trunk reflects the harmonious foundation and stable heritage of "He Cheng", the fresh branches reflect the talents cultivated with "Yu Xiu" to more subtly reveal the brand essence through products like cultural T-shirts.

Transformation techniques can optimize the shape of some traditional elements, such as simpleifying the complex lines on Shaoxing Yue Opera masks, emphasize the main part of the face's expression. Such transformation results in less real-but-appropriate design, and is applicable to young-oriented products such as phone cases and key chains, serving the diversified demand of fashion and youth culture. Three of these approaches are complementary to transform abstract culture into easy visual abstract symbols to improve the connotation of products (Gong, 2025).

3.3 Integration and Presentation of Cultural Symbol Design

Symbol integration covers two major scenarios—packaging design and product form, integration of culture with practicality. In packaging design, relatively simplified water towns symbol images such as black-tinged boats, stone bridges, teahouses, rivers are organically incorporated with brand logo and product information; for example, Shaoxing tea culture style packaging uses green as fresh color of tea culture, such as freshness of tea; white color symbol for tea culture purity. Structural design incorporates the opening of Shaoxing ancient gatehouse type structures to reinforce local culture taste while transmitting abundant product information. Product form design deeply integrates with cultural symbol. For example, a desk lamp in the shape of the school iconic building in a European style, the structural form is simplified to present its main outline; lamp-shade is adopted with the emblem of the school and world map symbol, brighter light projection produces visual.

It meets practical lighting demands, at the same time it intuitively presents the schools international educational ethos in a highly meaningful way, addressing the balance of cultural significance and market demand.

4. Case Analysis of Cultural Translation in Cultural and Creative Product Design

4.1 Cultural Translation in the Packaging Design

Take the packaging of the cultural and creative products of "Shaoxing Style" series by "He Cheng Yu Xiu" as an example (Wang, 2021). The current author makes in-depth analysis of the expression of cultural translation through the graphic design, color and typography design. In graphic design, Shaoxing favorite 'Ba Zi Bridge' is screened as a graphic pattern in the simplest lines, noted on the package. By graphic pattern of sensitivity and reducing it, the graphic design has kept the distinctive shape of the bridge and the latest minimalist art characteristics, so that consumers can immediately identify the product cultural identity of the region (Fang, 2025). The color choice is based on pale blue-white generally present in the water towns of Shaoxing. The blue constitutes the rustic depth of Shaoxing, white expresses the purity and dynamism of its water systems. These construct a fresh and refined landscape visual effect, expressing the individual characteristics of Shaoxing water town culture.

For the style of fonts, more calligraphic-type fonts are used for product names and product profile description, such as "Shaoxing Rice Wine Scented Candle "combines with traditional calligraphic art to modern layout. This kind of style puts forward cultural resonance, but it also improves the packaging's artistic level. These culturally transposed packaging design can strengthen the cultural value of products. When consumers buy these products, they do not just buy functional products but rather they buy a painting and taste Shaoxing's regional culture. This strengthens the identification and emotion of the consumer towards the product (Dou, 2025).

4.2 Case Analysis of Theme-Based Cultural and Creative Product Design

These products showcase the combination of Zhejiang Yuexiu University of Foreign Languages a century-long development, and Shaoxing regional culture. The product design combined Zhejiang Yuexiu University of Foreign

Languages iconic building images from various historical periods of the university, Shaoxing historical and cultural culture elements. For example, commemorative badges depict the silhouette of university library as the primary shape, as well as patterns like Shaoxing black-roof boats, yellow wine jar are skillfully embedded on the building shape in intaglio-form on the badge, the product image depicts the "development trace" of university and also traces the Shaoxing regional culture feature organically, which embodies a unity of academic culture and local culture.

As for market recognition, these themed cultural products are uniquely featured in design. Distributed as anniversary promotional items during the anniversary of the university, the pin was endorsed quite widely by faculty, students, alumni, guests. It also draws greater eye-balling in campus-adjacent cultural stores. From these cultural products, ordinary cultural products, the distinctive cultural connotation and the creative design make its market competitiveness higher. Consumers easily sense the cultural connotations in this cultural product, so that the market competitiveness and distinctiveness of the product increase. Thus, it is a good example of a combined expression between region culture and university culture.

4.3 Impact of Cultural Translation of the Cultural and Creative Products

Practice has confirmed that the campous logo enhances the cultural carrying power of space and helps identify the subject, and provides a method for constructing space culture in colleges and universities (Bian & Xu, 2025). For the impact of cultural translation of cultural products on the basis of "He Cheng Yu Xiu" concept, first provides the added value of cultural value and emotional resonance of added. On one hand, cultural translation makes products bear a cultural value beyond utility value. For example, cultural and creative wineware containing Shaoxing huangjiu culture and campus anniversary sketches, corning like huangjiu jars and with engraved logo characters of anniversary and festive words, transform product into an artwork harboring double culture, greatly increase the added value of products. In terms of emotion, campus graphic pattern can recall students, teachers, teachers, sentiments and affection.

Regional elements such as Shaoxing motifs would satisfy cultural enthusiasts' exploration desire. For example, early architectural pattern badge can warm alumni with a sense of belonging. Such emotional resonance boosts consumer identification and brand loyalty, which will lead to word-of-mouth promotion and market expansion.

On the other hand, it assists cultural inheritance and innovation. Communication Dimension. Cultural products are a cultural carrier. Postcards with attractive waterside scenes, pictures of university squares and so on are gifts for international friendship exchange, so that friends in other countries can know directly about the charm of Shaoxing waterside area and university culture, and broaden the territory for dissemination of culture. As to innovation, traditional culture is put to modern expressions. Characters and tunes of classic Yue Opera are transcended into music boxes and computer MP3 products to attract children to traditional arts by modern manners and recreation spots for traditional culture. The innovation of "translating over" promotes the multiple and diverse mixing and integration of regional culture and university culture, bringing new breath and new vitality to them to the modern society.

5. Conclusion

Based on the synergy effect between local and university cultures, this article systematically studies the cultural translation channels with "He Cheng Yu Xiu" as a cultural brand case, selects and extracts effective means, verifies the practicability of three translation techniques, symbolism, metaphor, transformation, to visualize cultural symbols, to reach the exact expression of cultural connotations through comprehensive packing and product development. The practice can prove that cultural translation not only broadens product market recognition and the additional effect of culture, evokes customers' emotions, but also promotes the continuation and innovation of the local culture of Shaoxing and university culture, put forward reference models for similar culture and creativity brands.

Finally, "the He Cheng Yu Xiu" brings out three points useful for the cultural and creative industry. First, cultural essence is the core competitive advantage. Brands should search deeply for their unique convergence points from regional and institutional cultures to set up unique cultural charms. Second, the design stage needs the key point extraction and innovative translation of culture features, respecting both culture and modern style, and combining modern fashionable design, culture value and utility to adhere to the unity of culture value and market value. Third, market promotion needs to make full use of the unique recognizability established through the process of cultural translation and disseminate the cultural connotation as fully as possible by multiple methods to precisely touch targeted audience and promote a healthy development of the industry.

Future research directions can be from two aspects. First, cross-media communication innovation and innovation leveraging new media such as short video and AR/VR technology to construct novel cultural experience. For example,

by using AR technology, we can reseate the cultural story of the creative products, further broaden the scope of brand communication and audience participation (Xu, 2025). Second, enhance the culture deep integration by integrating its synergy with local culture to enrich the layers of product culture, and integrate international culture features, trying to design culture-oriented cultural and creative products around the world. This improves the international influence of brand, promotes culture diversity and integration, and pushes the upgrading of industry.

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