

CORPORATE IDENTITY DESIGN FOR  
XINZHOU WUTAISHAN AIRPORT, CHINA

BY  
MISS LI XIAOTIAN

THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL  
VIS 4116 ART THESIS I & VIS 4122 ART THESIS II  
DEPARTMENT OF VISUAL COMMUNICATION DESIGN  
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS  
ASSUMPTION UNIVERSITY  
2016

CORPORATE IDENTITY DESIGN FOR  
XINZHOU WUTAISHAN AIRPORT, CHINA



THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL  
VIS 4116 ART THESIS I & VIS 4122 ART THESIS II  
DEPARTMENT OF VISUAL COMMUNICATION DESIGN  
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS  
ASSUMPTION UNIVERSITY  
2016


ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,  
ASSUMPTION UNIVERSITY  
APPROVES THAT THE ART THESIS  
IS A REQUIREMENT OF THE BACHELOR DEGREE OF FINE AND APPLIED  
ARTS



.....  
(A. WUTHICHAJ CHOONHASAKULCHOKE)

DEAN

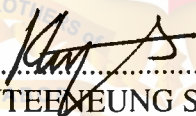
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS



.....  
(A. LITTIPORN LITTIPANICH)

CHAIRPERSON

DEPARTMENT OF VISUAL COMMUNICATION DESIGN



.....  
(A. KHONTEENEUNG SAENGHIRUNA)

ADVISOR



.....  
( Waree Theptaramitra )

IELE EDITOR



ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,  
ASSUMPTION UNIVERSITY  
APPROVES THAT THE ART THESIS  
IS A REQUIREMENT OF THE BACHELOR DEGREE OF FINE AND APPLIED  
ARTS

.....  
(A. WUTHICHAJ CHOONHASAKULCHOKE)  
DEAN  
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS

.....  
(A. LITTIPORN LITTIPANICH)  
CHAIRPERSON  
DEPARTMENT OF VISUAL COMMUNICATION DESIGN

.....  
(A.KHONTEENEUNG SAENGHIRUNA)  
ADVISOR

.....  
( ..... )  
IELE EDITOR



ART THESIS COMMITTEE  
ACADEMIC YEAR 2015

1.	A. LITTIPORN	LITTIPANICH	CHAIRMAN
2.	A. PAT	WANASANGSAKUL	SECRETARY
3.	ASST. PROF. NATTANAN	NAEWMALEE	SECRETARY
4.	A. TIFFANY	SHELTON	SECRETARY
5.	A. ACHAREE	WANGLEE	BOARD MEMBER
6.	A. WUTHICHA	CHOONHASAKULCHOKE	BOARD MEMBER
7.	A. DARUNEE	SA-AREDEE	BOARD MEMBER
8.	A. KHONTEENEUNG	SAENGHIRUNA	BOARD MEMBER
9.	A. ORATHAYA	SARAMART	BOARD MEMBER
10.	DR. PICHAI	THURONGKINANON	BOARD MEMBER
11.	A. CHALITAPORN	YAMOON	BOARD MEMBER
12.	A. PATRICA	KHEMNGUAD	BOARD MEMBER



## ABSTRACT

Nowadays, traveling by airplane is really popular. Most of the airports including Xinzhou Wutaishan Airport, which is the main part of my project, have outstanding features that show their unique selling point to travelers. In addition, how to bring out the unique point of the airport in order to make Xinzhou Wutaishan Airport stand out is the most challenging part in this project.

Xinzhou Wutaishan Airport is a civilian and military dual-use airport in Dingxiang County, Shanxi Province, China, and is 71 kilometers away from the core area of Mount Wutai. It is the only airport that focuses on tourism in Shanxi Province, and based on the cultural significance of Mount Wutai. Thus, I chose to design the corporate identity that can go along with the airport's unique selling point to show its culture. In detail, this area is famous for its ancient architectural and Buddhist culture. The design concept is "The land of precious ancient architectural design" which emphasizes the beauty of the white town and the culture. Furthermore, the combination of the ancient architect and the feeling of the airport is the most cheerful characters. It represents local cultures in Mount Wutai, Shanxi. It goes along with the feeling of airport, which shows the movement. The whole design shows the best wishes to tourists and welcome all that come to this area.

In conclusion, I hope that my design on corporate identity design for Xinzhou Wutaishan Airport, China, will make the brand have stronger and more outstanding characteristic and show the culture and famous views of Mount Wutai.

## ACKNOWLEDGMENT

First, I would like to thank the owner of Xinzhou Wutaishan Airport who has given me a chance to challenge myself by doing this project. It has earned me experience in doing the upper step of my scope of work. Second, I would like to thank my father and mother who have always supported me throughout my project. Third, I really want to thank my advisor, A.Khonteeneung Saenghiruna, who has always given me good suggestions that help me a lot. She has totally expanded my vision on doing my work. In addition, I appreciate all my friends who have helped me with the production of the exhibition. Lastly, I thank myself for not giving up and keeping working hard until my project is successful.





## Table of Contents

<b>Approval Page</b>	<b>I</b>
<b>Art Thesis Committee</b>	<b>II</b>
<b>Abstract</b>	<b>III</b>
<b>Acknowledgement</b>	<b>IV</b>
 <b>Chapter 1: Introduction</b>	
1.1 Background	8
1.2 Significance of the Study	9
1.3 Problem Statement	9
1.4 Project Objectives	10
1.5 Expected Results	10
1.6 Scope of Study	11
 <b>Chapter 2: Information Analysis</b>	
2.1 Marketing Analysis	
2.1.1 Marketing Mix	13
2.1.2 SWOT	14
2.1.3 Target Group	15
2.1.4 Unique Selling Point	15
2.1.5 Product Positioning	16
2.1.6 Product Personality	17
2.2 Other Related Topics/Theories	18
2.3 Data Analysis	
2.3.1 Key Question	27
2.3.2 Data Gathering	28
2.3.3 Conclusion	28
2.4 Design Analysis	
2.4.1 Existing Design	33
2.4.2 Competitor(s) Design	37
2.4.3 Design Reference	41
 <b>Chapter 3: Design Implementations</b>	
3.1 Communication Objectives	45
3.2 Concept I	45
- Mood & Tone	45
- Support	45
- Mood & Tone Board	46
- Sketch Design	47
- Problems & Committee's Suggestions	50
3.3 Concept II	51
- Mood & Tone	51
- Support	51
- Mood & Tone Board	52
- Sketch Design	53
- Problems & Committee's Suggestions	56
3.4 Concept III	57
- Mood & Tone	57
- Support	57
- Mood & Tone Board	58

- Sketch Design	59
- Problems & Committee's Suggestions	62
<b>Chapter 4: Conclusion and Suggestions</b>	
4.1 Final Design	64
4.2 Conclusion	71
4.3 Suggestions for Future Study	72
<b>Bibliography</b>	<b>V</b>
<b>Appendix</b>	<b>VI</b>
<b>Personal Data</b>	<b>VII</b>
<b>DVD-ROM</b>	<b>VIII</b>



# CHAPTER 1

## INTRODUCTION





## Chapter 1

### Introduction

**Title:** Corporate Identity Design for XinzhouWutaishan Airport, China

#### 1.1 Background:



Fig.1 Xinzhou Wutaishan Airport



Fig.2 Xinzhou Wutaishan Airport

Xinzhou Wutaishan Airport is a civilian and military dual-use airport in Dingxiang County, Shanxi Province, China, and is 71 kilometers away from the core area of Mount Wutai. Located in Shanxi city of Xinzhou Province, the Military airport combines a military and civilian airport branch. In June, 2013 official construction began and on September 23, 2015 it was completed. On October 22, 2015, China, Southern Airlines A320 aircraft made the first flight from Hainan Province. The airport was officially opened on December 25, 2015. XinzhouWutaishan Airport is the sixth airport following Taiyuan, Changzhi, Yuncheng, Datong, and Lvliang, in Shanxi Province. The airport flight area is according to 4C standard design, the runway length of 2600 meters, 45 meters wide, and terminal 1.3 squares, with 5 seats. The annual passenger transports are 41,500 passengers, and 1570 tons of goods. In 2016, Xinzhou Wutaishan Airport opened the airlines to Shanghai, Tianjin, Haikou, Guilin, Chongqing, Yinchuan and other major cities in the country. Xinzhou (Chinese:

忻州; pinyin: Xīnzhōu) is a prefecture-level city occupying the north-central section of Shanxi province, People's Republic of China.

Shanxi (Chinese: 山西; pinyin: Shānxī) is a province, located in Northern China. Its one-character abbreviation is "晋" (pinyin: Jin), after the state of Jin that existed here during the Spring and Autumn Period. The name Shanxi means "West of the Mountains", a reference to the province's location west of the Taihang Mountains. Shanxi borders Hebei to the east, Henan to the south, and Shaanxi to the west, and Inner Mongolia to the north and is made up mainly of a plateau bounded partly by mountain ranges. The capital of the province is Taiyuan.

Last year the Airport Joint Media Co. Ltd. of Shanxi Provincial Civil Airport conducted a logo competition for the Xinzhou Wutaishan Airport. The people who could participate were domestic professionals and amateur designers. The reason why they wanted to create a logo for the airport was to try and promote the culture of Mount Wutai, and stand out from other airports in Shanxi province. Since last year, the airport still does not have a logo design.

According to the government planning, until 2020, the number of international visitors will be 5% of total amount of visitors in Shanxi, about 15,000. This data bases on the previous average number, which is about 4.3%.

## **1.2 Significance:**

This study will help locals and tourists understand the corporate image of Xinzhou Wutaishan Airport. For the tourists who come to visit Mount Wutai for the first time, get the first impression for the view. Through an attractive design look, this corporate identity system will stand out from others. Importantly, this will help establish a visual statement about the Xinzhou Wutaishan Airport philosophy.

### **1.3 Problem Statement:**

The corporation image for Xinzhou Wutaishan Airport is not clear because the airport uses the same corporate identity design system on Taiyuan Wusu Airport; it is does not directly show how all may be related to the Mount Wutai. Moreover, the corporate identity system does not suit the style of the building in terms of colors and visual perception.

### **1.4 Project Objectives**

1. To make the airport outstanding and attractive when compared to competitors in the same line of business in that zone
2. To establish a visual statement for the Xinzhou Wutaishan Airport's philosophy
3. To show how the Xinzhou Wutaishan Airport views itself and wishes to be viewed by others

### **1.5 Expected Results**

The design will make the audience easily recognize the Xinzhou Wutaishan Airport and understand the logo design for the airport. Importantly, the design will build the corporate personality to make the employees who work there understand their company through visual communication. Moreover, the design can give people the feeling of the culture and the style of Mount Wutai. The design should suit the view of Mount Wutai.



## 1.6 Scope of Study

1. Logo design
2. Stationary set
  - a. Letter paper and envelope
  - b. Business card
  - c. Note pad
  - d. Stamp
  - e. Employee card
  - f. Folder
3. Souvenirs
  - a. Note book
  - b. Paper bag
  - c. Paper wrap
4. Pattern for airport bus
5. T-shirt for staff
6. Design manual book





## CHAPTER 2

### INFORMATION ANALYSIS

## 2.1 Marketing Analysis

## 2.1.1 Marketing Mix

	Xinzhou Wutaishan Airport	Datong Yungang Airport (Direct competitor)	Linfen Civil Aviation Airport (Indirect competitor)	Taiyuan Wusu International Airport (Indirect competitor)	Competitive Analysis
<b>Product</b>	<ol style="list-style-type: none"> <li>1. Airport services</li> <li>2. Parking services</li> <li>3. Aircraft landing and stop services</li> <li>4. Aircraft refueling</li> </ol>	<ol style="list-style-type: none"> <li>1. Airport services</li> <li>2. Parking services</li> <li>3. Aircraft landing and stop services</li> <li>4. Aircraft refueling</li> <li>5. Shop inside the airport</li> </ol>	<ol style="list-style-type: none"> <li>1. Airport services</li> <li>2. Parking services</li> <li>3. Aircraft landing and stop services</li> <li>4. Aircraft refueling</li> <li>5. Shop inside the airport</li> </ol>	<ol style="list-style-type: none"> <li>1. Airport services</li> <li>2. Parking services</li> <li>3. Aircraft landing and stop services</li> <li>4. Aircraft refueling</li> <li>5. Shop inside the airport</li> </ol>	The competitive has shop inside, but the Xinzhou Wutaishan Airport does not have.
<b>Price</b>	Xinzhou Wutaishan Airport's total revenue is 1.738 million Yuan, of which non-aviation revenue is 528,000 Yuan from January to June 2016.	Datong Yungang Airport operating income of 16.67 million Yuan, non-aviation business 2.53 million Yuan, 15.2% of total revenue from January to June 2016.	Linfen Civil Aviation Airport's non-aviation income of 183,000 Yuan, take 11% of total revenue from January to June 2016.	Taiyuan Airport was achieved total revenue of 606 million Yuan, of which non-aviation business income of 312 million Yuan, 51.5% of the total revenue of non-aviation revenue in 2015.	Taiyuan Airport gets more revenue than others, since it opened for 78 years, and it is an international airport with more lanes. Datong Yungang Airport is the second, and Linfen Civil Aviation Airport is the third.
<b>Place</b>	<p>Xinzhou Wutaishan Airport is located at Dingxiang Town, Xinzhou, Shanxi Province, China, and 71 kilometers away from the core area of Mount Wutai. Located in Shanxi Province of Xinzhou City</p> <p><b>Address:</b> No.1 Jichanglu, Dingxiang Town, Xinzhou, Shanxi, China</p>	<p>Datong Yungang Airport is located at Datong, Shanxi Province, China. Located at the north of the town of Beijiazao in Datong County, 15.2 kilometers from the city center</p> <p><b>Address:</b> No.14 Yingbin Donglu, Jiazao Town, Datong, Shanxi, China</p>	<p>Linfen Civil Aviation Airport is located at Linfen in Shanxi Province, China. It is located near the town of Qiaoli in Yaodu District, 15 kilometers from the city center</p> <p><b>Address:</b> Jichanglu, 2 kilometers of the north of Qiaoli Town, Linfen, Shanxi, China</p>	<p>Taiyuan Wusu Airport is located about 15 kilometers (about 9.3 miles) southeast of downtown Taiyuan</p> <p><b>Address:</b> No.199 Taiyulu, xiaodian Town, Taiyuan, Shanxi, China</p>	It is takes about one and half hours from Xinzhou Wutaishan Airport to Mount Wutai, from Datong Yungang Airport take three and half hours to Mount Wutai, for Linfen Civil Aviation Airport it is take about six hours, for Taiyuan Wusu International Airport it is take about three hours. All of them are go by high way.
<b>Promotion</b>	<p><b>-Online</b></p> <p>Website  <a href="http://baike.so.com/doc/6570276-6784038.html">http://baike.so.com/doc/6570276-6784038.html</a></p>	<p><b>-Print AD</b></p> <p>Newspaper</p> <ol style="list-style-type: none"> <li>1. Daily Datong,</li> <li>2. Datong Evening News,</li> <li>3. Shuozhou daily newspaper,</li> </ol> <p><b>-Outdoor AD</b></p> <ol style="list-style-type: none"> <li>1. Airport shuttle,</li> <li>2. Commercial LED display</li> </ol>	<p><b>-Print AD</b></p> <p>Poster in airport, Brochure</p>	<p><b>-Online</b></p> <p>Website  <a href="http://baike.so.com/doc/5385948-5622397.html">http://baike.so.com/doc/5385948-5622397.html</a></p> <p><b>-Print AD</b></p> <p>Economic Yearbook of Shanxi</p>	Xinzhou Wutaishan Airport use website to promote, it is easy to check the information. Other Airports focus more on print AD, newspaper gives information in a casual way, poster or brochure will get the tourists attention. Datong Yungang Airport also use outdoors AD, will reach target and have larger than life visuals.



### 2.1.2 SWOT

<b>Internal Factors</b>	<b>Strength</b>	<b>Weakness</b>
	<ol style="list-style-type: none"> <li>1. Managed by Shanxi Airport Group Company with all staff trained with high management and operational capacity.</li> <li>2. The only airport in Mount Wutai.</li> <li>3. Non-stop flights to Guangzhou, Chongqing, Yinchuan, Shanghai, Tianjin, Haikou, Guilin.</li> </ol>	<ol style="list-style-type: none"> <li>1. Staff lacking service mind.</li> <li>2. Less promotion to introduce the airport to audience.</li> <li>3. Less transportation to downtown.</li> <li>4. Lack of gift shops or restaurants.</li> </ol>
<b>External Factors</b>	<b>Opportunity</b>	<b>Threat</b>
	<ol style="list-style-type: none"> <li>1. It is managed and operated by the Airport Joint Media Co. Ltd. of Shanxi Provincial Civil Airport to implement professional management operations.</li> <li>2. Supported by the local government and Shanxi province government departments.</li> <li>3. To support the development of Xinzhou Wutaishan Airport, Shanxi province has applied to Xinzhou Wutaishan Airport into the national "Open Plan 13th Five-Year" port, and will also have the customs through which international tourists can directly fly to Mount Wutai.</li> <li>4. It will be convenient to the Southeast Asian Buddhist countries to Mount Wutai to pilgrimage, so more tourists will come to visit by airplane.</li> </ol>	<ol style="list-style-type: none"> <li>1. Since this is a new airport, the target customers based on marketing is not clear yet.</li> <li>2. At present, Shanxi has entered the new era of high-speed development; the highway network is also developed. It only takes 2 hours for high-speed train, and 3 hours for highway from Taiyuan to Mount Wutai, and it is cheaper than airplane. Because of that, many tourists from close provinces may not choose traveling by plane.</li> </ol>

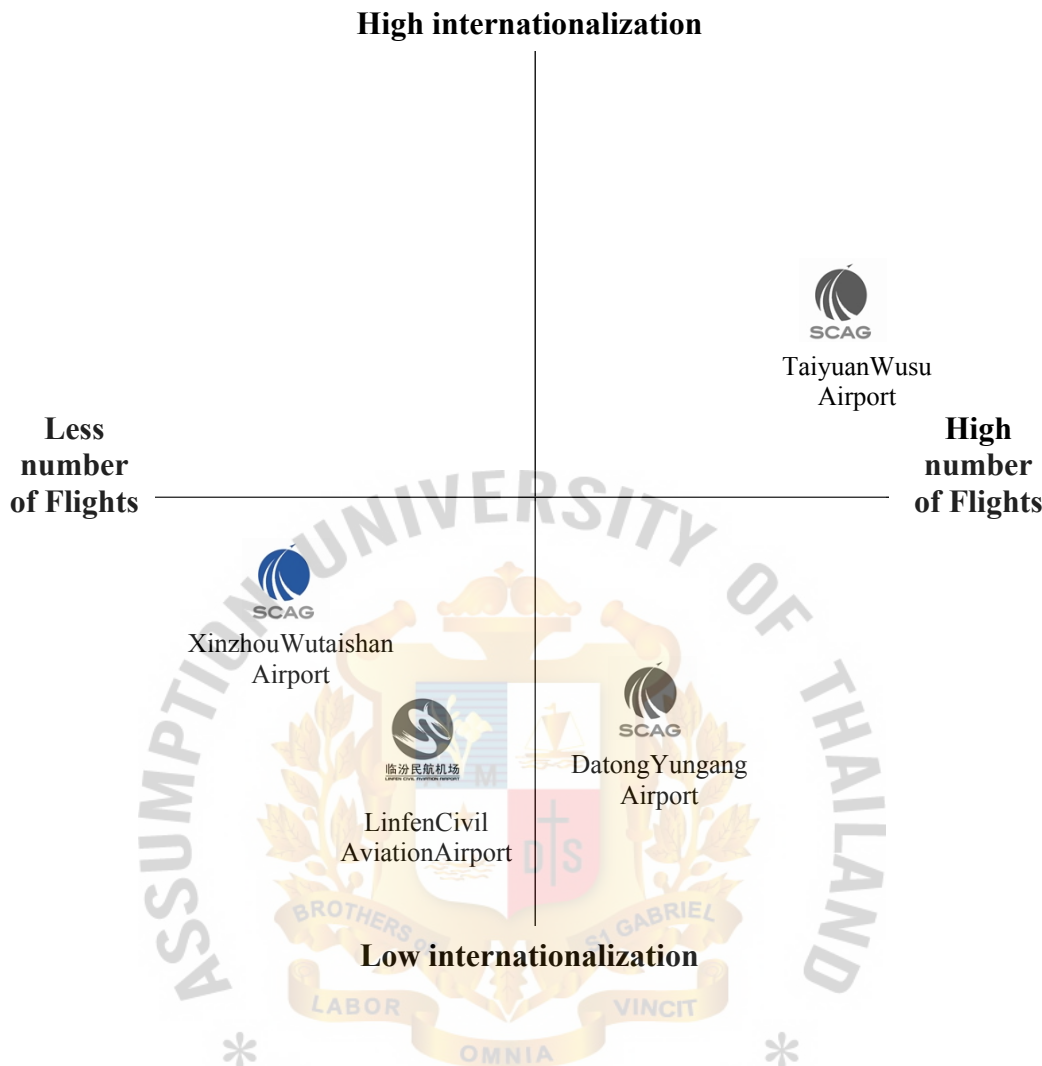
### 2.1.3 Target Group

<b>Demographic</b>	Gender: Female and male Age: 35 to 40 Education: High school and above Occupation: Business man, researcher, traveler Income: Higher than 3000 Yuan (15000 Baht, 500 USD)
<b>Geographic</b>	Location: China Living area: the South of China
<b>Psychographic</b>	Lifestyle: Travel lovers with the religion of Buddhism, always go to climb mountain. Interest: The ones who have interest in Buddhist culture, traditional culture of China, architecture, travel, always go to pray, and like nature view.

### 2.1.4 Unique Selling Point

Xinzhou Wutaishan Airport is the only airport near Mount Wutai in Shanxi Province; it is also the first airport in Shanxi Province, which focuses on tourist services. Nowadays, it provides non-stop flights to Guangzhou, Chongqing, Yinchuan, Shanghai, Tianjin, Haikou, Guilin, which is very convenient for the tourists who stay there. Moreover, the building of the airport presents the sense of Mount Wutai culture to visitors; therefore, it stands out from other airports.

2.1.5 Product / Brand Positioning



Xinzhou Wutaishan Airport is the only airport that focuses on tourism in Shanxi Province, and based on the cultural significance of Mount Wutai. The building of the airport gets inspiration from Buddhism. The airport is the best for those who want to travel in Mount Wutai, or those who want to pray in Mount Wutai but have limited time. Xinzhou Wutaishan Airport is a civilian and military dual-use airport in Dingxiang County, Shanxi Province, China, and 71 kilometers away from the core area of Mount Wutai. The airport does not have customs yet; therefore, it cannot provide non-stop flights for international tourists. Currently, there are 4 airlines that fly into

the airport, which are China Southern Airlines, China Huaxia Airlines, China Shandong Airlines, and China Airlines. There are 4 navigation routes, which are Mount Wutai to Shanghai, Mount Wutai to Haikou, Mount Wutai to Chongqing, and Mount Wutai to Tianjin. There are 7 navigable cities, which are Shanghai, Tianjin, Haikou, Guangzhou, Guilin, Chongqing, and Yinchuan.

Taiyuan Wusu Airport is an international airport, and is the biggest airport in Shanxi. It is located about 15 kilometers (about 9.3 miles) southeast of downtown Taiyuan. This airport is the best choice for the businessmen and international tourists. Currently, there are 35 airlines that fly to the airport, 88 navigation routes, and 59 navigable cities.

Linfen Civil Aviation Airport was first built in 1958 and opened on January 1, 1960, but closed in 1965. Construction started again in September 2010 to expand and reopen the airport in January 2016. Currently, there are 5 airlines that fly to the airport, 6 navigation routes, and 10 navigable cities.

Datong Yungang Airport began construction in 2001 with a total investment of 290 million Yuan. The airport was opened in January 2006. The airport is currently being expanded and has 8 airlines, 10 navigation routes, and 14 navigable cities.

#### **2.1.6 Product / Brand Personality**

A man aged 35 years old who is Buddhist, and a smart businessman loves to travel and has a healthy lifestyle. He is interested in traditional Chinese art and culture and highly educated. He can speak more than one language and likes to talk with foreigners. He has a good personality and many friends. He cares for everyone and hopes for world peace.

## 2.2 Other Related Topics

- **Shanxi Province**



Fig 3. Shanxi Province

Shanxi is a province in China, located in the Northern China. The capital city of the province is Taiyuan. It takes three hours from Taiyuan to Beijing by high-speed train and one and a half hours by airplane. Shanxi's main aviation transport hub is Taiyuan Wusu Airport (IATA: TYN). The airport has routes connecting Shanxi to 28 domestic cities including Beijing, Xi'an, Chengdu and Chongqing. There are international routes to Hong Kong, Singapore, Japan, Russia and Thailand. There are 5 other airports in Datong, Yuncheng, Changzhi, Linfen, and Xinzhou, which have domestic routes to other mainland cities.

- **Target group**

Target group is female and male who live in China, which age around 35 to 40 years old. They were born around 1976 to 1981. The last age group to grow up in extended families; they have retained the happy memories of a harmonious and stable home life with close sibling relations. They have



strong opinions about generational harmony and are loyal to the strictures of marriage. Because they are the first generation to receive modern education in which learning and knowledge was not filtered by ideology, they are well versed in famous works. Now 35 to 40 years of age is raising their one-child families striving to create better lives for themselves and their families they are the laboratories for China's emerging middle class. Even most of Chinese during this age do not have any religion, but they still like to go to pray in temple when they face to some situation like a job problem or their children's education problem. They all understand that in today's China, income and profession will determine who makes it and who doesn't. Caught between the old and the new China, they have no choice but to change with the economic context: they face more challenges and choices than any generation before or after them. Generally they desire a secure and stable job and have traditional family values and roles.

- **Mount Wutai**



Fig 4. Mount Wutai



Fig 5. Mount Wutai in 2009



Fig 6. Tibetan Buddhism



Fig 7. Wooden building in Nanchan Temple

Mount Wutai is located in the northeastern part of Shanxi province, 230 kilometers away from the provincial capital city of Taiyuan. Surrounded by a cluster of flat-topped peaks (North, South, East, West, and Central). The north peak, called Beitai Ding or Yedou Feng, is the highest (3,061 m) of these and is also the highest point in northern China. It is equally famous to Mount Emei of Sichuan province, Mount Jiuhua of Anhui province, and Mount Putuo of Zhejiang province, the four famous Buddhist Mountains of China. It is a Chinese Buddhist and tourist attraction and the best of China's top 10 summer resorts. In 2009, UNESCO listed it into the world heritage directory for its cultural landscape. The history of it is the bodhisattva is believed to frequently appear on the mountain, taking the form of ordinary pilgrims, monks, or most often unusual five-colored clouds. Mount Wutai also has an enduring relationship with Tibetan Buddhism. Mount Wutai is home to some of the oldest existent wooden buildings in China that have survived since the era of the Tang Dynasty (618–907). This includes the main hall of Nanchan Temple and the East Hall of Foguang Temple, built in 782 and 857, respectively. They were discovered in 1937 and 1938 by a team of architectural historians including the prominent early 20th century historian Liang Sicheng. The architectural designs of these buildings have since been studied by leading Sinologists and experts in traditional Chinese architecture, such as Nancy Steinhardt. Steinhardt classified these buildings according to the hall types featured in the Yingzao Fashi Chinese building manual written in the 12th century. The major view is including Xiantong Temple, Tayuan Temple and Pusading Temple.



- **Main Attractions in Mount Wutai**

- 1. Manjusri**



Fig 8. Manjusri

Manjusri, in Tibetan Buddhism, he is also a Yidam. Manjusri is also known by the fuller name of Mañjuśrīkumārabhūta. Manjusri is known in China as Wenshu. Mount Wutai in Shanxi, one of the four Sacred Mountains of China. He was said to bestow spectacular visionary experiences to those on selected mountain peaks and caves there. In Wutai Shan's Foguang Temple, the Manjusri Hall to the right of its main hall was built in 1137 during the Jin dynasty. Mount Wutai was also associated with the East Mountain Teaching. Manjusri has been associated with Mount Wutai since ancient times.

**2. The Great White Pagoda**



Fig 9. The White Tower



Fig 10. The White Tower

The White Tower, or Tayuan Temple, is a brick stupa located at Mount Wutai, Shanxi province, China. The 75.3-meter-high (247-feet-high) Tayuan Temple is the symbol of Mount Wutai, so it becomes a "must-see". Principally it possesses the white Tibetan-style dagoba also called Dabai Pagoda (Big White Pagoda). Since it stands in front of the other temples in Taihuai, it is even more eye-catching. Accompanying the graceful temple,



there is also Wenshufa Pagoda where it is said that Manjusri Bodhisattva's hair is preserved, and the Dacangjing Pavilion (Collecting-Lectures Pavilion) where volumes of lectures were collected. The main upper frame of the stupa is shaped as an inverted bowl. The canopy of the stupa sits atop a steeple with thirteen tiers. The canopy and bead crowning the top are all made of gilded copper. The canopy also supports 252 small bells.

### 3. Xiantong Temple



Fig 11. Xiantong Temple

Xiantong temple is situated at the south foot of lingjiu peak in the central district of Taihuai town and is one of five main mediation places of Wutai Mount. It has the longest history and is the most prestigious. Occupying an area of 80,000 square meters (95,682 square yards), it was built initially in 68, during the Eastern Han Dynasty (25-220), with the additions built by succeeding dynasties. Now it plays the most important role among the temples, therefore, the Buddhist Association of Mount Wutai is situated there. The court-styled construction of it includes seven palaces, in one of which Wenshu (Manjusri) Bodhisattva's statue was engraved and

worshiped. The copper bell in front of the gate is the biggest bell on the mountain, with a weight of 9,999.5 jin (22,045.9 pounds). Its toll can be heard around the entire mountain. Xiantong temple is one of the earliest Buddhist temples in China, and it is the biggest temple in Mount Wutai, therefor tourists come to visit.

#### 4. Dai Luoding

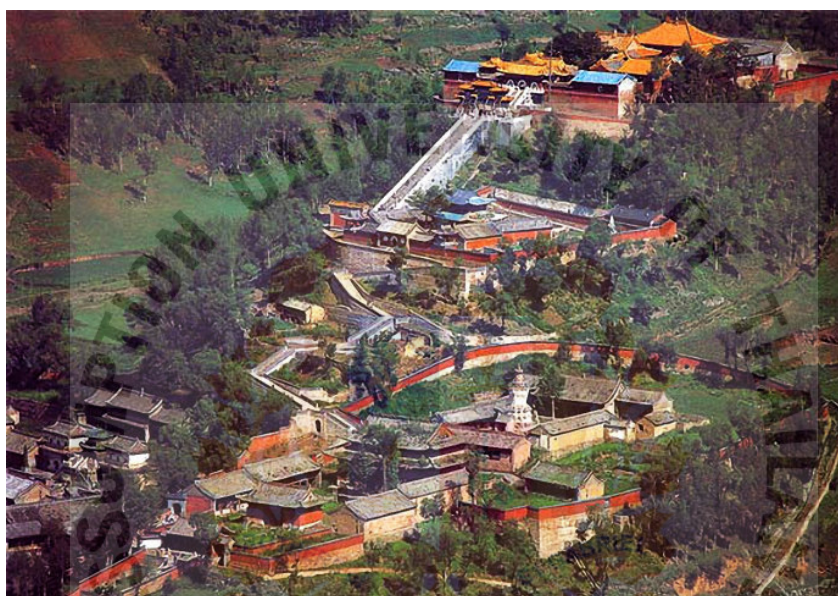


Fig 12. Dai Luoding

Dai Luoding was built in the Ming Dynasty Chenghua years, and rebuilt in the year of Wanli. For tourists who want to visit all Manjusri Bodhisattva's statues in the five temples but cannot for time constraints or other reasons, Dai luoding (Dark Green Snail Peak) is a wonderful place to visit, because Wufang Manjusri Palace (Palace of Manjusri Bodhisattvas from five directions) houses statues resembling the five Manjusri Bodhisattvas of each terrace. It is located to the east of the temple group in the center of Taihuai Town. 1,080 steps lead to the top of the snail-shaped peak and a cable car is also available for convenience.

## 5. Pusading Temple



Fig 13. Pusading Temple

Pusading Temple is located in the town of Mount Wutai Taihuai city, Shanxi province. The whole temple has beautiful decoration, and bright, colorful wall paintings. It is the place that every ancient emperor in China had short stays when they came to pray. That is why it has the typical characteristics of the Royal, with magnificent decoration. Pusading Temple is also the largest lama temple in Mount Wutai. It shows the special culture, which combines the characteristics of the Buddhism in China main land and the Buddhism in Tibet. Legend has it that Wenshu Bodhisattva dwelt in it, so it is also called "ZhenrongYuan" (real appearance) or "Bodhisattva Summit". It was built originally in Northern Wei Dynasty (386-534). In the time of Emperor Yongle of Ming Dynasty (1368 -1644), Lamaist began to be stationed in Mt.Wutai, and the great Lama resided there. From then on, it became the principal temple of Lamaism. Emperors Kangxi and Qianlong of the Qing Dynasty (1644-1911) both went there and left ever-lasting epigraphs.



## 6. Shuxiangsi Temple



Fig 14. The Shuxiangsi Temple

It is the southwest neighbor of Tayuan Temple. Built in Yuan Dynasty (1271-1368), it covers 6,400 square meters (7,654.6 square yards), and encompasses over 50 palaces and halls. Among them Manjusri Pavilion is the largest one in the center of the Taihuai County, with Manjusri Bodhisattva's statue in it. A clear spring flows out of the temple named "Banruo" or "Prajna", meaning "adding wisdom", whose water was used in the courts. Because of it has the biggest Manjusri Bodhisattva's statue inside, Chinese people who pray for their education or study, they will come here.

### 2.3 Data Analysis

#### 2.3.1 Key Questions

- What is the Xinzhou Wutaishan Airport Company's philosophy?
- What style of design is the airport looking for? (Traditional or international)
- Which style of art in Mount Wutai stands out?
- What are the main attractions in Mount Wutai?

- e. What the cultural aspect is strong at Mount Wutai in tourists opinion?

### 2.3.2 Data Gathering

- Tools to gather data:
  - a. Interview with the staff that work in Xinzhou Wutaishan Airport
  - b. Questionnaire for tourists who have been to Mount Wutai
- Respondents:
  - a. Interview
    - 1) Mr. Zhao Guiyang, the General Manager of Airport Joint Media Co. Ltd. Of Shanxi Provincial Civil Airport: Male 50 years old
  - b. Questionnaire
    - 1) Male and female who live in Shanxi Province and have been to Mount Wutai aged 30-60 years.

### 2.3.3 Conclusion

- **Interview: Mr. Zhao Guiyang**

The airport asked for logo design the society last year, but it did not pick any, until now it is still using the logo from Taiyuan Wusu Airport, because it belongs to the same company. The airport wanted the design to stand out from the traditional Chinese art, and to show that it is related to Mount Wutai with international feelings. The logo design should follow the style and the feeling of the building of the airport and show the religion of Buddhism behind Mount Wutai. The general manager of the airport gave me the permission to design the logo, and other related designs I wanted to do.

- **Questionnaire**

The purpose of the questionnaire was to collect information on the main attractions and culture of Mount Wutai from tourists. The perspectives of 46 respondents were evaluated with 39.1% being male and 60.9% female. From the age ranging from 30 to 60 years and up, 60.9% be 30-40 and 39.1% were 41 to 50 years. 19.6% of them have been to Mount Wutai once, 19.6% two times, 17.4% three times, and 43.5% more than four times. Most tourists, 47.8% go there for praying, 23.9% for hiking, 17.4% for architecture, 6.5% for art, and 4.3% for weather. The results are shown in the figures below.

**Fig. 1 Gender**

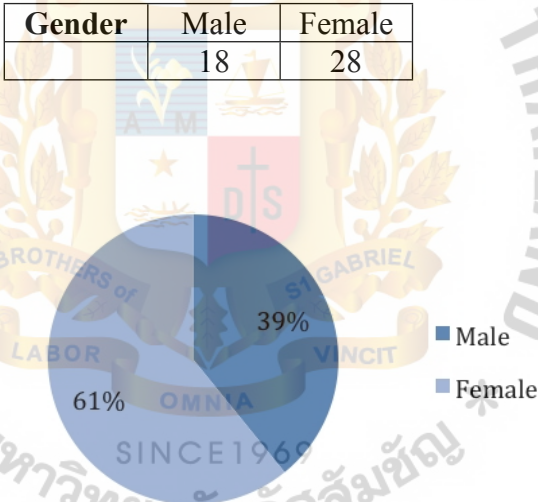




Fig. 2 Age

Age	30-40	41-50	51-60
	28	18	0

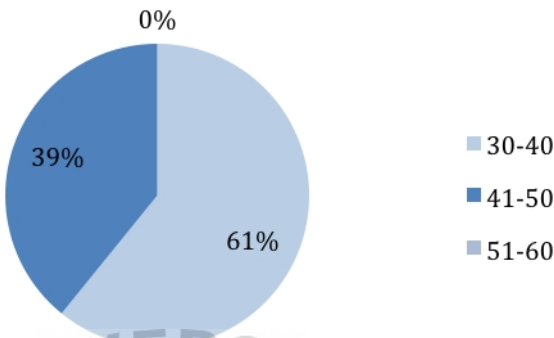
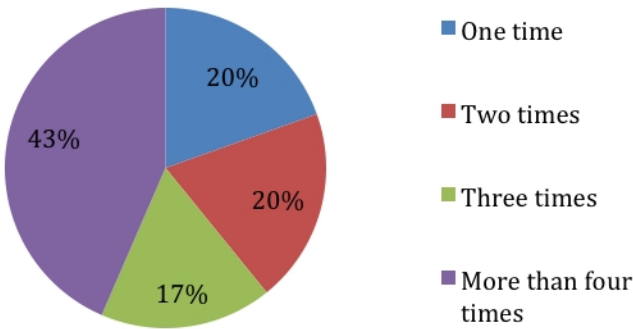


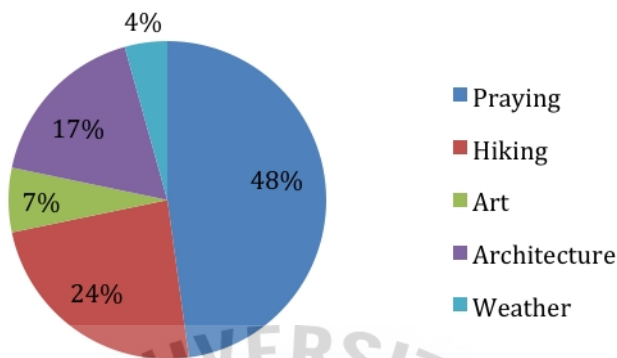
Fig.3 Amount of times travelledto Mount Wutai

One time	Two times	Three times	More than four times
9	9	8	20



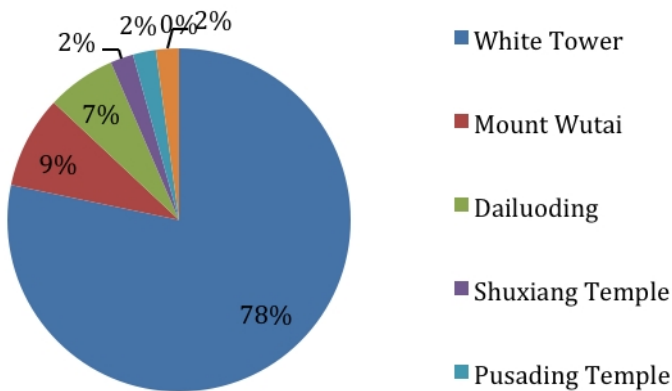
**Fig. 4 Purpose and objective for travelling to Mount Wutai**

Praying	Hiking	Art	Architecture	Weather
22	11	3	8	2



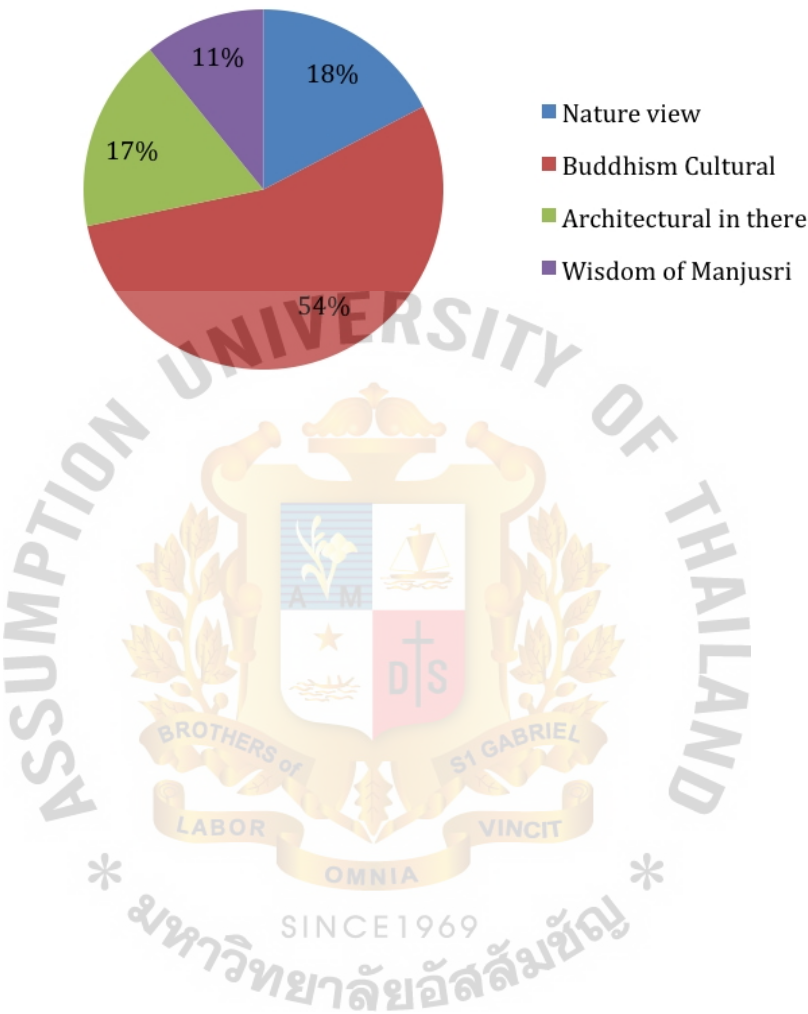
**Fig. 5 Tourists opinions on what the main attraction at Mount Wutai is**

White Tower	Mount Wutai	Dailuoding	Shuxiang Temple	Pusading Temple	Xiantong Temple	Manjusri sculpture in north peak
36	4	3	1	1	1	0



**Fig. 6 Tourists’ opinions on the strong cultural aspects of Mount Wutai**

Nature view	Buddhism cultural	Architectural in there	Wisdom of Manjusri
8	25	8	5



2.4 Design Analysis

2.4.1 Existing Design (Taiyuan Wusu Airport and Xinzhou Wutaishan Airport)



Envelope



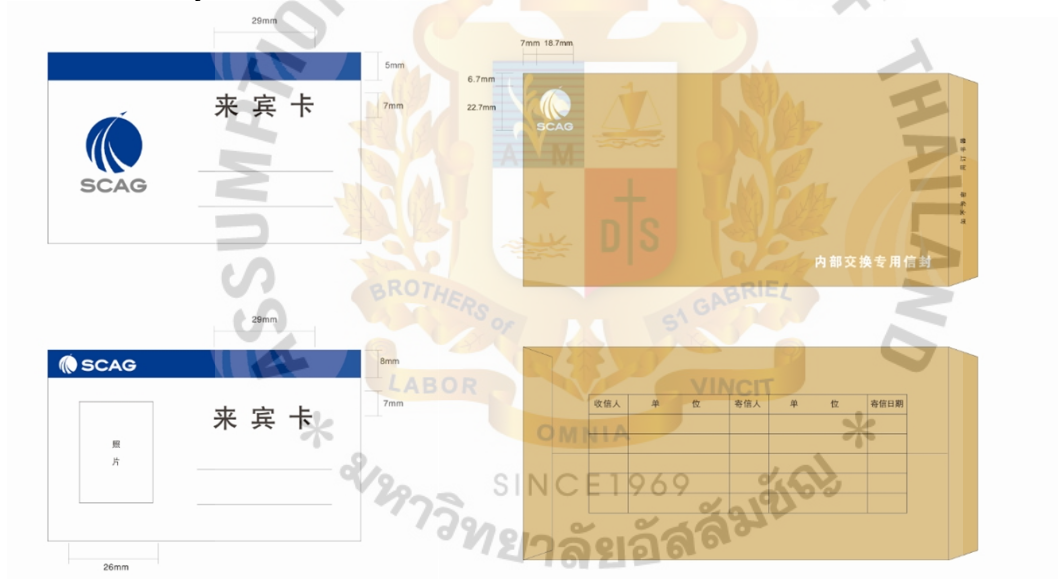
Business card for manager



Business card for staff



Stationary set



Name card for guests Envelope for company use (inside only)

- **Form –based on design principles**

The logo design uses a positive and negative form. The shape of the logo has two parts; the main part is a circle with three lines inside, and the other part the shape of flight on the top. The logo uses blue color. All corporate identity design uses the same style and color to represent the airport.



- **Content – based on communication theory**

The main part of the logo is a circle, which represents the earth, and Taiyuan Wusu Airport as an international airport. The three white lines represent the lines of airplanes. The lines are upwards. The idea comes from the shape of “山”, which is the Chinese name of Shanxi Province. The lines move upward, meaning the company will always try to improve and never give up. The meaning behind it is safety first; responsibility is as heavy as a mountain. The idea of the logo is easy to understand through the color choice. The blue color signifies intelligence, eternity, technology and trust, represents a special aspect of Shanxi.

- **Response – based on viewer’s reaction**

It is easy to remember as the logo of the airport in Shanxi. The logo is used for Taiyuan Wusu Airport, Datong Yungang Airport and Xinzhou Wutaishan Airport. Even if the logo itself looks good, it does not show the culture and the style of Datong Yungang Airport and Xinzhou Wutaishan Airport. The customers may get confused between Taiyuan Wusu Airport, Datong Yungang Airport and Xinzhou Wutaishan Airport. So, they cannot recognize those airports right. Since it is the logo for Taiyuan Wusu Airport, other airports should have their own design to show their unique point.

2.4.2 Competitor Design 1- Datong Yungang Airport (Direct competitor)



Staff card

Letter paper



EnvelopeBusiness card

• **Form – based on design principles**

The logo design comes from Taiyuan Wutaishan Airport. For the corporate identity design, the staff card uses the red color. The main color of the letter paper is blue and also uses blue lines to divide spaces, which follow the classical letter paper form in China. The envelope is decorated with patterns from traditional Chinese brush painting with the light blue, green, and orange color.

- **Content – based on communication theory**

The logo is easily identified by the color used, and shows the special point of Shanxi. It is easy to remember as the logo of the airport in Shanxi. The staff card uses the red color to show the passion of the airport. Using blue lines to divide spaces in the letter paper is easy to write and read. The pattern of the envelope is trying to show the airport with the Chinese style.

- **Response – based on viewer's reaction**

Even if the logo itself looks good, it does not represent as the logo of Datong Yungang Airport. The customers may get confused between Taiyuan Wusu Airport and Datong Yungang Airport. Moreover, the employee card, the letter paper and the envelope design do not look good, in terms of the way the layout of the object and colors. The customers or viewers cannot connect it with the sky, the plane or the airport. They should have their own logo design, which shows that they are individual, and these two airports are different.

2.4.2 Competitor Design 2- Linfen Civil Aviation Airport (Indirect competitor)



- **Form –based on design principles**

The use of both positive and negative form. The shape of the logo is a circle with negative white space inside, which is the shape of "S" and "L" with the feeling of movement. The logo design uses the Chinese traditional calligraphy brush painting inspiration, and freehand brushwork. The main color of the logo is blue.

- **Content – based on communication theory**

The shape "S" and "L" comes from the first letter of Shanxi, Linfen alphabet. The "S" shape represents the meaning of “Security, Service, Sincere and Strict,” which is the slogan of Linfen Civil Aviation Airport. The shape "L" shows the position of Fenhe River. It shows the character of

Linfen city, which is near to Fenhe. The blue color shows the international feeling.

- **Response – based on viewer’s reaction**

The logo of Linfen Civil Aviation Airport shows the special point of that city; it is easy to understand as the logo for the airport by the color used. It is easy to remember and connect it with Linfen Civil Aviation Airport. The shape also shows the movement of the river. However, it is difficult to find out the letter L and does not give the feeling of flight.



### 2.4.3 Design Reference 1



Source: Ma Juan (2015). *Chinese Paper Cut Institute*. China: Xi'an.

- **Form – based on design principles**

The design looks abstract. It combines both positive and negative form. The logo design uses the shape of a water drop combining the negative space with the shape of a triangle from paper cutting. The overall design uses the red color and geometric forms. The corporate identity design includes the logo design, the stationary set, and the pattern on the mug. The CI design color and skill go with the logo design; the shape of the pattern comes from classic paper cutting.

- **Content–based on communication theory**

The shape of the logo is a water drop, which means the traditional art will have life like water. Also, it means hope the traditional art will be easy to spread as water. The use of red color shows the feeling of traditional Chinese paper cutting, which represents passion, happiness and joy.



- **Response – based on viewer’s reaction**

The red color allows the public to relate it to Chinese characteristics, and shows the special point of paper cutting. The customers can read and understand the logo easily as it is related to paper cutting, and the traditional art will have long life. It also shows the international feeling. It looks special since it has the feeling of Chinese traditional art. Importantly, the design can build the corporate personality and make the employees who work there understand their company through visual communication. Moreover, the design can attract people’s attention in the culture and style to traditional paper cutting.

### 2.4.3 Design Reference 2



Source: Chen Rong (2016). *Fujian Jiang Min Mahogany Media Co. Ltd.* China: Fu Zhou

- **Form – based on design principles**

The logo design combines four Chinese characters from the name of the company, 京 and 闽. The use of the shape comes from Chinese writing and the style of Chinese traditional building. The design includes logo design, business card design, stamp design, envelope design and the souvenir design. Moreover, the souvenir design uses positive and negative spaces.

- **Content–based on communication theory**

The logo design shows the name of the company with the combination of Chinese characters. Leave out the white space and the use of dark red color shows the traditional Chinese wood furniture and the classic window feeling. It looks simple and clear. The design shows the special point of traditional Chinese building.

- **Response – based on viewer’s reaction**

The customers can read and understand the logo easily as it is related to wood furniture and Chinese characters. It shows the international feeling. It looks special since it has the feeling of traditional Chinese art. Importantly, the design can build the corporate personality. It makes the employees who work there understand their company well through visual communication. Moreover, the design shows that the company is related to Chinese wood furniture business.

### CHAPTER 3 DESIGN IMPLEMENTATION



## Chapter 3

### Design Implementations

#### 3.1 Communication Objectives

1. To show the culture and famous view in Mount Wutai
2. To use the modern element with local characteristic in design
3. To create the outstanding brand image of Xinzhou Wutaishan Airport

#### 3.2 Concept I

**“The mountain with cloud around, the place of peace.”**

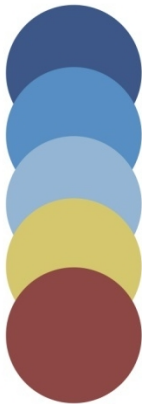
**Mood & Tone:** smooth, plain, peaceful

##### **Support**

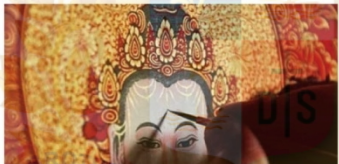
Thangka art is one of the most famous arts in Mount Wutai, which is painted on the wall of temple. Thangka has rigorous composition, balanced, full, varied, drawing mainly meticulous re-color and based on line drawing with mellow and full style. Blue, green, red, yellow and white are the basic colors used in coloring. The use of Thangka as the inspiration of the design will let people understand that Xinzhou Wutaishan Airport is related to Buddhist culture and Tibet. It also gives the meaning of auspicious sign. The use of cloud to represent that Mount Wutai is a fairyland also tells the story of why a temple is built in Mount Wutai. It is that a monk found the Buddha light inside the cloud in Mount Wutai.



Image Board



Concept 1  
The mountain with cloud around, the place of peace.  
Mood & Tone: smooth, plain, peaceful



## Sketch Design



忻州五台山机场  
XINZHOU WUTAISHAN AIRPORT



忻州五台山机场  
XINZHOU WUTAISHAN AIRPORT

**Type:** Logo design

**Detail:** Logo design is inspired by Tangka art, and the story is based on Mount Wutai area. The use of peace color is inspired by cloud and Tangka art

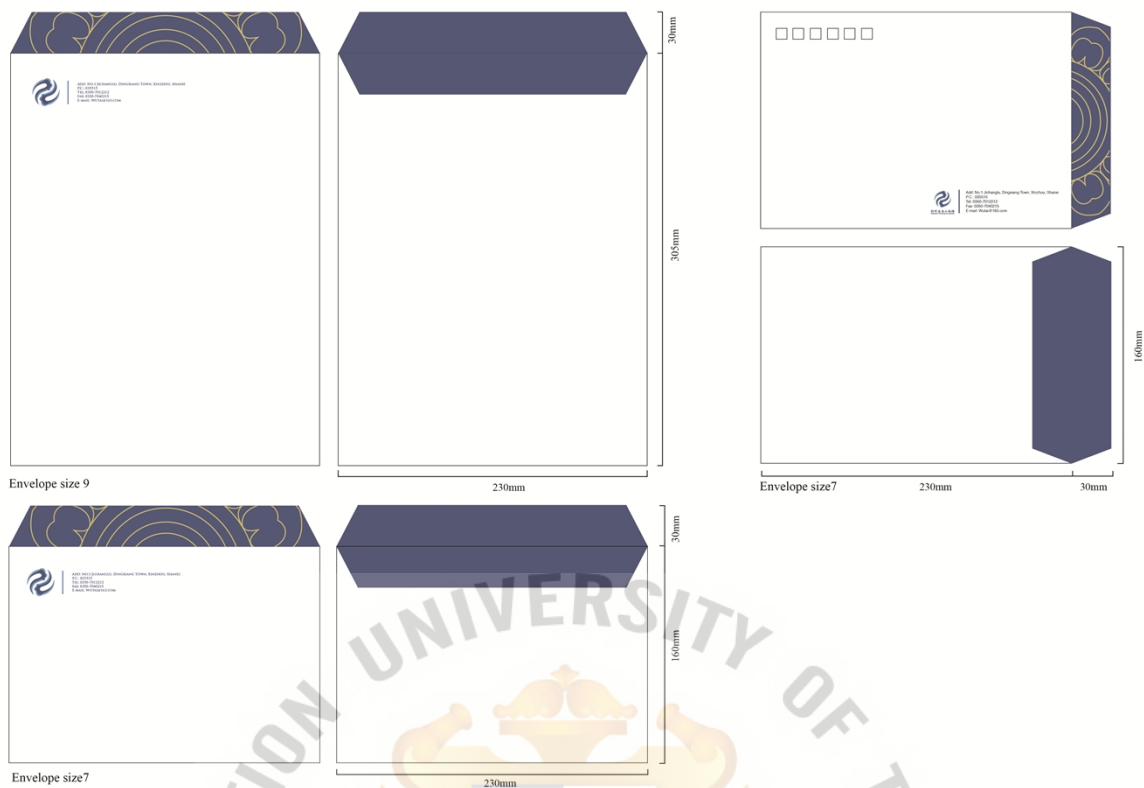
**Technique:** Adobe Illustrator CS6



**Type:** Stationary set design

**Detail:** All designs are inspired by Tangka art, and it shows Mount Wutai is a lucky place. The use of peace color is inspired by cloud and Tangka art (name card size 55×90 cm / employee card size 90×140 cm / note pad size 140×210 cm / letter paper size 210×285 cm)

**Technique:** Adobe Illustrator CS6



**Type:** Envelope set design

**Detail:** The design is inspired by Tangka art, and it shows Mount Wutai is a lucky place. The use of pattern in light line shows it is related to Tangka art (envelope size 9 230×305 cm / envelope size 7 160×230 cm / envelope size 5 160×230 cm)

**Technique:** Adobe Illustrator CS6



## Problem & committee's suggestion

Overall, the design can show the culture of Mount Wutai, using Tangka art as inspiration to work. The story of the five colored cloud behind is interesting too. The problem is the shape of the logo does not look like cloud that much, but looks like a snake. It gives the uncomfortable feeling. The pattern is interesting but the layout is boring, everything is the center. Colors may look too old, which is opposite to the purpose that should look modern.



### 3.3 Concept II

**“Rustic place with vivid life style.”**

**Mood & Tone:** colorful, cheerful, friendly

**Support**

The use of paper cutting art as the reference for the design can show that Xinzhou Wutaishan Airport is the airport located in Shanxi Province. The use of positive and negative space will show the special point of paper cutting. The concept of paper cutting in Shanxi is daily life and best wishes. The color will be chosen from Shanxi traditional paper cutting, which gives the feeling (colorful, happy and cheerful.) To use the shape of magpies, in China, especially in Shanxi, it can be seen as an omen of good fortune, meaning happiness, and friendliness. Magpies can represent the people who live in Shanxi. The design will show the rustic lifestyle of people who live there, which is another side of their life.

Image Board

Concept 2  
Rustic place with vivid life style.  
Mood & Tone: colorful, cheerful, friendly



## Sketch Design



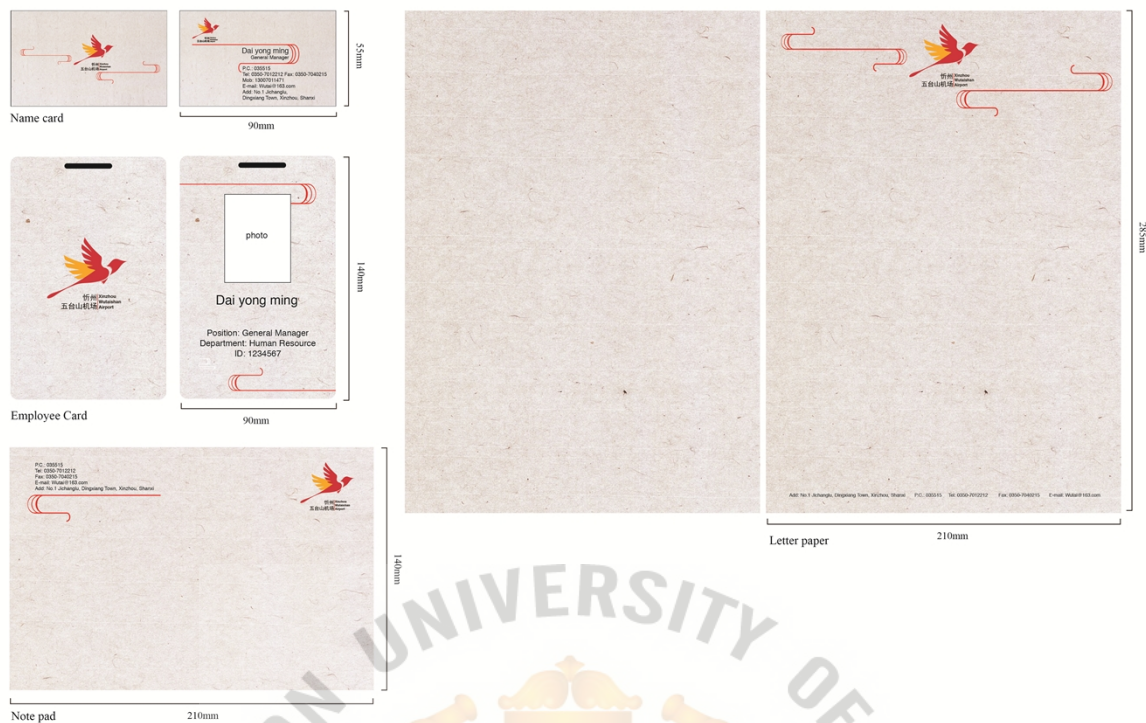
**Type:** Logo design

**Detail:** The Logo design is inspired by traditional Shanxi paper cutting, and the use of magpie as the lucky pattern is based on the special meaning behind this kind of bird in China. It shows Mount Wutai is a lucky place.

The use of vivid colors is inspired by traditional Shanxi paper cutting art.

**Technique:** Adobe Illustrator CS6





**Type:** Stationary set design

**Detail:** All designs are inspired by traditional Shanxi paper cutting art, and show Mount Wutai is a lucky place, using cloud to show the height of the airport, giving the feeling of movement. The use of vivid colors is inspired from traditional Shanxi paper cutting art

(name card size 55×90 cm / employee card size 90×140 cm / note pad size 140×210 cm / letter paper size 210×285 cm)

**Technique:** Adobe Illustrator CS6& Adobe Photo shop CS6





**Type:** Envelope set design

**Detail:** The design is inspired by traditional Shanxi paper cutting art, and it shows Mount Wutai is a lucky place. The shape of the white town in paper cutting shows the view in this area.

(envelope size 9 230×305 cm / envelope size 7 160×230 cm / envelope size 5 160×230 cm)

**Technique:** Adobe Illustrator CS6& Adobe Photo shop CS6

### **Problem & committee's suggestion**

The logo itself looks ok, in terms of the shape but it does not give much detail of paper cutting, especially when you look far away. The chosen color is too yellow and red, which is actually not much related to the airport. The meaning behind is good but if people do not know it before, they may be confused about the logo. The other design is too much Chinese style feeling.



### 3.3 Concept III

#### “The land of precious ancient architectural”

**Mood & Tone:** subtle, eminent, quiet

#### **Support**

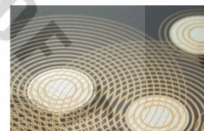
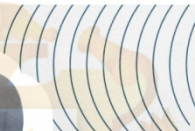
The inspiration from the architectural style in Mount Wutai can show that Xinzhou Wutaishan Airport is related to Mount Wutai. The architecture in Mount Wutai has a long history and beautiful decoration. The architecture stands out from others because it combines both styles of Tibet Buddhism and the Buddhism in Chinese mainland. Especially the white town is the main architecture which represents Mount Wutai. In Mount Wutai, the traditional way of writing, especially the Chinese calligraphy for writing Buddhist texts and praying paper to show their devout is still kept. From the architecture, they still keep and save a lot of plaques, which are written in the Chinese calligraphy.

## Image Board



### Concept 3

The land of precious ancient architectural  
Mood & Tone: subtle, eminent, quiet





## Sketch Design



忻州五台山机场  
XINZHOU WUTAISHAN AIRPORT



**Type:** Logo design

**Detail:** The logo design is inspired by the architectural style in Mount Wutai. It can show that Xinzhou Wutaishan Airport is related to Mount Wutai. The use of Chinese calligraphy as the style in design and the use of yellow and brown as the main colors in the design represent Buddhism.

**Technique:** Adobe Illustrator CS6





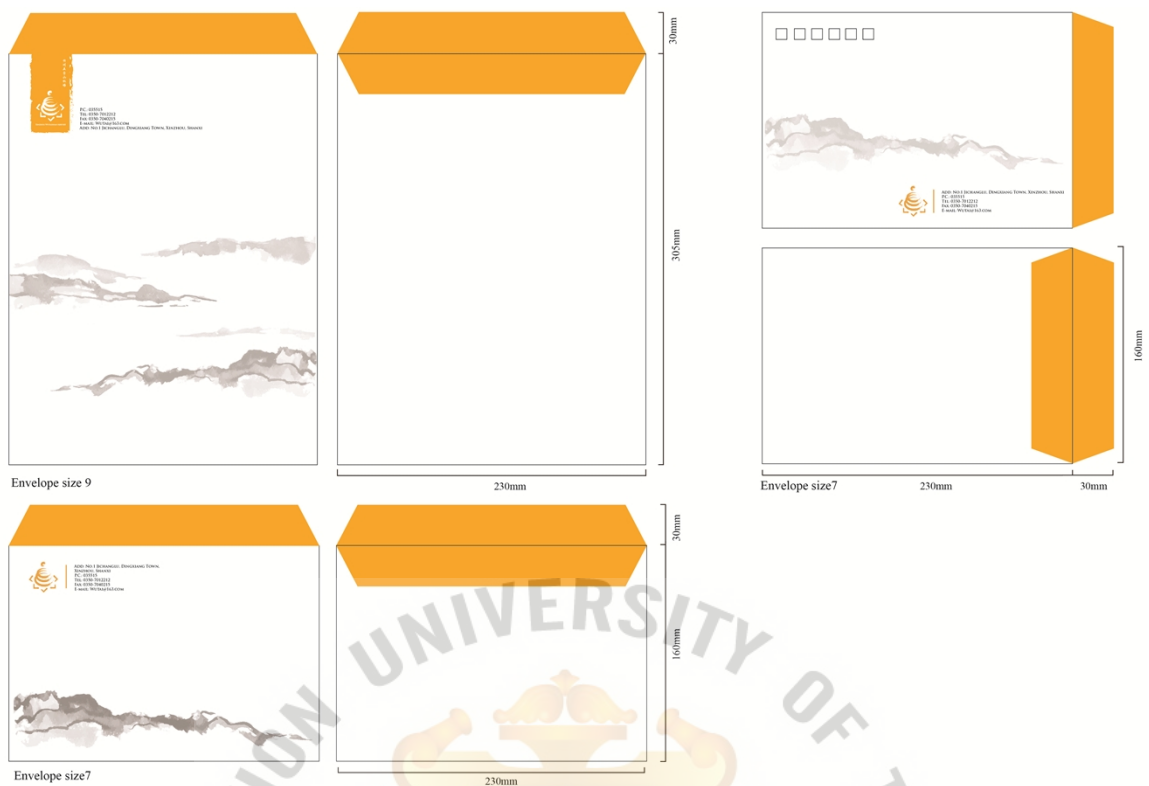
**Type:** Stationary set design

**Detail:** All designs are inspired by Chinese calligraphy and Chinese patting.

The use of Chinese art paper as the base shows the culture behind.

(name card size 55×90 cm / employee card size 90×140 cm / note pad size 140×210 cm / letter paper size 210×285 cm)

**Technique:** Adobe Illustrator CS6& Adobe Photo shop CS6



**Type:** Envelope set design

**Detail:** The design is inspired by Chinese calligraphy and Chinese patting.

The use of Chinese art paper as the base shows the culture behind

(envelope size 9 230×305 cm / envelope size 7 160×230 cm / envelope size 5 160×230 cm)

**Technique:** Adobe Illustrator CS6& Adobe Photo shop CS6

## **Problem & committee's suggestion**

The idea of using the white town as the inspiration of the logo can show the unique selling point of this area. However, the design itself does not look like that town; it is more like a food company in terms of the colors and shape. Whole CI design does not work with the modern concept. The use of brush gives too much feeling of the traditional Chinese style, not the modern one at all. The design does not show the feeling of movement. It needs more work with different colors and a much more modern style.



## CHAPTER 4

### CONCLUSION & SUGGESTIONS



## Chapter 4

### Conclusion & Suggestions

#### 4.1 Final Design

Version 1

Version 2

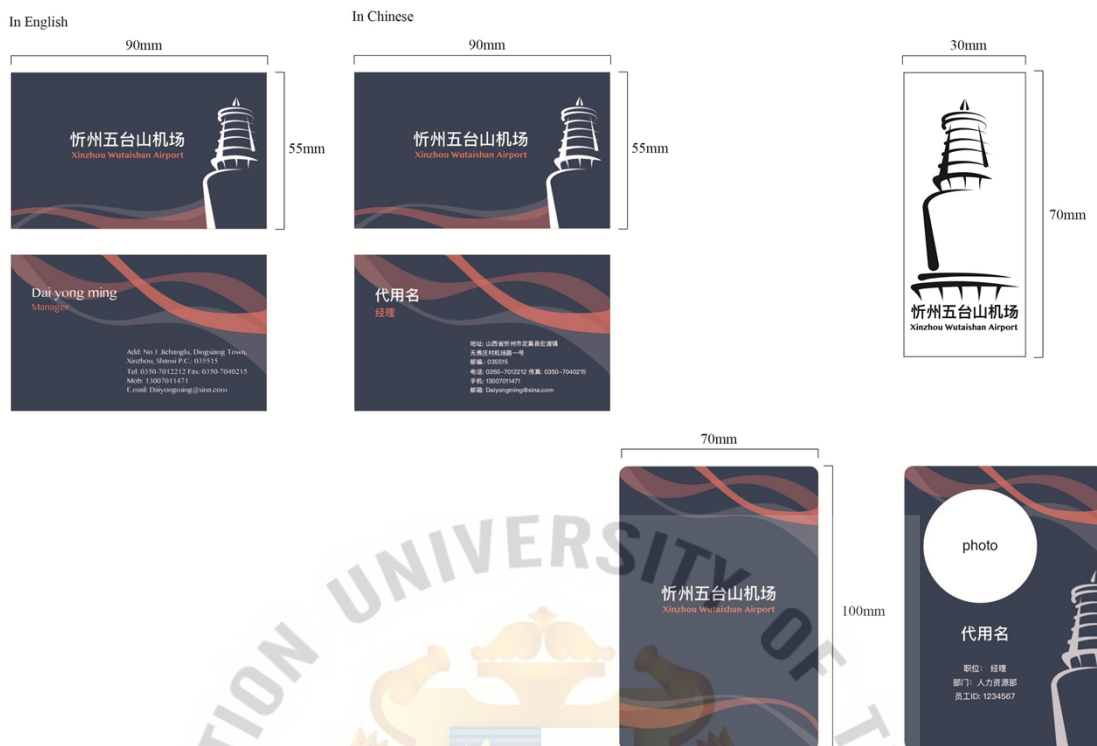


**Type:** Logo design

**Detail:** The inspiration from the architectural style in Mount Wutai can show that Xinzhou Wutaishan Airport is related to Mount Wutai. The use of line is inspired by contrail, showing movement and speed, open white town as half to show welcome. The use of color gets the inspiration from the view in Mount Wutai. Two versions and used in different places.

**Technique:** Adobe Illustrator CS6





**Type:** Name card & stamp & employee card design

**Detail:** The use of the line is inspired by contrail, showing movement and speed. The pattern comes from Tibet pray flag showing welcome. The use of color gets the inspiration from the view in Mount Wutai. The name card has both Chinese and English versions (name card size 55×90 cm / employee card size 70×100 cm / stamp size 30×70 cm)

**Technique:** Adobe Illustrator CS6



**Type:** Letter paper & note pad design

**Detail:** The use of Tibet pray flag as a pattern shows welcome and luck. The other side uses the logo and cut in corner to show the famous view. (letter paper size 210×285 cm / note pad size 90×140 cm)

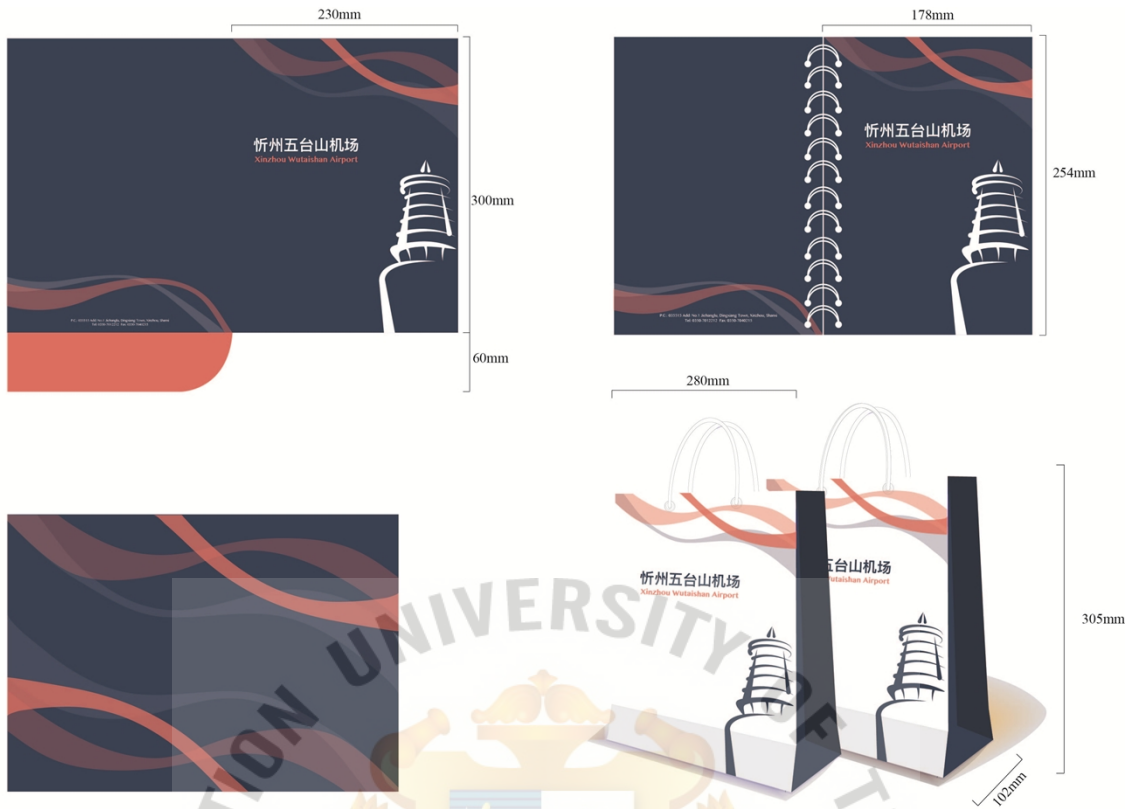
**Technique:** Adobe Illustrator CS6



**Type:** Envelope set design

**Detail:** The envelope set design uses the same layout. Both the logo and the information are put in front and the pattern in the right corner (envelope size 9 230x305 cm / envelope size 7 160x230 cm / envelope size 5 160x230 cm)

**Technique:** Adobe Illustrator CS6



**Type:** Folder & notebook & paper wrap & paper bag design

**Detail:** All designs show the main colors in corporate identifies design, and keep the clean and modern feeling

(folder size 9 230×300 cm / notebook size 178×254 cm / paper wrapfree size depends on the size of the gift / paper bag size 280×305×102 cm)

**Technique:** Adobe Illustrator CS6



**Type:** Bus pattern & uniform for staff design

**Detail:** The pattern for the airport bus shows the main colors in corporate identify design. The uniform for staff designs keeps the clean and modern feeling. It is easy to recognize the name of the airport

(Size depend on material object)

**Technique:** Adobe Illustrator CS6





✧ 目录

catalog

✧ 设计理念

Concept

1

✧ Logo设计及使用规范

Logo design and standard

2

✧ 办公用品设计和使用规范

Stationary set design and standard

12

✧ 纪念品设计和使用规范

Souvenirs design and standard

23

✧ 机场巴士图案设计

Pattern for airport bus

27

✧ 员工制服设计

Uniform for staff

28



1



11



## 4.2 Conclusion

Finally, the last challenge of the university life was now been completed with the last assignment. Since the beginning, we have had so many choices that can be our topic. Most students will not choose the corporate identity as their topic, because they think it is boring and basic. In my opinion, corporate identity is interesting, I can play with the shape and color, use my design to make one company stand out from others and make that company to have more value. It also would help me get a job in the future. Personally, traditional Chinese art and culture have always attracted me, especially the art in my hometown, Shanxi Province. I am interested of how they created their art from life in the past, and keep that until today. I want to use this chance to show the beauty of it, and make more people feel interested in it. Moreover, I want to make the traditional art be more modern, to have international feeling. It is a good chance that I can design the corporate identity for Xinzhou Wutaishan Airport, which helps to introduce this beauty area to everyone.

When I worked with this project, I found many beauties in the culture and atmosphere of Mount Wutai's natural environment. Therefore, I am trying to show the feeling of it in my design, which uses the element from this environment and also the colors. I like to use that kind of vivid colors with placid colors together to show the culture behind. The design can look modern, but also keeps the traditional feeling of this area. It can be peaceful, but also young and friendly. After doing this project, I get more feeling of Mount Wutai, and also learn more from that. Thus, applying this culture and traditional style with modern graphic design work would be interesting but also challenging for me.

During the working process, I also learned that a corporate identity is not so easy to do. It includes knowledge and skills in one project, not only the basic skill. Also, the

layouts, the use of colors, the idea behind it, need reasons to be there. Anything I did must go with the company selling point. It not only art, but also needs to make everyone understand it and remember it. Doing this, I finally understand that what we learn is how to use art to communicate with people. It is our job to make things looks better, and make the work itself speak to people.

#### **4.3 Suggestions for Future Study**

For future study, the important thing is how we look at this world, how we communicate with different people, and how to make the idea in brain understood. This thesis not only improves my design skill, but also improves my speaking skill. Working with it lets me know that I should never give up until the last minutes, keep working hard and I will see the good end in the future. Anything can be possible. I need to trust myself, be confident, and be the one you want to be.

## Bibliography

### Website

- Baidu. (2016). Introduction of Mount Wutai. Retrieved September 8, 2016  
From <http://baike.baidu.com/item/五台山/2678?fr=aladdin>
- Baike. (2016). Information of Manjusri. Retrieved November 2, 2016  
From <http://baike.baidu.com/item/%E6%96%87%E6%AE%8A%E8%8F%A9%E8%90%A8/232226>
- Baike. (2016). Information of Shanxi. Retrieved November 2, 2016  
From <http://baike.baidu.com/item/%E5%B1%B1%E8%A5%BF/188460?fr=aladdin>
- Blog sina. (2016). Travel in Mount Wutai blog. Retrieved October 1, 2016  
From [http://blog.sina.com.cn/s/blog\\_3e92413e0102wa4t.html](http://blog.sina.com.cn/s/blog_3e92413e0102wa4t.html)
- China-forecast. (2014). China's sandwich generation. Retrieved November 15, 2016  
From <http://china-forecast.com/future-of-china-emerging-markets/the-sandwich-generation/>
- China whisper. (2016). 10 Things to Know Before Visiting Mount Wutai. Retrieved November 6, 2016  
From <http://www.chinawhisper.com/10-things-to-know-before-visiting-mount-wutai/>
- Club China. (2015). The news of Xinzhou Wutaishan Airport officially opened. Retrieved October 1, 2016  
From [http://club.china.com/data/thread/3216067/2782/28/70/7\\_1\\_home.html](http://club.china.com/data/thread/3216067/2782/28/70/7_1_home.html)
- Gaopengyou. (2016). Information of Pusading Temple. Retrieved October 1, 2016  
From <http://www.gaopengyou.com/view/125.html>
- Global. (2016). Information of Mount Wutai. Retrieved November 6, 2016  
From <https://global.britannica.com/place/Mount-Wutai>
- Khly8. (2016). The recommend travel way of Mount Wutai. Retrieved October 10, 2016  
From [http://www.khly8.com/wap/Line\\_detail.aspx?id=465](http://www.khly8.com/wap/Line_detail.aspx?id=465)
- Taiyuan.cncn. (2016). Travel information of Taiyuan. Retrieved October 1, 2016  
From <http://taiyuan.cncn.com/article/96198/>
- Tieba. (2013). Picture of Shuxiang Temple. Retrieved October 1, 2016  
From <http://tieba.baidu.com/p/2256100207>
- Travel china guide. (2016). Travel in Mount Wutai. Retrieved November 6, 2016  
From [https://www.travelchinaguide.com/attraction/shanxi/taiyuan/mt\\_wutai.htm](https://www.travelchinaguide.com/attraction/shanxi/taiyuan/mt_wutai.htm)
- Tuniu. (2016). Travel information of Mount Wutai. Retrieved October 18, 2016,  
From <http://shz.tuniu.com/tours/424658>

Wonderlane. (2012). Information of Tibetan Buddhism. Retrieved November 6, 2016  
From <http://wonderlane.blogspot.com/2012/02/lord-buddha-statue-in-earth-touching.html>

Xinhua net. (2014). The white tower in Mount Wutai. Retrieved November 6, 2016  
From [http://www.sx.xinhuanet.com/tpbd/2014-06/17/c\\_1110308090\\_19.htm](http://www.sx.xinhuanet.com/tpbd/2014-06/17/c_1110308090_19.htm)

You ctio. (2016). The most famous view in Mount Wutai. Retrieved October 20, 2016  
From <http://you.ctrip.com/sight/wutaishan184.html>

Zcool. (2016). Chinese Paper Cut Institute CI design. Retrieved October 22, 2016,  
From <http://www.zcool.com.cn/work/ZNjE1MTeyMA==.html>

Zcool. (2016). Fujian Jiang Min Mahogany Media Co. Ltd. CI design. Retrieved October 22, 2016,  
From <http://www.zcool.com.cn/work/ZMTY5MjkwMzY=.html>

Zhidao. (2014). The best place to travel in Mount Wutai. Retrieved November 6, 2016  
From <https://zhidao.baidu.com/question/423911225012805372.html>





## Appendix

### Appendix 1: Interview

#### Interview Questions and Answers - General Manager of Airport Joint Media Co. Ltd. Of Shanxi Provincial Civil Airport

---

##### Personal information

1. **Name & Surname:** Mr. Zhao Guiyang
2. **Gender & Age:** Male, 50 years old
3. **Profession:** General manager of Airport Joint Media Co. Ltd. of Shanxi Provincial Civil Airport
4. **Education:** Bachelor's degree in Business Management of Harbin Committee School, Harbin, China
5. **Contact information:** +860351-5605213



Fig 15. Picture of Mr. Zhao Guiyang

##### Introduction Questions

#### 6. What is the history of Xinzhou Wutaishan Airport?

- a. Xinzhou Wutaishan Airport is a civilian and military dual-use airport in Dingxiang County, Shanxi Province, China. And 71 kilometers away from the core area of Mount Wutai. Located in Shanxi city of Xinzhou Province, the Military airport combines a military and civilian airport branch. In June, 2013 officially construction. On September 23, 2015 finished. On October 22nd China, Southern Airlines A320 aircraft made the first flight from Hainan Province. The airport was officially opened on December 25, 2015.

Xinzhou Wutaishan Airport is the sixth airport following after Taiyuan, Changzhi, Yuncheng, Datong, Lvliang, in Shanxi Province. The airport flight area according to 4C standard design, the runway length of 2600 meters, 45 meters wide, terminal 1.3 square, with 5 seats. The annual passenger transports are 41,500 passengers, 1570 tons of goods. In 2016, XinzhouWutaishan Airport opened the airlines to Shanghai, Tianjin, Haikou, Guilin, Chongqing, Yinchuan and other major cities in the country.

**7. What is the unique selling point of the airport?**

- a. Xinzhou Wutaishan Airport is the only airport in Mount Wutai; it is also the first airport in Shanxi Province, which focuses on tourist services. Nowadays, it provides non-stop flight to Guangzhou, Chongqing, Yinchuan, Shanghai, Tianjin, Haikou, Guilin, which is very convenient for the tourist who live in there. It is the closest airport to Mount Wutai. The cultural behind is deeper; it is based on the view Mount Wutai, which is listed by UNESCO into the world heritage directory for its cultural landscape, and the best of China's top 10 summer resorts. Moreover the building of the airport presents the sense of Mount Wutai culture to visitors, and therefore stands out from other airport.

**In-depth Questions**

**8. What types of services are provided at the airport?**

- a. For our services there are focuses on people who travel to Mount Wutai. XinzhouWutaishan Airport is the only airports, which focus on tourist in Shanxi Province, and based on the cultural behind Mount Wutai, the building of the airport have the meaning behind with Buddhism. The airport is best for those who want to travel in Mount Wutai, or those who want to pray in

Mount Wutai but have limited time. Xinzhou Wutaishan Airport is a civilian and military dual-use airport in Dingxiang County, Shanxi Province, China, and 71 kilometers away from the core area of Mount Wutai. The airport does not have customs yet; therefore it cannot provide non-stop flights for international tourists. Currently, there are 4 airlines that fly into the airport, which are China Southern Airlines, China Huaxia Airlines, China Shandong Airlines, and China Airlines. There are 4 navigation routes, which are Mount Wutai to Shanghai, Mount Wutai to Haikou, Mount Wutai to Chongqing, and Mount Wutai to Tianjin. There are 7 navigable cities, which are Shanghai, Tianjin, Haikou, Guangzhou, Guilin, Chongqing, and Yinchuan. There are two airport buses from Xinzhou Wutaishan Airport, one is from the airport to Mount Wutai, and another one is from the airport to Xinzhou City.

**9. Who is the target group?**

- a. It is focus on the tourist who want to travel in Mount Wutai, are mainly for the south of the Yangtze River in China which religion is Buddhism, business man, and the Southeast Asian Buddhist country travelers. That is why we want the logo looks international with the style of Buddhism.

**Closing Question**

**10. What type of design is desired for the corporate identity?**

- a. Logo should include graphics and typeface in English and Chinese, with the international style, the main distinctive, innovative, strong visual impact, show the Buddhist culture, and demonstrate the properties and characteristics of Xinzhou Wutaishan Airports. Logo design works should be unique and

creative, and easy to understand, remember, identify, promote, disseminate, and practical.



## Appendix 2: Questionnaire in English

### Questionnaire on Corporate Identity Design of Xinzhou Wutaishan Airport, China

The purpose of this questionnaire is to collect information on the view is the most famous in Mount Wutai from the tourist who have been there before. This questionnaire is also a part of an Art Thesis of Bachelor of Visual Communication Design, Assumption University.

---

This questionnaire has 2 parts with 6 questions; it focuses on tourists who live in Shanxi Province and has been to Mount Wutai. Every question can only choose one.

#### Part 1 Basic information

1. What is your gender?  
☐ Male ☐ Female
2. What is your age?  
☐ 30-40 ☐ 41-50 ☐ 51-60
3. How many times have you travelled to Mount Wutai?  
☐ Once ☐ Twice ☐ Three times ☐ More than four times
4. What is the objective to travel to Mount Wutai?  
☐ Pray ☐ Hiking ☐ Arts ☐ Architecture ☐ Weather



**Part 2 View information**

5. Which one you think is the most famous view in Mount Wutai?

☐ The white tower



☐ Mount



☐ Xiantong Temple



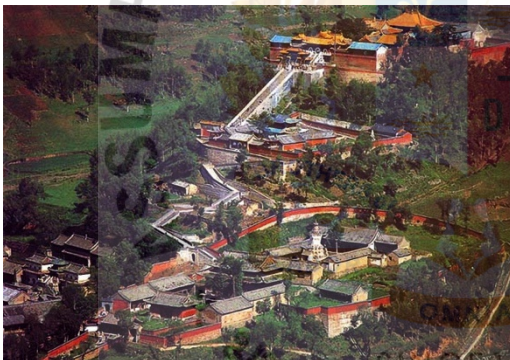
- ☐ Manjusri sculpture in north peak



- ☐ Pusading



- ☐ Dailuoding



- ☐ Shuxiang Temple



6. Which one you think is the most interesting thing in Mount Wutai?

☐ The nature view



☐ Buddhism cultural



☐ The architectural in there





- ☐ The wisdom of Manjusri



Your time and participation is highly appreciated. Your comments and evaluation will be kept confidential and will be used to further study the corporate identity design of Xinzhou Wutaishan Airport, China.

Thank you.



### Appendix 3: Questionnaire in Chinese

调查问卷：中国忻州五台山机场企业形象设计

问卷设计人: 李笑天

目的:分析什么是五台山景区最有名的景点，数据调查用来帮助设计中国忻州五台山机场企业形象设计

---

此调查问卷包含两个部分共六题，每个问题都为单项选择

#### 第一部分 基础信息

1. 您的性别

☐男 ☐女

2. 您的年龄

☐ 30-40 ☐ 41-50 ☐ 51-60

3. 您目前为止去五台山游览过几次

☐一次☐两次☐三次☐不少于四次

4. 您去五台山游览的目的

☐拜佛求香☐登山☐艺术☐古建筑☐天气



第二部分景区信息

5. 您觉得以下选项哪个是五台山最著名的标志

☐ 白塔



☐ 五台山



☐ 显通寺



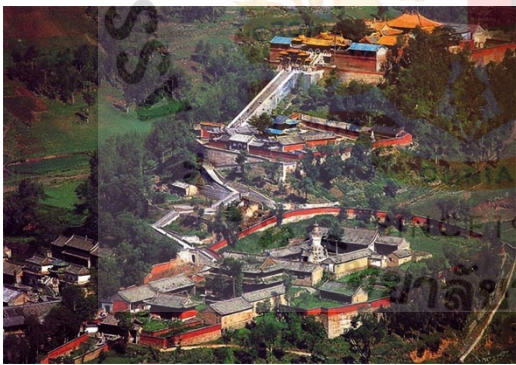
□北台文殊造像



□菩萨顶



□黛螺顶



□殊像寺



6. 您觉得以下哪一方面是五台山最具有吸引力的景观文化

☐自然景观



☐佛教文化（藏汉合一）



☐古建筑



☐文殊菩萨道场





**Personal Data**

**Name:** Li Xiaotian  
**Sex:** Female  
**Address:** 88 Moo 8 Bang Na-Trad Km.26Bangsaothong  
Samuthprakarn, Thailand  
**Phone number:** 0844631016  
**E-mail:** 767847347@qq.com  
**Date of birth:** April 01, 1994  
**Nationality:** Chinese

**Academic Record:**

2010-2013 Shanxi ExperimentalHigh school, Shanxi, China  
Liberal art  
2013-2017 Assumption University, Bangkok, Thailand  
Bachelor of Communication Art, major in Graphic  
Design

**Working Experience**

June – July 2014 : Fangzheng Advertising Company, China  
(Internship)  
June – July 2015 : Fangzheng Advertising Company, China  
(Internship)  
June – July 2016 : Huaxia Publishing House, China (Internship)

**Skill and Expertise**

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe After effect
- Sketch up
- Font Lab
- i Movie
- Microsoft programs
- Design skills

## CD / DVD

### Inside CD/DVD

- Sketches
- Final Works
- Book Files

