

# Analysis on the Innovative Strategy of Visual Identity of New-style Tea Drink Brand based on Reception Aesthetics

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**Abstract:** *This research explores the innovative strategies for visual identity in new-style tea beverage brands from the perspective of reception aesthetics. As the new-style tea market continues to expand and intensify competition, the visual identity of brands has emerged as a pivotal factor in shaping their market presence and fostering consumer loyalty. The study aims to investigate how reception aesthetics can be leveraged in the visual identity construction of these brands and assess the impact of innovative strategies on their development. Reception aesthetics, with its focus on the subjectivity of the receiver, aesthetic experience, emotional resonance, and interaction, provides a theoretical framework for understanding consumer preferences and aesthetic trends. The study analyzes the current status and challenges faced by new-style tea brands in terms of visual identity construction, including issues such as visual element homogenization and consumer aesthetic fatigue. Based on this analysis, the research proposes innovative strategies for visual identity construction, emphasizing the integration of visual elements with brand stories, the creation of differentiated visual identities that reflect brand characteristics and core values, and the establishment of emotional connections and interactive mechanisms with consumers. The study concludes that reception aesthetics plays a crucial role in shaping the visual identity of new-style tea brands and that innovative strategies can significantly impact brand development. The findings offer valuable insights for brands seeking to differentiate themselves in the competitive new-style tea market.*

**Keywords:** New-style Tea Beverage Brands, Visual Identity Construction, Reception Aesthetics, Innovative Strategies

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## 1. Introduction

### 1.1 Research Background and Significance

In recent years, the rise of the new-style tea beverage market has been nothing short of phenomenal. With an increasing number of consumers seeking out novel and unique tea experiences, this segment has witnessed a surge in popularity and competition. Brands have been vying for market share through a myriad of strategies, including the development of innovative products, aggressive marketing campaigns, and the enhancement of customer service. Among these strategies, the importance of visual identity in brand shaping cannot be overstated. (Zhang, Y. Q. 2023).

Visual identity, as the tangible representation of a brand's essence and values, serves as a crucial link between the brand and its consumers. It not only conveys the brand's unique characteristics

and positioning but also fosters an emotional connection with consumers, thereby enhancing brand loyalty and recognition. In the fiercely competitive new-style tea market, a distinctive and appealing visual identity can set a brand apart from its competitors and attract a loyal customer base.

Given the significance of visual identity in brand shaping, it is imperative to explore innovative strategies for its construction. This research aims to delve into the application of reception aesthetics in the visual identity construction of new-style tea brands. Reception aesthetics, with its focus on the subjectivity of the receiver and the importance of aesthetic experience and emotional resonance, provides a fresh perspective for understanding and enhancing brand visual identity. By analyzing the impact of innovative construction strategies guided by reception aesthetics, this research seeks to provide valuable insights for brands seeking to differentiate themselves in the competitive new-style tea market. (Yan, L. J. 2022).

### 1.2 Research Objectives and Core Issues

The primary objective of this research is to explore the application of reception aesthetics in the visual identity construction of new-style tea brands. Specifically, the study aims to:

- i. Analyze the core concepts and principles of reception aesthetics and their relevance to brand visual identity construction.
- ii. Examine the current status and challenges faced by new-style tea brands in terms of visual identity construction.
- iii. Investigate innovative strategies for visual identity construction based on the principles of reception aesthetics.

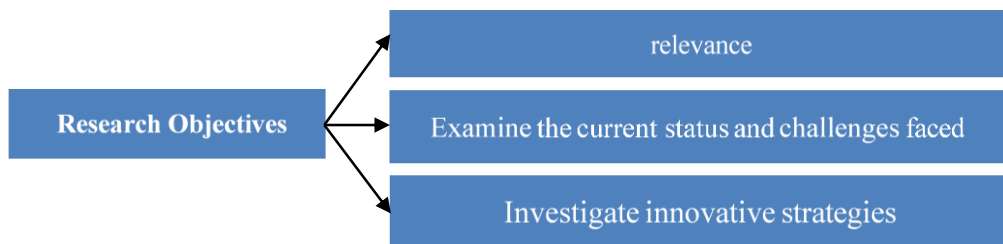


Figure 1: Research Objectives

By addressing these core issues, this research seeks to contribute to the understanding of brand visual identity construction in the new-style tea market and offer practical guidance for brands seeking to enhance their visual identity and differentiate themselves from competitors.

## 2. Overview of Reception Aesthetics Theory

### 2.1 Core Concepts and Principles of Reception Aesthetics

Reception aesthetics is a theoretical framework that emphasizes the subjectivity of the receiver in the aesthetic process. (Zhuo, Y. N. 2021). It posits that aesthetic experience is not merely a passive reception of artistic objects but a dynamic interaction between the work of art and the receiver's subjective perception and emotions.

### 2.2 Applicability of Reception Aesthetics in Brand Visual Identity Construction

The principles of reception aesthetics have significant implications for brand visual identity construction. In the context of new-style tea brands, these principles can guide the development of a visual identity that resonates with consumers and fosters an emotional connection with the

brand. Specifically, the applicability of reception aesthetics in brand visual identity construction can be seen in the following areas:

**Guiding Consumer Aesthetic Trends:** By understanding the subjective preferences and aesthetic trends of consumers, brands can design visual identities that align with these trends and appeal to their target audience. This can help brands stay relevant and competitive in the market. (Chang, J. J. 2010).

**Fusion of Visual Elements with Brand Culture:** The visual identity of a brand should not only be aesthetically pleasing but also reflect the brand's culture and values. By integrating visual elements that resonate with the brand's culture and story, brands can create a cohesive and authentic visual identity that strengthens their brand positioning. (Sun, J. 2022).

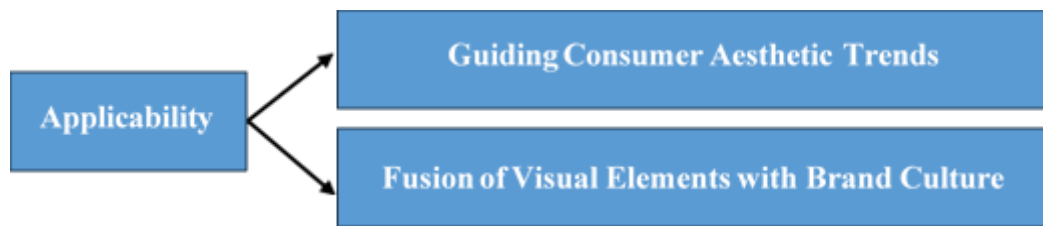


Figure 2: Applicability

### 3. Current Status Analysis of Visual Identity for New-Style Tea Brands

#### 3.1 Overview of New-Style Tea Brands

New-style tea, as an emerging force in the tea beverage market, has surpassed traditional cup-brewed hot drinks and bottled tea beverages, becoming a pillar of the tea beverage industry. Its uniqueness lies in the perfect combination of natural health, fashionable design, and rich flavors, successfully capturing the attention of young consumers. (Liu, Z. L., & Guo, S. (2021). The brand characteristics are specifically embodied in:

**Natural Health:** New-style tea brands adhere to using high-quality tea leaves and fresh fruits as raw materials, strictly controlling the use of additives, thereby meeting the urgent demand

for healthy diets among modern consumers. This not only reflects the brand's concern for consumer health but also demonstrates its commitment to product quality. (Ding, Y. X. (2017).

**Fashionable Design:** Brands not only focus on the taste of tea beverages but also invest considerable effort in store design, product packaging, and visual elements. Through a minimalist yet fashionable design style, they successfully attract young consumers who pursue individuality and trends. This design not only enhances the brand's identity but also stimulates consumers' purchase desires.

**Rich Flavors:** New-style tea brands create a variety of tea beverages with unique and layered flavors by skillfully combining tea, fruit, milk, sugar, and other ingredients. This not only satisfies consumers' diverse needs for tea beverages but also showcases the brand's innovation capabilities.

In terms of market positioning, new-style tea brands primarily target young consumers, especially young professionals and students who pursue fashion, health, and personalized experiences. These consumers not only focus on the brand's cultural connotations and product

quality but also value unique consumption experiences. Therefore, when building their visual identity, brands must fully consider these consumers' needs and preferences. (Yao, D. B., & Wang, Z. Y. (2024).

### **3.2 Consumer Groups and Demands**

The consumer group for new-style tea beverages is primarily young people, covering students, professionals, and young families. This group has the following notable characteristics:

**Pursuit of Fashion:** Young people are enthusiastic about pursuing trends and fashion. They like to showcase their personality and taste by purchasing new-style tea beverages. Therefore, when building their visual identity, brands must emphasize fashion and trendiness to attract young consumers' attention.

**Health Consciousness:** With the enhancement of health awareness, young people increasingly prioritize the healthiness of their diets. They prefer low-sugar, low-calorie, and additive-free tea beverages to meet their healthy diet needs. Therefore, brands must emphasize their products' health attributes during promotion and marketing.

**Focus on Experience:** Young consumers not only pay attention to the taste of products but also value the consumption process experience. They hope to enjoy pleasant and comfortable brand experiences while consuming tea beverages. Therefore, brands must pay attention to details and quality when designing store environments, service quality, and product packaging.

In terms of demands, consumers' demands for new-style tea beverages mainly manifest in the following aspects:

**Diverse Flavors:** Consumers hope that brands can offer more diverse flavor options to satisfy their different tastes and preferences. Therefore, brands must focus on flavor innovation and diversity when developing new products.

**High-Quality Products:** Consumers have high requirements for product quality, including tea quality, fruit freshness, and beverage taste. Therefore, brands must strictly control quality during raw material procurement and production processes to ensure product excellence and stability.

**Personalized Services:** Consumers hope that brands can provide personalized services, such as customized beverages and exclusive member discounts. This not only improves consumer satisfaction and loyalty but also enhances the brand's competitiveness and influence.

| Consumer Groups  | Characteristics   |
|--|---|
| Young People (students, professionals, young families) |   |
| <b>Pursuit of Fashion</b>                              | Enthusiastic about trends, showcasing personality and taste. Brands must emphasize fashion and trendiness.            |
| <b>Health Consciousness</b>                            | Prefer low-sugar, low-calorie, and additive-free beverages. Brands must highlight health attributes.                  |
| <b>Focus on Experience</b>                             | Value the consumption process and seek pleasant brand experiences. Store environments, service, and packaging matter. |

| Consumer Demands             | Details  |
|------------------------------|--|
| <b>Diverse Flavors</b>       | Expect a variety of options to meet different tastes and preferences.                            |
| <b>High-Quality Products</b> | Demand high standards for tea quality, fruit freshness, and taste. Quality control is essential. |
| <b>Personalized Services</b> | Look for customization options, such as personalized beverages and exclusive discounts.          |

Figure 3: Consumer Groups and Demands

### 3.3 Current Status and Challenges of Visual Identity Construction

With the rapid development of the new-style tea market, competition among brands has intensified. In terms of visual identity construction, many brands face the problem of homogenization, which severely hinders their development and competitiveness. Bi, H. (2019). The homogenization problem is mainly reflected in the following aspects:

**Similar Design Styles:** Many brands pursue minimalist and fashionable design styles, leading to highly similar design styles and a lack of unique brand characteristics. This makes it difficult for consumers to distinguish and remember brands among many options, reducing brand recognizability. Yang, T. M. (2022).

**Identical Color Schemes:** In color schemes, many brands choose similar colors such as green, white, and gray, lacking differentiation and freshness in their visual presentation. This not only affects consumers' cognition and memory of brands but may also cause aesthetic fatigue.

**Repeated Visual Elements:** In product packaging, store design, and other aspects, many brands use similar visual elements such as tea patterns and fruit patterns, making it difficult for consumers to form a deep brand impression. This not only weakens the brand's personality and characteristics but may also lead to decreased brand loyalty among consumers.

### 3.4 Consumer Aesthetic Fatigue and Declining Brand Loyalty

As market competition intensifies and consumer aesthetic standards improve, new-style tea brands face increasing challenges in visual identity construction. Many brands lack innovation and breakthroughs in their visual identity, leading to consumer aesthetic fatigue and subsequently affecting brand loyalty and market share.

**Lack of Freshness in Visual Identity:** Many brands use similar visual identities for a long time, lacking freshness and variety, causing consumers' attention to the brand to gradually decrease. This not only affects consumers' cognition and memory of the brand but may also lead them to turn to other more innovative and attractive brands.

**Lack of Brand Identity Differentiation:** In terms of brand identity, many brands lack unique differentiating features, making it difficult for consumers to form clear preferences when choosing brands. This not only weakens the brand's competitiveness but may also cause confusion among consumers when selecting tea beverages.

**Declining Brand Loyalty:** Due to the homogenization and lack of innovation in visual identity, consumer loyalty to brands gradually declines, with consumers more inclined to try new brands and flavors. This not only affects the brand's market share and profit levels but also increases its operating costs and marketing difficulties.

### 3.5 Strategies for Response

Facing the challenges of visual identity construction, new-style tea brands can adopt the following strategies to enhance brand appeal and loyalty. (Li, M.2016).

**Focus on Brand Culture Exploration:** Brand culture is the soul and core competitiveness of a brand. By deeply exploring the brand's cultural connotations and unique values, creating a visual identity with brand characteristics can enhance brand recognizability and attractiveness. This not only improves consumers' cognition and memory of the brand but also strengthens their emotional identification and loyalty to the brand.

**Innovate Visual Elements:** In the selection of visual elements, brands must focus on innovation and differentiation. By cleverly utilizing colors, patterns, fonts, and other visual elements, unique brand identities and styles can be created. This not only attracts consumers' attention and focus but also enhances the brand's competitiveness and influence.

**Improve Design Quality:** Design quality is an important criterion for evaluating the quality of a brand's visual identity. Brands must pay attention to the quality and detail handling of product packaging, store design, and other aspects. By improving design quality, consumers' consumption experience and brand identity can be enhanced. This not only improves consumer satisfaction and loyalty to the brand but also wins more word-of-mouth and market share for the brand.

**Strengthen Brand Communication:** Brand communication is a key means of enhancing brand awareness and influence. Through social media, offline events, and other channels, strengthening brand communication and promotion can make more people understand and recognize the brand. This not only enhances the brand's awareness and influence but also attracts more consumers to pay attention to and purchase brand products. (Feng, 2017).

## 4. Innovative Strategies for the Visual Identity of New-Style Tea Brands Based on Reception Aesthetics

### 4.1 Innovative Design of Visual Elements

Within the framework of reception aesthetics, innovating the visual identity of a new-style tea brand necessitates a meticulous selection of visual elements that resonate with contemporary consumer aesthetics. This task demands a profound understanding of market trends and

consumer psychology. Moreover, these elements must be seamlessly integrated with the brand's narrative, crafting a cohesive and compelling visual language that mirrors the brand's distinctive story and values. By achieving this, the brand can forge a deeper connection with its audience, fostering a sense of identification and loyalty. (Ye, Q.2022).

#### **4.2 Building a Differentiated Visual Identity**

To distinguish itself in a competitive market, it is vital for new-style tea brands to cultivate a differentiated visual identity that clearly communicates their unique selling points and core values. This entails developing a visual style that sets the brand apart from its competitors, whether through the adoption of distinctive colors, fonts, or imagery. By accentuating these visual distinctions, the brand can create market segmentation, enabling it to target specific consumer demographics and carve out a niche position within the industry.

#### **4.3 Establishing Emotional Resonance and Interaction Mechanisms**

Beyond mere aesthetics, the visual identity of a new-style tea brand should strive to forge an emotional bond with its consumers. This can be accomplished by designing visual elements that evoke specific emotions or memories, thereby nurturing a sense of emotional resonance between the brand and its audience. Furthermore, in the digital era, it is imperative for brands to harness digital technologies to augment their interactivity with consumers. This may involve integrating interactive elements into the brand's online presence, such as social media campaigns, augmented reality experiences, or user-generated content. These initiatives can help deepen the connection between the brand and its customers. By doing so, the brand can not only craft a memorable and engaging visual identity but also cultivate a community of loyal followers who actively engage with and advocate for the brand.

### **5. Case Study Analysis**

In the modern consumer market, the construction of a brand's visual identity is crucial for its long-term development. Aesthetic reception, as an important theory in the field of design, provides valuable guidance for the construction of a brand's visual identity. The following takes Chagee, Heytea, and Nayuki as examples to explore the specific application of aesthetic reception in brand visual identity construction, as well as the implementation effects of innovative strategies. From these cases, we draw inspirations and reflections, summarize successful elements and points for reference, and point out potential issues and directions for improvement.

#### **5.1 Specific Application of Aesthetic Reception in Brand Visual Identity Construction**

Brands such as Chagee, Heytea, and Nayuki all emphasize integrating aesthetic reception into their brand visual identity construction. They design visual elements that align with consumers' aesthetic preferences, cultural backgrounds, and emotional experiences by deeply understanding their target audience. For instance, Chagee uses green as its primary color to create a natural and comfortable atmosphere, aligning with consumers' pursuit of health and environmental protection; Heytea showcases its youthful, fashionable, and energetic brand identity through unique fonts, patterns, and color combinations; Nayuki focuses on the spatial and hierarchical design of its stores, providing consumers with a comfortable and relaxing social space. (Chen, X. H., 2023).

## **5.2 Implementation Effects of Innovative Strategies**

These brands have adopted various innovative strategies in their visual identity construction, achieving significant results. Chagee has successfully created a social space with a strong cultural atmosphere by leveraging its unique store design, dissemination of coffee culture, and high-quality service, attracting a large number of loyal fans; Heytea has successfully established its young and fashionable brand identity by continuously launching innovative tea drinks and marketing activities; Nayuki has successfully attracted consumers' attention by offering unique tea drinks and soft European-style bread combinations, along with a comfortable shopping environment, becoming a leader in the new tea drink market.

## **5.3 Inspirations and Reflections from Cases**

From the successful cases of brands like Chagee, Heytea, and Nayuki, we can draw the following inspirations: Firstly, the construction of a brand's visual identity requires a deep understanding of target consumers' aesthetic preferences and emotional experiences to ensure that visual elements resonate with them; secondly, innovation is key to building a brand's visual identity, and by continuously introducing new visual elements and marketing activities, brands can maintain their vitality and attractiveness; finally, the construction of a brand's visual identity should focus on integrating with brand culture, enhancing the brand's popularity and reputation through unique brand stories and cultural connotations.

At the same time, we should also reflect on potential issues in these brands' visual identity construction. For example, overly pursuing innovation may lead to a chaotic and unstable brand identity; neglecting target consumers' cultural backgrounds and aesthetic preferences may result in a mismatched and unacceptable brand identity. Therefore, in constructing a brand's visual identity, it is necessary to balance the relationship between innovation and stability, as well as between target consumers and the brand identity.

## **5.4 Successful Elements and Points for Reference**

The successful elements of brands like Chagee, Heytea, and Nayuki mainly include: deeply understanding target consumers, emphasizing the dissemination of brand culture, implementing innovative strategies, and providing high-quality service. These elements provide valuable references for other brands. For example, other brands can conduct market research and data analysis to deeply understand target consumers' needs and preferences; enhance brand popularity and reputation through unique brand stories and cultural connotations; maintain brand vitality and attractiveness through innovative construction strategies; and improve consumers' shopping experiences and loyalty through high-quality service. (Ouyang, L. 2016).

## **5.5 Potential Issues and Directions for Improvement**

Despite the significant success of brands like Chagee, Heytea, and Nayuki, there are still some potential issues in their brand visual identity construction. For example, the brand identity may become overly reliant on specific visual elements or marketing activities, leading to a monotonous and lack of diversity in the brand identity; the brand identity may overly pursue fashion and trends, resulting in a short-lived and unstable brand identity.

To address these issues, these brands can take the following measures: Firstly, focus on the diversity and richness of the brand identity by introducing different visual elements and marketing activities to maintain its vitality and attractiveness; secondly, focus on the stability and long-term nature of the brand identity by continuously disseminating the brand and conducting marketing activities to consolidate and enhance the brand identity; finally, focus on

the differentiation and uniqueness of the brand identity by leveraging unique brand stories and cultural connotations to enhance the brand's competitiveness and market position. In summary, brands like Chagee, Heytea, and Nayuki have successfully constructed unique brand visual identities through the application of aesthetic reception and the implementation of innovative strategies, achieving significant market results. Other brands can draw inspirations and references from these cases while paying attention to potential issues and directions for improvement to enhance their brand competitiveness and market position.

## 6. Conclusion and Future Outlook

### **Role of Reception Aesthetics in the Visual Identity Construction of New-Style Tea Brands**

The study has highlighted the pivotal role of reception aesthetics in shaping the visual identity of new-style tea brands. By focusing on consumer perception, emotions, and cultural resonance, reception aesthetics ensures that brand visuals align with the aesthetic preferences and cultural values of the target audience. This alignment fosters a deeper connection between the brand and its consumers, enhancing brand recognition and loyalty.

### **Trends in the Application of Reception Aesthetics in Brand Visual Identity Construction**

Looking ahead, the integration of reception aesthetics in brand visual identity construction is expected to continue evolving. With the increasing globalization and diversification of consumer preferences, brands will need to be more agile in adapting their visual identities to meet the evolving aesthetic standards of different markets. Additionally, the rise of digital media and social platforms will necessitate a stronger emphasis on visual storytelling and engagement, further underscoring the importance of reception aesthetics in shaping brand perceptions.

### **Future Directions for Innovation in the Visual Identity of New-Style Tea Brands**

The future of new-style tea brands' visual identity innovation lies in a combination of traditional and modern elements, cultural authenticity, and digital engagement. Brands should continue to explore innovative ways to incorporate traditional tea culture into their visual identities while also embracing modern design trends. By leveraging digital technologies and social media platforms, these brands can create interactive and immersive experiences that resonate with consumers on a deeper level, fostering a sense of community and belonging around their brands. In conclusion, the role of reception aesthetics in shaping the visual identity of new-style tea brands is both significant and evolving. As brands navigate the complexities of a globalized market and the challenges of digital transformation, they must remain adaptable and innovative in their approach to visual identity construction, ensuring that their brands continue to resonate with consumers and stand out in a crowded marketplace.

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