

# NANCHANG SYMBOL PROJECT

Final Major Project / Self-Directed Project  
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A visual identity and tourism guide system developed from Nanchang landmarks, retro travel poster language, and printed visitor materials.

poster / calendar / postcards / stamps / exhibition materials



# Nanchang as a collectable city guide

## Project Aim

To create a clear visual identity for Nanchang that can work across a guide poster, tourist objects and exhibition presentation.

## Audience

International visitors, students and young travellers who may have limited knowledge of Nanchang culture.

## Visual Direction

Retro travel poster inspiration: strong colour blocks, textured print surfaces, landmark illustration, bilingual information and bold hierarchy.

## Design Decision

I focused on the Tengwang Pavilion symbol because it gives the project a recognisable cultural anchor, while the map system makes it useful for tourism.



## Core Mark

A simplified pavilion shape, used as the project signature.



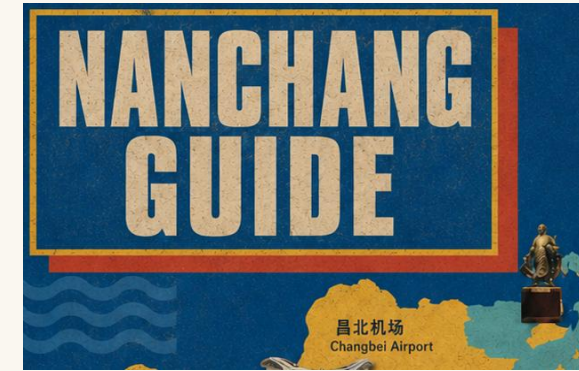
## System Elements

Map, landmark ranking, transport icons, palette and printed applications are treated as one connected identity.

# Nanchang Guide poster



Main guide map



The poster works as the main information piece. I used the map as the base structure, then placed landmarks, ranking circles and transport icons around it so tourists can understand the city quickly.

information hierarchy / landmark details / transport system

# Printed visitor materials



calendar



The system moves from poster to objects: calendar pages, postcard sets and stamp style souvenirs. These printed items help the project feel like something a visitor could collect after travelling through Nanchang.

postcards / stamps / collectible print system

## Applications and mockups



street display



guide book / editorial spread

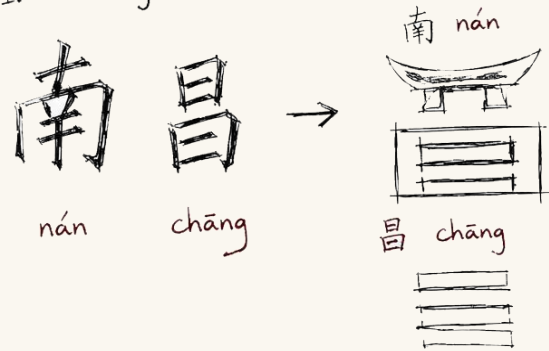


### wearable identity

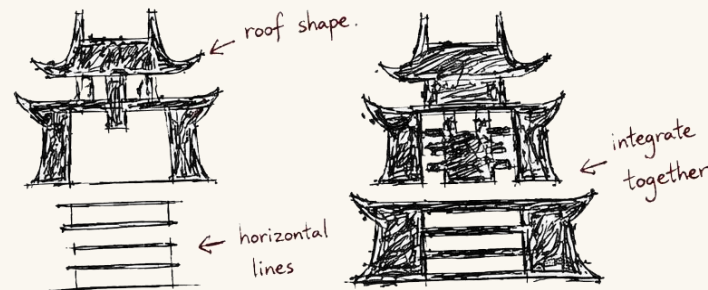
Mockups were used to test whether the identity still reads clearly outside a single poster. The same colour palette, pavilion mark and guide layout are repeated across display, editorial and wearable formats.

# From landmark to symbol

## 1. Extracting the Chinese Characters



## 2. Combining the Characters



## 3. Simplification & Structure.



## 4. Final Design



- ⊙ Roof from "南" (nán)
- ⊙ Structure from "昌" (chāng):
- ⊙ Balanced and recognizable

**Design Logic:** Combining "南" (nán) and "昌" (chāng) into a unified pagoda shape. The roof represents "南", while the body and structure reflect "昌". This creates a strong visual identity that connects Nanchang with its cultural heritage.

### Step 1 Research

I began with Tengwang Pavilion because it is one of the strongest cultural references for Nanchang.

### Step 2 Extract

I picked out the roof eaves, layered structure, central axis and repeated horizontal lines.

### Step 3 Simplify

The first sketches were too detailed, so I reduced the shape until it could work at small scale.

### Step 4 Apply

After the logo became stable, I used it as the anchor for the map, poster and printed products.

This page shows the idea in a practical student workflow: observe, sketch, remove, test, then apply.

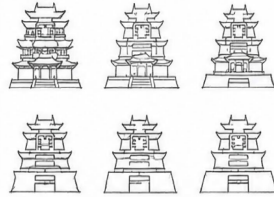
# Building the visual system

## Tengwang Pavilion Icons Design



Tengwang Pavilion is a famous historical landmark in Nanchang with a history of over 1,000 years.

I studied its architecture, structure and visual features to extract key elements for a simple and recognisable logo.



I explored how to simplify the structure while keeping the landmark recognisable.

## COLOUR EXPLORATION

Exploring colours inspired by Nanchang's culture, history and atmosphere.

Focus on strong, heritage-inspired tones.

Ensure the logo remains bold, recognisable and timeless.

MAROON / DEEP RED	FOREST GREEN	NAVY BLUE	CHARCOAL BLACK
heritage, strength, passion, tradition	nature, growth, vitality, harmony	calm, trust, stability, depth	strength, elegance, timeless, modern
reflects Nanchang's history and cultural depth.	inspired by the city's natural landscapes and environment.	symbolises reliability and professionalism.	timeless and versatile.
strong and authoritative feel.	fresh, balanced and harmonious.	gives a sense of calm and stability.	adds a modern and sophisticated touch.

## FINAL CHOICE



Maroon was chosen as the final colour for its strong connection to Nanchang's heritage and culture.  
It conveys strength, history, and pride — key values of the city.

**MAROON**  
Heritage. Strength. Identity.

**Starting Point:**

- A strong, iconic shape, but feels a bit abstract on its own.
- Missing the cultural and historical link.

**Add meaning with words:**

- Adding the name gives it context and purpose.
- Helps people instantly understand what it represents.

**Why think about it?**

- How can we make this icon feel more natural, meaningful, and connected?

**Answer:** Add the name. Tell the whole story.

**Why does this work better?**

- Retains precise cultural and historical background, making the icon more meaningful.
- Chinese and English together improve recognition and communicate to more people.
- The added text balances the visual weight and makes the overall design more stable and harmonious.

**Final Logo:** 千年豫章郡 天下英雄城 / Pavilion of tengwang

### NANCHANG GUIDANCE

WELCOME TO —NAN-CHANG

**LANDMARKS RANKING**

- TenTengwang Pavilion
- Nanchang Star Ferris Wheel
- Jiangxi Art Museum
- Poyang Lake
- Melling Forest Park
- Xishan Wanshou Palace
- TenTengwang Pavilion
- Shengjin Pagoda

**TRANSPORT OPTION**

- Bus
- Car

**LANDMARK PERFE INDEX**

- TenTengwang Pavilion
- Jiangxi Art Museum
- Nanchang Star Ferris Wheel
- Shengjin Pagoda
- Poyang Lake
- Melling Forest Park
- Xishan Wanshou Palace

### NANCHANG GUIDE

欢迎来到南昌 WELCOME TO NANCHANG

**景点排行榜 LANDMARKS RANKING**

- 滕王阁 TenTengwang Pavilion
- 南昌之星摩天轮 Nanchang Star Ferris Wheel
- 江西省美术馆 Jiangxi Art Museum
- 彭阳湖 Poyang Lake
- 梅岭国家森林公园 Melling Forest Park
- 西山万寿宫 Xishan Wanshou Palace

**交通方式 TRANSPORT OPTION**

- Bus
- Car

**景点完美指数 LANDMARK PERFE INDEX**

- 滕王阁 TenTengwang Pavilion
- 江西省美术馆 Jiangxi Art Museum
- 南昌之星摩天轮 Nanchang Star Ferris Wheel
- 绳金塔 Shengjin Pagoda
- 彭阳湖 Poyang Lake
- 梅岭国家森林公园 Melling Forest Park
- 西山万寿宫 Xishan Wanshou Palace

Logo development: simplify the pavilion form, check proportions, test colour, then combine with bilingual text.

Map development: an early neutral layout became a stronger blue/yellow/red retro guide system in the final poster, the final version became more visually confident through stronger colour contrast, texture and hierarchy.

# Graduation show presentation

## Physical Exhibition

- A1 printed posters
- Printed postcards and stamps
- Calendar displayed on table
- Sketchbook shown beside outcomes

## Online Presentation

- Digital portfolio PDF
- Instagram mockups
- Online scrolling presentation

The final show should make the project read as both a cultural identity and a tourism product system. Large printed pieces create impact first; smaller objects and the sketchbook give the viewer evidence of process and detail.

