



# 京派



JING  
PAI  
BAIJU



康熙御筆



This is a "journey" about  
Beijing & Erguotou & Baijiu culture

## Color planning

C: 0 M: 100 Y: 100 K: 0

帝王黄

C: 45 M: 100 Y: 100 K: 15

墨黑

C: 32 M: 39 Y: 92 K: 6

宫廷红

In this color planning, the focus is mainly on the buildings in old Beijing, taking the most well-known and memorable color scheme among consumers - the Forbidden City color scheme.

This color scheme has a wide audience and is easily accepted and loved by consumers, while also emphasizing the regional characteristics of "Beijing". It matches well with the product and has a harmonious texture.





## Font design



kangxi emperor



Kangxi Ink Treasure  
Thousand Character Writing



The brand originated in 1688 during the Kangxi reign; Emperor Kangxi revered calligraphy and was considered a master of calligraphy. In the historical book "Kangxi Ink Treasure Thousand Character Classic", we designed the brand font for "Jingpai". Empower the product with this 'old Beijing'.





The font style is elegant and graceful, with a sparse and elegant structure, and has historical and cultural significance and appreciation value. The embellishment of the "authentic Beijing flavor" seal makes the entire product full of ancient charm.

## Pattern creativity



Use "medals" to reflect the quality and "glory" of the product



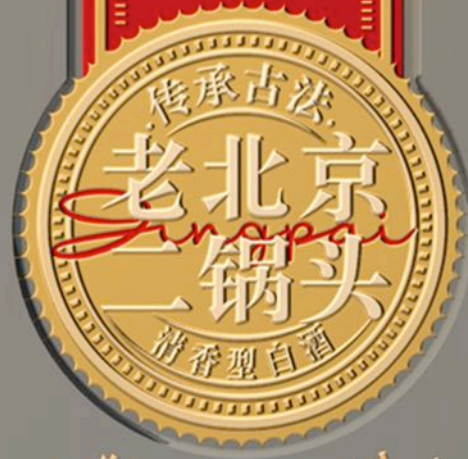
The distillery has multiple honors, using "medals" to reflect the quality and "glory" of its products, and "time-honored brands" and "national recognition of intangible cultural heritage" as product endorsements. 'Old Beijing', 'Inheriting Ancient Methods', and 'Special Modulation' remind consumers of the differences between our product and competitors on the market.



北京老字号  
Beijing time-honored brands

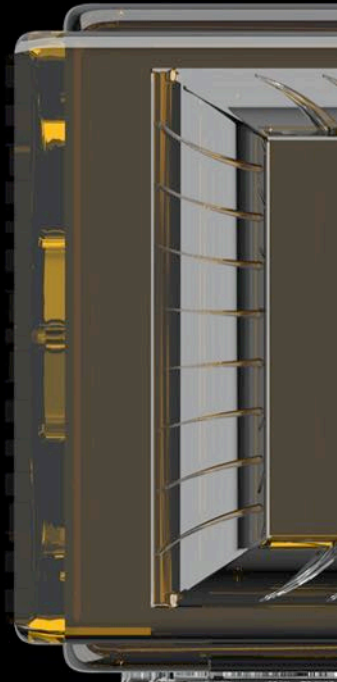
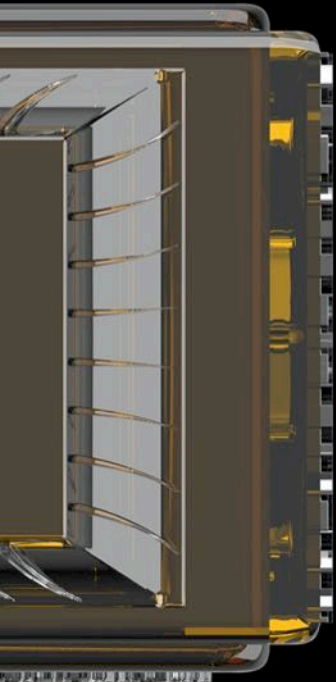


非物质文化遗产  
Intangible Cultural Heritage



特别调制





## Pattern creativity



Haishui River Cliff Pattern  
Auspicious patterns on  
ancient Chinese official clothing



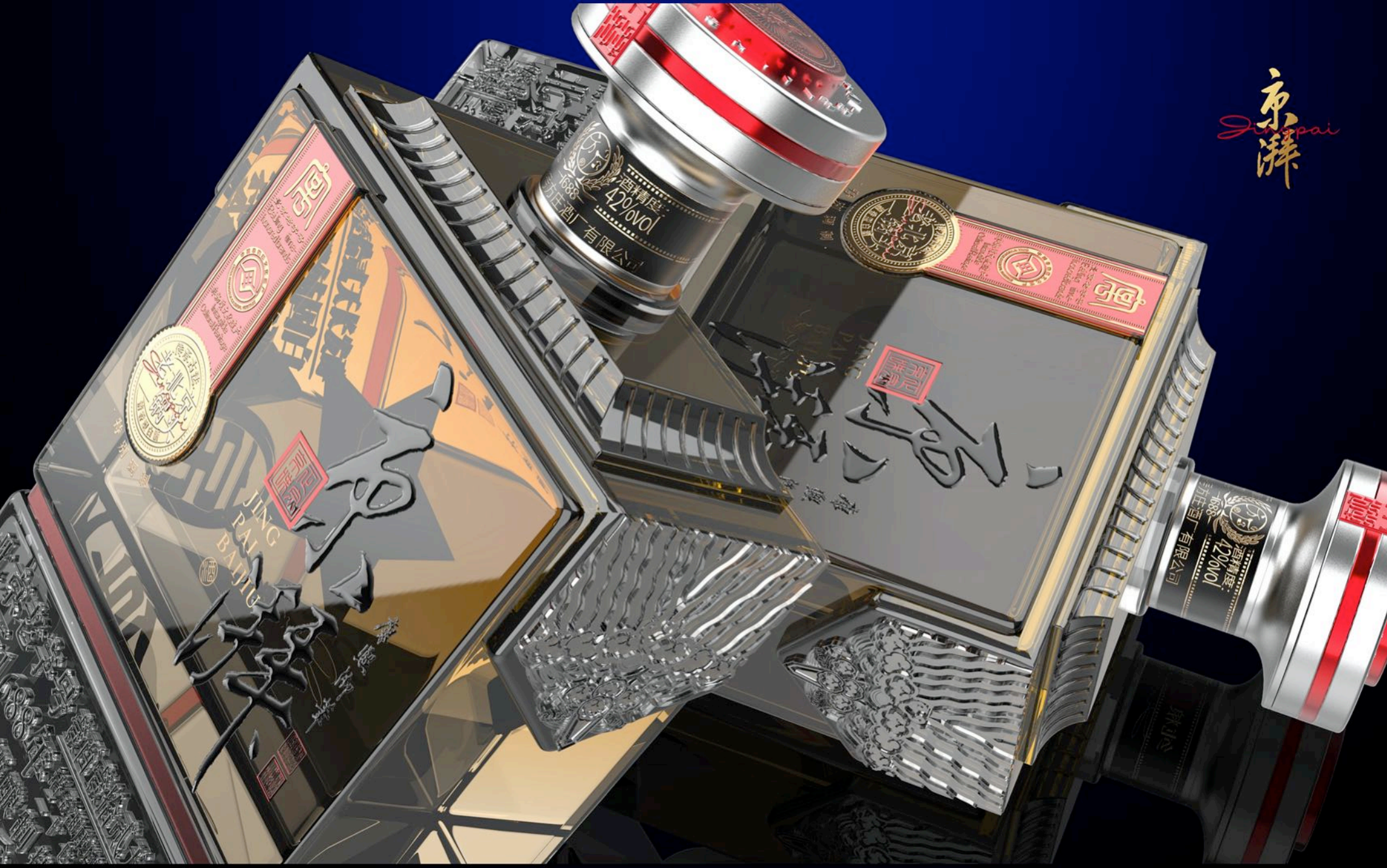
JingPai  
Seal script font



This time, exclusive elements have been carefully designed, exquisite and durable from every dimension, with a classical yet modern atmosphere



京  
派  
Jingpai





# Activate product self marketing

---

Using design to turn the product itself into an excellent salesperson/salesperson

The history and cultural vocabulary of Jingpai brand products

北京老字号 壹百壹拾贰天 长发酵

始于1688年 清圣祖康熙二十七年 纯固白

南路烧白酒 酿制技艺 粮态酒

北京非物质文化遗产

传古 | 酒体饱满、柔和细腻、余味悠长  
承法 | 三百年.隆兴号 北京酿造.世界共享

北京老字号 壹百壹拾贰天长发酵  
始于1688年 清圣祖康熙二十七年 纯固白  
南路烧白酒酿制技艺粮态酒  
北京非物质文化遗产  
传古|酒体饱满、柔和细腻、余味悠长  
承法|三百年.隆兴号 北京酿造.世界共享

---

By constantly repeating and strengthening history and culture, consumers will feel the high quality Baijiu of "old Beijing, sense of quality and sense of culture".

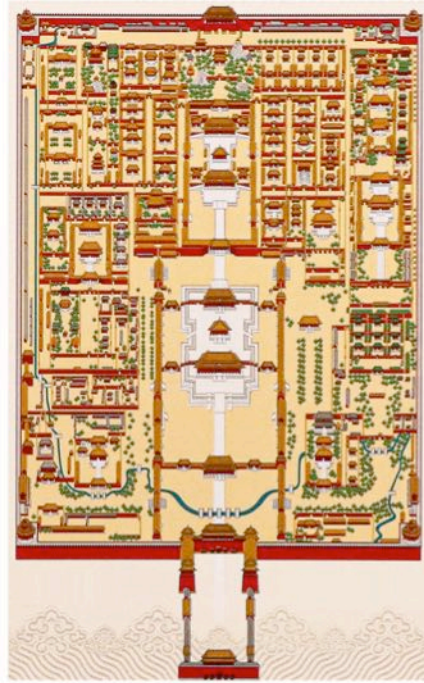




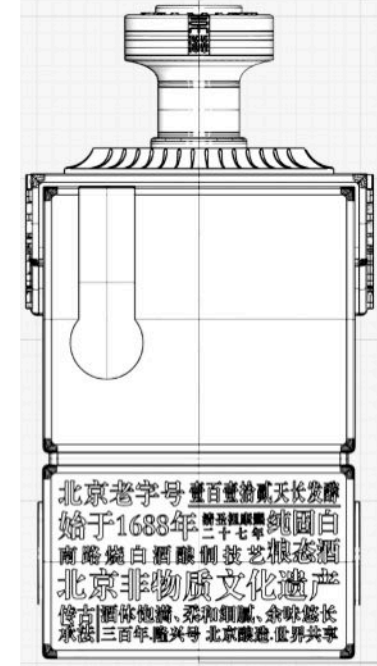
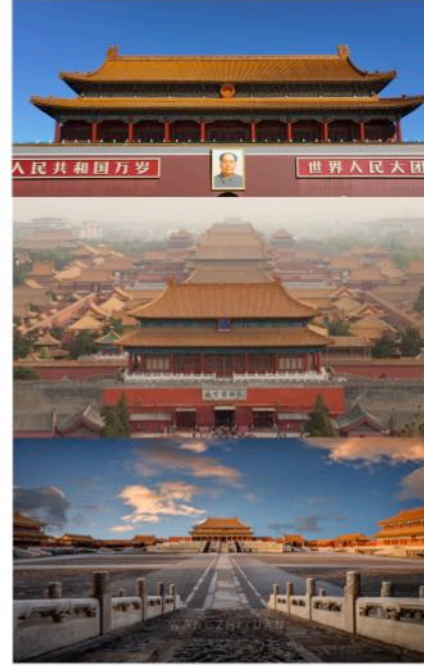
## Bottle shaped creativity

宮  
"palace"

Chinese characters



The Forbidden City



In terms of bottle design, it is expanded by the character "宮"; The Palace, also known as the Forbidden City and Beijing, is a cultural landmark that consumers are familiar with. Based on this, the palace's design is combined with the historical and cultural significance of the distillery, as well as its taste, which consumers are most concerned about.



京派  
Jingpai

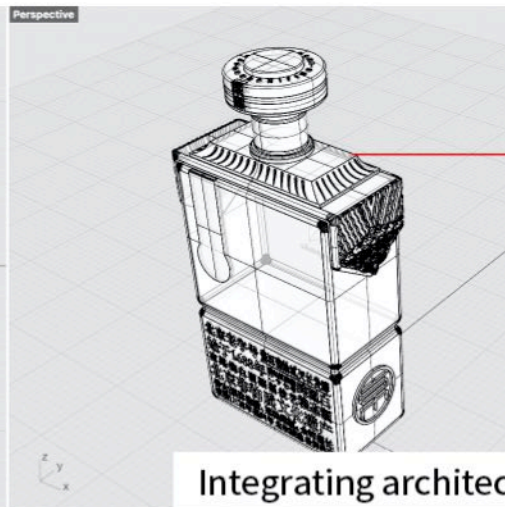
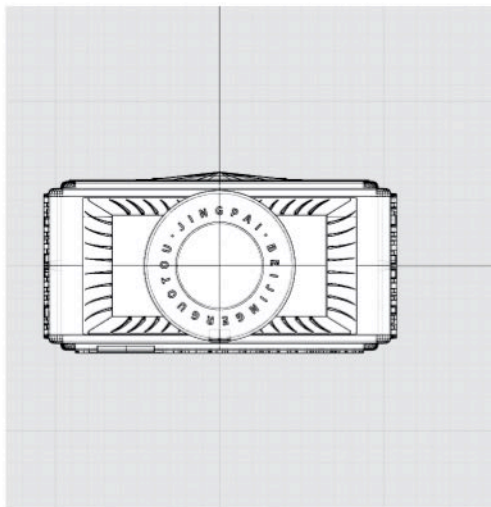
纯粮 固态  
Jingpai



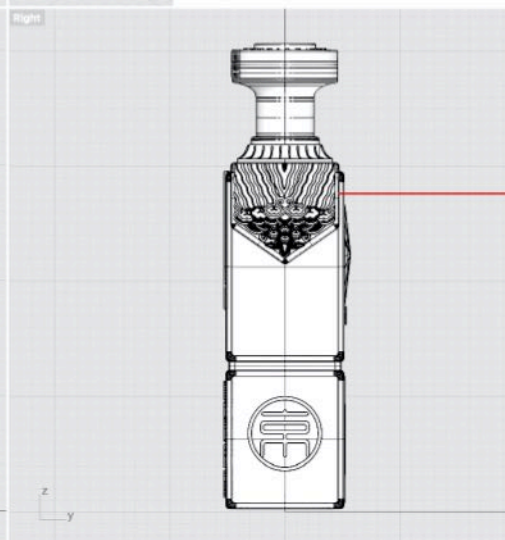
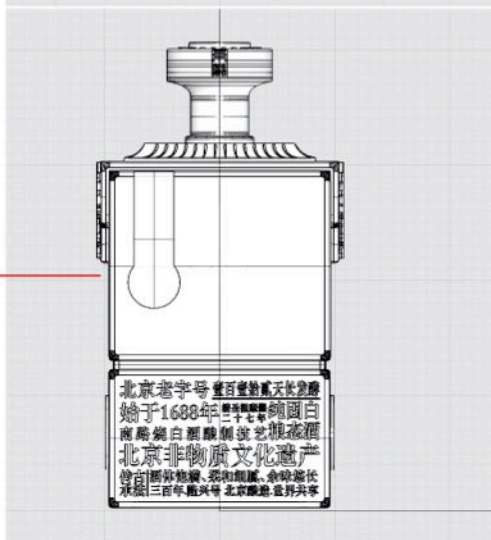
"palace"

Chinese characters

宫



Integrating architectural features into bottle shape



Jiangya seawater pattern  
Inheriting Eastern Aesthetics

# 紫禁城古建灵感融入设计 让产品庄重优雅京味十足

Jingpai

The inspiration from the ancient architecture of the Forbidden City is integrated into the design, making the product solemn, elegant, and full of Beijing flavor

Jingpai









Thank you for watching :)