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晋中社火艺术节
企业形象设计



品牌使命

重塑社火的现场：

从观看到在场，从传承到共创。

阐释：我们致力于从根本上改变人与社火的关系。通过可互动的“小触点”设计，将单向的民俗表演，转变为每个人都能参与、感知并共同创造的沉浸式文化现场。

品牌愿景

成为全球青年体验“活态中国”的文化入口

阐释：我们要证明传统文化不是博物馆里的标本，而是可以“活”在当下，与人玩闹的潮流。让世界通过我们这个窗口，看到一个动态的、生长的、充满年轻力的中国文化。

品牌定位

以“互动触点”重构千年社火的文化实验场。

阐释：我们的核心创新不在于形式，而在于方法论。我们通过将传统符号（如霸王鞭、脸谱、鼓点）转化为现代人可感知、可操作的互动载体（如应援棒、打卡拍照框），让文化在互动中完成“活态化”传承。



核心行为理念

用可玩、可感、有回响的互动设计，
让每个人从观众变成玩家，让传统
在现代体验中自然传承。

品牌角色定位

1. 游戏策划 — 把社火元素变成好玩
的小道具和互动规则
2. 气氛队长 — 在现场带节奏，把零
散的参与变成整齐的狂欢
3. 灵感伙伴 — 发现并放大参与者的
创意，让每个人都被看见

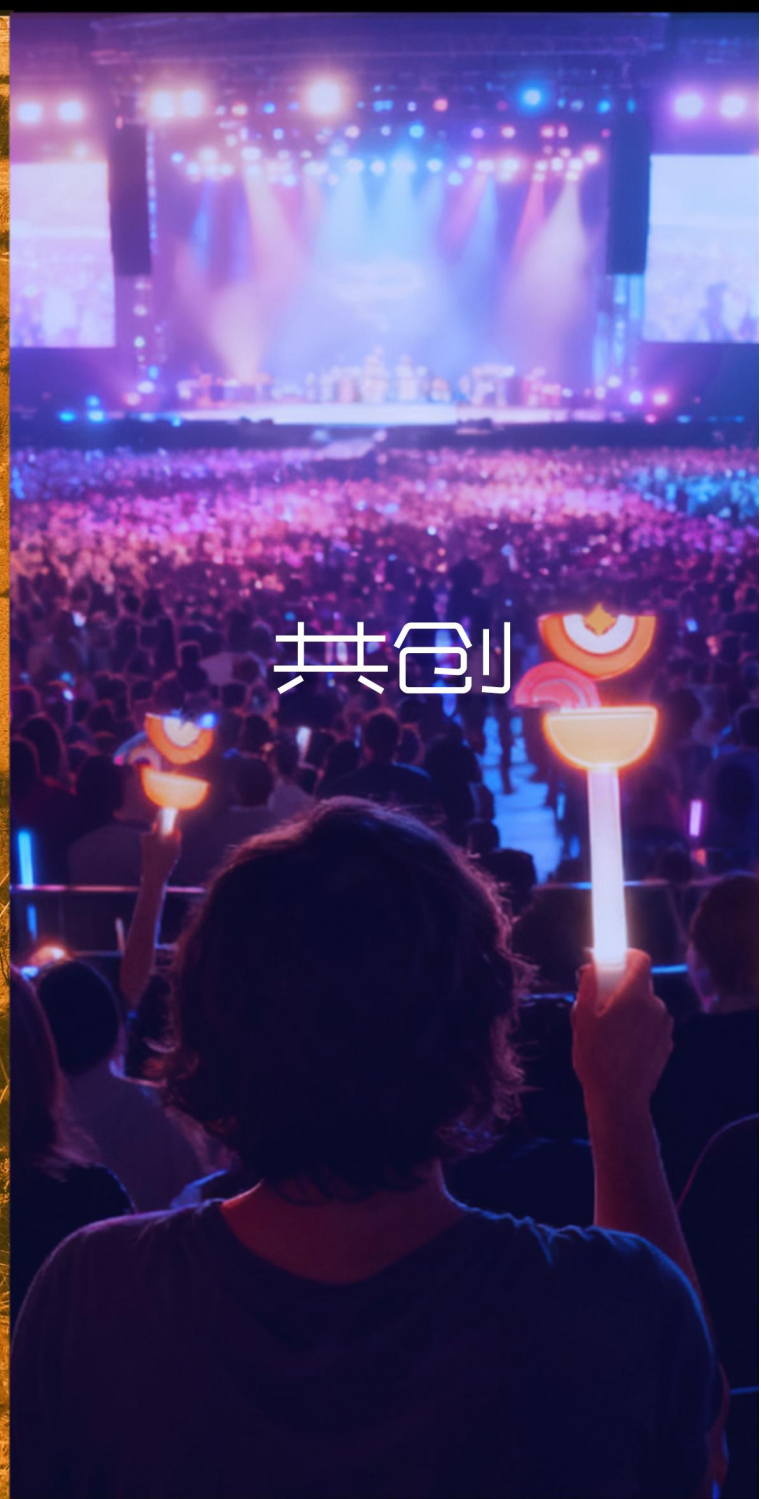
燃起来， 就现在



燃



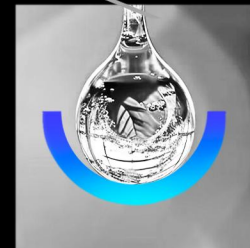
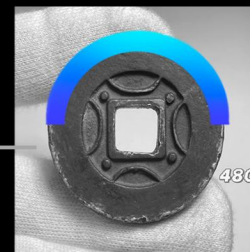
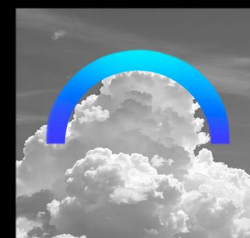
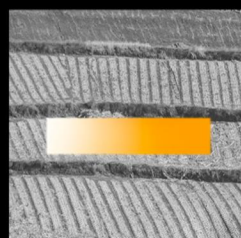
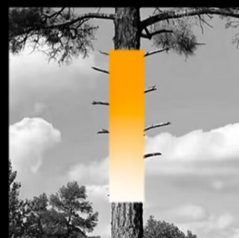
在地



共创

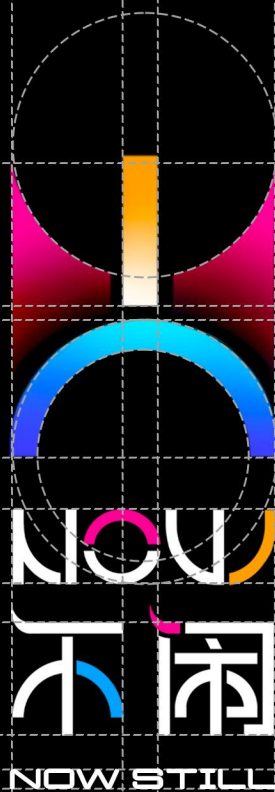


LOGO来源





标准制图







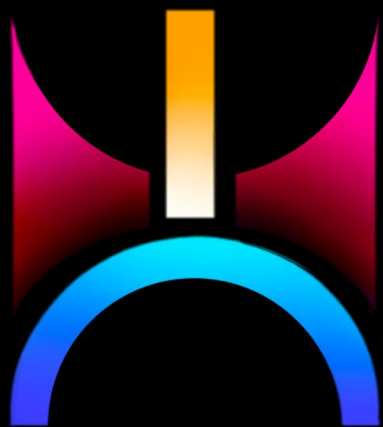
LOGO组合



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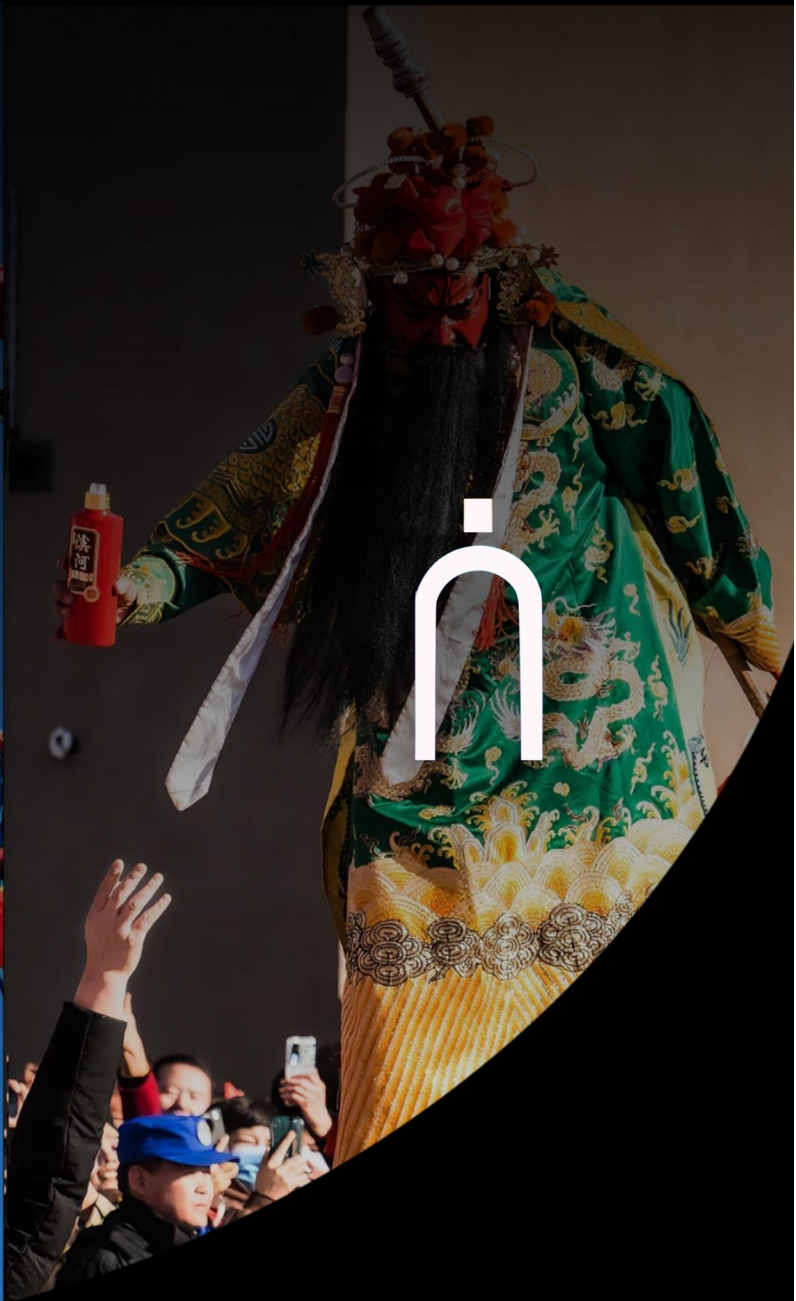
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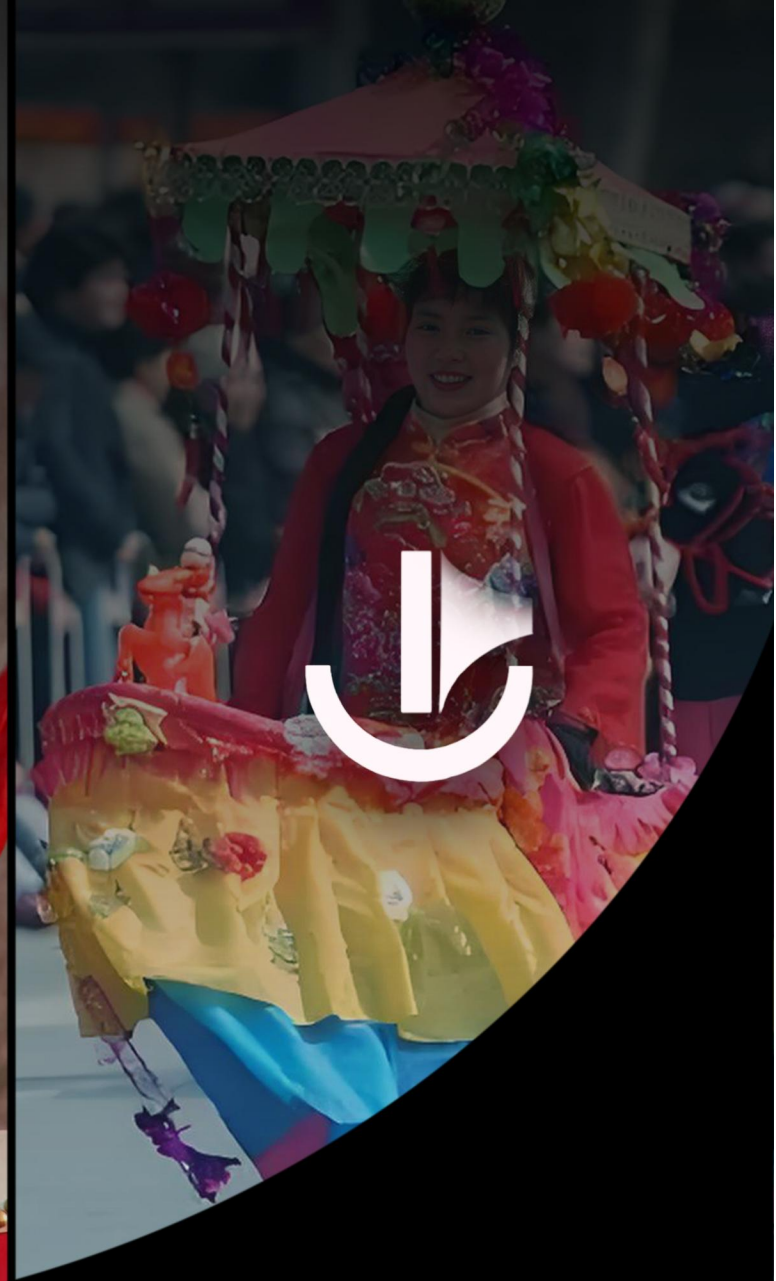
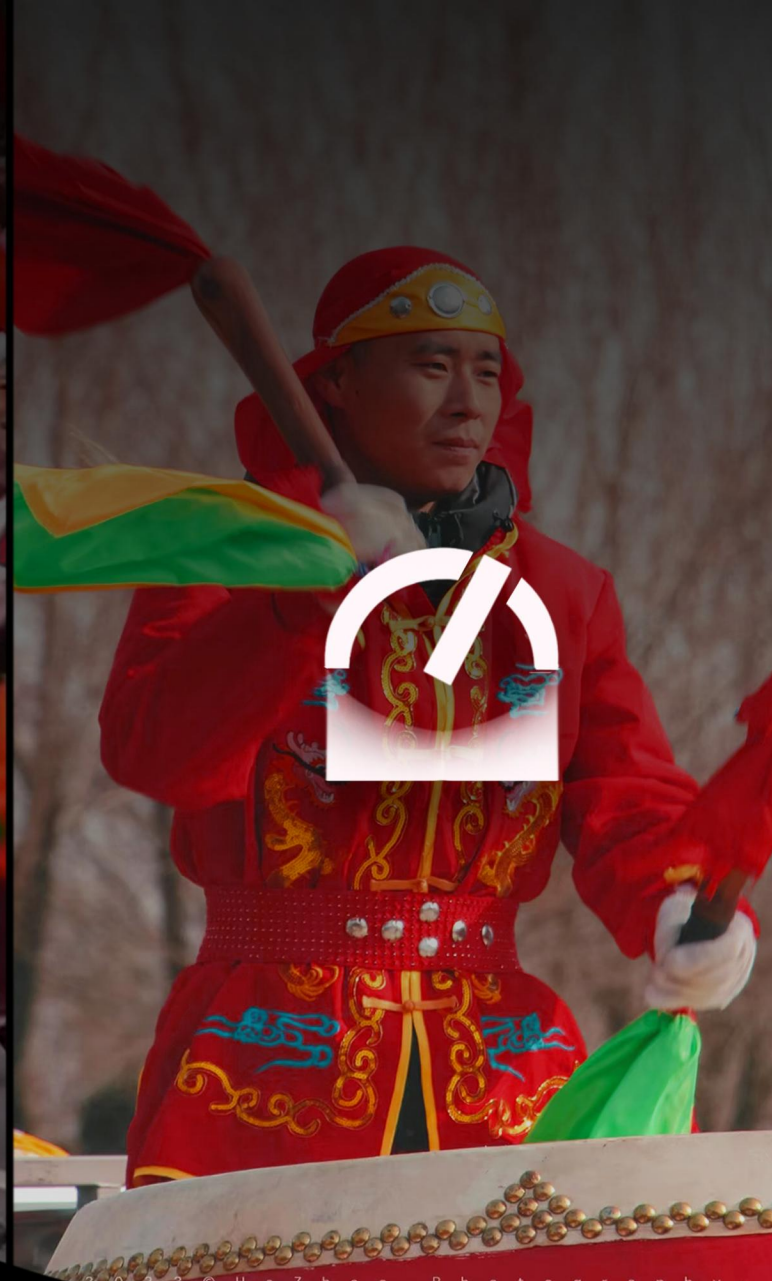
踩
高
跷



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船



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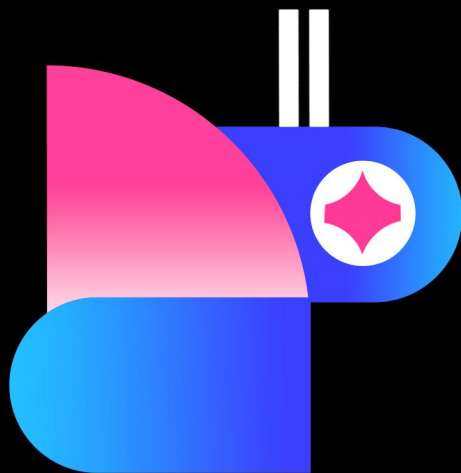


2023 © He Zhao Photography

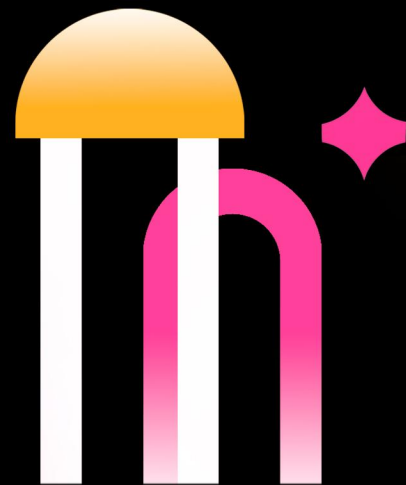
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抬芯子



骑毛驴



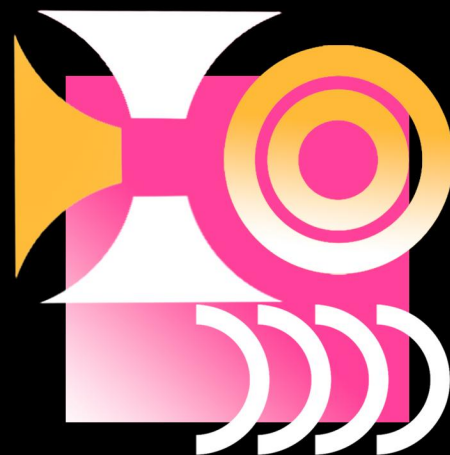
踩高跷



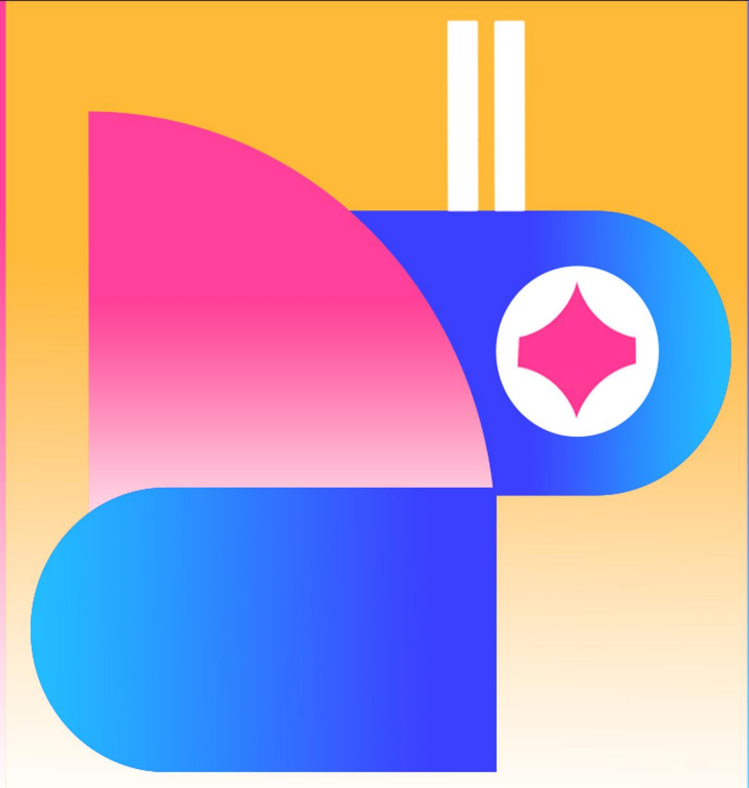
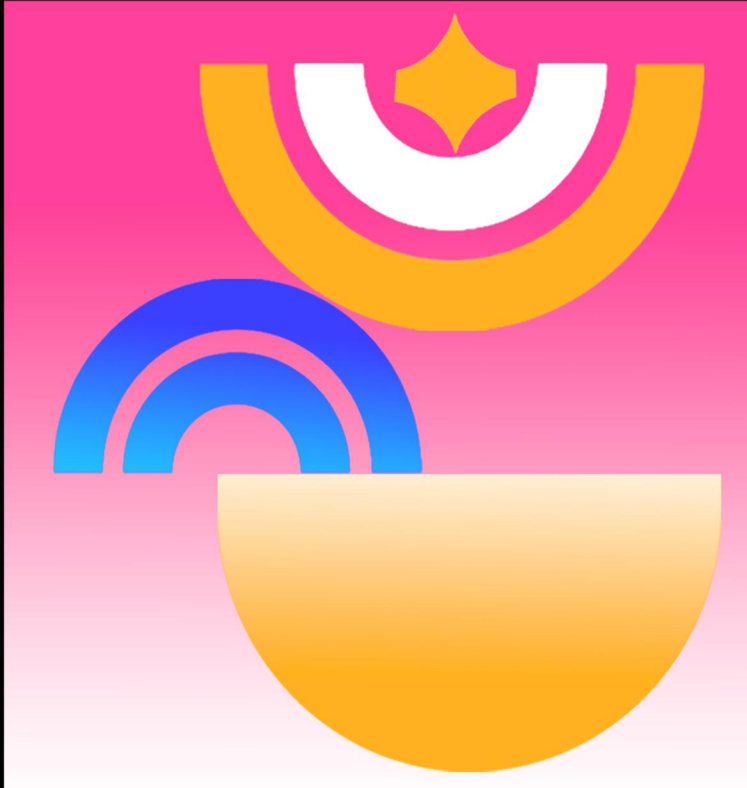
霸王鞭

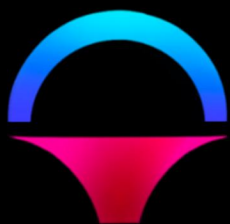


击锣鼓

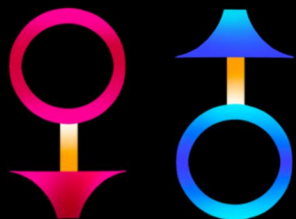


划旱船

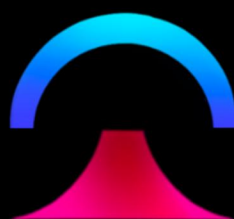




入口



洗手间



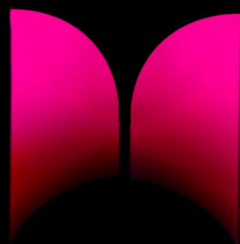
出口



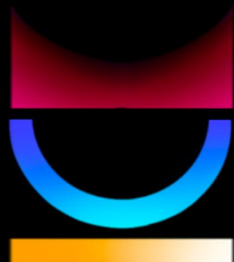
医疗站



主舞台



文创店



补给站



寄存处



打卡点



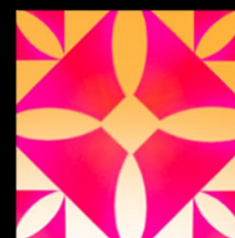
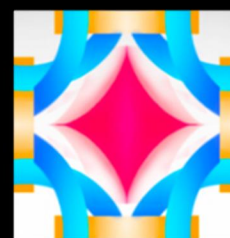
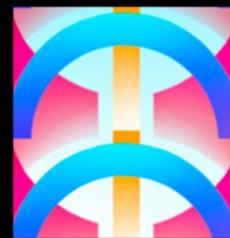
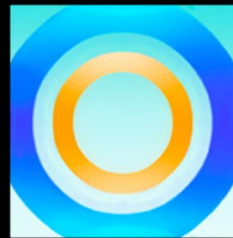
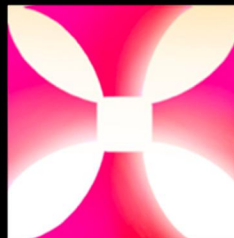
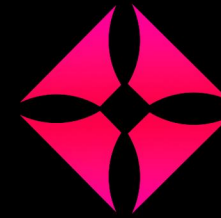
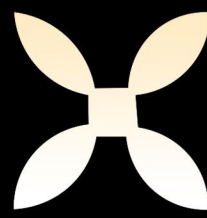
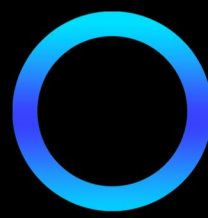
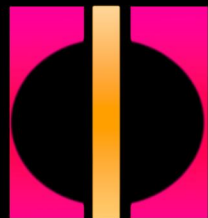
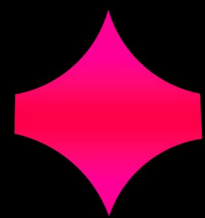
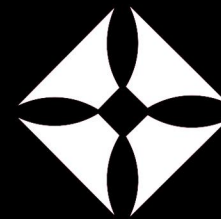
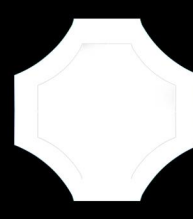
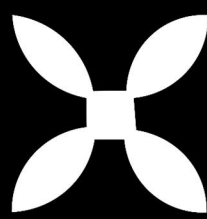
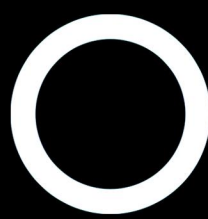
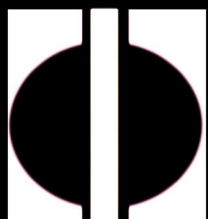
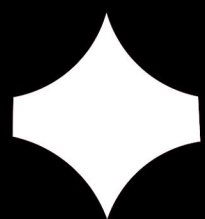
合作社

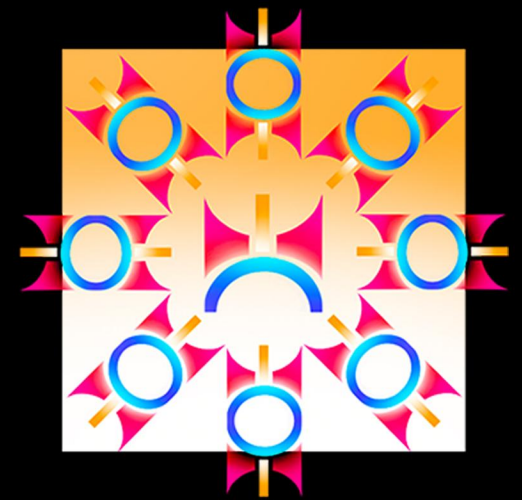
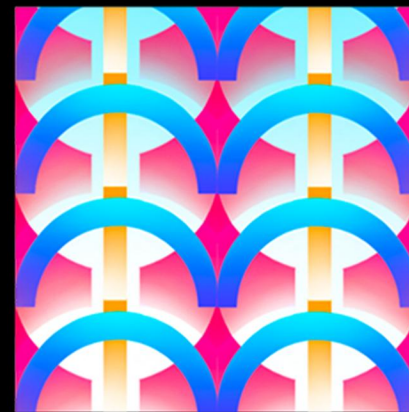
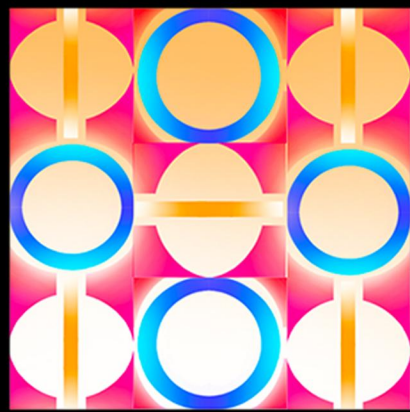
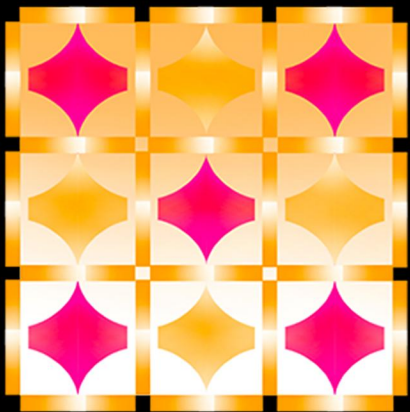
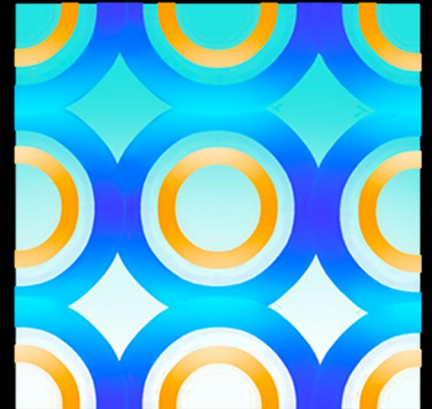
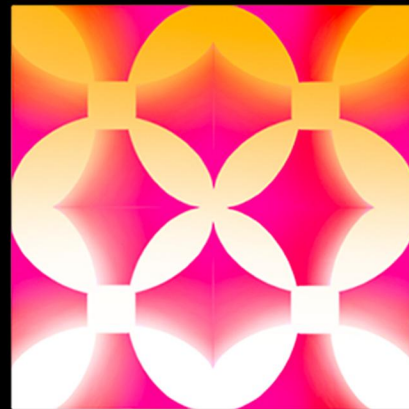
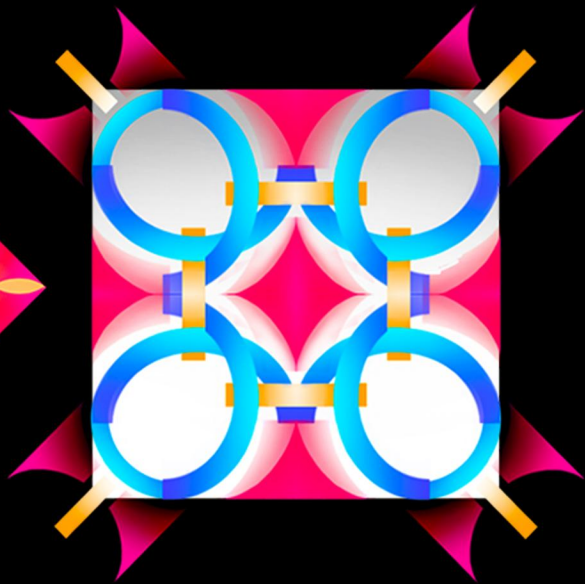
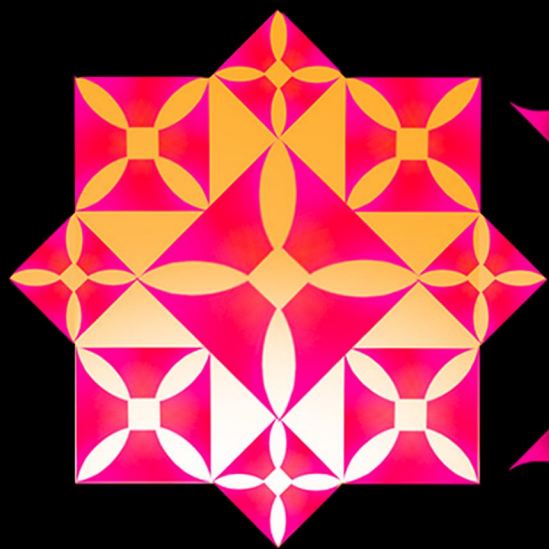


志愿者



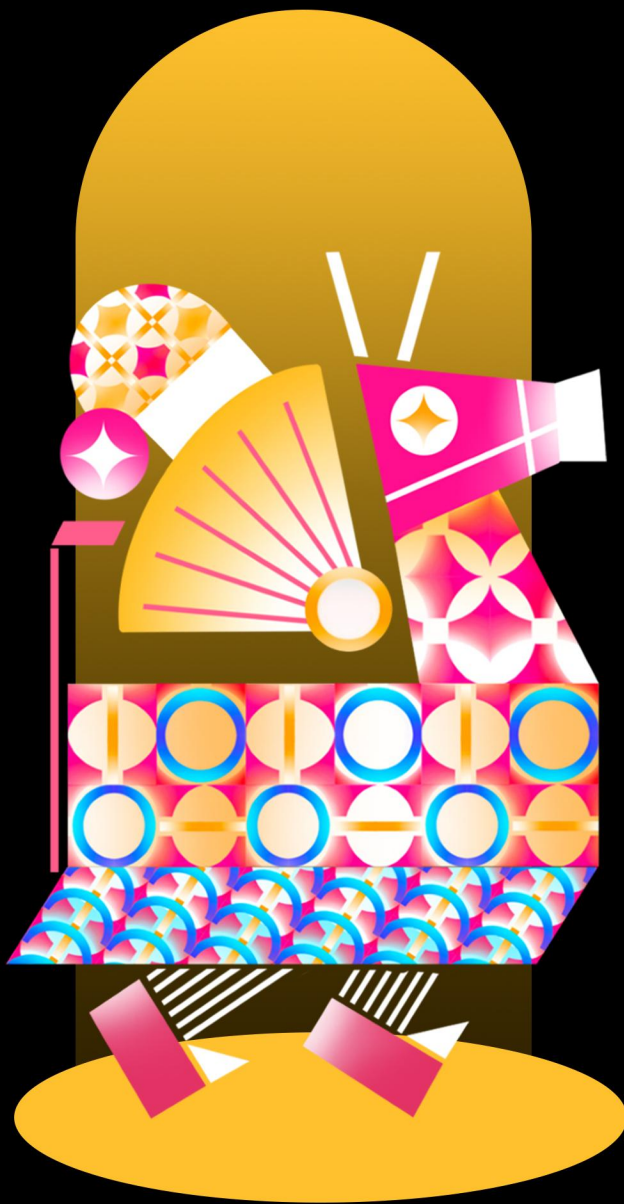
禁止符







芯姐/L



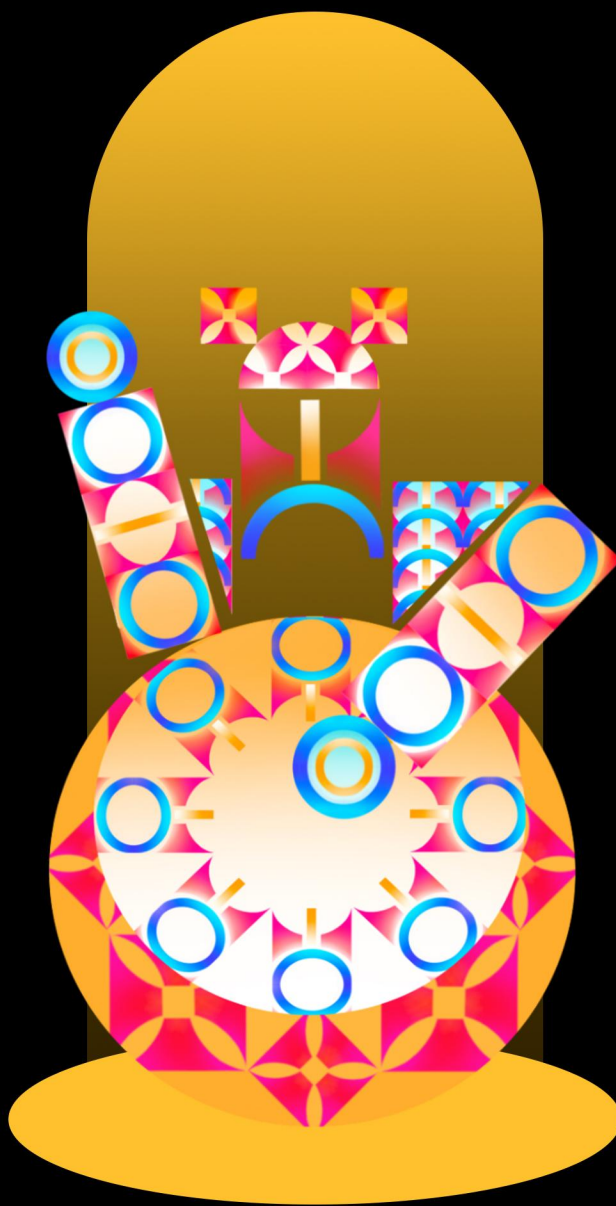
马户阿妹



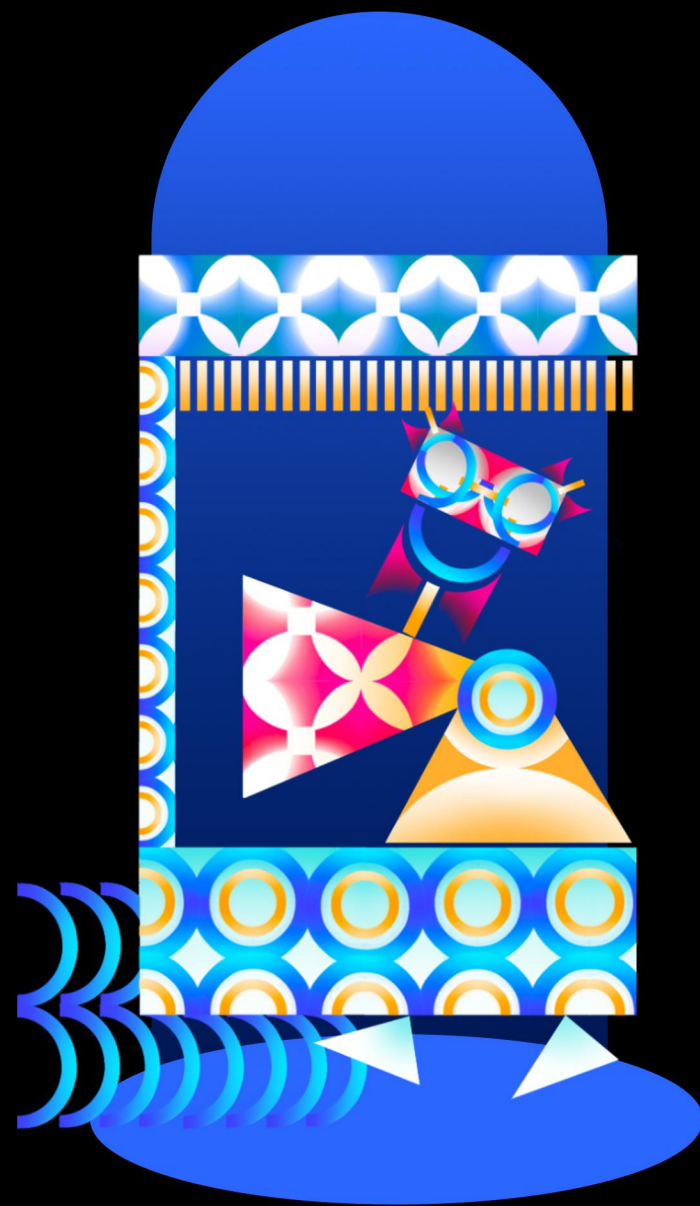
跷脚很哥



鞭子弟



咚咚哥

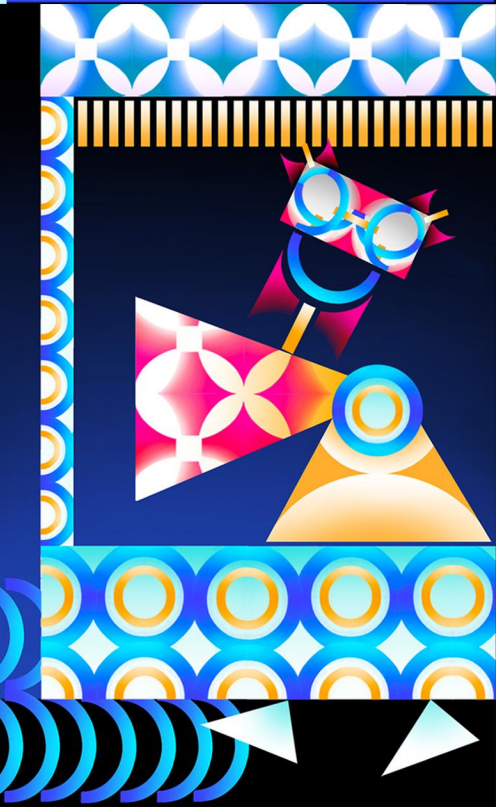


船妹 / 儿



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敬土地



火

驱邪崇





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晋中社火艺术节

SHEHUO ART FESTIVAL



2025

晋中社火艺术节

SHEHUO ART FESTIVAL



2025
SHEHUO
ART FESTIVAL

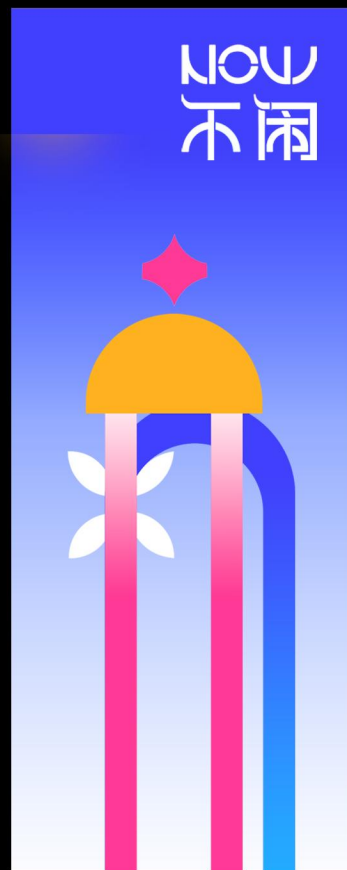
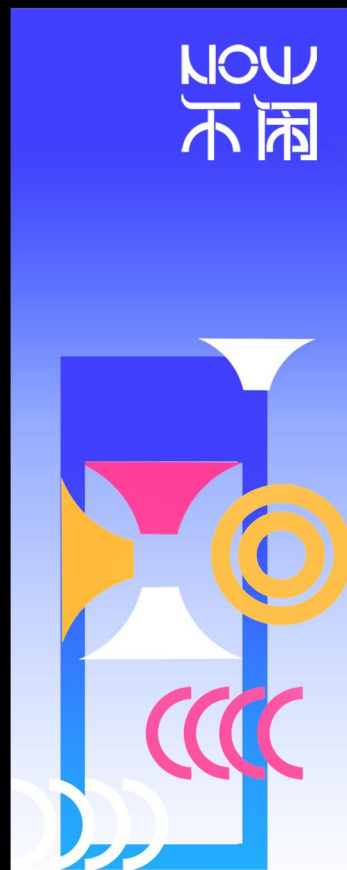
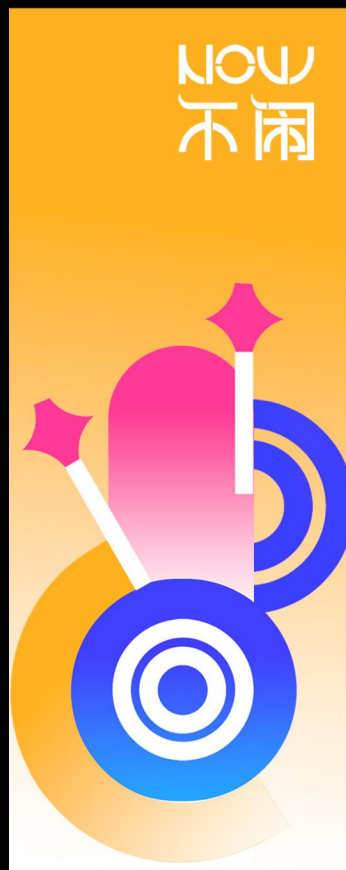
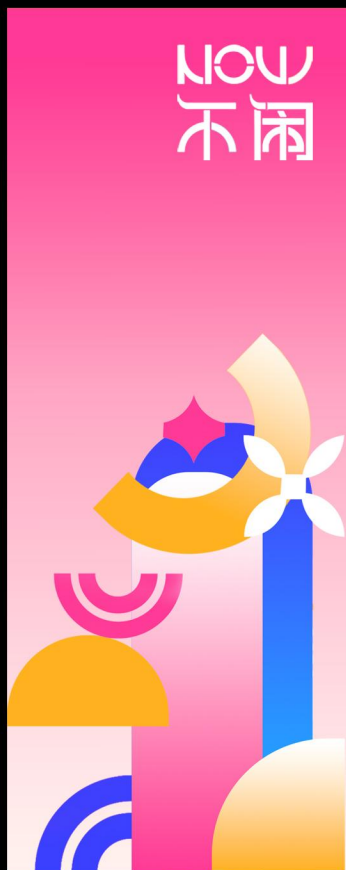
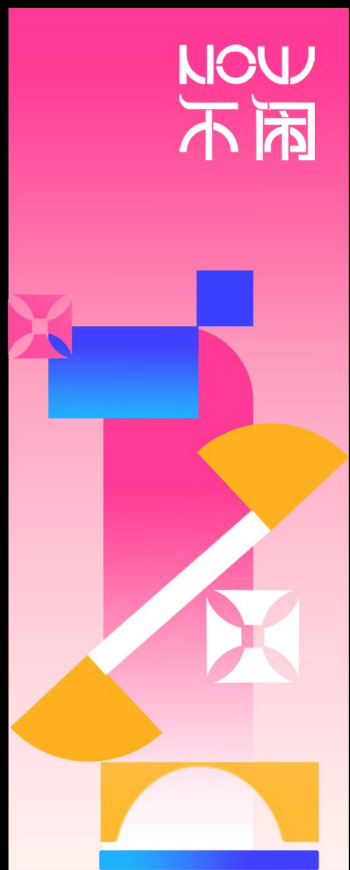
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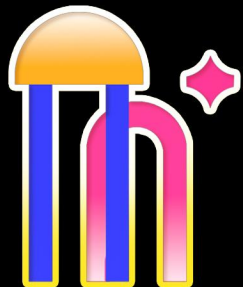
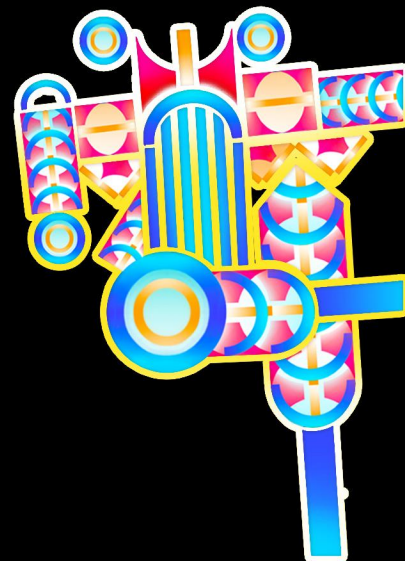
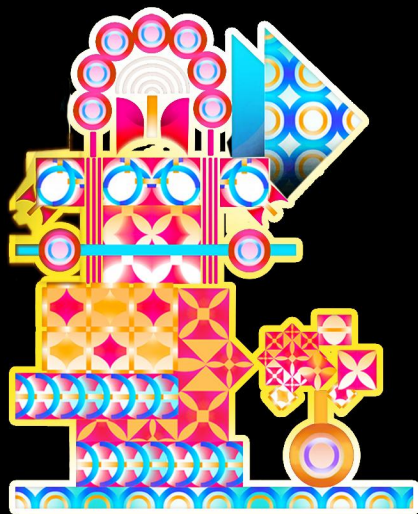
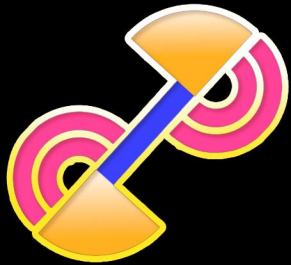
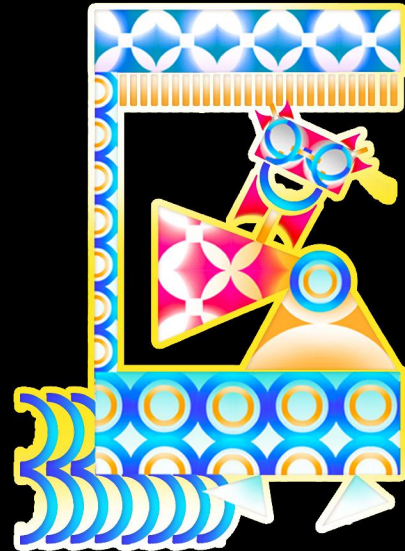
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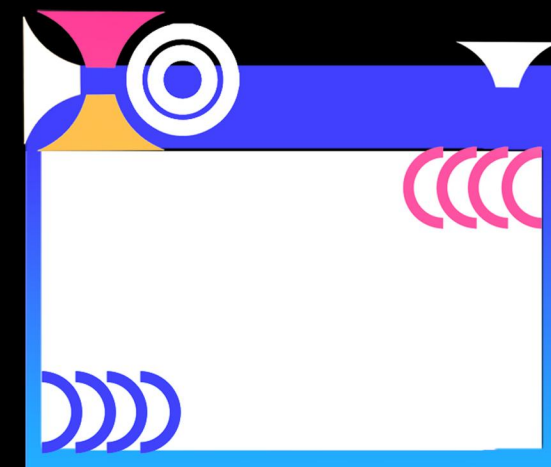
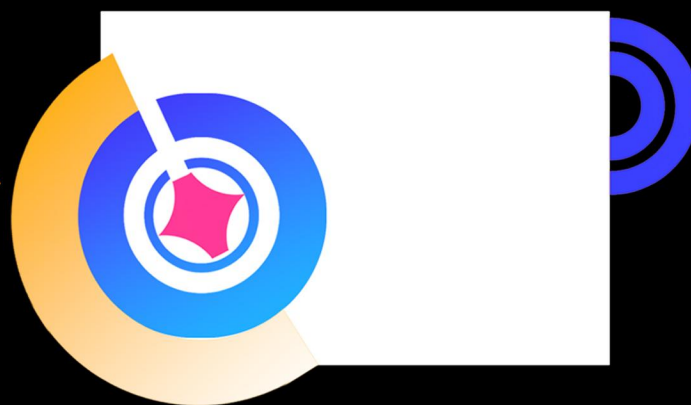
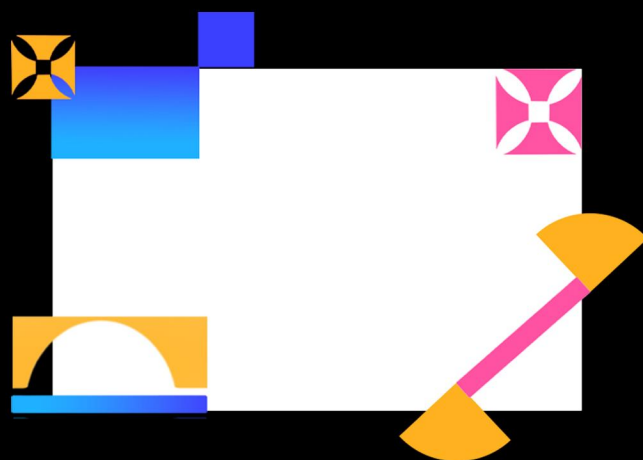
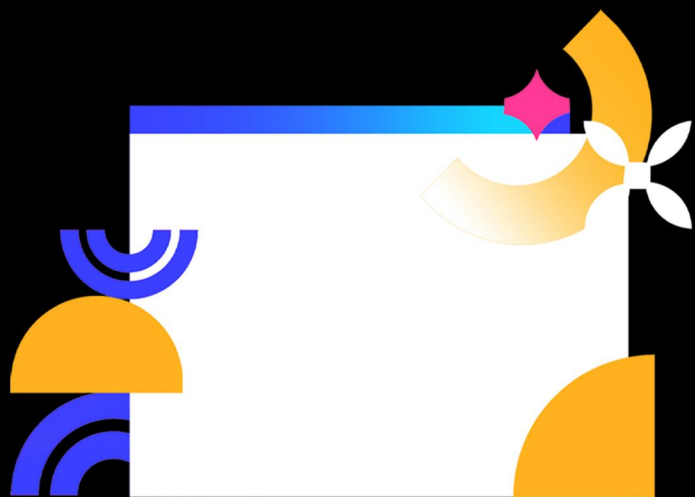




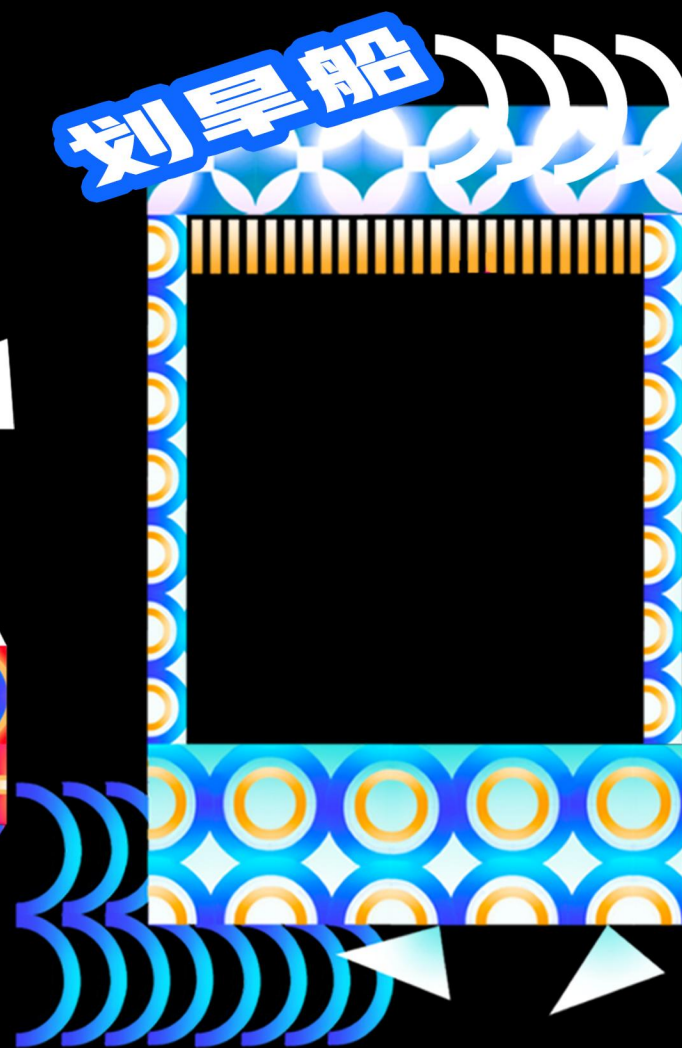
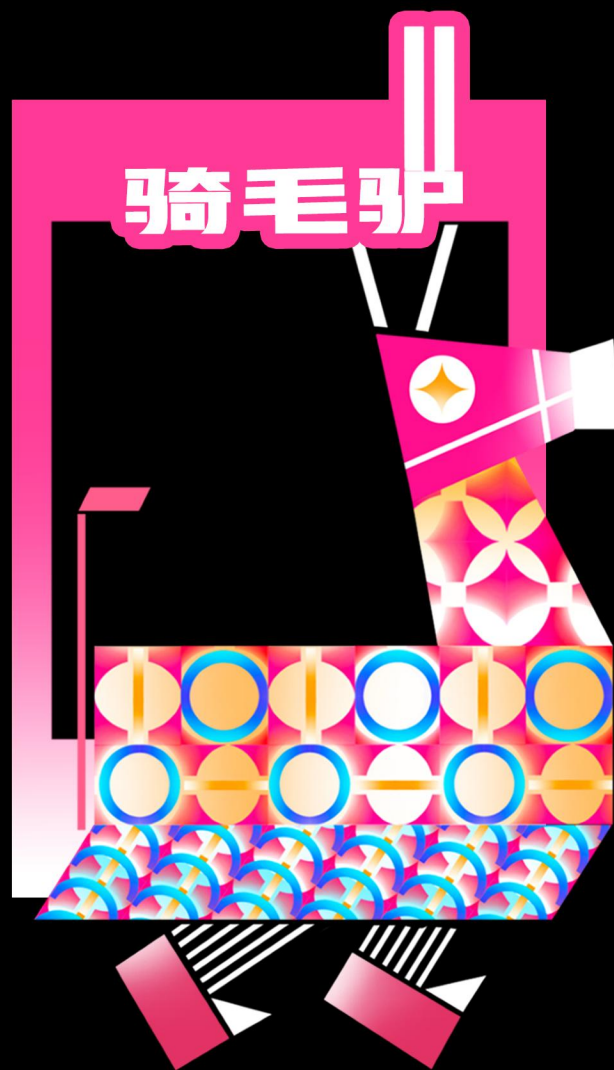


入场卷设计





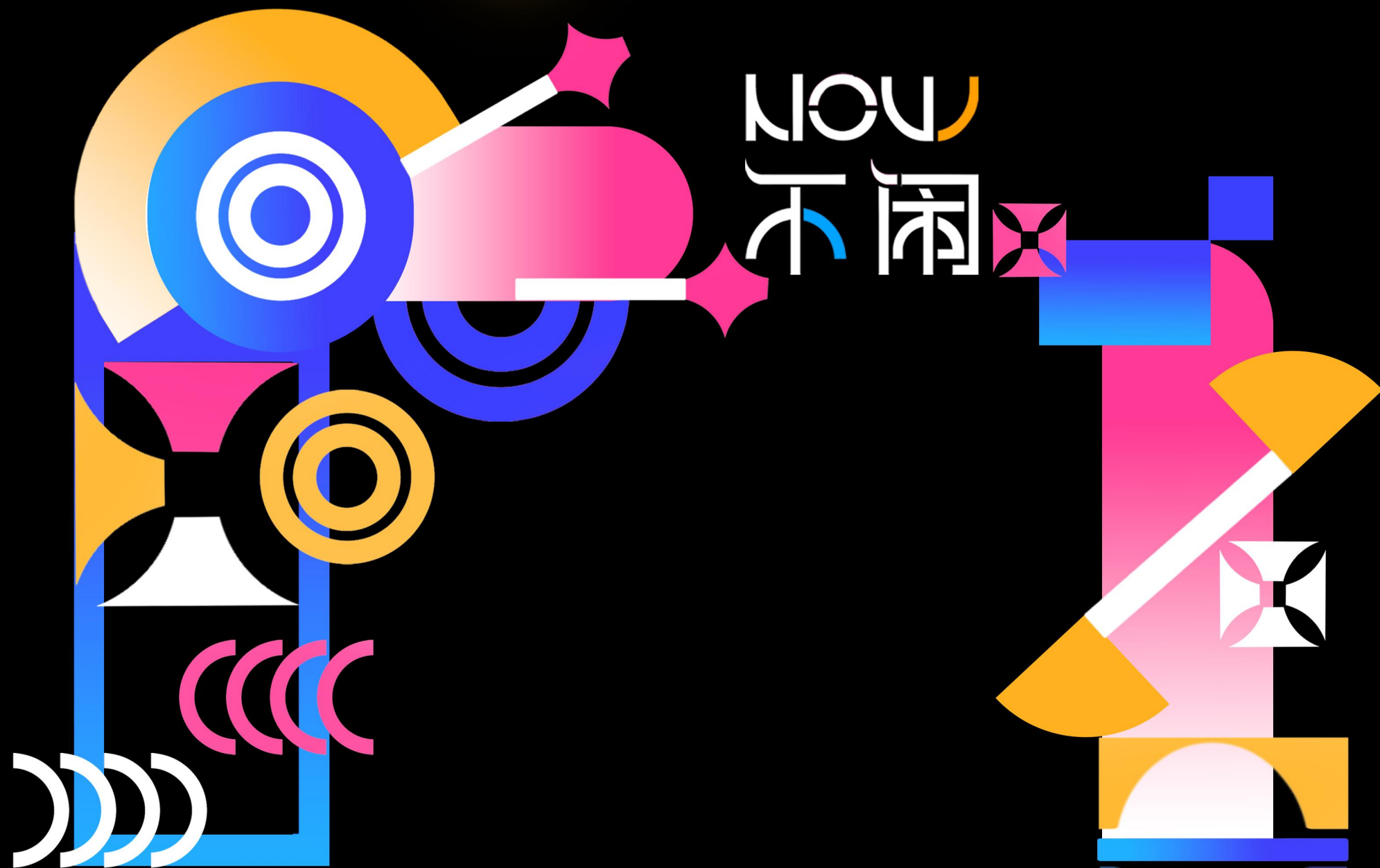


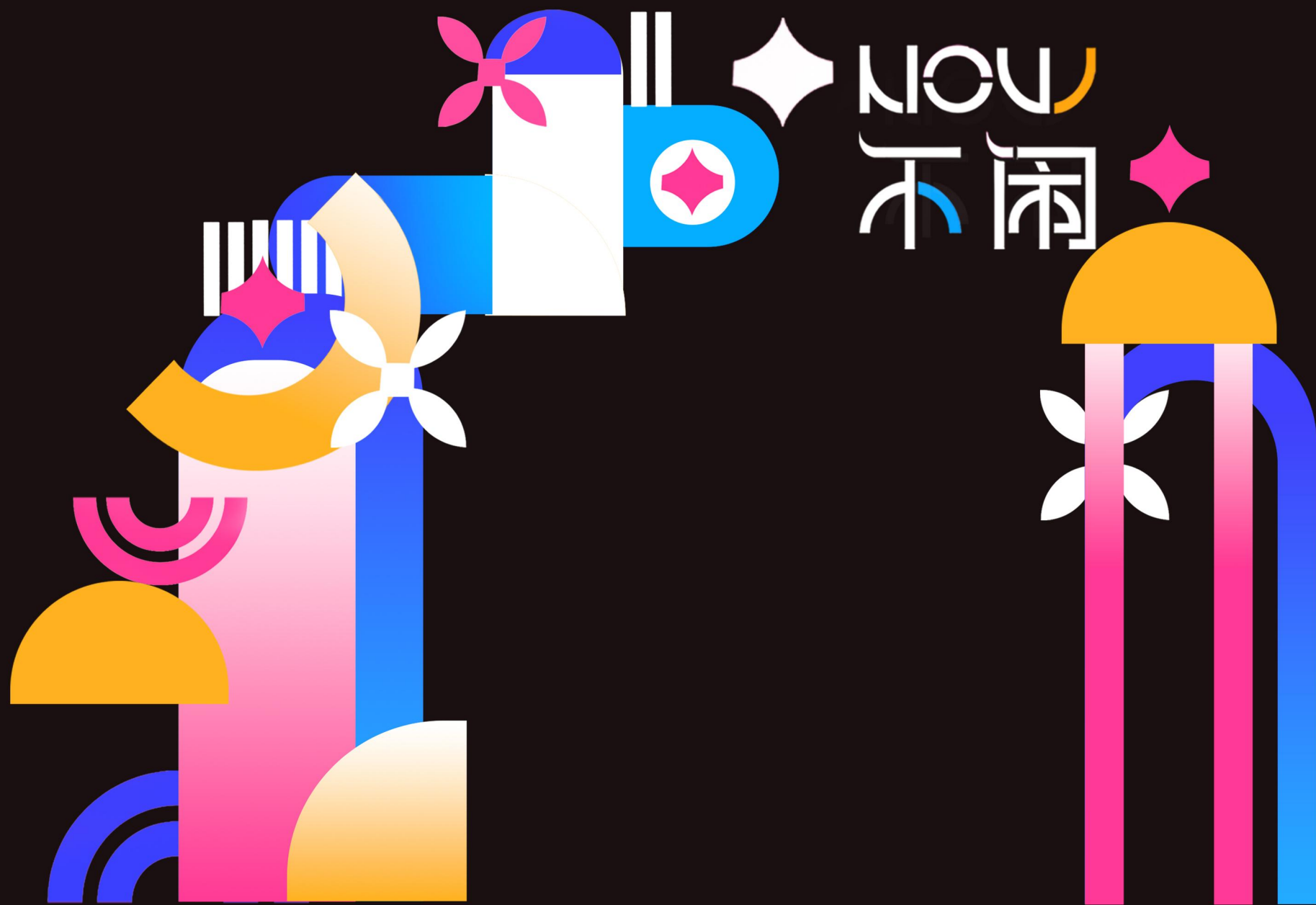




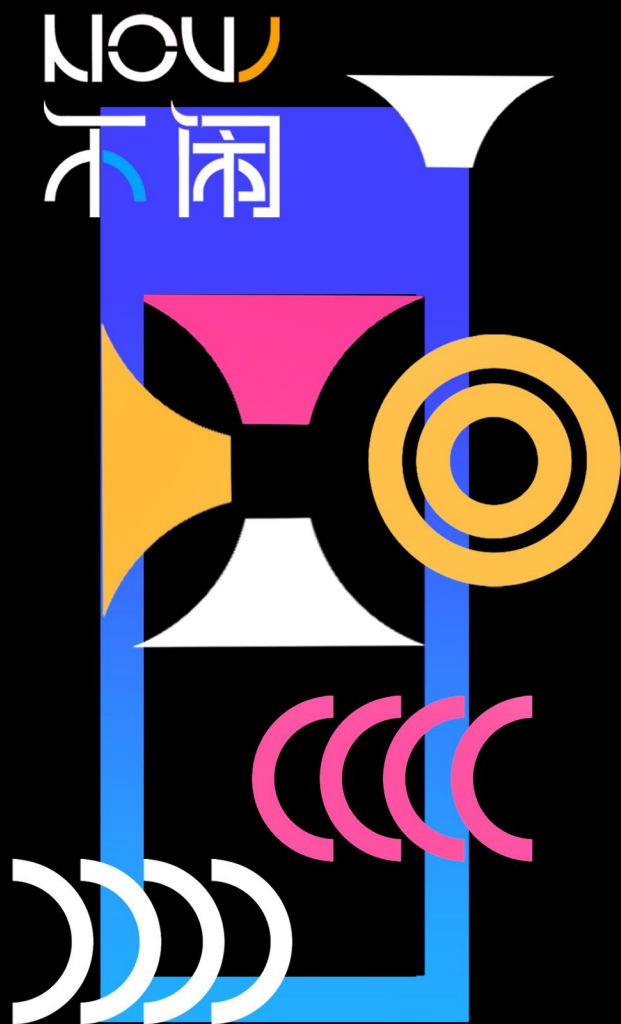
背景装置

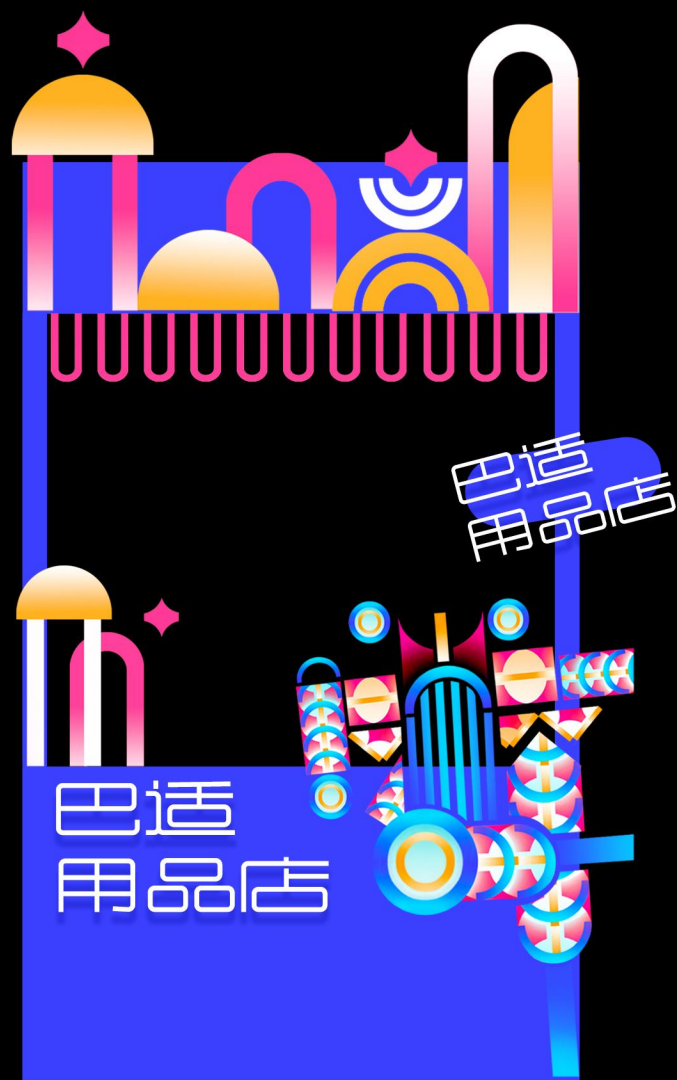
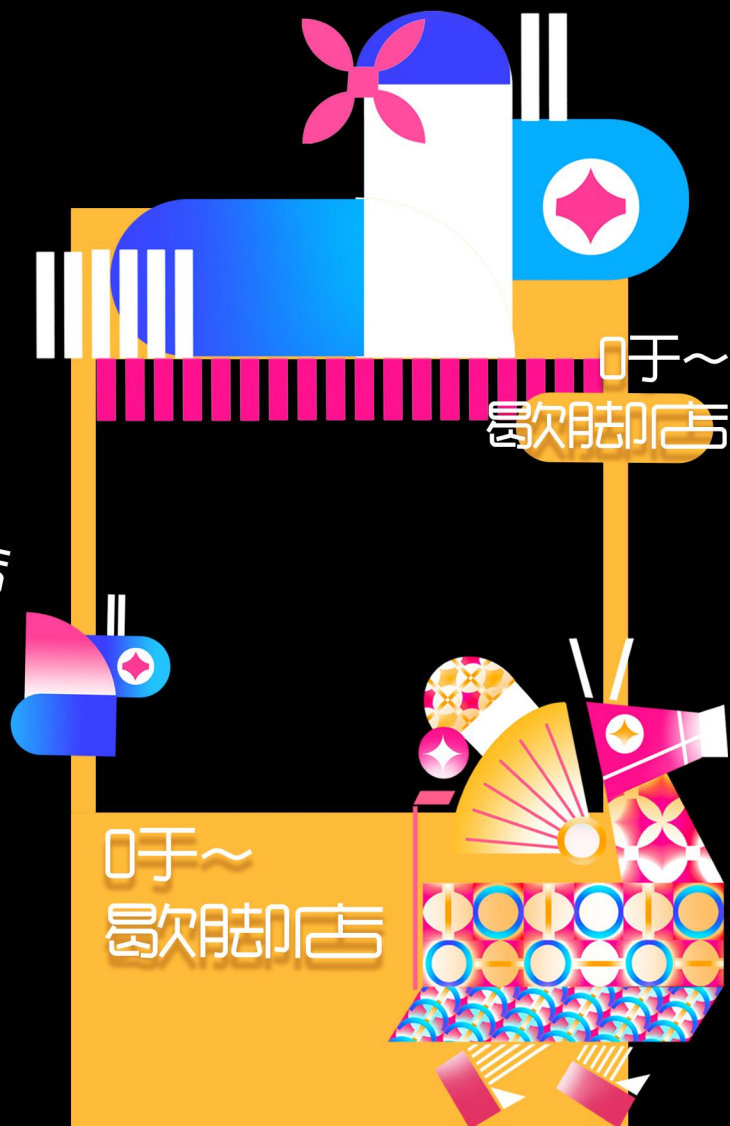












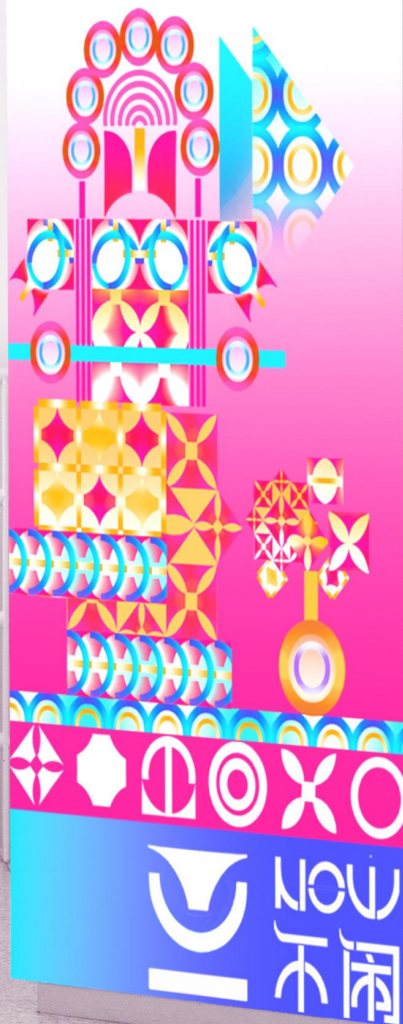






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晋中社火艺术节
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EXIBITION



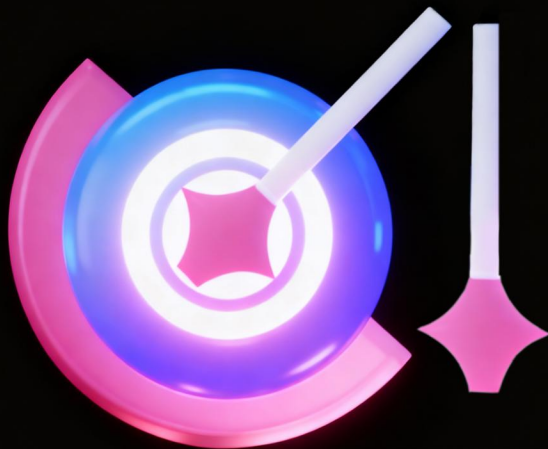
WC
CLOAKROOM
TICKETS



背景装置



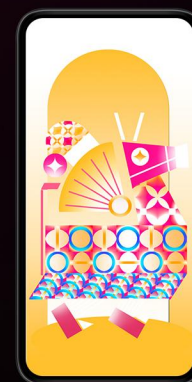
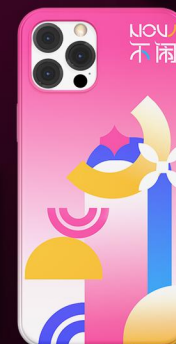
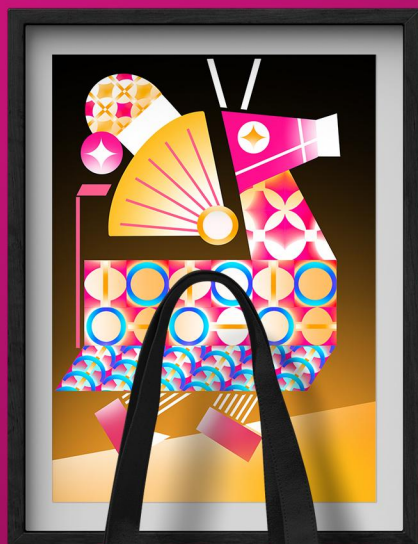
















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