

在城市“存量更新”的背景下，本项目旨在为成都五块石社区进行视觉系统改造与品牌重塑。通过利用现有公共空间，寻找“视觉噪音”与“市井烟火气”的平衡点。这是一场集合居民、游客、设计师发掘在地文化的“探险”，旨在打造一个日常、开放、可更新的社区新生态。

Against the backdrop of urban "stock renewal," this project aims to redesign the visual system and rebrand the Wukuaishi community in Chengdu. By utilizing existing public spaces, the design seeks a balance between "visual noise" and the local "earthy marketplace vibe". It serves as an "adventure" bringing together residents, tourists, and designers to collectively explore local culture, aiming to build a daily, open, and renewable community ecosystem.

白金国际平面设计大赛 优秀奖



背景与洞察

BACKGROUND & RESEARCH

#宏观经济
局部：五块石片区位于成都市金牛区东北部，八十年代开始兴建24家专业批发市场，并与荷花池共同构成成都最大商品批发贸易中心。
总体：随城镇化建设，我国城市发展从“增量扩张”进入到“存量更新”的时代，这类片区规划也从商贸转向居住为主。因火车北站发展较早和快的五块石片区，目前配套设施情况落后于当今城市建设形成了现在的南富北乱的局面。



核心策略与概念

STRATEGY & CONCEPT

#现状
近年来，随着Y2K与CCD复古风潮的兴起，五块石旧货市场再次成为年轻人的热门打卡地。然而，该片区当前面临基础设施落后、社区空间被交通干线切割封闭等问题。

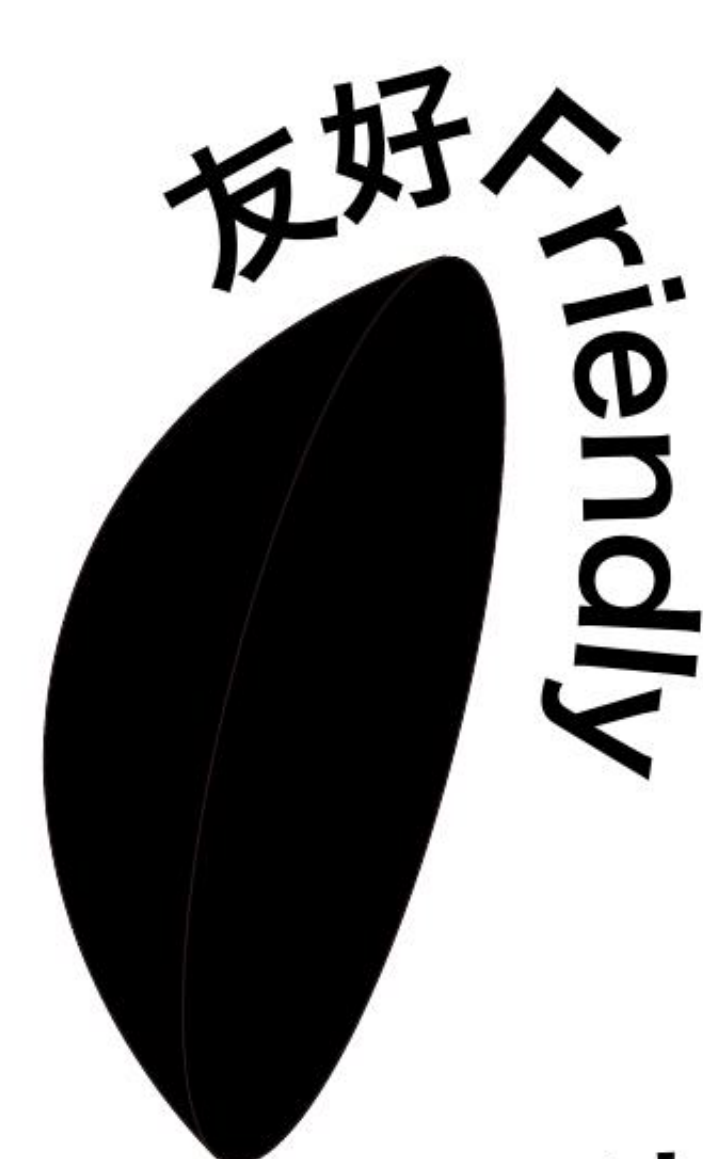
- 视觉噪音大
原有导视系统繁琐复杂，缺乏统一风格

识别度低
色彩系统在周边杂乱的环境中无法跳脱，难吸引注意力，影响社区形象
- 留存率低
调研显示，大量外来游客多为短时间的闲逛停留(约20min)缺乏深度互动的空间与活动指引

#设计策略
基于福格行为模型（B=MAP），制定了三大视觉准则：

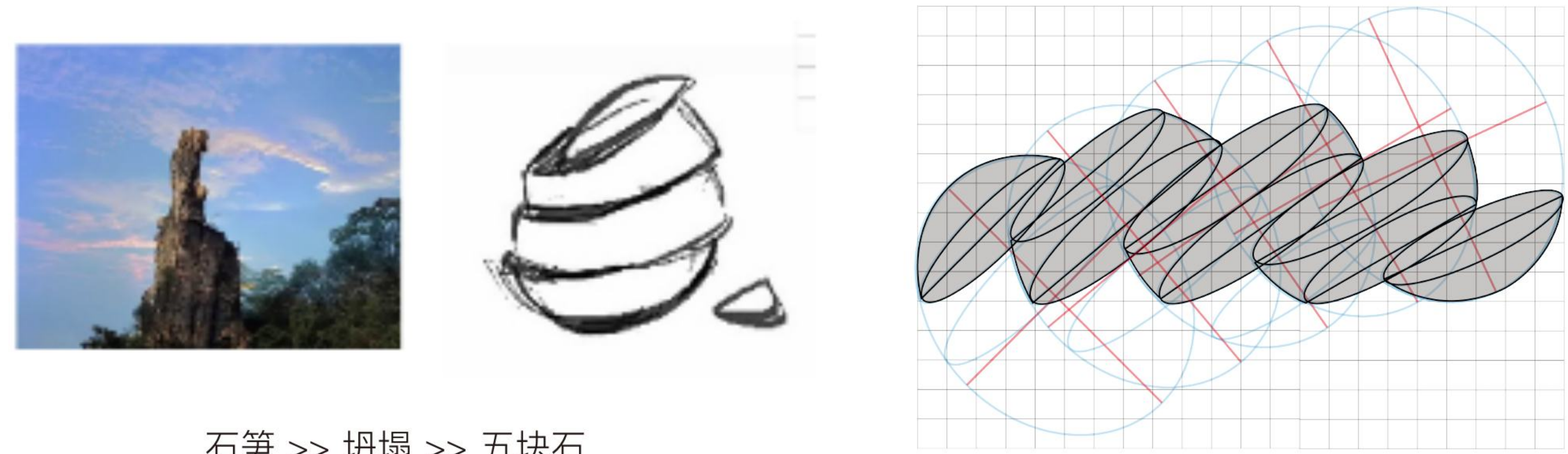
- 视觉吸引力：采用跳脱的色彩与整洁的布局，在复杂环境中抢占视觉焦点，提升探索动力。
- 易用性：规划清晰的信息层级与导视系统，降低认知门槛，改善空间游览体验。
- 一致性：在字体、色彩、图标上保持高度统一，确保品牌信息的有效传达。





不止是社区
NOT ONLY COMMUNITY.

#核心概念
“五块石”得名于明代石笋坍塌后形成的五块大石。标志提取了这一地质演变与崩塌的过程，将历史记忆转化为现代、动态的几何视觉符号。



石笋 >> 坍塌 >> 五块石



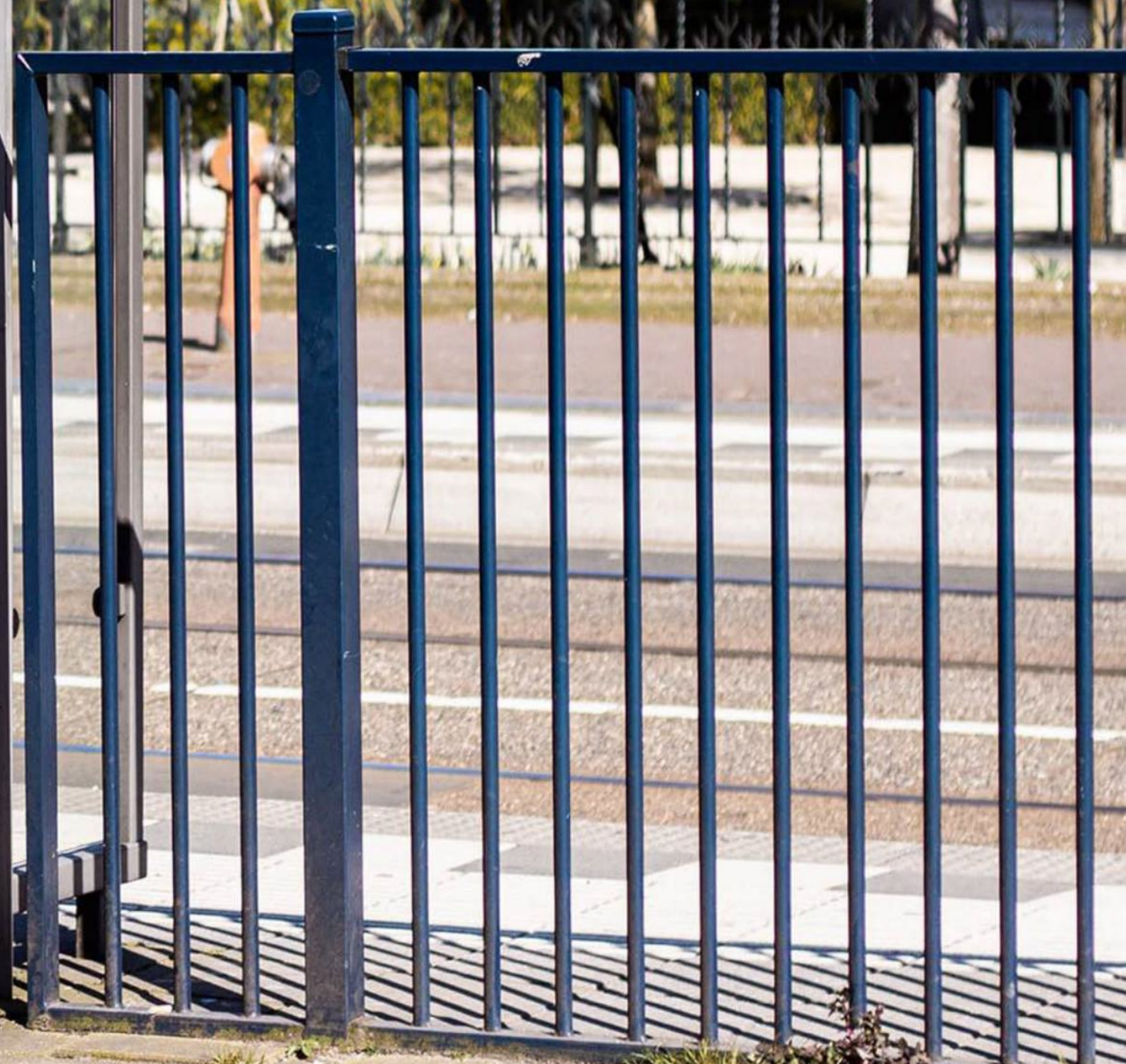
色彩系统
COLOR





五块石
社区
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COMMUNITY
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@CHENGDU
INFO@WUKUAISHI.com

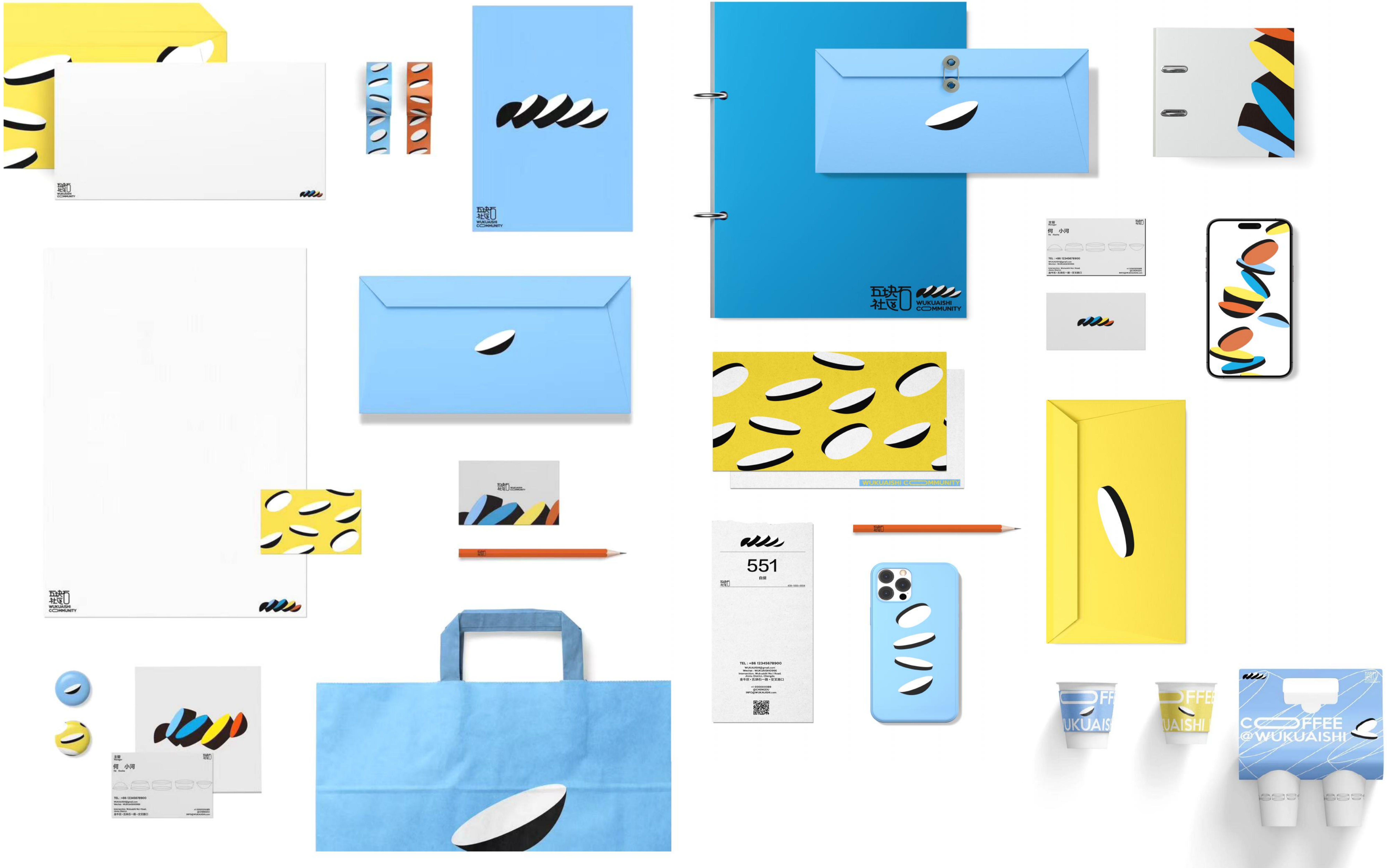
金牛区·五块石一路·交叉路口 Intersection, Wukuaishi No.1 Road, Jinniu District, Cheng



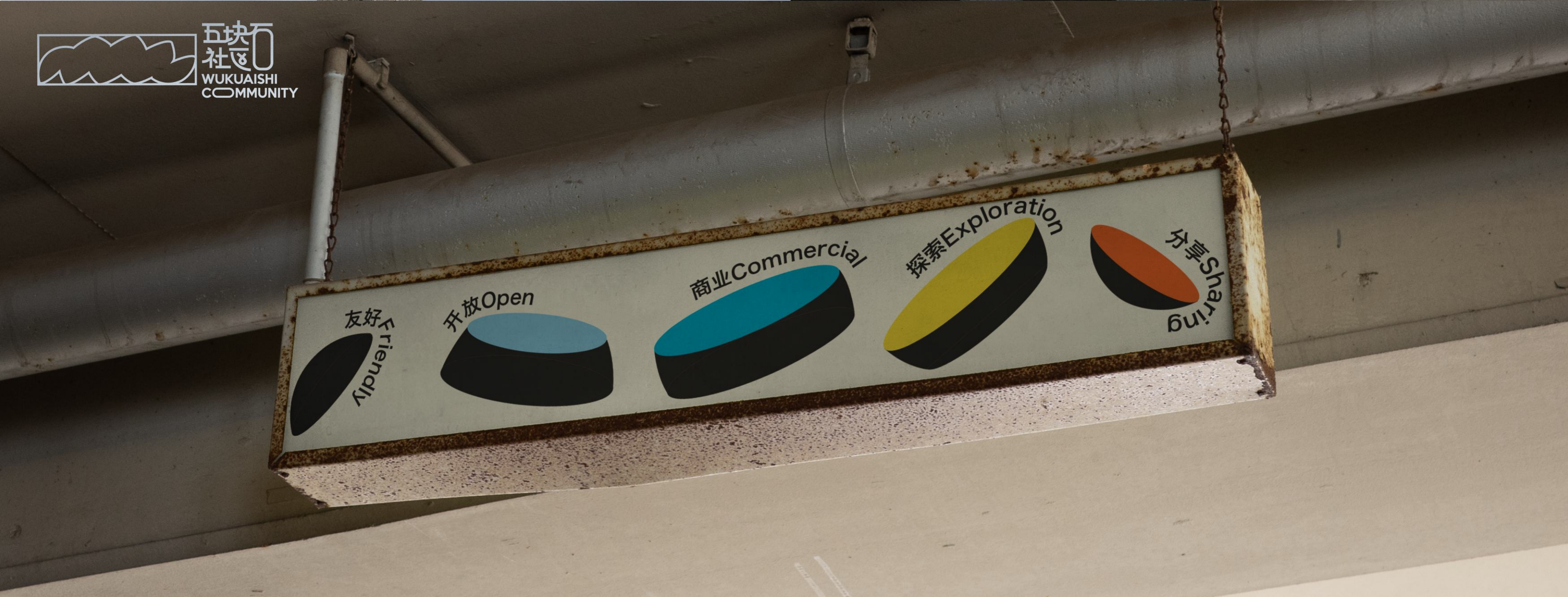
视觉形象设计
VISUAL IDENTITY



延展

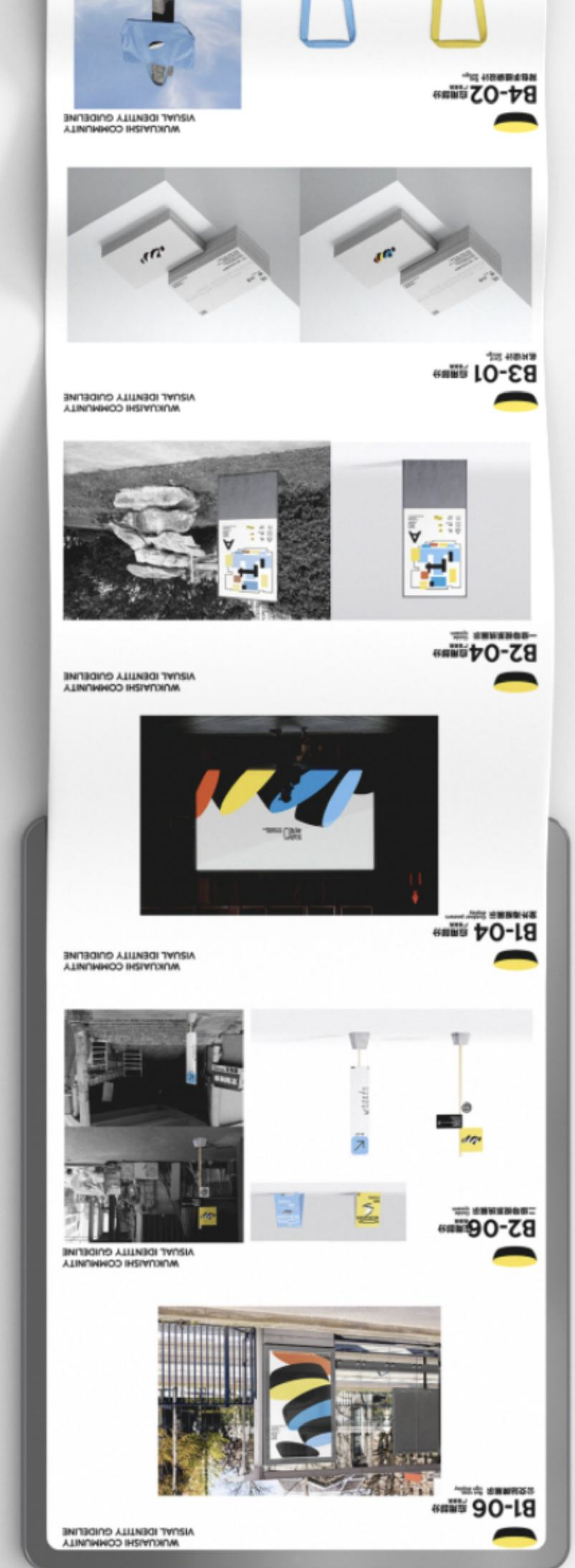
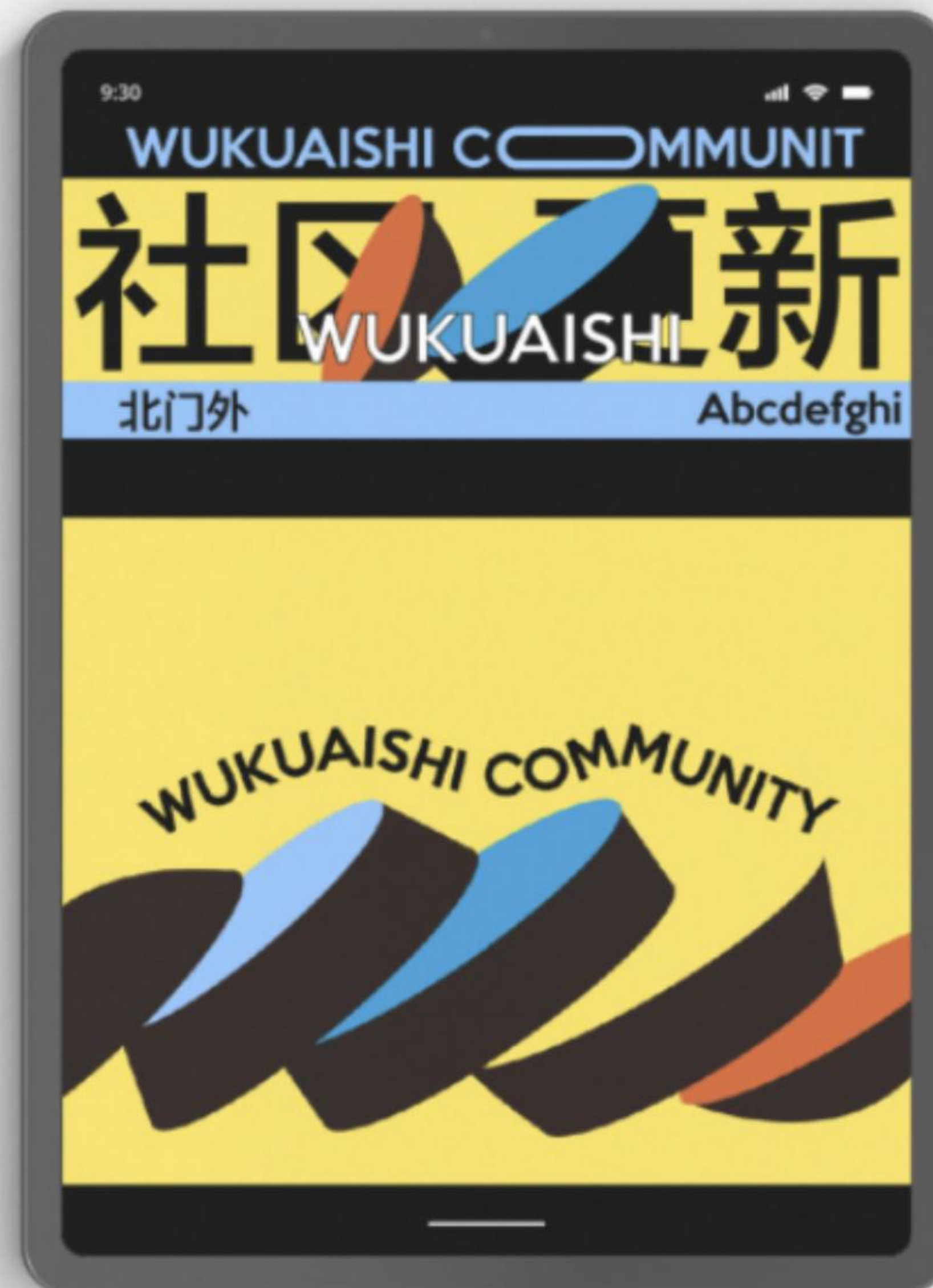


延展
APPLICATION



品牌VI手册

BRAND VI HANDBOOK



手册预览链接

<https://acrobat.adobe.com/id/urn:aaid:sc:EU:e7f9aaf3-9dd4-47af-83f4-bd26ebd88e5d>

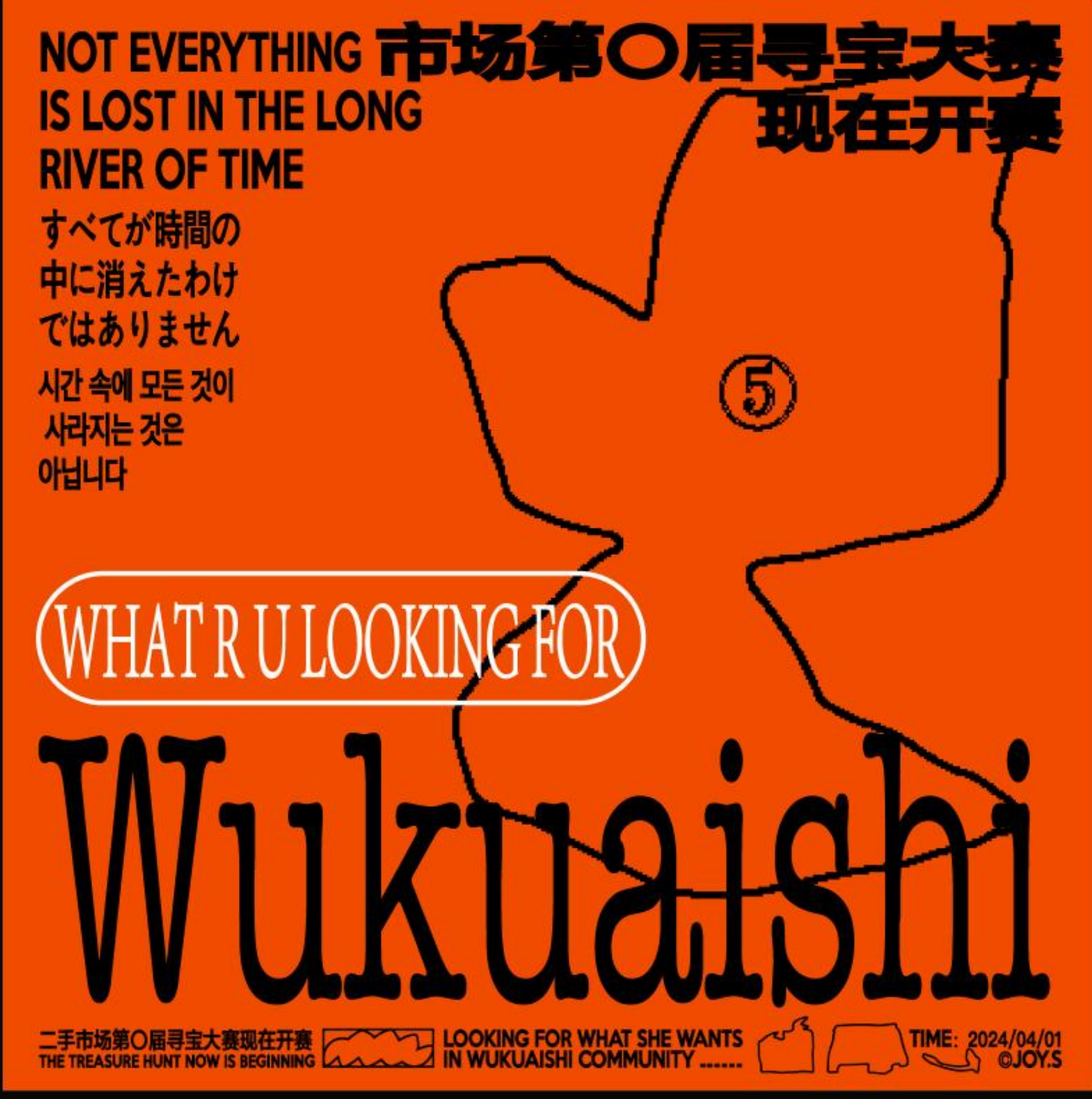
快闪活动

POP-UP EVENT IDENTITY

品牌视觉延伸至快闪活动与日常接触点。通过年轻化的设计语言和有趣的市场寻物活动，构建与年轻消费群体的沟通桥梁，将五块石打造为兼具烟火气与设计感的开放街区。



快闪活动主视觉
POP-UP EVENT IDENTITY



二手市场第〇届寻宝大赛现在开赛 THE TREASURE HUNT NOW IS BEGINNING  LOOKING FOR WHAT SHE WANTS IN WUKUAISHI COMMUNITY   TIME: 2024/04/01 ©JOY.S



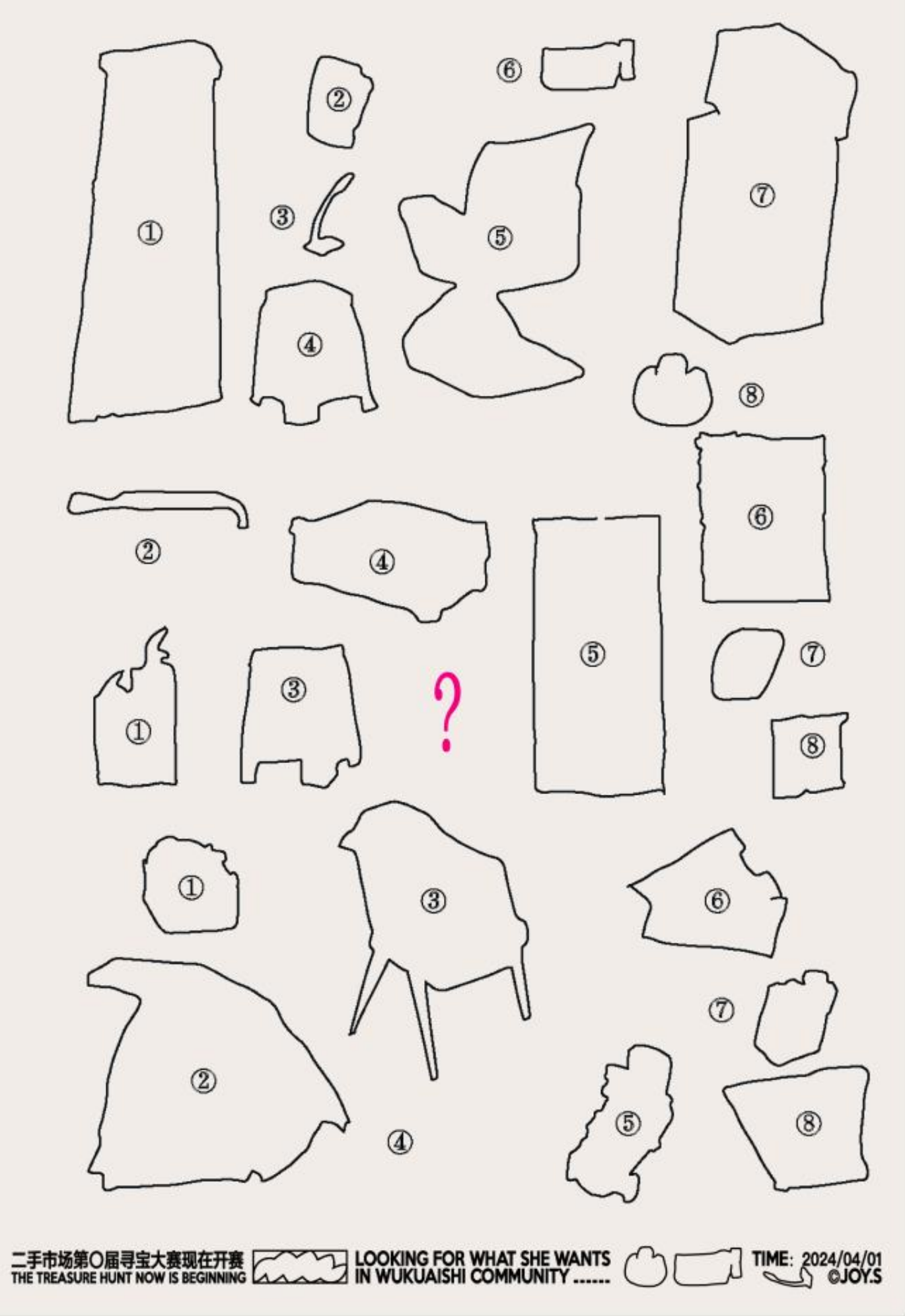
快闪活动相关物料
POP-UP EVENT IDENTITY



快闪活动相关物料
POP-UP EVENT IDENTITY



寻宝大赛活动海报
POP-UP EVENT IDENTITY



寻宝大赛活动海报
POP-UP EVENT IDENTITY

NOT EVERYTHING IS LOST
IN THE LONG RIVER OF TIME.



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并不是一切 都消失在了
时间的长河里

五块石社区 WUKUAISHI COMMUNITY
HTTPS://WWW.WKSCOMMUNITY.CN

二手市场第0届寻宝大赛现在开赛
THE TREASURE HUNT NOW IS BEGINNING

LOOKING FOR WHAT SHE WANTS
IN WUKUAISHI COMMUNITY

二手市场第0届寻宝大赛现在开赛
THE TREASURE HUNT NOW IS BEGINNING

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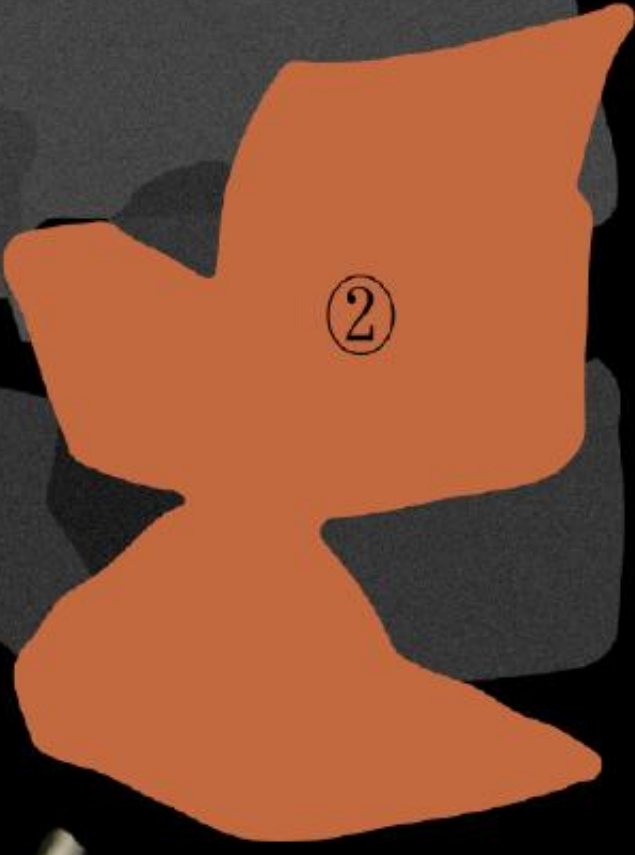
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THE TREASURE HUNT NOW IS BEGINNING

LOOKING FOR WHAT SHE WANTS
IN WUKUAISHI COMMUNITY

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THE TREASURE HUNT NOW IS BEGINNING

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HAND CRAFTED QUALITY
**OVERALL
MURALS**
SINCE 2010

不止是社区
NOT ONLY COMMUNITY.

二手市场第0届寻宝大赛现在开赛
THE TREASURE HUNT NOW IS BEGINNING



LOOKING FOR WHAT SOMEONE WANTS
IN WUKUAISHI COMMUNITY.....



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