

# Evolution and Enlightenment of Mascot Design in the Visual Identification System of Higher Vocational Colleges

Taking Guangxi Polytechnic of Construction in China as A Case in Point

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**Abstract:** As part of a visual identity system, design and application of mascot used in higher vocational colleges step by step because of unique appeal. The form of mascot in higher vocational colleges has rules to follow and is an excellent carrier to highlight brand culture and vitality. This paper aims to combine the mascot of Guangxi Construction Vocational and Technical College to analyze the value of its application to campus construction.

**Keywords:** Visual identification system; Mascot; Higher vocational colleges

## 1. The Concept of Mascots

Visual Identification System (VIS) is a concept that transforms abstract meanings such as corporate philosophy, cultural characteristics, service content, and corporate specifications into specific symbols, and creates a unique corporate image. Visual Identification System is divided into two aspects: basic element system and application element system. The mascot is a basic element in VIS. It highly represents the anthropomorphic image of the enterprise. It adds a few sensibilities to the corporate image with easy-to-love characters or anthropomorphic images to arouse the attention and favor of the public. "Mascot" means any person, animal or object that brings good luck, or any public identity that can represent a group [1].

In the late 19th century, the mascot appeared in various Western universities. It often appeared in various large-scale events held by the school, such as welcoming new students, cultural evenings, sports games, and celebrations. Today, campus mascots are very common, such as the mascot of Stanford University is the "tree"; The mascot of the University of Michigan is "Brown Bear"; The mascot of the Massachusetts Institute of Technology is "Beaver"; There is also the Yale University's bulldog "Handsome Dan", which has a history of 128 years, and the mascot has become a memory of students in the school. The application of mascots in more universities in China is also becoming more and more critical, such as "Xiao Yan", the mascot of the graduate student of Tsinghua University; Zhongshan University 90th Anniversary Mascot; "Bobo", "YaYa", the Central China Normal University; Nanjing University Cultural Mascot "Nanda Blue Whale"; East China Normal University Mascot

"Nanda Blue Whale" Shidalian; Yunnan Normal University Mascot "Potato Baby"; Southwest University's 110th-anniversary mascot "Xi Xi" and "Lan Lan" [2]; Guangxi University 80th Anniversary Celebration Mascot and so on. It can be seen that in the major universities in China, the mascots can be seen in large-scale activities such as welcoming new games and sports games. However, according to statistics, it is not difficult to find that the awareness of higher vocational colleges is not enough. Aiming at the problem of unvaried image and weak promotion of the visual recognition system of higher vocational colleges, the humanization, vividness and times about the visible image of the mascot, it will inevitably become the new representative of the image of higher vocational colleges.

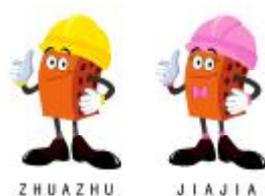
## 2. The Value of Mascots in Higher Vocational Colleges (Taking Guangxi Polytechnic of Construction in China as A Case in Point)

### 2.1. Carrying the brand culture of higher vocational colleges

In the context of the market economy, higher vocational colleges must with brand development and management awareness. The strengthening of the campus brand culture in the higher vocational colleges is conducive to enhancing the overall image of the campus and promoting the reform of higher vocational education.

Guangxi Polytechnic of Construction is the only public construction college in Guangxi of China. On the occasion of the 60th anniversary, the mascot came out. The design of mascot uses the architectural feature "red brick" as the primary prototype and combines the professional

characteristics of "construction cap" to mascot anthropomorphic, which shows the long history of Guangxi Construction Vocational and Technical College. Adhering to the motto of "great virtue, learn, and action", the school has passed on a consistent tradition of civil engineering education and has trained a large number of engineering and technical elites in the construction industry for the country and society [3].



**Figure 1. Guangxi polytechnic of construction mascots**

In the process of designing and conceiving, the mascots "ZhuZhu" and "JiaJia" follow the principles of "simple, generous and affinity" from the three aspects of shape, color, and name (see Figure 1). "ZhuZhu" (which means building) is named after the concentrated expression of architectural colleges and universities. Guangxi Construction Vocational and Technical College shoulders the sacred mission of cultivating high-skilled talents in Guangxi construction industry, and establishes the school orientation of "reliant on the industry, based in Guangxi, facing the whole country and radiating ASEAN."; "JiaJia" (which means family) is named after the students in the college. It is like a big family on campus. It means that students and teachers have mutual love, promote the healthy development of various undertakings with high quality and high standards, and continuously enhance the strength of running schools, core competition, and social influence.

The mascot of Guangxi Polytechnic of Construction integrates the campus culture concept and the humanistic spirit of the college to create a mascot with individual charm and unique meaning, based on the campus culture platform, to truly play its role in the campus culture construction.

## 2.2. Giving fresh energy to higher vocational colleges



**Figure 2. The mascot-derived souvenir attracted the interest of the teachers and students of the college**

As an engineering college, Guangxi Polytechnic of Construction gives people a serious, neutral, and inflexible stereotype. To celebrate the 60th anniversary, a pair of mascots with architectural features have injected a strong artistic appeal and affinity into the campus celebrations, a lively and varied image, innovative and feasible applications, and developed a series of mascot derivatives. Including T-shirts, pillows, green bags, mobile phone cases, stationery, etc. (see Figure 2), it was welcomed by teachers, students, and alumni. The mascot not only shows the soft and human side of engineering colleges, but also facilitates the college's open education strategy, establish cooperation with many institutions and enterprises, expand international exchanges, and inject vitality into brand promotion and image establishment. The mascot not only shows the soft and human side of engineering colleges, but also facilitates the college's open education strategy, establish cooperation with many institutions and enterprises, expand international exchanges, and inject vitality into brand promotion and image establishment [4].

## 2.3. Arousing the sense of identity between teachers and students in higher vocational colleges

The mascot of Guangxi Polytechnic of Construction is like a campus star, with its role positioning and role effect. The mascot is not only a flat visual design but is anthropomorphized and highly generalized into a character and emotional "civil engineer", which helps the teachers and students of the whole school to enhance the memory of the school. Every teacher and student, even alumni, can identify with each other and build an inner emotional trust, dependence, and affectionate emotional connection.



**Figure 3. Mascot-derived network emoticons are widely used in school social platforms**

At the same time, in combination with the background of the Internet. Developing some emoticon packs on campus mascots, which are widely used on the social platform of the teachers and students of the institute, which can stimulate the sense of identity and belonging of the teacher and student group (see Figure 3).

The representative mascot, its peripheral application products not only stimulate the sense of belonging of the teachers and students but also has the correct guiding spirit, from the love to the condensed, subtly sneak into the college's brand, culture, school philosophy, etc., slowly get the students Identify and guide students to keep themselves in the wealth of information.

### 3. Conclusion

The mascot of the visual identity system in higher vocational colleges can not only be derived as an image ambassador for inter-school and abroad to exchanges and cooperation, but also to strengthen the feelings of the

students and previous graduates on the spiritual level. It can more accurately serve the brand construction of higher vocational colleges, maintain the visual image of campus culture, expand the radiation range of campus culture spirit, and apply the mascot of higher vocational colleges to promote the internal and external development of the college [5].

### 4. Acknowledgment

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