

On November 3, 2020, an activity calling for the logo and mascot of the Yellow River organized by China Intangible Heritage Center and Press and Publicity Center of the Yellow River Conservancy Commission etc. was launched globally. Nearly one year later, the logo and mascot finally came into being after multiple selection among received 1829 works from 12 countries (regions) .

On October 30, 2021, the logo and mascot of the Yellow River was officially unveiled to the public in the Yellow River Museum. Along with the announcement, a press conference was held and the production of an animation about the personified mascot's adventure was declared to start.



*(The mascot <left> and logo <right> of the Yellow River, photo by Jia Jia, owned by the YRM)*



*(A poster of the announcement, photo by Jia Jia, owned by the YRM)*



*(The press conference, photo by Jia Jia, owned by the YRM)*



*The logo and mascot of the Yellow River, image owned by the Press and Publicity Center of the Yellow River Conservancy Commission*

**The Yellow River Logo** is inspired by fingerprints and the swirl patterns on ancient Chinese colored potteries. It connotes that the Yellow River Culture is the root and soul of the Chinese nation.

The Yellow River, called as the mother river by the Chinese, nurtures the Chinese nation and the civilization. The fingerprint and swirl pattern combined symbolizes the Yellow River as the national blood and everlasting national genes passed down. It highlights the Yellow River culture as the code for the Chinese civilization never-broken in the past 5 thousand years. It means the vigorous Chinese culture inherited through a long history.

As making fingerprints is a Chinese way typically for solemn promise, the Logo uses the fingerprint pattern to implies that the Chinese people will keep on the culture, strengthen the cultural confidence, protect the mother river and swear to realize the Chinese Dream of the nation's great rejuvenation.

The Logo has arch-liked curves on the top and square-liked pattern underneath, presenting a very stable mode. The curves, like the Yellow River mainstream “几” as a whole, symbolizes indomitable spirit of the Yellow River. In the middle of the the curves stands a shape “人”, like a Chinese character “People”, means the vigorous Yellow River is the mother river giving birth to the Chinese civilization. The embedded “人” also implies the humanity theory of Harmonious Co-existence between Man and Nature, as well as the human-based idea of people foremost.

The Logo is yellow, as the color links with the Yellow River, the yellow soil and the Chinese people. The swirl pattern, consisting of 9 layers, hints the 9 provinces in the Yellow River Basin are working together to boost ecological conservation and high quality development in the Yellow River Basin, to make the Yellow River benefit all.

At the lower left of the Logo is the Chinese character “黄” meaning “yellow”, presented in a decoration figure on the ancient Chinese bronze ware Ding. It implies the Chinese culture, manner and spirit. At the lower

right is a figure like the Chinese character “河”， a typical name for the Yellow River in China’s early history. The whole square-liked pattern embodies again that the Yellow River is the mother river for the Chinese nation, and the river basin is the one of most important places for the Chinese civilization start. It stresses the Yellow River culture as an important part in the Chinese culture.

**The Yellow River Mascot**, named Hebao, is a group of cartoon characters with rich Chinese culture deposits and contemporary spirit. The theme of the Mascot is centered on the matter that the Yellow River protection is an importance concerning the great rejuvenation of the Chinese nation and sustainable development. The Huangdi culture, Heluo culture, Yangshao culture, Chinese Dragon culture, Fish culture and Iron Ox are adopted in the designing, which are all typical factors in the Yellow River cultural heritage, nature and spirit. There are 6 cartoon characters in the group, namely Huangxiaoxuan, Hexiaoluo, Ningxiaotao, Tianxiaolong, Xiaxiaoli, Pingxiaoniu.

The character Huangxiaoxuan mirrors Huang Emperor Xuanyuan, so-called the Chinese ancestor, and the founder of the Yellow River civilization. Huangxiaoxuan showcases initiative, braveness and the love for all the people.

The character Hexiaoluo refers to Heluolang, the common name for the descendants of the people that moved in early age from the Yellow

River Basin to southern Fujian, China and is now the majority in the Taiwanese. The southward migration and Heluolongs contributed greatly to the inheritance and propagation of Heluo culture. Hexiaoluo accordingly, adopting the cultural factors of Hetu-Luoshu and Heluo culture, showcases wisdom and inheriting.

The character Ningxiaotao is inspired by colored pottery in Yangshao culture, which is regarded as the main vein and important symbols of the Yellow River culture. Ningxiaotao highlights hardworking and modesty.

The character Tianxiaolong comes from the legendary figure Yinglong, who is also called Huanglong, a dragon in tale sparing no effort for helping Dayu in harnessing Yellow River flood. Tianxiaolong thus embodies gallantry and intrepidity of the Chinese nation.

The character Xiaxiaoli comes from fish Liyu, the Chinese name for the carp. Liyu is a typical species living in the Yellow River. As it in tales was regarded to be a gift from Dadu when he successfully calmed the Yellow River and people therefore lived with the river in harmony, Liyu has been believed to bring good luck and the Yellow River a benefiting river for the Chinese. Xiaxiaoli represents kindheartedness and the China's idea of the harmony in the world.

The character Pingxiaoniu refers to Iron Ox, made by ancient Chinese

to assist in harnessing the Yellow River and therefore regarded as a witness to the persisting struggling of the people with water disasters. The ox also refers to the hardworking people with innovative ideas in boosting ecosystem protection and high-quality development in the Yellow River Basin. So, Pingxiaoniú embodies the spirit of selfless devotion.

Hebao, the fusion of the culture and spirits of the Yellow River, now is ready to be a messenger to carry forward the Yellow River culture, spread the Yellow River spirits, and tell the world the better future of the Yellow River Basin with nice environment and high-quality development.