Original Paper

Research on the Design Performance of Regional Culture in City Brand Image

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Abstract

Based on the important role of city brand image in city development, this paper studies the expression of regional culture in city brand image design, and how to use regional cultural advantages to design city brand image. The first part of this paper expounds the research background, purpose and significance of this topic; The second part analyzes the relationship between regional culture and urban brand image design; The third part, based on the regional culture, takes Zhuhai, Guangdong Province as an example, and studies its design innovation performance in the city brand image. The purpose is to provide some reference ideas for the integration of regional culture and urban brand image design and the innovation of urban brand image design.

Keywords

regional culture, City image, Design, Time-honored brand, Brand building

1. Research Background, Purpose and Significance

Since the 19th National Congress, our country has taken building a moderately prosperous society in all respects and achieving socialist modernization as a goal. Building high-quality cities and promoting high-quality urban development is an important part of socialist modernization. High-quality city means that the development of the city should break the traditional copy mode, create a new situation, and build an ecological, open, dynamic, delicate and personalized urban life. In this context, the country set off a wave of city brand image construction upsurge. In the process of building high-quality cities, some cities engage in large-scale construction, resulting in an increase in the number of uncompleted landmark buildings. All kinds of development projects are stopped in the middle of development or suffer long-term losses after the projects are put into operation. However, some cities rely on clear regional culture to carry out accurate city image design and publicity. Through city positioning, distinctive city theme, industrial projects and cultural activities with special colors, they

gradually build a distinctive city brand image. It has not only promoted the development of cities and driven the development of various fields, but also increased the influence of cities, making cities with the local culture enter the vision of more people, and even onto the international stage. Two totally different development planning paths have produced different results, which also verify that the integration of regional culture and city brand image is of great significance for the high-quality construction and development of the city. By studying this topic, this paper provides some ideas for the design optimization and development innovation of the city brand image. The study of this topic is of great significance for the accurate use of regional culture to carry out the design and innovation of urban brand image.

2. The Relationship between Regional Culture and Urban Brand Image Design

2.1 Regional Culture

Regional culture is the general name of the culture unique to a certain region, it is the extended meaning of cultural sentiment, is a part of culture. In the narrow sense, culture refers to the special phenomenon of human spiritual life, including customs, religious art, literature, philosophy, history and so on. The broad cultural scope is larger, it covers the spirit, system, objects and other aspects of human or human related phenomena. Such as economic life production, political system, science and technology, living environment, social norms, trade circulation and so on. The above phenomena have a common feature that is closely related to people's spiritual life. As can be seen from the broad concept of culture, culture is a concept opposite to nature, that is, all unnatural things or activities closely related to people can be classified into the category of culture.

From the broad concept of culture, regional culture includes the convergence of spirit, system and objects related to a region or city. Such as regional or urban history, urban development achievements in various fields, etc. Regional culture can reflect the overall style of a region or city and give people a special overall impression.

2.2 Urban Brand Image Design

2.2.1 Elements of Urban Brand Image Design

(1) Natural Elements

The natural elements of urban brand image design include natural resources and existing non-natural resources. Such as tourism resources, ceramic culture and so on. From the perspective of urban phenomenon design, natural elements play a fixed role in the city brand, which will not change with the development of the city. Natural elements are the foundation of urban brand image design and innovation. For example, Jingdezhen, with ceramic culture as the core, adjusted the city's strategic development plan and transformed itself into a porcelain capital. At the same time, the use of ceramic image to implement hotel transformation, urban logo design, cultural and creative products innovation.

(2) Artificial elements

Artificial elements refer to the key part of urban brand image design, which is also the key of urban

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image design and transformation, and the key of urban brand phenomenon shaping.

(3) Social elements

The social elements of urban brand image design include government and economy. The government is the main body to promote and participate in the urban brand image design. Economy is the concrete means of city brand image shaping. By formulating the strategy of comprehensive urban planning and the direction of development practice, the government guides and encourages all areas of the city to participate in the construction of the city image through policies, so as to maintain the consistency of the development of the city brand image on the whole.

2.2.3 The Content of City Brand Image

Based on the analysis from the perspective of aesthetics, the aesthetic feeling of city comes from the aspects of vision, spiritual feeling, service behavior, consumption experience, local customs, economic conditions and so on. This is determined by the unique aesthetic feeling system of human beings. People's different aesthetic feeling systems reflect the spiritual life of human beings. City brand image contains rich and brilliant regional culture, is the embodiment of the essence of regional culture. Through the analysis of regional culture, the author thinks that the city brand image includes spiritual image, behavioral image, visual image, amoral image, economic image and consumption image. For city brands, the more prominent the personalized characteristics of all aspects of the city's image, the more conducive to the use of characteristics to carry out image competition, build personalized characteristics, so as to stand out among numerous city brands.

(1) Spiritual image

The spiritual image of a city is the concentrated embodiment of the spiritual idea and the belief and spiritual pillar of the city development. It is the philosophical embodiment of urban development, as well as the true portrayal of traditional local customs and people's spirit in the process of urban historical development. National spirit can increase the characteristics of a city and its competitive advantages with other cities, making a city's positioning and theme more obvious. Such as Yan 'an's "Yan 'an spirit", Guangzhou's "dare to be the first".

(2) Behavioral image

The behavior image of a city is mainly manifested through the behavior of citizens, including individual behavior and group behavior. Group behavior includes common people group, professional group, official group and so on. The mannerisms of individuals or groups can accurately represent the image of a city and give people a profound image, which is the behavior image of the city that people feel. Such as Shanghai people's "smart", Guangdong people's "smart" and so on.

(3) Visual image

The visual image of a city is the most direct reflection of the city image content, is also the basis of the city image characteristics. The visual image of a city includes building landscape, tourist landscape, cultural landscape, commercial landscape, traffic landscape and so on. The formation of a distinctive and famous city's visual image is not accomplished overnight, but needs long-term accumulation of

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social culture and social construction. In addition to the representative social landscape and natural landscape, the concentrated expression of its landscape features is more conducive to highlighting the visual image of the city. For example, when it comes to Florence, people's first impression is that it is the city of painting and sculpture in the world. Its achievements in painting and sculpture can be directly reflected through the city's architecture and some infrastructure.

(4) Style image

As the name implies, style image is the embodiment of urban customs and customs, including slang dialects, places of interest, specialties, feelings, human relations and so on. The customs and customs of a city can reflect the charm of a city. It is the most personalized content in the city image. For urban brands, the more prominent the local customs image is, the more characteristics can be mined in the development of the city, the more development paths are available, and the stronger the attraction for investors and consumers.

(5) Economic image

Economy is the main body of a city's development and one of the symbolic elements of the city's image. The city's economic development strategy, operation mechanism and development mode will indirectly affect the city's image and development characteristics through the city's industry, corporate image and market image. The formulation of a clear and specific economic development strategy is conducive to the shaping of the city image and the development of urban products, but it also needs to support the adjustment of industrial structure, corporate image and other aspects of the specific implementation.

(6) Consumption image

The consumption image of a city is a kind of exclusive memory for consumers. To some extent, consumers' consumption experience affects their consumption attitude and impression on the city, and directly or indirectly affects the brand phenomenon of the city. A good urban feeling is conducive to increasing consumers' positive feelings towards the city and shaping the positive, positive and favorable consumption image of the city, while a bad consumption feeling will reduce consumers' positive feelings towards the city and increase their negative feelings.

2.3 Matters Needing Attention in Urban Brand Image Design

2.3.1 The multi-Dimension of City Image

The multi-dimensionality of the city image reflects the great integration of the city in culture, economy, science and technology, system, morality, spirit and other aspects, which requires the phenomenon design of the city brand to integrate multi-dimensional content and show the richness of the urban structure level.

2.3.2 The Hierarchy of the City Image

(1) Surface image

The surface image of the city refers to the external form and characteristics, including the city in a certain location. Such as urban life style, interpersonal relationship, social division of labor, social

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group state, urban size, natural resources, etc.

(2) Deep image

The deep image of the city refers to the image except the surface image, including the cultural level and the structural level.

Culture is hierarchical, so the cultural image of a city is hierarchical. At present, there are many academic views on the division of urban cultural levels. The mainstream view is the three-level theory of urban culture. From shallow to deep, they are urban visual image, urban behavior image and urban spiritual image. When designing the city brand image, we should keep the unity of all levels of culture, the external characteristics of the city and the internal culture, so as to achieve the goal of unifying the style. For example, Jingdezhen uses ceramic elements and ceramic culture to present the image of the capital of porcelain and define its brand characteristics.

The urban structure is a very complex system, and the elements of its structure are interrelated, promote and influence each other. It includes social structure, economic structure, spatial structure, etc. In the design of city brand image, the presentation effect of city brand image designed by different structures is different. Considering the prominent position of urban economic image in urban development, general urban image design takes the economic structure as the main body, and assists social structure and spatial structure to enrich the characteristics of brand image.

2.3.3 The Dynamics of the City Image

The dynamic city image reflects that the city is always developing, is constantly changing. In order to adapt to the needs of social development in different periods, the city needs to adjust its image dynamics, build a new image, or optimize its image, so as to keep its image consistent with the urban development planning of the same period and serve the development of the city.

2.3.4 The Integrity of the City Image

The integrity of the city image is the unity, which requires the city to maintain the overall consistency and coordination of all elements in the brand creation and design, and maintain the unity of style. For example, the architectural style is consistent with the culture promoted by the city. By shaping the integrity of the city image, it can provide consumers with a better and distinctive interactive space and deepen their memories of the city.

3. The Relationship between the Two

3.1 Regional Culture Is the Essential Foundation of Urban Brand Image Design

Regional culture is the local characteristic culture accumulated in the long term of social development, which is determined by the geographical conditions, social levels, local customs and history of the city. With the development of modern society, the spiritual outlook of cities is becoming more and more the same, and the differences are narrowing. In the aspect of modern city culture, many cities open up benefits. This is because the traditional regional culture has been neglected or even forgotten. The cultural spirit carried by regional culture has local characteristics and is difficult to be imitated and

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copied by other cities. Each city through in-depth exploration of regional culture, the use of traditional regional culture to create products consistent with the spirit of urban culture, is conducive to the formation of the city image characteristics, shape the brand characteristics, so that the city can be highlighted from the convergence of urban development under the characteristics of The Times. Therefore, regional culture is the essential basis of urban brand image design.

3.2 City Brand Image Design Is the Support of Inheriting and Carrying Forward Regional Culture.

City brand image can directly and clearly reflect the hardware image and software image of a city, highlighting the characteristics of urban development from the whole. The appearance of the city can reflect the historical accumulation and cultural cohesion of the city, reflect the cultural tradition, geographical environment, material life and so on. The city brand image is like the carrier of regional culture. It uses the condensed history, culture and environment to give the city distinct personality, and uses the brand personality of the marketing city to promote the city construction and development. In the whole process, it inherits and carries forward the traditional regional culture and inherits the regional cultural spirit.

3.3 Regional Culture and City Brand Image Promote Each Other

Regional culture is the prerequisite for decorating and whitewashing the city image and shaping the city brand image. The city brand image spreads regional culture with diversified product design, carries forward regional culture, expands the scope of regional culture communication, accelerates the speed of regional culture communication, and deepens the level of regional culture communication. The two complement, promote and influence each other, which lays the foundation for the city's characteristic and personalized development, and also makes the regional culture and the city image more diversified and charming. However, accurate and interesting integration of regional culture and urban brand image can create higher development value, increase the core competitiveness of the city and the region, and maintain the vitality of urban development.

4. The Design Application and Innovative Performance of City Brand Image Based on Regional Culture

4.1 Overview of Zhuhai Regional Culture

Zhuhai is geographically opposite to Hong Kong and only adjacent to Macao. In terms of culture, it belongs to Xiangshan culture with Hong Kong and Macao. Xiangshan culture has the characteristics of Guangfu culture in Lingnan culture. It is the product of the integration and development of the indigenous culture, the Central Plains culture, the Nanyang culture and the Western culture. It can be summed up as the sub-culture of Lingnan culture. Geographically, Fragrant Hill culture is an important part of Lingnan culture, but it also has the unique culture accumulated in the development process of Zhuhai city. Zhuhai is close to the sea and is a typical coastal city with 8 first-class national ports. It is the city with the largest ocean area, the most islands and the most constant coastline in the Pearl River Delta region. It has a long history and colorful fishing culture. Beside the beautiful Furnace Bay stands

the sculpture of Zhuhai fisherman's girl; With a history of more than 170 years, Huitong Village tells the story of its establishment with intact residential buildings in the Qing Dynasty. The Tanka Sha Tin folk songs have been sung since 170 years ago. The Three Ovens Crane Dance expresses the romance of the city in the activities of offering sacrifices to God and seeking good fortune. "Zhuhai History and Culture Books" silent lecture history volume of a historical celebrity and local customs; Modern bar Street attracts men and women to gather here; A variety of Hong Kong Olympic style tea and cuisine flowing strong Hong Kong and Macao customs; Jinhai Beach, Yinkeng Beach Beach, Nansha Wan Beach presents the romantic leisure of the seaside city. At the same time, Zhuhai has a good ecological environment, and its sustainable development index ranks among the top in China. It has won many honorary titles such as "National Ecological Garden City", "New Garden City", "Romantic City" and "Happy City". Zhuhai's geographical environment, history and culture, local customs, urban environment, social life and many other aspects, all reveal the romantic atmosphere.

4.2 The Design Innovation Performance of Regional Culture in Zhuhai Brand Image

(1) Performance in city brand logo

Zhuhai city brand logo design selected Hong Kong-Zhuhai-Macao Bridge, fishergirl, clear water and green mountains three major design elements. H on the left of the device is the simplified Hong Kong-Zhuhai-Macao Bridge, implying that Zhuhai connects the world, connects the history and the future, is open and tolerant of differences; The color interwoven lines on the right are the simplified clear water and green mountains, implying that Zhuhai is a new-type garden city with outstanding ecological civilization advantages. It also represents that Zhuhai will practice the concept of sustainable development with green mountains and clear water for a long time, and actively protect the ecological environment while persisting in development. The middle part is the simplification of Zhuhai's landmark fishergirl sculpture, representing the fisherwoman holding the sun. On the one hand, it conveys the rich Marine culture of the region and integrates the rich and distinct regional culture. On the other hand, it highlights the characteristics of modern ecological civilization, implying the bright future of Zhuhai in the new development, and showing the open, inclusive and positive spirit of Zhuhai as a new ecological city.

(2) Performance in city brand positioning

Zhuhai is positioned as a cultural and tourism brand city, and its development is positioned as a high-tech industrial base with "three bases and one center". As can be seen from the positioning of the city, Zhuhai closely focuses on the existing advantages of natural resources and cultural resources in urban development, tries to enhance the added value of the city by deeply exploring the cultural value of the local city, shaping the new brand city of cultural tourism with regional culture, and then focuses on the implementation of strategic development and industrial structure adjustment and upgrading around the cultural main body, so as to achieve the purpose of urban development. Improve the perception of Zhuhai brand clarity. The application performance of regional culture in the city brand positioning is as follows: (1) Application and construction of historical and cultural city expert

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consultation; (2) To declare famous historical and cultural cities, such as former Shanzhai ruins, former residence of Chen Fang, etc.; (3) Excavate Lingnan culture and history, strengthen the protection of historic and cultural city sites, publicize Lingnan culture and history and historical celebrities, and spread Lingnan characteristic culture and local customs; (4) To create Lingnan culture quality tourism routes, Marine culture quality routes, historical and cultural city quality routes, etc., to withdraw from the negative cultural and creative reviews with the local culture of Zhuhai, and to create a cultural brand of Zhuhai; (5) Quit the Zhuhai local culture series of songs, movies, city postcards, city photography exhibition, city shipbuilding group building activities and other theme products, highlight the Zhuhai tourism culture theme, strengthen the city brand image marketing.

(3) Research conclusion

The above performance can reflect the deep integration of Zhuhai's local culture and regional culture in the city brand image. The rich design elements make the brand image of Zhuhai become three-dimensional, vivid and full of cultural poetry, the cultural level and structure are clear, and the city's competitive advantage is more prominent. Moreover, it is suitable for the positioning of tourism brand city and meets the title of Zhuhai Ecological Garden City. It is of great significance for the public to improve the cognitive clarity of Zhuhai.

To sum up, a city's brand image is the key to determining whether a city can stand out from the market, and is also the core factor affecting a city's competitive strength. The author believes that the use of regional cultural characteristics to build the city brand, through holding various kinds of culture to strengthen the brand image, create a city with core market competitiveness of the city brand, is conducive to better marketing the city through the brand power, promote the city's economic and social development.

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