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# DESIGN CONCEPT OF VISUAL MESSAGES BASED ON THE CITY BRAND IDENTITY

**Abstract.** *The purpose of the study is analysis and definition of the design concept of visual messages, which based on the development of city brand identity and the factors that influencing the development of city brand identity, and development of proposals for their design of modern solutions. Theoretical and practical research methods were used, namely analysis of scientific and popular literature on the research topic, generalization of approaches to functional-planning and stylistic solutions of city brand identity based on analysis of design experience. The results of the study can be used in their introduction into the modern practice of new city brand identity and in the development of the establishment of cultural image in local city.*

**Keywords:** *city image design; logo; brand identity; cultural design; ethnic elements.*

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# ДИЗАЙН-КОНЦЕПЦІЯ ВІЗУАЛЬНИХ ПОВІДОМЛЕНЬ НА ОСНОВІ ФІРМОВОГО СТИЛЮ МІСТА

**Анотація.** *Метою дослідження є аналіз та визначення концепції дизайну візуальних повідомлень, яка базується на розробці фірмової ідентичності міста та факторів, що впливають на розробку фірмової ідентичності міста, та розробка пропозицій щодо їх оформлення сучасних рішень. Використовувалися теоретичні та практичні методи дослідження, а саме аналіз наукової та популярної літератури з теми дослідження, узагальнення підходів до функціонально-проєктного та стилістичного вирішення айдентики бренду міста на основі аналізу дизайнерського досвіду. Результати дослідження можуть бути використані при впровадженні в сучасну практику нової міської бренд-ідентичності та в робленні культурного іміджу міста.*

**Ключові слова:** *дизайн іміджу міста; логотип; фірмовий стиль; культурний дизайн; етнічні елементи.*

**Introduction.** City brand shows the cultural connotation and spiritual temperament of a city, embodies the personality and heritage of a city, is a set of comprehensive and systematic communication structure to communicate with people, its purpose is to establish the city image, improve the competitiveness of the city. With the change of market structure and market competition environment, brand competition is becoming increasingly fierce and the visual communication of brands is also changing quietly. Brand visual identity design is a systematic design, In the future, the development of brand identity design will become bolder, more avant-garde, and more humanized. Through the visual recognition design, the abstract information of the city brand is transformed into representative visual concrete symbols, which is organized in a harmonious and orderly way to create a set of urban brand image recognition system with communication power and appeal. The city brand logo is the core component of the recognition system. It connects people's emotion with the city and is a powerful cognitive symbol of the city. People usually distinguish different cities through it. The local characteristic culture has the regional characteristics, which reflects the cultural brand and characteristics of the city. The

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application of local characteristic culture to the process of urban brand visual image design has the adaptability and consistency of content. For example, Luoyang, the ancient capital of China, was famous for the Luoyang Palace during the Empress Wu Zetian era. Luoyang Palace was an ancient palace, the world political center and national symbol at that time, and also the imperial palace with the longest history and the most dynasties in China.Luoyang Palace East Capital Tang Culture Theme Park in Luoyang reproduces the East Capital Luoyang Palace in the era of Empress Wu Zetian. It tries to create the elaborate works of brand and bring great traveling market in the world. This study tries to explore and incorporate the design strategy of city brand logo, so as to make the city brand logo fit with the city temperament, so as to highlight the unique charm of the city.

**Analysis of previous researches.** The topic of city brand identity is considered in various books, articles and scientific publications. To date, much research has been aimed at identifying the typology of social urban image design and city cultural construction. In the Liu Shasha's article [6], the visual identification system of city brand mainly includes all the appearance images of the city, such as structure, area, color, volume, appearance and shape. It is an important source of information for people to understand and recognize the city, and a key component of the life and work of city residents. The integration of local culture into the visual image of the city brand can not only highlight the characteristics of the city brand, but also meet the requirements of the integrated development of urban culture and tourism, and provide intuitive guidance for the selection of tourism destinations for the majority of tourists [8]. As mentioned in the [9], the designer integrates elements representing regional culture, history, folk customs into the urban visual identity system, so as to enhance the city brand value and cultural competitiveness and accumulate for the development of the city Intangible assets. The main features of logo design based on Chinese traditional culture are discussed in the article [5].

In the design of urban brand identity, a very important and interesting spatial element is the "boundary" of brand identity. By adjusting the boundary in the brand logo, the brand image information is transmitted to the masses [7]. In the design of city brand logo, the contour boundary composed of closed lines distinguishes the area inside and outside the contour. The outside of the outline becomes the background, while the inside of the outline becomes the figure.

The construction of city image is closely related to its history and culture. For example, Philadelphia is one of the oldest and most historic cities in the United States [2]. It has a very important place in American history. In the 18th century, Philadelphia was the second largest and most populous city in the United States. Philadelphia was the scene of some of the most important events in early American history. The Declaration of Independence and the Constitution were drafted and signed in Philadelphia's Independence Hall. The "Liberty Bell" in Philadelphia is the most important symbol of the American Revolution, the symbol of Philadelphia, and the symbol of the American free spirit. So the logo of Philadelphia's city brand uses the Liberty Bell as a metaphor for the city's core value of "Life·Liberty You" and the historical background and events closely linked to the city.

**Statement of the problem.** In order to give full play to the positive benefits brought by the city brand to the public and realize the win-win situation of the city and the people, this paper compares the development of the city brand image vertically and horizontally in terms of the development time and regional differences from specific cases, analyzes the connotation and characteristics of the visual design of the city brand image, as well as the factors affecting the city brand, and provides suggestions for the modern design solution of the city brand identity.

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**Results of the research.** City is the main carrier of modern economic development and the center of regional politics, economy and culture. City brand is a special identification symbol generated habitually in the development of a city. It is the concentrated embodiment of the city's unique resources and interprets the city's unique competitive advantages. At the same time, city brand is the driving force and important symbol of economic development, as well as the plundering of economic and social development, which contains rich spiritual and cultural connotation. With the accelerated development of urban civilization, people pay more and more attention to the image building of urban living environment. The global competition is becoming increasingly fierce. More and more countries realize the positive value of city image publicity.

Prague, the capital of the Czech Republic, used to be a multi-ethnic city with a distinctive feature of multiculturalism. After the two world wars, however, Prague has become a largely ethnically homogeneous city dominated by Czechs. The design of Prague's urban image logo combines the characteristics of the city's history and culture and urban style, and highlights the history and culture. The symbol of Prague, with its four language spellings Praha (Czech), Prague (English and French), Praga (Spanish), and Prag (German), speaks to Prague's urban history and cultural diversity, The color of the logo draws on the architectural color impression of various historical periods and styles in Prague. It uses the red background and yellow characters to match, reflecting the beautiful name of Prague as "golden city" (fig. 1, fig. 2). It can be seen that we need to create a unique city image on the basis of inheriting the traditional culture. The city brand visual recognition system is the information source for people to recognize the city image and understand the city culture, and it is also an important part of people's city life. The concept of "city brand image" has been gradually introduced into urban construction. Nowadays, cities around the world are building their own city brand image identification system to accumulate urban resources and energy and promote the future development of cities.



**Fig. 1.** Prague's urban architectural style



**Fig. 2.** Prague's city brand logo

Based on the research on the rapid development of urban modernization, we can compare the image construction of cities at home and abroad, observe and study the construction of urban brand image from the perspective of aesthetic art, understand the needs of cities, pay attention to the direction of urban development, and then study the related issues of the design of urban brand image recognition system. A reasonable and in-depth discussion is made on the developing city brand image recognition system. The "image and form" system that reflects the brand value of enterprises or commercial entities is subjective to some extent. It is often centered on visual objects and visually compiled through planes, products, images, etc. In modern society, competition among countries, cities, regions and enterprises promotes

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the development of industry and economy. Integrated cities, as regions and businesses, will be seen as another indicator of a country's capabilities on the international stage in the 21st century. In addition to the city image, local brands, including corporate brands, also bring new forms of worship and expression to the urban landscape and corporate image through creative classes centered on visual effects. City representatives and corporate brand managers need to understand the value of creative categories in the brand identity process. In a word, with the development of globalization, it is of great value and significance to shape the city brand. Therefore, urban designers need to fully integrate the elements that can represent the local folk customs, culture and history into the visual identification system, so as to improve the cultural competitiveness and brand value of the city [3]. In the context of city branding, city culture tends to become the perspective of city brand positioning and city core value priority display [4].

The city sign reflects the city culture, is an important expression of the city life concept and cultural concept, it represents the city itself, is also an important symbol of urban service development. At the same time, a representative and creative city logo can evoke citizens' sense of resonance and belonging, reflecting and representing citizens' attitude towards culture and mentality. At present, many cities in the world have representative and regional city symbols. For different cities in China, three research objects are specifically analyzed, which are Chengdu IFS Art Panda sculpture (fig. 3), Qingdao Trestle Bridge (fig. 4), and Beijing CCTV headquarters building (fig. 5). From the design logo, they all represent the image of the local city. As a well-known business district in China, Chengdu IFS has a landmark giant panda art sculpture building, which is mainly made of steel and white and black colors. It is installed on the roof of Chengdu commercial landmark building in a climbing posture, showing the city brand image characteristics of Chengdu as the hometown of giant pandas. Its main function is to break the solemnity of the traditional business world and attract tourists from all over the world to clock in. As a traditional landmark of Qingdao, Qingdao Trestle Bridge has a long history. Its main material is steel and concrete structure, with a total length of 440 meters. The dike is built with two fish buildings in the form of ethnic groups, representing the coastal cultural image of Qingdao. Its main function is to allow visitors to see the sea up close and dock tourist ships. As a representative building of the city's brand image, Beijing CCTV Building covers an area of 187,000 square meters. The building has a strong visual impact. The main material of the building surface is special glass with irregular patterns, and the material is made of mirror. Its reflective nature makes the building organically combine with the surrounding wind signals, showing the adventurous and highly confident urban image of Beijing as the capital city.

Another example is Hong Kong. Hong Kong is a special representative city with the fusion of Chinese and foreign cultures. It's logo is a complex of graphics and words. A creative dragon and HK acronym form the city logo of Hong Kong (fig. 6), which brings people a sense of fashion and progress, and reflects the brave pioneering and enterprising spirit of Hong Kong citizens. And I have also listed some typical foreign cities. For example, New York City in the United States has its symbol – I Love New York (fig. 7), which is self-proclaimed by three letters INY and a red heart. It reflects the focus and love of citizens for the city, and reflects the spiritual outlook and belief of New York City.

In 2011, the Kyiv city administration announced a competition for the logo and slogan of the city. At that time, Kyiv was preparing to host the 2012 FIFA World Cup, and the authorities were concerned about how the city would be perceived by tourists coming from all over the world. The winner of the competition was the logo created by Fedoriv and Karandash Graphic Design and the slogan "everything starts in Kyiv" [1]. This logo (fig. 8) consists of four signs, four symbols of Kyiv. A drop of water is the Dnieper, a chestnut is a park city and

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the famous Kyiv chestnuts, a dome is the center of Orthodox culture and temples, a heart is hospitality and love.



**Fig. 3.** Chengdu IFS Art Panda sculpture



**Fig. 4.** Qingdao Trestle Bridge



**Fig. 5.** Beijing CCTV headquarters building
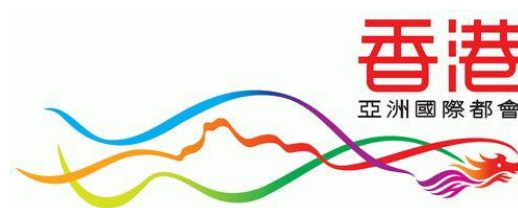


**Fig. 6.** Hong Kong's city brand logo



**Fig. 7.** New York's city brand logo



**Fig. 8.** Kyiv's city brand logo

**Conclusions.** To sum up, urban culture can connect the history and future of a city, and also show the unique charm of a city. In theory, different cities may have cultural similarities, but they are never identical. Therefore, the city image logo from the perspective of urban culture will surely reflect the distinct identity of the city brand. Cities come from the history, with a deep historical tradition and brand, different histories deduce different culture, different regions form their own characteristics of the city. On the basis of excellent traditional culture, the design and development of the city image symbol is a summary of the long and glorious history of a city and the sustenance of the city's future development prospects.

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