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RESEARCH ON BRAND IMAGE DESIGN FROM THE PERSPECTIVE OF REGIONAL CULTURE

SHMELOVA-NESTERENKO Oleksandra¹, ZHOU Huitong²

¹Kyiv National University of Technologies and Design, Kyiv, Ukraine

²Kyiv Institute at Qilu University of Technology, Jinan City, People's Republic of China

shmelova.oy@knutd.com.ua, 583450547@qq.com

This article discusses the significance of regional cultural identity in brand image design, emphasizing its crucial role in reflecting a region's economic, cultural, and social development. It notes that successful branding can enhance market competitiveness and consumer attention. The article also highlights the challenges involved in regional brand design, including the need for unique and clear brand identity and the difficulty in aligning cultural based design with current technology. The article concludes that outstanding regional and tourism brands should maximize their cultural authenticity to capture business opportunities and achieve economic and cultural benefits.

Key words: *regional culture, brand image design, brand value, urban identity.*

INTRODUCTION

The continuous development of China's market economy has made the brand an important factor in attracting consumer attention and increasing market competitiveness. Regional cultural branding serves as a reflection of the economic, cultural, and social development of a particular region. Regional culture is a unique cultural and historical accumulation of a country or region and is an important source of inspiration and support for innovative design activities. Therefore, creating a brand that aligns with the regional culture and launching an industrial and ecological chain guided by regional cultural brand can make Chinese cities more attractive and promote regional development.

PURPOSE

This article aims to demonstrate that culture is the basis and precondition for the creation of a regional brand image design from the perspective of innovative design. The objective is to increase its recognition, value, and role in the development of the region.

RESULTS AND DISCUSSION

I. Development of regional cultural brand design theory and current situation in People's Republic of China and abroad.

1. Concept of regional culture

"Regional culture" refers to a set of unique factors such as religious beliefs, customs, traditions, and political systems, which are developed within different



regions and passed down through generations. For instance, Garzê Tibetan Autonomous Prefecture in Sichuan Province is characterized by its unique regional features including language and culture, religious architecture, diverse flora and fauna, rich mineral resources, and an array of medicinal materials. The development of any regional culture is a product of centuries of evolution, and over time, such cultures undergo transformations, but they gain more value and depth. As an essential component of traditional culture, regional culture serves as a way for preserving and transmitting the spirit and culture of people from different regions and ethnic groups [1].

2. Brand concept

The term "brand" functions as both a concept and a symbol that represents a particular product type with a recognizable meaning. Initially, branding involved the printing of a unique logo on various media. However, with the evolution of culture, the meaning of the brand has deepened and expanded beyond its original function. In contemporary society, a brand serves as an external representation of cities, enterprises, products, and other entities. Through the creation of high-quality branding, these entities garner social and public recognition to enhance their influence. To promote the development of rural areas, it is essential to establish strong rural branding to stimulate the development of this type of areas. To accelerate the development of comfortable countryside, it is imperative to improve the quality of life of rural inhabitants while simultaneously strengthening governance and environmental protection measures. Thus, sustainable rural development requires adequate attention to the design of the visual image of the rural brand to ensure the high-quality development of rural areas.

3. The relationship between regional culture and brand image design

Regional culture is the basis and source of brand positioning and design. Through brand image design, it is possible to differentiate a region from others by integrating the identity of the local regional culture and presenting it visually to the public. According to Alycia Perry and David Wisnom III, "brand inspiration comes from culture" [2]. English Anthropologist Edward B. Tylor in his book, *Primitive Culture*, published in 1871, said that culture is "that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society". Similarly, the Japanese Masayuki Kurokawa believes that only through the combination of design, nation, and region can a bright and prosperous future be achieved. In light of these perspectives, it can be concluded that the development of regional branding concepts should consider the ethnic, cultural, and other unique characteristics of a specific region or locality. This consideration ensures that the design of the brand image has a solid foundation [3].

The design of a regional brand image represents the embodiment and continuity of the corresponding culture. It should not only reflect the intuitive regional culture, but also the process of development and enrichment of the culture and spirit of a certain region and era. Therefore, the design of a regional brand image is an innovative process that combines the analysis and synthesis of cultural heritage and modern development of regional culture.



II The status quo of regional cultural brand design in the People's Republic of China and abroad

There are many examples of regional brand image design in China and abroad, most of which have focused on urban or national branding. Typically, the outcome of brand image design is the visual representation of a logo or symbol that represents a city, a specific area, or an event of local or regional significance. The following examples serve to illustrate this concept:

1. "Kumamon" (Kumamoto bear) - a mascot created by the government of Kumamoto Prefecture, Japan. It was designed for a campaign created to attract tourists to the region (fig. 1, a);
2. the branding of Guilin city, China - uses the unique landscape symbols of Guilin and the slogan "Guilin's Scenery is the Best under Heaven" (fig. 1, b);
3. the logo of the prefecture of Hangzhou, China – inspired by the silhouettes of the traditional architecture of the city (fig. 1, c);
4. the logo of Cambodia's national tourism brand was created using the cultural prototype of Angkor Wat and combined with regional cultural features, then expanded to six different images that showcase the customs of Southeast Asia (fig. 1, d).



Fig. 1. Examples of the use of cultural and traditional features in the modern brand design: a – "Kumamon", Kumamoto Prefecture, Japan; b – the branding of Guilin city, China; c – the logo of the prefecture of Hangzhou, China; d – the logo of Cambodia's national tourism brand, Cambodia.

There are many such typical cases all over the world.



China has a rich cultural heritage, and each region has its own unique characteristics. However, the creation and development of regional brands in China have been relatively simple, and the design presentations have not been distinctive enough, leading to several problems.

- The attractiveness of regional brands is not clear, and the point of demand is not sufficiently formed.
- The design form and method of communication of the regional brand image are not well-aligned with current technological developments, and media communication methods need significant adjustment.
- The design of the regional brand image looks "homogenized" and is unable to form regional characteristics and a clear brand identity.
- There is a lack of in-depth study of the category of regional brand design and national development strategy.

In this context, China's regional brand image design is a "blue ocean" that needs urgent development [4]. Especially in the current trend of regional revitalization, many beautiful Chinese villages and typical cities, which are key objects of construction and design, are especially in need of high-quality branding. Therefore, the brand image design with an in-depth understanding of regional culture and local characteristics combined with age-old traditions can play a leading role in regional development.

CONCLUSIONS

In summary, regional culture is the foundation of local and tourism brand design, and brand image design is a condensation of regional characteristics, traditions, and cultural heritage. The integration of local cultural identity into visual expressions of branding is essential for successful regional brand image design, as it reflects the economic, cultural, and social development of a region. Therefore, an outstanding regional and tourism brand should thoroughly generalize and improve regional culture, grasp business opportunities from it, and catch the pulse of future brand development to achieve a win-win situation and economic and cultural benefits.

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