

# The Role of Visual Communication Design in Shaping City Brand Image

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**Abstract:** With the rapid development of economy, the continuous progress and improvement of society and people's quality of life, the requirements of life are also constantly improving. Through shaping of the image of a city to rapid its development, to show its unique beauty and connotation, to bring people experience of visual beauty. According to the role of visual communication design in shaping city brand, the author briefly introduces the significance of city brand to city construction and image building, so as to shape unique city culture and develop city in an all-round way to promote city's all-round development.

## 1. Introduction

With the rapid development of China's economic market becoming more and more stable, and the in-depth implementation of urbanization construction strategy, government starts to attach more attention on urban infrastructure and industrial construction. Competition between cities is becoming more and more fierce, but it also promotes rapid development of culture among cities. Confronting to competition, each city should seize the current opportunities and challenges, combined with the unique characteristics of its own city, to create its own brand. Combined with the social development and actual situation of people's life, to form precise positioning of urban construction. To create a unique, charming, attractive and high-quality city brand image. Attract tourists and capital to form good economic benefits. Through visual communication to shape the city brand. To utilize marketing and brand planning to work out a scheme for a city. To keep pace with the times, it can not only attract tourists, but also win market competition and create a unique and charming city brand culture.

## 2. The Meaning of Visual Communication

Visual communication design is graphic design in common language. But for visual communication design, it is not limited to the scope of graphic design. Now more is the use of visual symbols on text illustrations for the transmission design of information. The main function of visual communication is to promote and spread, with the characteristics of communication, design and vision. Visual communication design involves many fields, such as visual physiology and psychology, which are applied to design of various advertisements on TV, billboards and signs on road. They are all belong to the scope of visual communication. They are also the important performances of people's information exchange and interactive information.

With the development of economy and society, visual communication has become a synthesis of many subjects. It is a new field with characteristics of advancing with times, cross era and specialization. In terms of communication means, visual communication design is mainly through self-media to shape image of a city and communication of urban culture for effective transformation. It is an effective communication bridge among consumers. In the aspect of spiritual culture, visual media design can affect people's emotion and consciousness. Through people's vision to convey the connotation of urban brand unique design. Visual communication design has a very important meaning for the development of a city and brand building, and also plays an important role in the future social development.

### **3. The Necessity of Building City Brand Image**

The image of city brand refers to image set up by a city. It includes city's economy, history and culture, as well as social customs. For example, when it comes to Egypt, people will think of its pyramid image with a long history. It can be said that the pyramid is the symbol of the image of Egypt. Similarly, a brand image of a city is exactly the image symbol of a city. It contains all connotation and culture of a city. At the same time, the establishment of city image is a huge project. It needs a thorough study of all aspects of a city. The establishment of a city's brand and its economic development are also very important. The establishment of a city brand brings great benefits to city. The successful establishment of city brand can effectively promote economic development, planning and construction of city. A successful city brand image is not only show city's bright surface, but also show city's cultural connotation and historical precipitation. Only in this way can city attract more tourists and capital. So as to promote rapid development of city and improve people's quality of life. At the same time, mentioning some cultures can better remind people of a city. The image building of city brand is more to identify all the cultural elements and historical culture of city as an important part of brand connotation building. So as to determine the process of shaping, designing, disseminating and maintaining cultural image of city brand.

### **4. The Role of Visual Communication in Shaping City Brand Image**

Now people measure the development of a city mainly through its development of economy and traffic and people's living standards. For the development of a city, the building of city brand image is very important. Visual communication is the foundation of building city brand image. People's impression of a city is formed from the development and the good cultural quality of a city. Through the role of visual communication in shaping city's brand image, people living in the city are proud of the long history and culture of the city, and can feel the cultural connotation and charm of it all the time.

The development of a city first needs advanced innovative ideas. We should keep pace with times, keep up with the pace of times and requirements of modern economic market to constantly make changing. Only in this way can a city's brand have a long history in the world. Before building a city brand, visual communication design is the most influential and persuasive way. Visual communication design is very beneficial to the publicity effect of the product, which can promote the brand image of a city to the right place. A product itself may not attract people's attention, but through visual communication design to show it, people can see advantages and meanings of a product at a glance. Such products are popular and attractive to people. The effect of a city's brand image after visual communication design can effectively transform advantages and cultural heritage of a city into something that can be easily seen by people through vision. So as to leave a deep impression on people. In this way, it can achieve the effect of promoting the city and establishing the brand image of cultural city.

In addition, the use of visual communication design can effectively help a city to establish the goal of city brand image. Update the design concept of city brand. To set up the brand concept of a city, the first thing to do is to set up image of the city brand and the goal of city development. Find out the outstanding characteristics in line with urban development, as well as profound cultural connotation, and combine the two. According to the actual situation of social market development, the theme and slogan of publicity should be customized. Then city brand image will be spread and publicized through new media. People can understand the development of a city through advertisements. A well-known city with a good brand will often become the preferred consumer city. This has a very important relationship with the brand image of a city. That is, the embodiment of brand effect. Consumers will spend more on well-known brands. Because for big brands, consumers will feel that the quality is more guaranteed. The same is true for which city people choose to consume. People will choose cities with good reputation. At this time, visual communication design provides a platform for city brand image publicity, and shows the most real

side of a city in front of people. It provides a safe consumption environment for people. Visual communication design is the most direct and effective way to shape city brand image.

## **5. The Concrete Application of Visual Communication in City Brand Image Building**

### **5.1 City Image Recognition System**

CIS image recognition system integrates urban environment, scale and land occupation. These images of city can be perfectly displayed in front of people. It can fully show people a city's profound cultural heritage. No matter when and where, at home or abroad, people can draw up the city's appearance in their mind at any time. This not only enlarges the propaganda of city, but also promotes the development of city.

### **5.2 Presentation of City Mascots**

City mascot is a cultural symbol of a city. Through the design of cultural mascots, we can show the city's cultural heritage and cultural related figures, reflecting the city's most distinctive characteristic. For example, Kumamoto bear is the most popular mascot in Japan. It promotes the development of city and also brings great economic benefits. When it comes to Kumamoto, people think of Kumamoto County in Japan, which is also an effect of visual communication.

### **5.3 Design of City Souvenirs**

City souvenir is also one of the media to promote the city brand image. For the design of city souvenirs, people can choose these city featured handicrafts and specialties as city souvenirs. So as to achieve the effect of visual communication. The selected souvenirs must also have quality assurance. Packaging should also be beautiful, so as to stimulate consumers' desire to consume. Therefore, the propaganda effect is achieved.

## **6. Conclusion**

Every city has its unique cultural heritage, and the image of every city brand is inseparable from the design of visual communication. The spirit of city is closely related to people's life. There is also competition between cities. The city image created by visual communication can make city achieve long-term and effective development.

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