Research on Countermeasures for the Construction of Urban Brand Image System in Liaoning Province

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Abstract: Urban brand building helps to promote the dissemination of urban culture and enhance the impact of urban communication. This article analyzes the shortcomings of the construction of the urban brand image system in our province, proposes a framework for the construction of the urban brand image system based on the shortcomings, and proposes countermeasures and prospects for the construction of the urban brand system, providing support for the construction of the urban brand image system in Liaoning province. At the research level, it not only meets the needs of urban brand building, but also injects new vitality into the development of Liaoning's cities, helps to enhance the city's cultural image, promote cultural dissemination, and bring broader and far-reaching development prospects for the influence of Liaoning's cities.

1. Introduction

Since the beginning of the 21st century, the shaping of urban image and the enhancement of urban competitiveness through urban image have become more important strategic means than urban scale, architectural design, and other aspects [1]. Urban brand is a typical term that is widely recognized by the public in terms of historical culture, geographical resources, economic technology, and other elements under the conditions of commodity economy and market economy. For example, Guangzhou is known as the "Flower City" and Harbin is known as the "Ice City", which is the most typical image summary of the city by the public, that is, the brand of the city [2]. In the construction and development of cities, more emphasis is placed on the development of soft power, and the construction of a city brand image system is conducive to enhancing comprehensive competitive strength.

The stronger the cultural soft power of a city, the more distinct its image is built on this basis, and the higher the public's recognition. Culture has the characteristic of non-replicability, which creates the uniqueness of urban brand image and also makes urban brand image more distinctive [3]. As one of the important provinces in Northeast China, Liaoning province has experienced rapid economic development in recent years and is a representative province of the Northeast economy. However, throughout the urban development process, there has been a lack of improvement in the construction of the urban brand image system. One is to explore the connotation briefly and homogenize the urban image. The second is the lack of overall cultural integration, and the brand positioning is not straightforward. The third issue is insufficient image dissemination and a single promotional approach. The fourth is that economic transformation is becoming increasingly urgent, and the cultural and creative output value is low.

Therefore, efforts need to be made to promote the construction of Liaoning Province's urban brand image system, comprehensively enhance the competitiveness of the cities, and fully showcase the province's new urban image.

2. Urban Brand Image System Construction in Liaoning Province

In the stage of establishing the construction architecture of Liaoning province's urban brand image system, the main focus is on the design of the visual identification system for urban brand

image. According to the CVIS framework, the urban brand image system is decomposed into four major parts, and through the systematic and standardized design of the city logo, standard icons, standard patterns, and standard IP image, the construction architecture of the urban brand image system in Liaoning province is formed.

2.1 City logo

The urban logo specifically refers to the collection of urban connotation elements and the extraction of urban visual symbols with typical symbolic significance. It is not only a visual symbol of a city, but also a carrier of its soul [4].

Through the analysis and research of excellent urban brand image design cases at home and abroad in the early stage, as well as the conceptual research of the urban brand image system, we tailored it to the actual development situation and needs of our province, and proposed the basic design concepts of "Liaoning&" and "Liaoning i", which are taken from "Liaoning He" and "Liaoning Ai" (Figure 1). Emphasize humanistic care as the design center, and design city signs with temperature and recognizable spacing.

Figure 1 Visual Image of Liaoning Province

In the shaping of urban logos in Liaoning province, the overall logo image is taken as the central prototype, and on this basis, branches of urban logo images for each city are developed. A first level logo with the theme of the overall city logo of Liaoning province and a second level logo with unique images of each city have been formed, which are visually clear and highly unified in classification.

2.2 Standard icons

After the city logo is determined, in order to better form a complete urban brand image system, a series of visual auxiliary graphics are usually designed to enhance the visual perception of the city [5]. Therefore, standard icons should complement city logos, clarify the differences in connotation and perfect design of the city.

The setting of standard icons is mainly applied to urban scenes such as commercial venues, tourist attractions, and public facilities, playing a guiding, indicating, guiding, reminding, and warning role. According to the needs of the construction of Liaoning province's urban brand image system, we have developed seven urban standard icons: public service icons, social service icons, life service icons, landmark building icons, warning signs icons, prefecture level city flower icons, and traffic indicator icons (Figure 2). In practical applications, different icon series can be selected according to different application scenarios and needs, and dynamic icons can be used according to application needs to enrich the visual changes of city annotation icons in Liaoning province.
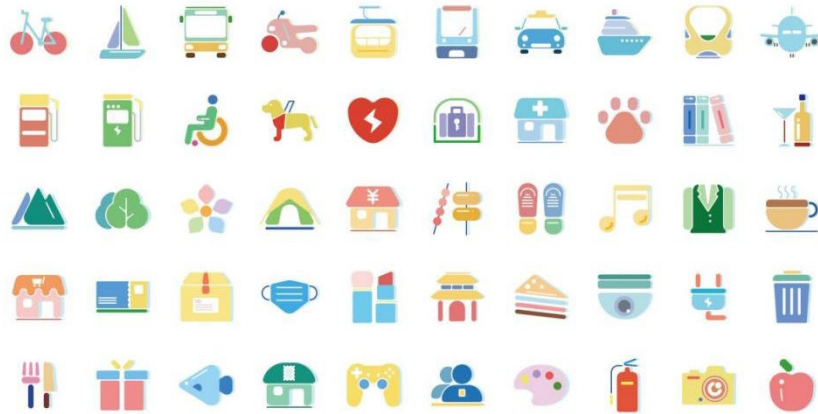
Figure 2 Liaoning Province City Image Standard Icons

2.3 Standard pattern

The design of urban standard patterns should be based on the city's own culture, resources, geography, and strategy, while also showcasing the city's individual characteristics and spiritual style. According to the different needs of the construction of our province's urban brand image system, different types of urban standard patterns have been formed, including logo landscape image patterns, ancient architectural patterns, provincial animal patterns, and cultural customs patterns [6].

2.3.1 Landmark imagery pattern

Select the iconic landscape imagery of each city for design. The iconic landscape image is a city landmark. Generally speaking, people's visual impressions of a certain region or city are rich and complex, and they also have a visual impression of the city due to its landmarks [7].

Modern architectural patterns encompass features such as modern urban development and urban scenery. Every city has its iconic buildings, and as the protagonist of architecture in the city, landmarks not only have innovative appearances, but also carry the cultural connotations of the city itself (Figure 3-1, Figure 3-2).

Figure 3-1 Modern architectural patterns of Liaoning Province

Figure 3-2 Modern architectural patterns of Liaoning Province

2.3.2 Ancient architectural patterns

The ancient architectural patterns encompass features such as urban historical context and cultural relics. History and culture are the origin and bloodline of a city, and the passing down of generations has created a unique cultural temperament of a city. This distinctive cultural beauty and unique humanistic color determine the development direction and form of a city (Figure 4).

Figure 4 Ancient architectural patterns of Liaoning Province

2.3.3 Animal patterns

The animal patterns in Liaoning province encompass the characteristic animal types that inhabit various cities. Liaoning province has abundant wild animal resources. In terms of the most diverse distribution of bird species, Liaoning province is the southernmost breeding ground for Grus japonensis, the largest migration spot for White Storks, the only breeding ground for Black-faced Spoonbills in China, and the largest breeding ground for Chinese Black-headed Gulls. It is also an important wintering ground for White-tailed Sea-eagles and Relict Gulls (Figure 5).
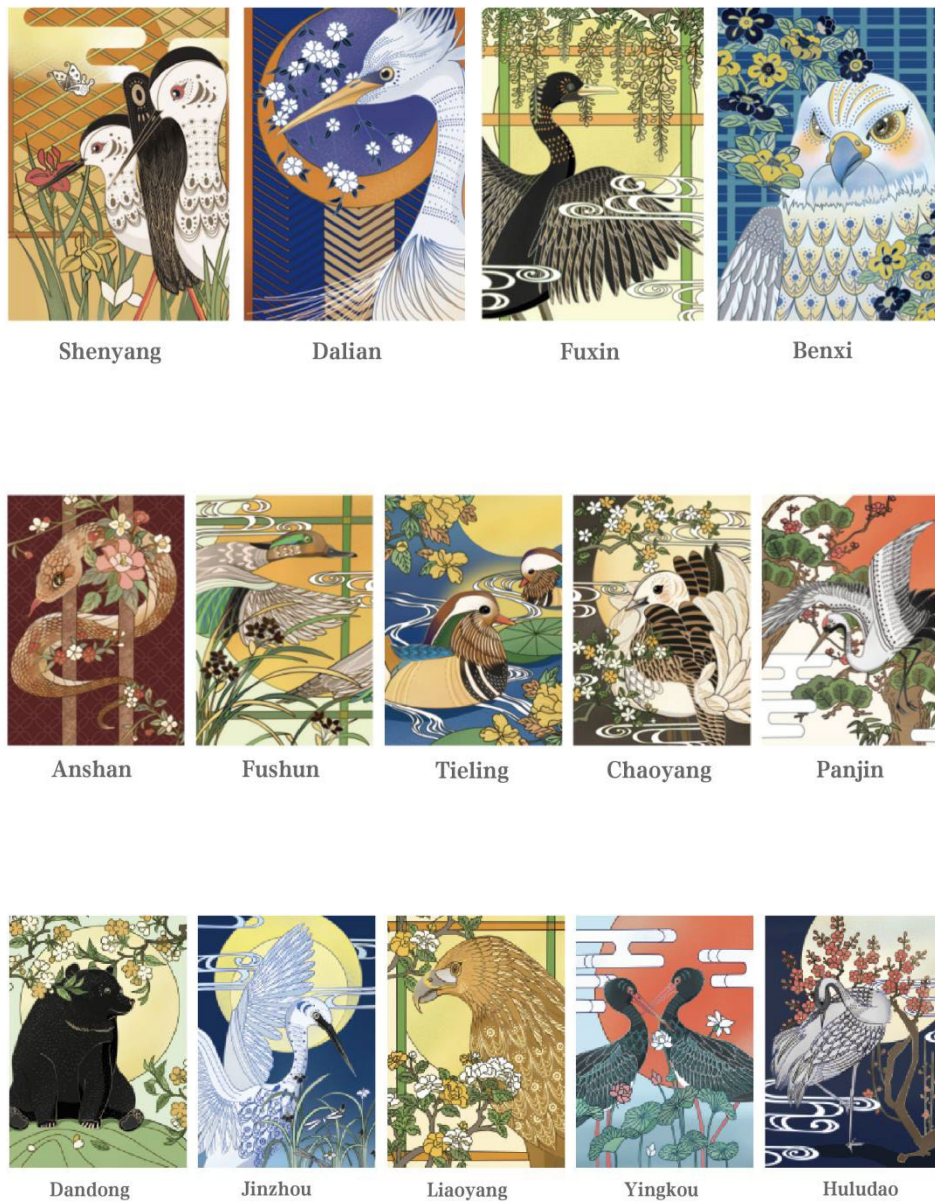
Figure 5 Animal patterns of Liaoning Province

2.3.4 Customs and cultural patterns

The customs and cultural patterns encompass the characteristics of urban folk customs and distinctive cultures. Liaoning, taken from the meaning of eternal peace in the Liao River Basin. Tiandi Liaoning, along with the Liaohe River Basin, is one of the birthplaces of the splendid culture of the Chinese nation. Various dynasties have left numerous legendary cultural relics and landmarks on this land, including highly distinctive local customs and cultures (Figures 6-1 to 6-4).

Shenyang

Dalian

Figures 6-1 Customs and cultural patterns of Liaoning Province

Fushun

Tieling

Anshan

Chaoyang

Panjin

Figures 6-2 Customs and cultural patterns of Liaoning Province

Fuxin

Dandong

Figures 6-3 Customs and cultural patterns of Liaoning Province

Figures 6-4 Customs and cultural patterns of Liaoning Province

2.4 Standard IP Image Group

Based on the current development needs of the cultural and creative industry, the urban standard IP image is also an indispensable part of the urban brand image system construction [8]. The IP image of a city refers to the image that symbolizes a specific meaning or thing of the city. This study focuses on the design of the IP image with the theme of "Enjoying Liaoning".

"Enjoying Liaoning" is a map composed of various bird habitats, conveying the concept of comfortable and livable living in Liaoning province. Adopting vivid, cute, and mischievous bird shapes, and through exaggeration and beautification, the IP image is made more friendly, warm, infectious, and visually impactful. The IP image of "Enjoying Liaoning" will be used in promotional scenes such as humanities, culture, and nature. It can express the overall image of Liaoning province through a combination of various bird images, or express the image of various cities in Liaoning province through individual bird images (Figure 7-1 to Figure 7-3).

Figure 7-1 "Enjoying Liaoning" Overall IP image

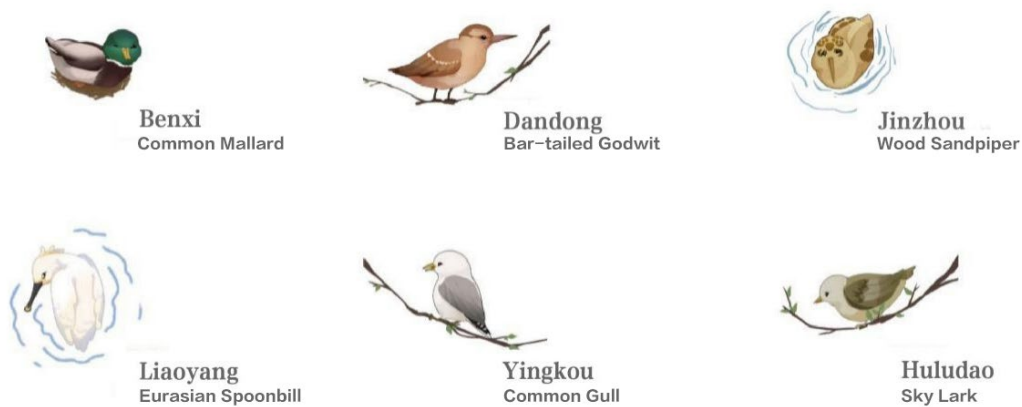Figure 7-2 "Enjoying Liaoning" IP images of Different cities

Figure 7-3 "Enjoying in Liaoning" IP images of Different cities

The above city standard IP images can be independently applied to address the shortcomings of the city logo in image communication. It can also be used together with city signs to become an organic component of the city sign sequence. The design scheme of this chapter (Figure1 to Figure 7-3) is drawn by the author.

3. Conclusion

Based on the visual recognition system design for urban brand construction in Liaoning Province mentioned above, there are several methods as countermeasures for brand image system construction. But unlike the overall construction route of "from point to surface, blooming everywhere" that has always been adhered to in China's socialist modernization process, the systematic construction path of urban brand image in China should actually present a process of "from surface to point, from point to surface"[9].

3.1 Strengthen brand system design and enhance the city's visibility

Liaoning province should have a clear thinking direction of our own, which can scientifically manage brand design in a planned, sequential, and step-by-step manner. Through this series of management and overall design ideas, the entire brand system can become more unified and coordinated. In specific methods, urban brand system design involves visual design, integrated promotion, and conceptual refinement of the city's vision, strategy, and achievements. Exploring the potential factors of urban branding from the aspects of urban history and culture, natural scenery, architectural features, etc., and reconsidering and designing the urban image system, can provide a

deeper interpretation of urban construction, facilitate the visual expression and integrated dissemination of the city, and enhance the brand awareness of the city.

3.2 Standardize image usage to ensure sustainable development of the system

There may be some problems in the design of urban brand image during use, such as unclear recognition of visual image and non-standard use of visual image. In order to avoid such problems, we will develop a city image design that belongs to our province, including the application effect of visual image presentation in different carriers, specific image application standards, minimum range of graphics, etc., to ensure that its image can be used in a standardized manner. At the same time, in the specifications of the manual, certain specifications will also be weakened according to the actual situation, in order to provide certain usage space for the application part and avoid excessive usage restrictions due to excessive specification requirements. When various departments, social organizations, and commercial institutions use urban visual elements, they should fully follow the requirements and standards set in the manual. The standardized use can enhance the shaping effect of urban brand image, facilitate the dissemination of urban brand, and promote the development of urban economy [10].

3.3 Innovate linkage communication and expand the depth and breadth of publicity

With the rapid development of the Internet, the channels for information dissemination have become increasingly diversified, changing the management model dominated by government agencies. At the same time, it is also convenient for the linkage and dissemination of urban brands, allowing more citizens to participate in urban brand construction. The promotion and promotion of urban brands can be achieved through various communication methods such as short video promotion, urban advertising, and online marketing, which can further explore the characteristics of the city.

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