

# The Dynamic Visual Image of City Brand - A Case Study of Guangzhou City

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## Abstract:

The digital age has accelerated the process of media innovation, and the competition and communication between cities are becoming more and more close. The city image shows the charm of city culture. The process of city image promotion is the process of cultural dissemination. The city brand is not only activated through the development and promotion of the city's local cultural resources, but also needs to create the uniqueness of the brand, grasp the city's personality, and form Unique creative image, and constantly updated to enable local residents and tourists to better experience the characteristics of the city, thus successfully activating the city brand. At the same time, it is necessary to fully combine the characteristics of historical and cultural heritage and dynamic visual brand identity, and enhancing the dynamic visual cultural image is crucial to building a city brand. If the single, static city brand image is transformed into a dynamic visual image, the new generation of young people's love for the city can be increased. At the same time, for the positioning of Guangzhou city brand, it is necessary to analyze the key symbols revealed from the historical landmarks. Brand personality factors need to be highlighted. Combined with virtual technology, combined with Guangzhou's representative landmarks and historical site element symbols, it strengthens the city's brand personality and enhances the city's visual image.

## Keywords:

Guangzhou City Brand Image, Landmark Building, Dynamic Visual Identity, 3D Mapping

## 1. Introduction

At present, the Guangzhou logo includes Figure 1, the "sheep" character logo in 1989; Figure 2, the Five Goats Sculpture image of the 2010 Asian Games and Figure 3, the 2017 Guangzhou Municipal Party Committee Propaganda Department took the opportunity of the Fortune Global Forum to create a new city logo with the iconic building as the main visual image of "Xiaomanyao". To build a cultural city brand, it is necessary to excavate historical landmark buildings. The existing landmark buildings in Guangzhou are the performance of the inheritance of more than 2,000 years of history. Zhenhai Tower, Sun Yat-sen Memorial Hall, The Five Goats Statue,

etc. have witnessed the changes and features of Guangzhou. In the brand dynamic logo design concept, it is necessary to use a variety of forms of expression, as the main research object, to discuss how its landmark elements can be combined with dynamic visual identification to improve the effect of official publicity. In short, the research focuses on excavating the essence of urban culture through landmark architectural sites and building urban cultural brands.



*Figure 1. The "Sheep" city logo, 1989.*



*Figure 2. GZ Asian Games LOGO, 2010.*



*Figure 3. GZ city logo, 2017.*

## 2. Cultural Symbols Dominated By Urban Landmarks

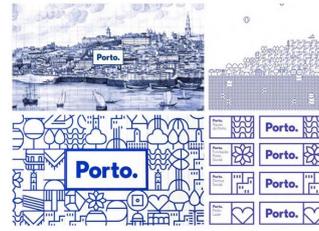
Urban dynamic visual performance under the condition of emerging media is mostly dominated by urban landmarks:

Landmarks refer to representative buildings or prominent landmarks in urban architecture. It is tall and majestic, with unique shape and strong visual sense. Iconic buildings have the following characteristics: First, the geographical location is generally unique, or has strong historical and cultural characteristics; second, the architectural form of the landmark building is naturally integrated with the space environment; third, the landmark building has thematic performance to attract citizens to participate in large-scale activities Ability. Fourth, iconic buildings should become the habitat for the inheritance of urban spiritual culture. More importantly, iconic buildings need to stand the test of time and history. "Cultural regeneration" creates cultural value and excavates key cultural symbols in historical landmarks, which are the most basic elements in the process of urban image shaping. It also provides vitality elements for "cultural regeneration", and mining characteristic cultural symbols is a key factor in shaping the city's visual image.

How to effectively promote the development of local urban brands in the future, local governments need to analyze local cultural sites, pay attention to the experience of art activities, and establish a city brand image. It is pointed out that the cultural image of the city is mainly related to the cultural symbols or historical concepts of architectural innovation projects, which helps to achieve a balance between innovation needs and cultural needs. Under the background of the digital age, the types of urban dynamic visual representation are mainly represented by landmark buildings, and the types of plane visual representation of Guangzhou city image mainly include city signs, city IP images, advertisements, photography works, etc. The establishment of the visual image of the city brand, the most important thing that cannot be ignored is the design of the city logo. At the same time, it is necessary to establish a flexible city brand logo design. Figure 4 Melbourne's city dynamic logo design Figure 5 is the city brand logo of Porto. The multi-modal city brand logo is a variable form, involving a variety of innovative design forms with visual effects, which is very suitable for the current development trend of the times.



*Figure 4. The dynamic logo design of Melbourne city.*



*Figure 5. The city brand logo of Porto.*

### **3. Dynamic Visual Performance of Landmark Buildings**

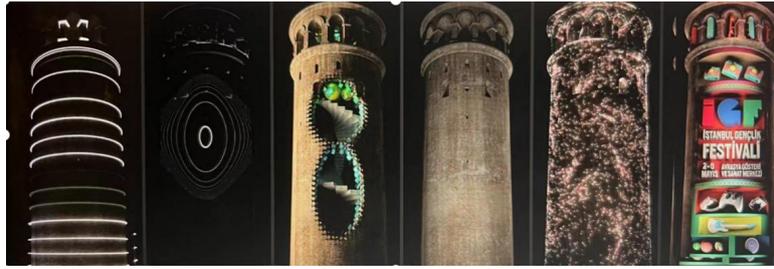
#### **3.1. 3D mapping technology**

With the development of projection technology, dynamic images can bring more visual space and memory of landmark buildings to the audience. Projection mapping content was developed to enhance the aesthetic value of buildings by projecting images onto their facades. The realization of various performance video content has attracted people's attention. Projection-mapped video content was produced during the planning phase to form the building's identity study and reveal the story. This helps to reconcile the narrative elements of the performance with the three-dimensional effect of the video content and plays an important role in developing a variety of content.

#### **3.2. Landmark buildings and the application of 3D mapping**

With the development of high technology, the results of the fusion of architecture and media are also changing. Projection mapping is widely used in many fields. A single static brand visual image is too flat and simplistic, while a dynamic visual brand image needs to project the city image onto the booth of the building. Commercial marketing, artistic events and various large-scale festivals are projected on the building façade, reflecting the role of the media. It leads the trend in communication, maximizes the beauty of architecture, and reflects the characteristics of local culture well. The image is projected on the building facade, and the big screen displays the theme of the performance and shows the charm of the city. For example, Figure 6 is "Istanbul Landmark - Galata Tower". It is a lighthouse built by the Byzantine Emperor Anastasius in 507. The Turkish Youth Festival has a long history and culture, bringing together young people from all over the country. Perform concerts., sports and art events by viewing 3D images for highlight the image of the city, the projected image is constantly changing on the original base landmarks, made more dynamic by 3D mapping. Cream Studio's interpretation of the project is to promote the brand The new visual identity design aims to create an unforgettable experience for the audience. Mining cultural landmark elements, combining new media means to find key visual elements, spreading the city brand, enhancing the city image, and bringing more charm.

Under the background of new media, the rich city image enables people to have a broader and multi-dimensional understanding of the city's appearance. Based on the background of landmark cultural buildings and sites, through the richness of dynamic visual symbols, the image of the city is frequently transmitted in the process of viewing, publicity and forwarding, and the urban space is transformed from the original real space into a virtual urban landscape, becoming a favorite place for people.



*Figure 6. 3D projection mapping experience designed for the Istanbul Youth Festival event.*

From Canton Tower, Haixinsha to Huacheng Square, Guangzhou New Central Axis is a must-see for tourists who come to Guangzhou. The urban dynamic images of the Guangzhou Light Festival bring people a powerful experience. With mobile phones, mobile products and online platforms around the world, citizens do not need to travel to these offline urban spaces, or even these iconic architectural sites. Through image dissemination and online interactive participation, these urban space images have become synonymous with Guangzhou and a beautiful landscape of the city - presenting a virtual and dynamic visual image to citizens and tourists. Meanwhile, the annual Guangzhou Lighting Festival allows visitors to interact, take photos or post on social media platforms. As a result, moving images of these urban spaces have also become popular places to search or view online. Then the visual image of the city brand will usher in more publicity efforts to better enhance the city's image.

#### **4. Conclusions**

This study combines the cultural symbols of iconic historical building sites with dynamic visual representations to enhance the cultural personality of Guangzhou's urban brand and enhance the dissemination of Guangzhou's cultural image. Taking the dynamic visual performance of specific Cantonese cultural landmarks as the main object, it is analyzed from the perspective of specific cultural elements and new media.

The dissemination of the city's dynamic brand image is an important part of the city's marketing promotion. The construction and dissemination of the city image can not only bring tourism revenue, but in the long run, it can better demonstrate the soft power, context and spirit of the city's culture and enhance the city's competitiveness. The future city logo display will focus on how to promote the free coexistence of local characteristics and local residents, rather than a single static visual design and private space communication. Notice how the dynamic visual identity becomes a graphic metaphor and container for all the values the city wants to convey. What we need to explore are key elements of Cantonese culture. As well as the vision of a city logo as an element that can connect a city brand to the values and ideals of its inhabitants. as an important way to enhance the city's image.

In the era of economic globalization and media intelligence, exploring the construction and dissemination of urban image is an important proposition. Under the new media environment, the continuous improvement and innovation of the city's dynamic brand image will provide long-term strong support for the construction and dissemination of the city's image. At the same time, it combines the symbols of urban historical and cultural memory with digital media technology and Internet platforms to display in a diversified way to attract a new generation of young people.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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