Urban Park Brand Image Design from the Perspective of Urban Cultural Communication

Xuan HE[b] and Haiwen WANG[a,b,1]

a.Faculty of Humanities and Arts,Macau University of Science and Technology,
Macau ,China
b.School of Art and Design,Wuhan Technology And Business University,
Wuhan ,China

Abstract. Objective With urban cultural dissemination as the core, the aim is to establish a systematic brand image design method for urban parks, using them as platforms to showcase the city's spirit and history, enhance social identification among the public, and create a symbol of urban spirit that is friendly to people of all ages.Method Based on local cognitive perspectives, the design process involves analyzing the memory load of art, geography, and the public, using graphic reasoning and mapping to understand the collective memory of the population. By aligning with nature and allowing nature to conform, the brand image design of urban parks is imbued with profound natural and social attributes. This unique brand image design aims to achieve emotional identification and dependency of the public on urban parks.Conclusion The migration of urban populations has changed the ways in which urban park culture is disseminated. Changes in aesthetic demands have shaped new perspectives in brand image design. New media channels have revitalized the impact of traditional design, setting new benchmarks for immersive park experiences.

Keywords. Urban culture, Urban Park, Brand image, Innovative design

1. Introduction

Wuhan JIEFANG Park, formerly known as the Western Merchants Racetrack, was a racetrack for foreign merchants from Britain, France, Russia, Germany, Japan, and Belgium. In 1955, on the occasion of the sixth anniversary of the JIEFANG of Wuhan, it was renamed JIEFANG Park and opened to the public. In order to attract and stabilize valuable residents, city policymakers and planners must improve the daily quality of life for residents to gain their long-term commitment [1].

JIEFANG Park, as a carrier of urban cultural dissemination in Wuhan, lags behind in terms of its functional services and visual image. Faced with diversified marketing methods for urban cultural brands, the decision-makers of urban parks seize the opportunity to redesign the brand image of the seven urban parks in Wuhan. The design team closely collaborates with the Wuhan Municipal Bureau of Parks and Forestry.

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[1] Corresponding Author.Haiwen Wang, Faculty of Humanities and Arts,Macau University of Science and Technology, Avenida WaiLong, Taipa, 999078, Macau,; E-mail: 39387910@qq.com.

With the rich history of Wuhan's urban parks and the existing abundance of cultural and historical resources, they delve into cultural memory theory, conduct in-depth research on design culture, and enhance rational thinking in design practice[2]. This design service is targeted towards the brand image of public urban parks.

2. The Origin of Brand Image Design for JIEFANG Park

2.1. Current Situation of Brand Image Design for JIEFANG Park

Parks are an important part of urban public facilities. They promote the aesthetic standards of regional people and stimulate domestic demand for regional art and economy. Although the design of public facilities inevitably encounters problems of one kind or another during the development process, it still continues to reflect the civilizational achievements of the city by virtue of its own functions and values[3]. City park brand image design is regarded as a microcosm of the city's historical changes and an important channel for urban cultural brand communication. It is worth noting that the park brand image design is limited by the basic functional needs of the people who need the park in each period, leaving a large number of visual images that do not match the survival characteristics of the modern era. The design team used SWOT analysis method to analyze the social background of JIEFANG Park, as shown in Figure 1, and summarized three current situations:
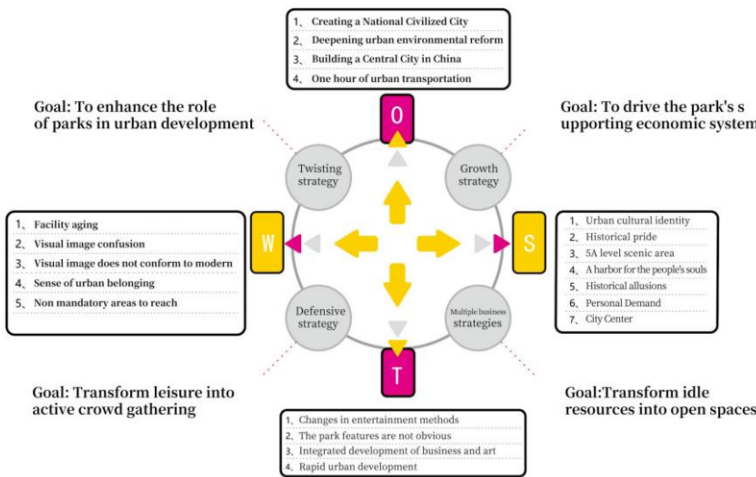

Figure 1. SWOT Analysis of Urban Parks

First, participants of all ages build a city park life circle. In terms of age structure, children (0-14 years old), young people (15-28 years old), prime adults (29, 59 years old), and the elderly (over 59 years old) accounted for 7.03% of the total number of

people surveyed, 30. 08%, 47.66%, 15.23%, young people and adults are the main users of the park [4].

Second, the leisure and entertainment industry has weakened the natural education function of parks. The existing brand image of city parks no longer has the function of guiding people to achieve their life goals. People of different age groups lack recognition of park service functions and cannot become the first choice for leisure, entertainment and education in people's minds.

Third, JIEFANG Park is located in the core area of the city. The rich commercial formats around it weaken the brand image of the city park, causing people to ignore the historical foundation of the park and affecting the reach rate of brand cultural communication. City managers hope to use city parks to shoulder the important task of urban cultural revitalization.

2.2. The Activation Value of JIEFANG Park Brand Culture

JIEFANG Park has transformed from a racecourse for Western powers in old China to a People's Park after the founding of New China, witnessing the history of the Chinese people's struggle to change their own destiny. The transformation of JIEFANG Park not only provides historical evidence for China's revolutionary history, but also provides a blueprint for the spread of Wuhan's urban culture. People will evoke the memory of urban images because of urban characteristics and form an overall understanding of the city. The urban geographical factors, cultural characteristics, humanistic feelings, etc. displayed in the integration process can enhance the brand recognition of the city to a certain extent. degree[5]. Specifically, the cultural characteristics of JIEFANG Park focus on famous figures, iconic events and built spatial environments. The team decomposed the park's brand image design into three progressive relationships: information, cognition, and vision, forming a channel for the activation of park culture, which guides the public to analyze the park's history, generate cognitive models, and promote visual empathy.

Based on empirical research on the brand image of urban parks in China, urban parks contain many mountains, water bodies, plants and other rich landscape resources as well as recreational facilities for leisure and entertainment. Residents will develop preferences for the corresponding environment through interaction with urban parks. Emotions, in turn triggering an adaptive sense of attachment and belonging [6]. In this way, the public obtains park information based on visiting public facilities in the park, and then uses cognitive models to arrange and combine the massive information to form a graphic design behavior that activates the history and culture of the park, triggers an emotional closed loop of public recognition, and reaches public empathy.

3. Carry out park brand image design with the purpose of promoting urban culture

As a carrier of urban culture, JIEFANG Park's diversified brand image design strategies cannot be concentrated in one design graphic. The design team believes that the park's brand image design must be different from sports meeting emblems, city tourism logos, international exhibition guides, etc. It is necessary to consider Wuhan urban culture as the background, and integrate various forms of urban life into the construction of the park's brand image based on the laws and characteristics of Chinese

aesthetics. Faced with the diversity of park space functions, how to use graphics to reflect the people's basic attitude towards park life. Faced with the historical culture and social welfare attributes of the park, how to use graphics to activate the cultural value of the park and link tourism resources is the biggest challenge of this design, and it is also an exploration of social significance.

3.1. Reshaping the Social Portrait of JIEFANG Park

Environmental preference determines the establishment of the social portrait of JIEFANG Park. It is an evaluation that refers to the user's tendency to prefer a certain environment [7]. As far as JIEFANG Park is concerned, the ontological attribute of design is the systematic design of the relationships between people, objects, behaviors, environment, and society [8]. Mainly reflected in three aspects:

First,The only wetland park in the city center. With winding water systems and trails, it presents a natural layout that most urban parks do not have.second,A park named after a historical event in the city. Taking the sixth anniversary of the liberation of Wuhan as an opportunity, the Western Business Racecourse, which was run by foreign businessmen from six Western countries, was transformed into a city park belonging to the Chinese people.third,A public welfare park with a high degree of multicultural integration. JIEFANG Park has the characteristics of the integration of various architectural forms, the integration of various lifestyles, and the integration of various cultural and sports activities. It is a typical all-age friendly park.

The color, shape, texture and other characteristics of things all rely on the participation of the senses to be better recognized by people[9].In the process of summarizing the social portrait of JIEFANG Park, the first thing to consider is the matching of graphics and colors. On the one hand, we hope that the green logo will show the good life created by the revolutionary martyrs for future generations. On the other hand, looking at the brand image design of domestic and foreign urban parks, in order to Green-based graphics can more effectively satisfy people's emotional identification with urban parks, as shown in Figure 2.
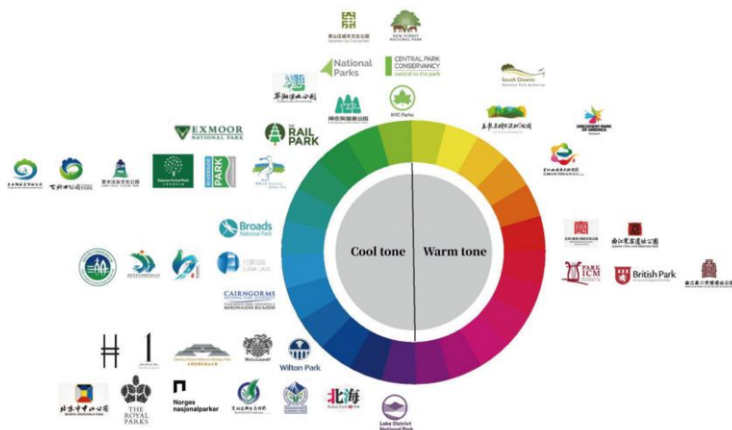

Figure 2. Color Analysis of City Park Signs

The design graphics combine the processing methods of Chinese and Western graphic elements, taking into account the familiarity of Chinese characters in the process of people interpreting graphics, and also considering the use of vertical strokes to reproduce the essence of modernist style. Therefore, the use of Chinese characters composed of straight lines for graphic creativity is rich in the blend of Chinese and Western aesthetics, which not only satisfies the needs of those who advocate whiteness and decorative patterns, but also satisfies the needs of people who prefer simplicity and modernity, as shown in Figure 3.

Figure 3. Analysis of Urban Park Sign Style

The graphic outlines the Chinese characters with the momentum of green mountains and green waters: liberation, the beauty is that there is a scene in the characters, and the words are hidden in the painting. At first glance, the word "Liberation" seems to be a rigid Chinese character. However, at this time, there is a feeling of "not knowing the true face of Mount Lu, just because I am in this mountain". On the one hand, people can only understand it after experiencing the wetland landforms of JIEFANG Park. Completely understand the formal language of this sign; on the other level, there are no graphics, and it can surpass Chinese characters in expressing specific emotions, showing the red complex of Wuhan people towards JIEFANG Park.

3.2. Public co created park brand image design

The design team builds a co-creation model for people of all ages, using graphical reasoning and questionnaire surveys to enable people to identify product information based on perception channels based on cognition, and generate original perception structures based on internal experience accumulation [10] to ensure the park's brand image. The design meets the aesthetic needs of the public.

Use the topic discussion method to cooperate with universities to convey the core value of the brand, be simple, easy to be understood and accepted by target customers, have a long timeliness, and be completely differentiated from the core information of competitors' brands [11]. Focusing on the social functions of JIEFANG Park and the comprehensive regional impact index, preliminary data preparation was carried out,

and the network creative whiteboard function was used to add design clues to the mind map anonymously, and the vocabulary related to the park was gathered together as much as possible to expand The possibility of park brand image design is to implant the core information of the park into the subconscious mind of the design team, see Figure 4.
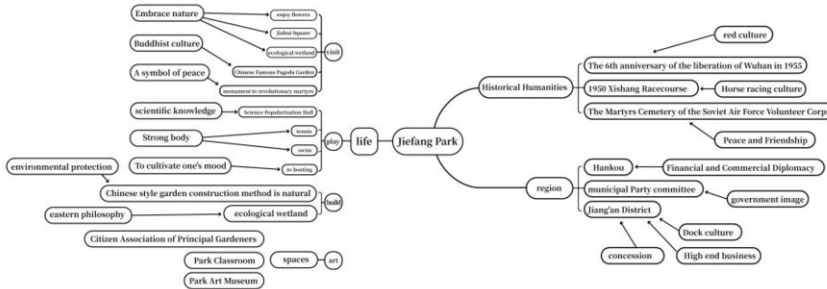

Figure 4. Cultural Analysis of JIEFANG Park

After optimizing the sketches, they were summarized and classified according to creative directions such as historical allusions, natural features, special events, and landmark buildings. A questionnaire survey was launched on the online platform of the Wuhan Municipal Garden and Forestry Bureau, and the core of the brand image design of JIEFANG Park was Fuxing Park. History, showing the life style of the people. The design team quickly unified the design ideas: Who will experience the park's new image after it is launched? What culture does it carry? How to respond to the trends of the times? After completing a series of graphic reasoning work, a large number of sketches have been condensed into three sets of the most appropriate graphic designs, each of which carries the public's expectations for the history, current situation, and future of JIEFANG Park.

3.3. Local Practice of the Brand Image of JIEFANG Park

The practice methods of local culture can be divided into materializing cultural elements, reproducing contextual situations, and using local materials.[12].Focusing on the positioning of the park's new brand image that highly condenses Wuhan culture, the design team established three design channels: materializing age-friendly brand image elements, reproducing Wuhan's urban history and culture, and extracting the park's appearance.

Three sets of designsplanThey are all created with the theme of "peace", and their graphic elements include five-pointed stars, monuments, and the Chinese character "Liberation". These elements have distinctive park characteristics. As a well-known public welfare park, the brand image of JIEFANG Park should use clear graphic language to interpret the history of the park for the public and inspire people of all ages to resonate with the hard-won happiness of life. The design team believes that the Chinese character "Liberation" takes the bird's-eye view of the park as the entry point, and the mixed design scheme of pictures and texts outlined by landscape roads and

vegetation does not require independent text interpretation or the public to speculate on the meaning of the graphics. The Chinese character graphics evoke the people of Wuhan The collective memory is in line with the cognitive rules of people of all ages, see Figure 5.

Figure 5. Logo Design of JIEFANG Park

One of the difficulties is how to integrate urban history into brand image design. The plan that combines the five-pointed star with the park gatehouse takes the gate building as the main design subject. However, the gatehouse is made of cement, which solves the problem of durability but fails to add to the history of the park. The superposition of the five-pointed star and the classical gatehouse actually makes the graphics dull. A sense of dislocation in time and space. The remaining plan uses the tomb of the Soviet Air Force Volunteer Corps martyrs standing in the park as a creative element, but its obelisk shape cannot quickly reach a cognitive resonance with people who arrive at the park for the first time. The design team believes that the word "liberation", as a creative technique, presents the park's brand image with stronger expressiveness and recognisability, which is in line with the public's expectations for the cultural concept of urban parks, and can be widely recognized, affirmed, and accepted by the public, and is truly Considering the visual experience and cultural experience of the audience, the "all-age-friendly" park brand image design principle is implemented, as shown in Figure 6.

Figure 6. Pre selection scheme for the logo of JIEFANG Park

4. The replicability of design practices

Let the experience of brand image design of JIEFANG Park be used by other urban parks, and transform metaphysical artistic creation into design methods to adapt to the needs of different urban park brand cultures. Using the design method of the JIEFANG Park city logo, the team also provided brand image design for six urban parks in Wuhan, as shown in Figuree 7.

Figure 7. Wuhan Urban Park Logo Design

Based on the entire process of serving JIEFANG Park, the design team has completed the brand image design of seven Wuhan urban parks and summarized the "six-step" park image design process, namely brainstorming, interest refining, plan extension, testing and review, and finalization. Manuscript compilation, delivery and operation. Incorporate replicability throughout the design service process and conduct one stage of research to meet the diverse needs of people of all ages.

4.1. Brainstorming

Let designers experience the experience of visiting the park with immersive thinking. For example, during the graphic design discussion at Wuhan Zoo, designers of different ages expressed different opinions. Designers who are parents accurately simulated the demands of children: " I want to go to the zoo to see monkeys and giraffes..." This kind of thinking that flashed from life experience was converted into specific graphics by the designer. The golden monkey was used as the main element of the graphic design, and the elephant, giraffe, and crane were represented in positive and negative shapes. The form is cleverly integrated into the graphics, see Figure 8.

Figure 8. Brand Image Design of Wuhan Zoo

4.2. Interest Extraction

Based on the public survey results, the design team imitated the puppet scene performances in Disneyland and personified each park. As a result, short sentences with clear characteristics such as the mighty Zhongshan Park and the elegant Yuehu Park were produced to extract words rich in life. Interesting graphic concept. For example, the three first draft graphics of Guishan Park were based on the Wuhan TV Tower standing on the top of Guishan Mountain, as shown in Figure 9. This graphic lacked the activation value of personification, and was later changed to the towering Guishan Mountain with the Yangtze River on the right and the Han River on the left. , using "lan" as the element of interest, "lan" as the verb, and "two rivers" as the noun, it is deduced that the two rivers turned into green silk scarves, dotted around Guishan's neck. This graphic activates people's recognition of the city's geographical coordinates with strong appeal, see Figure 10.

Figure 9. Pre selection scheme for the logo of Guishan Park

Figure 10. Logo Design of Guishan Park

4.3. Scheme extension

In addition to displaying park landscape sketches and park guide signs one by one, the design team also put great effort into the application scenarios of brand image design. As a special space symbol, public facilities not only make the space environment more comfortable and interesting, but also play the role of decoration and cultural communication. If some regional cultural symbols are appropriately incorporated, it can also increase the recognizability of the space and reflect the city's cultural heritage and development personality [13]. From this, the "IP Image Map of Twelve Scenes of JIEFANG Park" was developed around the brand image design of JIEFANG Park. It cleverly integrates the element symbols of the twelve scenic spots in JIEFANG Park with human history, and combines it with modern visual language to create a distinctive and highly recognizable image. The twelve scenes of IP images together form the "Liberation Park Animation Kingdom", as shown in Figure 11.

Figure 11. IP Image of Twelve Scenes of JIEFANG Park

4.4. Test Review

This stage is a highly sensitive period for the new brand image of the city park. The first is to ensure the construction period, the second is to ensure the quality of the facilities, and the third is to accept the public stage. For example, JIEFANG Park is adjacent to the Municipal Party Committee Family Courtyard to the west and a high-end commercial district to the south. It has a dense multi-age population structure and has different living needs in the park. During the installation test of the park's guide facilities, people began to question whether the multi-language guide signs were in line with international practices, which prompted the design team to continuously optimize the service functions of the brand image.

4.5. Final draft organization

The design team was reorganized around the delivery content of the final design draft. Some people began to draft press releases, some edited results pictures based on design portal specifications, and some invited industry review articles. Each department summarizes the results and delivers implementation cases to each design school for them to conduct replicability research.

4.6. Delivery Operations

The design and operation are based on the attitude of "the person who untie the bell must tie the bell", and carry out self-replication activities. The delivery of the city park brand image design results also means the beginning of the design team's participation in the park-related space operations. For example, the design team cooperated with the Park Management Office to jointly build a "good life shared space" in JIEFANG Park, and built it into a model around the park brand culture to promote in the city's parks. It made flexible adjustments based on the specific conditions of different parks to highlight the uniqueness of each park. A park's own characteristics become a regional highlight. Through the promotion of this model, it provides a threshold-free creative work display area for millions of college students in the city, and also provides communication space for people of all ages, making the park the birthplace of cultural entrepreneurship [14].

5. Conclusion

Through conceptual planning and visual system design for seven of the most famous parks in Wuhan, this practice constructed a new operating methodology for the design industry. It effectively gives urban parks more visual characteristics of regional culture and forms a brand marketing path with urban characteristics. Empowering urban parks with brand image design is conducive to tracing the loss of urban culture caused by population migration. The creation of a city park brand image is a dynamic activation process. The expression form of innovative design is crucial. Through effective graphic symbols, urban culture can be condensed, the city brand can be solidified, and it can adapt to the flow of urban population and the integration of culture. The value of a design is reflected in gaining market recognition and bringing market recognition to the

city's business card [15]. Brand image design targeting the traceability of Wuhan city culture and integrating Wuhan culture into urban marketing can give the design results corresponding humanistic characteristics and effectively improve the cultural value of the brand design. The brand image design of Wuhan City Park has become an indispensable part of China's urban brand marketing strategy activities.

Acknowledgment

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