

# *The Study on Visual Order Symbol of Green City*

—Projects of Shandong Social Science planning.2016

Xupeng Yao

Department of Art&Design  
Shandong Yingcai University  
Shandong Dabang Art Research Institute  
Jinan, China

**Abstract**—The construction of the green city has become the mainstream of urban development nowadays. The construction has been mature. However, in the process of development, the number of comprehensive research from the perspective of visual symbols is not very large. Therefore, there is still some room for improvement in this respect. This thesis refines the research of the concept of urban visual symbols and combines the urban ecology in Jinan at present with the SWOT analysis. From the perspective of visual symbols it puts forward some suggestions for the brand construction of the green city of Jinan. This thesis also provides a broader creative space for the urban construction.

**Keywords**— *Green city; Visual order; Symbol; City color*



Fig. 1. Hubu Lane in Wuhan

Nowadays, urban construction is in full swing, urban construction is almost uniform (as shown in Fig. 1, Fig. 2), regional characteristics are not obvious, and the traditional concept of urban design and people's aesthetic demand gap is growing [1]. At this time the study of urban visual symbols, the construction of urban brands, for improving the aesthetic needs of urban residents and change the attitude of life is important. Since the new century, various cities are trying to improve their visibility, branding has become a consensus of urban competition. The development of urban brand depends on the use of the city's unique visual symbols, the city there are many tangible and intangible visual symbols, such as history and culture, customs, urban excellent architecture, characteristics of animals and plants, after screening and refining them into Visible signs of the visual symbols, and then attach this symbol in the city building, so that the city symbol to represent the city brand language, promote the city characteristics, has become an important means of urban self [2].

## I. THE STUDY ON THE CONCEPT OF URBAN VISUAL ORDER SIGN

The city is not only a place of life, but also a combination of order, ideas and history. The inner structure and characteristics of each city are identified in one way and are recognized as "urban visual order", which encompasses all urban visual elements such as urban visual symbols, architectural landscapes, outdoor advertisements, the visual elements of the overall control of the visual symbols presented in order [3].

Urban visual symbols are broad and narrowly divided separately, we mainly discuss the visual sense of the city's visual symbols, that is, the narrow part of the general refers to the city can represent the cultural characteristics and impressive urban architecture, the city Signs, city symbols and so on. Urban visual symbols as the core of the urban visual order, is through the symbolic graphics, color, text and other elements, the complex urban information quickly pass out, and through these symbols allows the audience to produce a beautiful city association, enhance the city image Identify competencies and improve urban competitiveness.

This article discusses the urban visual symbols, mainly in the city culture as the connotation, through the history, humanities, environment, folk and other elements of the selection and refining, so that symbols to represent the

characteristics of the city, shaping the image of the city, is the city spirit and culture carrier. We are familiar with the Beijing Imperial Palace, Hangzhou West Lake, Jinan Baotu Spring, Qingdao May Fourth Square and so on are representatives of the city, they as a symbol, with their own unique charm to explain the unique charm of the city, has become a city's logo, the city culture which, as the city people in the hearts of the common symbol of urban culture. Urban visual symbols will be the city's external influence and the inherent cultural heritage in one, covering the city signs, urban color, urban visual orientation, through the text, color, image elements of the symbolic processing, with simple, eye-catching, rational way the complex city information will be passed out to improve the city identification, regulate the behavior of people.



Fig. 2. Furong Street in Jinan

## II. REFINEMENT OF VISUAL SIGN SYSTEM IN URBAN BRAND IMAGE DESIGN

Urban visual symbols are generally refined via the city signs, urban animals and plants, urban colors, urban architecture and other elements, because these representative elements are often the best embodiment of local customs and cultural heritage, through the extraction of these elements To the symbolic city symbol, the best embodiment of the modern city's brand image, but also reflects the local city of spiritual civilization [4].

### A. Urban fauna and flora.

Each city has its own representative plants, some city trees, city flowers have a good life meaning, and through its own quality to represent the city's spiritual image, cultural connotation, personality quality, accurate expression of the city brand Core concept. Jinan weeping willow, Qingdao cedar, Luoyang peony, Hainan coconut trees, Shanghai Magnolia, etc., as well as Chengdu's giant panda, Tibet's yak, etc. are design elements of urban symbol. In addition, the characteristics of the city snacks, customs, the natural environment, etc. can also be a visual symbol of urban image elements.

### B. City colors

The world lack of color is dark, and the city is beautiful because of color. And as the most important elements of the visual symbol design, if there is no color, visual symbols will not have life. Color can convey a certain degree of emotion, can quickly arouse people's emotional resonance, the city color is from the city's unique geographical, climate, natural environment, cultural background and historical architecture, and it is a city of emotional sustenance and vitality of the continuation. For example, India's blue towns of Jodhpur City, the color of the rich blue, people have infinite reverie, the color so that the town is full of infinite charm. The city will consider the local natural environment, historical architecture, customs and culture in the choice of color, careful selection of color, preventing the image of confusion, not the role of urban cognition.

### C. City building.

China's history and culture is long, many cities in the history of development have left a unique architectural style, and this unique urban architectural style can reflect and represent the city's cultural heritage, customs. People can easy to understand and memory with these historical buildings as city visual symbols, and also brings visual stimuli more directly. For example, Qingdao's German architecture, Shanghai's Bund, as an important component of the construction of the city brand, on the one hand can reflect the history of Qingdao, Shanghai, on the other hand can let the city has exotic characteristics; Xi'an historical buildings, Tower has become the impression of the city of Xi'an, is also the city's best visual symbols on behalf of.

### D. City sign.

City logo as a kind of information transmission symbols, entrusted with the common cultural sentiment, the city logo with an obvious image to express the city connotation and characteristics, shape and spread the city brand. City signs from their own unique cultural elements, historical customs, will have long been the impression of the city into a simple sign, instead of a thousand words to the people to pass the city of everything.



### III. GREEN CITY BRAND CONSTRUCTION - TAKING JINAN AS AN EXAMPLE

City brand building as an intangible asset, for improving the city's soft power, to promote the rapid development of the city has important significance, and we should also see that the city, the city's brand as a kind of intangible assets, to improve the city's soft power, Brand building cannot be achieved overnight, but long way to go[5].

TABLE I. THE SWOT ANALYSIS OF URBAN DEVELOPMENT IN JINAN

SWOT Analysis for Urban Development of Jinan				
Advantages		Disadvantages	Countermeasures	
The capital city of the third largest economic province in China, "spring city".		Spatial layout structure, adjustment of administrative divisions	Exploit cultural advantages	
Political environment	The political center of the whole province			
Economic environment	Regional macroeconomic regulation and control center	Food, purchase and entertainment construction	Play the whole advantages of cultural tourism resources	
Cultural environment	Science and culture center	Development of cultural tourism resources		
Tourism culture resource	Historical and cultural city, national excellent tourism city			
The public security environment of transportation infrastructure	Regional hub city, perfect transportation and communication facilities, safe living and investment environment	Cultural expressions	Rely on the advantages of cultural talent center in Shandong	
Natural environment	Ecological city, warm temperate semi-humid continental monsoon climate			

#### A. Define the Construction of Urban Brand

For the sake of pushing forward the development of the city, it shall build the city brand and apply the marketing strategy to the construction of urban image. Upholding the Scientific Outlook on Development as well as systematic planning and demonstration, it shall be recognized that the construction of urban image, neither the economic construction nor the building of the well-known city, is committed to promoting the urban modernization ultimately [6].

After the SWOT analysis of urban development in Ji'nan (Table 1), it is found that there are several aspects as follows shall be considered before the urban brand construction in Ji'nan. Firstly, it shall improve the overall image of the city by starting from renovating streets, commercial centers, tourist attractions and traffic order. And it shall improve the

surrounding comprehensive environment, increase the place for residents' relaxation and build the urban landscape. Secondly, extra efforts shall be made to develop the tourism and keep spring tourism based on the condition of Spring City. In this regard, it is essential to take measures to preserve the "spring" and spring water in Ji'nan, build the two business cards including Ji'nan "Spring City" and "Noted Historic and Cultural City", and struggle for the construction of characteristic attractive city organically integrating mountain spring, lakes and rivers. Secondly, it is expected to better the construction of urban infrastructure which has a stake in the convenience of city life and is an important aspect to display the city to the outside world. For Ji'nan, the problem of traffic congestion shall be given the priority to strengthen the transportation convenience. Ultimately, it shall accelerate economic development, establish a good brand of enterprises, build the local outstanding brands as well as reinforce the construction of brand industry, forging Ji'nan manufacturing into the industry benchmark

#### B. Accurately Position Urban Brands

During the construction of Ji'nan urban brand, it shall give the priority to make a research and analysis and position the urban brands well. If failed, all efforts made in the urban brand building will be inundated. In the previous city brand of Ji'nan, there are excessive and unremarkable themes including "Spring City", "Noted Historic and Cultural City", "World's Spring City", "China Software City" and "City of Spring", which is likely to confuse people's positioning of the city. The urban brand status is to show something most unique and unique of the city and to build a clear and positive urban image for the public. In accordance with the principle of urban brand positioning, it shall focus on "Spring City", "Noted Historic and Cultural City" in the construction of brands. The two aspects shall be vigorously promoted to make it coexist harmoniously and reflect the urban spirit of "integrity, innovation and harmony" in Ji'nan. Therefore, the building of urban brand of Ji'nan shall be positioned as "Landscape Spring City".

#### C. Highlight the Cultural Theme

When building Ji'nan city brand, it shall center on culture of spring city as the theme, highlight the connotation of the spring culture and attach great importance to the protection and inheritance of characteristics spring city. At present, the city shall speed up the "Application for the List of World Heritage" of spring, compile the springs protection catalogue, transform the coastal landscape design and strengthen the sanitary control, to revitalize the historic character of "Flowing streams by every house and willow trees by every door" in the ancient city. And it shall profoundly excavate the folks and historical allusions to develop the spring into the flowing culture. The typical neighborhood architectures like Furong Street shall be strengthened protection, and the buildings in the ancient city shall be preserved and transformed. Meanwhile, it shall expedite the development of spring-centered surrounding cultural tourism, including Zhangqiu Baimai Spring, Zhujiayu, Changqing Lingyan Temple as Buddhist pilgrimage, Wufeng Mountain as Taoism sanctum and other scenic spots.

Integrating with various cultural brand image of Ji'nan, the cultural industry chain shall be built based on spring culture.

Promote work in all areas and develop in the round. The construction of Ji'nan city brand shall be all-round instead of a point. During the process, it shall not merely strengthen the development of existing cultural blocks like Quancheng Road and Hongjia Building, but also develop the cultural space of Huashan Historical and Cultural Park, North Lake Culture Area and Thriving Cultural District. At the same time, it shall cultivate the creative industrial parks, animation industry bases and cultural products exchange centers which are typically distinctive, striving for a cultural park given obvious agglomeration effect. And the traditional literature and drama, handicrafts and folks in the local shall be preserved and developed. The human resources such as historical figures and characteristic architecture shall be dug out to build the good brand as the humanistic city. Furthermore, the external propaganda is important and it shall learn from the Qingdao International Beer Festival to bring Ji'nan Spring Festival to the outside world, shape the "International Spring Cultural Festival", integrate spring culture with the world and enlarge brand effect.

#### D. Clear city colors



Fig.3 Sampling of old city landmark architectural color



Fig.4 Sampling of new city landmark architectural color

Jinan has made a rapid progress in urban construction in the past ten years, but meanwhile also faced with a very serious problem "city color fading" during rapidly developing. Through color sampling comparison to Jinan landmark ancient

buildings and modern buildings under normal environment (as shown in Fig. 3, Fig. 4), we found that the landmark ancient buildings of Jinan are colorful, mainly with gold, red and green, full of humanism atmosphere; But while in the new town planning, the influence of the color of landmark buildings was being ignored, large area use neuter color covered up the vitality of urban construction, especially the art gallery, museum this kind of construction which carries the urban culture, the color still exactly the same as surrounding ordinary buildings. From Fig. 4 of the latest "core CBD of Jinan " city planning aerial view, you can see this kind of phenomenon is gradually increased, especially in nowadays with serious haze, this kind of neuter color obviously become the barrier of the green city construction.

Nowadays with the deep influence of modernism "less is more" , this kind of color homogenization phenomenon of modern architecture is normal, but this can not apply to every city, especially when the environment was damaged, urban residents urgently need a symbolic city color to increase the sense of identity to their cities, when city planning department is designing drawings, they should make a comprehensive research of landmark buildings as well as surrounding buildings , based on the premise of architecture characteristic meanwhile match reasonable color as far as possible, on the basis of respect for urban historical color give an orderly combination, at the same time make urban color difference for the different urban functional zoning, multi-angle enhance the vitality of city.

#### IV. CONCLUSION

This paper expounds the important role of visual order symbol in the construction of urban brand, analyzes the design elements of urban visual symbols, composed of urban visual symbols. The diversity of urban visual symbols can give the city brand image construction to provide richer cultural material. At the same time the diversity of visual symbols to the city brand building to provide a broader creative space, but also to the city to show a comprehensive culture, the common display of the city's multiple charm. Visual symbols pass out the city information more intuitively, accurately and concisely because of its own unique attributes, so that people better understand the city and love the city.

#### REFERENCES

- [1] Marian Dene Sauthoff. Conceptual frameworks and interpretive strategies in graphic design[J]. UNIVERSITY OF PRETORIA, 2000
- [2] Patrick W.Jordan.Designing Pleasure[M]. Boston:Little Brown & Co.p.19.
- [3] Lloyd D. Lindley. A Historical Review of Modern Green Space and Landscaping in America. Forum ofchina-USA. Beijing, 2003
- [4] Lv Wenqiang. City image design [M]. Nanjing: Southeast University Press. 2002.58(In Chinese)
- [5] Sun Xiangming, Huang Qin. Analysis of urban brand positioning [J]. Journal of Hunan University of Arts and Science (Social Science Edition). 2007.18(In Chinese)
- [6] Sun Xiangming, Xu Ming. Analysis of urban brand system architecture [M]. Foreign building materials. 2006.93(In Chinese)