



Exploring the Visual Image Design of Urban Tourism Brands in the Internet Environment

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Abstract. How to analyse urban tourism brand visual identity design solutions in the context of the Internet environment. It is possible to analyse the new needs of urban tourism brand visual identity design in the Internet era from the perspective of brand image design background, relevant theories, design principles, design content and design practice. The aim is to be able to improve the scientific nature of the design of the visual image of the city's tourism brand, and to explore the path of establishing a positive brand image, driving the development of the local tourism industrial and creating a more influential brand image of the tourism city. An in-depth study of the integration of the Internet and brand image from a visual communication perspective, with a summary of methods, strategies and theories to provide a reference for similar studies.

Keywords: The Internet environment · urban tourism branding. Visual Identity · Design Exploration

1 Introduction

As China's tourism industry continues to develop, more and more cities will carry out tourism industry, and tourism brand visual image design as an important carrier to link the public and the city designers need to fully understand the new needs of its brand visual image design in the Internet environment, do a good job of optimisation and innovation, to ensure that its brand visual image design, can meet the needs of the Internet era, to attract the public eye.

2 A Background Study of Urban Tourism Brand Image Design

2.1 Audience Survey

In the city tourism brand image design process, the audience survey is mainly focused on the market and tourists. In the development of tourism, it is necessary to grasp the market development trend, to clarify the market development focus, to grasp the development trend of various types of tourism market through different ways and means, as to understand the actual demand of the city tourism products, and based on this, to accurately find the image of the city tourism brand. The market research process is mainly based on demographics such as age, gender, education level, travel preferences, travel time, etc. [1].

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2.2 Geographical Analysis

The city tourism brand, as a condensation of the city tourism, should do a good regional analysis when carrying out the visual image design, grasp the development of the city, interpret the city's history and culture, summarise the local human landscape characteristics, and use this as the basis for positioning the brand image. In turn, it makes the corporate brand more regional and highlights local characteristics. The designer needs to analyse the region from different angles, such as geographical features, the historical features and folklore features, to co-ordinate the resources and bring them together, thus giving the tourism brand a more regional character [2].

2.3 Resource Features

The ultimate goals of the tourism industry are to allow visitors to experience different human landscapes in different regions, to learn about the local human landscape and thus nourish the heart and satisfy the spiritual needs of the public. Tourism resources are therefore the core element of local tourism development and the basis for the development of corresponding products. When designing tourism brands, designers should also analyse the characteristics of each resource based on the tourism resources and improve the perception of tourists through the tourism brand image. When establishing a brand image, it is important to explore the characteristics of existing tourism resources, do a good analysis to understand the characteristics of different resources, and use this as a basis to position its image in order to give full play to the role and advantages of the tourism brand, attract tourists and improve the perceived power of the brand [3]. Especially for the newly developed projects, more tourism resources should be the main focus, fully excavate the local tourism characteristics to do a good job of integrating all kinds of tourism products to create a new tourism image [4].

3 Theory Related to the Visual Identity Design of Urban Tourism Brands

3.1 Tourism Brand Image and City Culture

By tourism, we mainly mean that the public, driven by the psychology of novelty, goes to different regions to experience, different features of the human landscape. And with a diverse modern culture, a new form of tourism culture has emerged. When creating a tourism brand image, designers need to accurately grasp the cultural context of the city and tap into its cultural values, thus enhancing the attractiveness and cultural attributes of the tourism product. The ultimate goals of urban tourism branding is to stimulate the public's visual senses, to stimulate the public's visual pleasure, to deepen the impression of the tourist place and to expand the social influence of the tourist area [5]. This is because a good brand image not only gives a cultural connotation to the tourism product as well as the tourism venue, but also promotes the sustainable development of the local tourism industry [6].

3.2 Tourism Visual Identity Concept Analysis

When designing urban tourism brands, designers need to combine the ecological development characteristics of the city and fully integrate the elements of modern civilisation with nature, thus attracting more visitors through visual effects and giving a new value to its tourist attractions. At the same time, the designer has to plan the local visual resources, so that different resources can convey different messages as part of the landscape, thus improving the aesthetics and landscape of the tourist area and enhancing the perception of the tourist area by the visitors [7]. In addition to this, good geo-identity design, for example, the difference between southern and northern regions, the difference between northern and southern cities is the climate and the seasons, designers can carry out brand image building through this difference. Designers need to explore the cultural forms and resources of tourism to analyse the surrounding environment and develop different business concepts to meet the tourism values sought by the public with care and practice. Once a tourism brand has been formed, neither the designer nor the operator can change its image at will to avoid affecting the quality of local tourism economic development.

4 Principles of Visual Identity Design for Urban Tourism Brands in the Internet Environment

4.1 The Principle of Topicality

Now that China has fully entered the information age, the traditional way of designing the visual image of a brand is no longer able to meet the travel needs of the public. Designers therefore need to understand the information acquisition habits of the public in the Internet era in conjunction with the trends of the times, and establish different tourism brands through Internet technology, thus increasing the topicality of tourism brands.

4.2 Geographical Principles

China is a vast country, and the types and forms of urban tourism vary from region to region, so designers should follow the principle of locality when designing tourism brands, so that the brand fully reflects the local humanities and nature, and thus stands out among the many tourism brands. Designers can gain an in-depth understanding of the characteristics of tourist cities, such as history and culture, natural geography and social trends, and use them as a basis to design corresponding brands based on tourists' perceptions in conjunction with the development characteristics of the times, so as to improve the visual impact of the brand and allow tourists to quickly catch their eye when using the Internet to choose a tourist area, thus improving the level of local tourism development.

4.3 Principle of Effectiveness

A city tourism brand is not only a showcase of the city's tourism characteristics, but is also closely linked to the local human landscape. Designers should therefore follow the

principle of effectiveness when designing, giving full play to the role and advantages of tourism branding and using visuals as a starting point to guide visitors, so that they will be able to create a corresponding image in their minds as soon as they see the city's tourism brand.

4.4 Principles of the Concept

In the Internet era, the conceptual identity of a city's tourism brand is extremely important and is an essential element in enhancing the attractiveness of a city's tourism brand. Designers should therefore base their visual identity design on conceptual principles and carry out a rational approach to improve the attractiveness and cohesiveness of the city's tourism brand [8].

5 Content Analysis of the Visual Identity Design of Urban Tourism Brands in the Internet Environment

5.1 City Tourism Branding Standard Colours

Designers should design based on the visual laws of the public, reasonable design of the corresponding standard colours, and then stimulate the visual senses of the public, with its emotional resonance, to fully demonstrate the characteristics of the tourist city, especially in the era of the Internet, in the era of the Internet, the public is mainly through all kinds of tourism platform, looking for the corresponding tourist areas, and in the tourism platform each icon is smaller, the public will be the first to perceive its colour in the search process. Therefore, designers should do a good job of colour control, combining local cultural characteristics and tourism slogans to accurately design the corresponding colours, giving full play to the visual capture ability of colour [9]. The Spanish tourism logo, for example, is mainly in red, black, yellow, and the contrast between these three colours is relatively strong and fully reflects the Spanish tourism slogan. (See Fig. 1).

5.2 City Tourism Brand Logo

In the age of the Internet, all kinds of tourism brand logos are diversified. When designing brand images, designers can incorporate their connotations through simpler pictures or words based on the characteristics of the Internet era, so that the symbols have more



Fig. 1. Spanish tourist signs



Fig. 2. Dove logo design

cultural attributes and thus give play to the advantages of the logo, so that the public can quickly identify the corresponding city tourism characteristics and convey the brand concept when searching for tourist locations using Internet technology. The design needs to pay attention to the visual language and show the local characteristics of the area. The designer needs to refine the corresponding modelling and colour elements and combine them well based on the brand concept and positioning. An example of this is the Shanghai tourism logo, which focuses on highlighting the relaxed atmosphere of the local area through use of brush strokes. In this logo, the main elements are the Shanghai flower and the peace dove, which not only reflect the charm of Shanghai, but also convey the humanistic concept of Shanghai to the public. (See Fig. 2).

5.3 City Tourism Branding Standard Word

Standard characters are also extremely important components in the process of designing the visual identity of a city's tourism brand. The standard character is mainly based on the brand name through the visual design approach to font design, designers in the design of the standard character should be combined with the name of the city tourism, to explore its tourism resources, to do a good job of element co-ordination, comprehensive consideration of the various elements of the standard character. Such as word spacing, stroke configuration, line structure and fineness, allowing for a more rigorous and thoughtful design [10]. Designers can design standard characters in different ways, such as calligraphy of ancient celebrities, printing fonts, the ethnic characters and regional characters, thus enabling the standard characters to be integrated with the brand and fully reflect the local human landscape.

6 Analysis of the Visual Identity Design Practice of Urban Tourism Brands in the Internet Environment

6.1 Mascot Design

Designers also need to pay attention to the mascot when developing a brand identity. Mascots can resonate with people, improve the understanding of the city's culture and get more recognition from tourists. According to the study, most of the cities in China



Fig. 3. Giant panda symbol

currently lack corresponding mascots, and this undoubtedly limits the quality and efficiency of the city's tourism promotion efforts. For example, the city of Kumamoto, Japan, which has been an internet sensation in the last few years, is primarily based on the Kumamoto bear as its mascot, and the designers have given it a more unique personality based on the characteristics of Kumamoto Prefecture.

6.2 Logo Design

As the most direct visual carrier of a city's brand, each city has a unique history and culture, and its environmental characteristics are different. For example, Sichuan's iconic object is the national treasure, the giant panda (see Fig. 3), while Hong Kong's is dominated by the Bauhinia flower and Paris by the Tower of Paris, elements that have a strong regional character. When carrying out logo design, designers can fully explore the iconic objects of different regions and integrate them into the visual design system, thus improving the rationality of the logo design. Singapore's tourism logo, for example, is mainly based on the English alphabet of Singapore and shows the characteristics of the local city, such as multi-lingual, multi-ethnic and multi-cultural, through various coloured geometric shapes. Not only is it colourful, but it also highlights the character of the city and gives it many meanings. In the background of the Internet era, designers can change the traditional two-dimensional logo design concept and accurately apply advanced technologies to carry out logo design, such as 3D printing and virtual reality technology, as to make the logo more contemporary, improve the aesthetic sense of the logo, achieve the goal of multi-dimensional image logo design, close the distance between the city and tourists, and establish a more diversified and deep visual space.

6.3 Ancillary Graphic Design

The so-called auxiliary graphic design is mainly to improve the visual impact of the brand through auxiliary graphics, so that tourists can understand the characteristics of the tourist attractions through the magnitude graphics during the tour. When designing auxiliary graphics, designers can integrate them with the brand image through the appropriate lines, thus enhancing the hierarchy of the brand image and making it more aesthetically pleasing and practical. In the internet age, designers can use the appropriate graphic design software to carry out auxiliary graphic design, thus making it more scientific and conveying the appropriate mood for the public.

6.4 Landscape Visual Design

Designers need to understand the problems of the traditional landscape design process, arrange the appropriate guide signs according to the actual situation of the tourist area, and refine their language so that the public can accurately apply them for navigation. At the same time, good logo design, through a systematic, visual logo, deepen the impression of the public, the designer combined with number of factors to carry out a comprehensive consideration, such as scenic features, business philosophy, applicable objects, environment, so that the visual symbols more standard, personality. Designers can break the traditional way of design and take the information age as the trend to develop the corresponding APP, through the positioning system, let the public go through the terminal to understand all kinds of information about the scenic spot, and then realize the emotional interaction, so that the brand can keep good interaction with tourists and improve their stickiness.

7 Conclusion

In the Internet environment, according to the characteristics of the various resources in the tourism city, mining the characteristics of existing tourism resources, do a good analysis to understand the characteristics of different resources, the city tourism brand image can fully show the city tourism characteristics, will highlight its humanistic scenery, designers need to follow the trend of the development of the times, and the local connection, combined with the brand, is tantamount to the commercialisation and rejuvenation of urban tourism, so that its dissemination and development space is wider, and will bring considerable economic and social benefits, both to help establish a new positive image of the brand, and can drive the development of the local tourism industry. The accurate use of Internet technology to develop its concept, collect design elements from different angles, and do a good job of image development and communication, thus allowing the brand's influence to be significantly increased.

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