

Research on the Brand Image Building of Wuhan Historic Districts Driven by Urban Revival

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Abstract: Starting from sorting out the concept and significance of the brand image of the historic district, the paper is combined with the development status of the historic district of Jiangnan Road and the background of the rejuvenation of Wuhan, and the importance of creating a unique brand image of the historic district in Wuhan is analyzed in the paper. By using the urban characteristic district research, from the three aspects of brand positioning, brand building and brand communication, this paper discusses the measures and countermeasures of brand image design and communication in Wuhan historical districts, and tries to find an effective path to enhance the brand connotation of Wuhan historical districts and the competitiveness of the city, and realize the revival of Wuhan's urban culture.

1. Introduction

In a certain area or within a certain ethnic group, there are historical buildings with a large volume and a certain scale, which can truly reflect the traditional features or ethnic local characteristics of a certain historical period from the overall aspect. Urban living areas are called urban living areas. Historic districts for the region or nation. Historical blocks have formed a powerful and attractive resource because they carry and accumulate a large amount of regional history and traditional social and cultural information. Different from the modern blocks of the city, the historical relics such as traditional buildings, streets and handicrafts in the historical blocks are the characteristics of the blocks.

Wuhan is a near-historical and cultural metropolis. There are many excellent historical buildings with rich cultural background in this city. The "Han School" culture formed by the blending of cultures. The Wuhan Historic District, represented by Jiangnan Road, is the city card of old Wuhan, representing the once prosperous and profound historical and cultural deposits of Wuhan, and it is also an area containing important cultural tourism brands. As a tourist destination about the city image, the brand image of the block directly affects the impression and identity of the city of Wuhan. The establishment of an excellent historical and cultural block brand and its wide dissemination can make the audience form the impression of the block brand, understand the attributes of the block brand, feel the connotation of the district brand, and build the emotion of the district brand, so as to realize the value transformation of the street brand and enhance the image of

urban tourism in essence.

2. The concept and significance of the brand of historical and cultural blocks

Duke University professor Kevin Lane Keller (1993) put forward the idea that "a city can be branded". He pointed out that geographic location and space can also be branded like products, and believed that the role of city branding is to integrate the spirit of the city into each of its constituent elements, so that people can recognize the region and associate a certain association with the city^[1].

As a geographical location or spatial area brand, the historical and cultural block brand is the basic extension of the concept of commercial brand, and also contains the dual meanings of functionality and symbolism. combined sum. From the perspective of subjective cognition, the historical and cultural block brand is the public's overall view and attitude towards the functional characteristics of the block, and the result of the public's perception of all the elements of the block brand.

The significance of the branding development of historical and cultural blocks to the city is mainly reflected in two aspects: First, the consumption of block brands can generate greater consumption power, and large-scale block consumption can stimulate the economic development of the entire city, and even radiate the surrounding areas. economic development, because the brand effect of scenic spots is very inclusive and involves all aspects of urban life. If the scale of the block brand industry continues to expand, it will become an important force that cannot be ignored in driving urban economic development. Second, a good block brand can also form a beautiful living environment. With the increasing number of tourists, the communication, openness and communication presented by the block brand will further enhance the overall appearance of the city^[2].

3. The development status of Wuhan Jiangnan Road Historic District

Jiangnan Road is one of the most representative historical districts in Wuhan. It is the longest pedestrian street in China and is known as "the first pedestrian street in the world". It is located in the center of Hankou, Wuhan City, Hubei Province. It starts from Yanjiang Avenue in the south, runs through Zhongshan Avenue, Jiangnan Avenue, north to Jiefang Avenue, has a total length of 1,600 meters and a width of 10 to 25 meters. It is a famous century-old commercial street in Wuhan. Walking into Jiangnan Road Pedestrian Street, the most impressive thing is 13 historical buildings with different styles, including Jiangnan Building, Nissin Bank, Bank of Great Qing, Bank of Taiwan, Bank of Shanghai, etc. There are Roman style, Byzantine style and so on. Therefore, people call Jiangnan Road Wuhan 20th Century Architecture Museum. Jiangnan Road integrates shopping, leisure, tourism and culture, and has become an important business card in Wuhan. Many tourists from other places come to Wuhan and must visit Jiangnan Road to "check in" as a souvenir. At the end of 2018, Jiangnan Road Pedestrian Street was upgraded in terms of planning layout, environmental facilities, intelligence level, and cultural characteristics. After the renovation and upgrading, the functional space has changed from a simple retail pedestrian street to a functional block integrating diversified business and lifestyle.

3.1. The existing problems

The Jiangnan Road Historic District, which has been upgraded and upgraded, blends fashion with history and culture, and the century-old street glows with a new style of the times. However, Li Qi and Liang Kuai, members of the design team of the School of Art and Design of Hubei University of Technology, conducted a month-long data collection, field visits, public interviews,

questionnaires and data analysis on Jiangnan Road, and found that there are still some problems in the brand image of Jiangnan Road historic block.

3.1.1. Lack of a unified brand image recognition system

Visual image positioning is the strategic premise of branding, and the appropriate image positioning promotes the brand to occupy an irreplaceable position in the hearts of consumers. In the brand building of Wuhan Jiangnan Road Historic District, a unified visual image has not been formed, and it has failed to give full play to its own resource advantages to form a unified and distinct visual image of the district's brand.

3.1.2. The image of the wayfinding system is not unified

Wuhan Jiangnan Road Historic District has its own wayfinding system, but on the whole, the uniformity is not enough. There are old signs, new signs and temporary signs coexisting, the wayfinding and signage materials are not unified, and the use of fonts is not uniform. A mature block brand needs to establish a perfect, excellent and aesthetic brand identity system. In addition to the functions that are beneficial to tourists' tour and guidance, it also plays a role in beautifying the block, which in turn will establish the brand awareness of the block.

3.1.3. There are few cultural and creative products with local characteristics

With the advent of the upsurge of cultural and creative industries, tourists have higher and higher requirements for cultural tourism products. From the tourism commodity market of Jiangnan Road historical and cultural block in Wuhan, the development degree of tourism cultural creative products is not high, most of them are the same type of tourism products, lacking local representative and creative product design with cultural connotation.

3.1.4. Lack of interactive experience and cultural activities in the neighborhood

The personalized needs of "participating in and integrating into the tourism process to truly experience the characteristics of local culture, customs, and skills" have become the norm. But in the Jiangnan Road historical and cultural district, such experiential tourism activities are rarely seen. The Jiangnan Road historical and cultural block has a high degree of commercialization, but there are few cultural and public welfare activities. Except for a few pavilions in the block, most of them are commercial catering and product sales. The commercial atmosphere of the block stimulates people's consumption, but also weakens the traditional characteristics and culture of the entire block.

3.2. Opportunities faced

With the development of social economy and the progress of the times, people's material and spiritual needs are constantly increasing, and their consumption concepts are also constantly changing. This state requires that the cultural blocks have more diversified business forms and can provide tourists with more choices. Therefore, cultural blocks with complete tourism experience and a wide variety of businesses are increasingly favored by tourists. It is an inevitable trend to build a block into a comprehensive block that integrates leisure, entertainment and cultural tourism.

In July 2013, when President Xi Jinping inspected Wuhan, he fully affirmed Wuhan's construction of a national central city and the rejuvenation of Wuhan, and mentioned the "Rejuvenation of Wuhan" three times; The meeting will determine the goal of "speeding up the construction of a national central city, building a moderately prosperous society in an all-round way at a high level, and starting a new journey of rejuvenation in Wuhan". Therefore, driven by urban

rejuvenation, Wuhan should make full use of the rich cultural resources of historical blocks, give full play to the advantages of "design capital", strengthen the branding of historical blocks, and enhance the competitiveness of the city. Let this old city continue to rejuvenate and realize the urban cultural renaissance of Wuhan.

4. Brand positioning of Wuhan historical and cultural blocks

Brand positioning is the premise and foundation of brand image design and dissemination, just like the conception before the design of the work. This link cannot be missing for any product and service to be introduced to the market. Market positioning is the most basic need for its survival and development. The regional brand image is also like this kind of products and services. Only when the appropriate and unique personality is positioned according to the needs of the target market, can it truly have existing value and competitiveness. The essence of positioning a geographic location or regional space brand is to make the region leave a unique impression in the minds of the audience, thereby forming the distinctive brand personality and characteristics of the region.

The design and shaping of a good block brand should focus on the long-term development of the block, provide residents with a good working and living environment, integrate the high-quality resources of the block, attract foreign tourists, and enhance the cohesion and sense of honor of the block residents. Ultimately, it can improve the attractiveness, radiation and reputation of the block, enhance the soft power of the block, and make the block develop healthily and harmoniously.

In view of the geographical location, historical precipitation, cultural accumulation and the interpretation of Wuhan city of Wuhan Jiangnan Road Historic District, combined with investigation and research, we can draw a point of view that Jiangnan Road Historic and Cultural District is the concentration of Wuhan's urban charm. In terms of geographical environment, Wuhan Jiangnan Road Historic District has excellent location conditions, and the commercial business has continued to this day. The historical district is the historical foundation of the wharf culture, and it has developed into a development industry integrating culture, commerce and tourism. From the perspective of spiritual culture, Wuhan Jiangnan Road Historic District has diverse cultures and rich spiritual values. As the historical foundation of Jiangnan Road, wharf culture has continued to influence, and later formed a unique business culture. Business culture and wharf culture are the most unique, significant and representative regional cultures in Wuhan Jiangnan Road Historic District. The two complement each other to this day. From the perspective of market demand, Wuhan Jiangnan Road Historic District is not only the sustainable development of commerce, but also its cultural connotation cannot be ignored. More than just meeting the commercial needs of consumers. In the true sense, it will build a cultural block for tourism and leisure with the dock as the foundation and business continuity. Based on the above analysis, the core value orientation of Jiangnan Road historic block in Wuhan can be summarized as "century-old street, standing at the head of the tide again". Specifically, the wharf culture in Wuhan illustrates the historical beginning of the Jiangnan Road Historic District, and also shows the core value of its culture. Commercial continuation refers to the development history of the entire Jiangnan Road Historic District in Wuhan. Due to its geographical resources, geographical environment, and the development of commercial and trade culture, the commerce of the Jiangnan Road Historic District in Wuhan has been continuously revived and spread. We can think that the wharf culture is the beginning of Wuhan Jiangnan Road Historic District, and the prosperity of Wuhan Jiangnan Road Historic District is the stage of its business development.

5. Branding of Wuhan Historical and Cultural Districts

In view of the current situation of Wuhan historical and cultural blocks, we should first improve

and standardize the visual identification system to make the overall visual image of the block unified and harmonious; secondly, establish a professional visual management team to strengthen the standardization and management of the visual system inside the block and the publicity system outside the block. The following aspects can be tried to design and shape the brand of Wuhan Historic District.

5.1. Brand Design and Image System

As a comprehensive regional brand image, the brand communication of historical and cultural blocks needs to integrate all channels and communication forms, unified information and visual transmission, so as to standardize and clarify the effect of brand communication. The visual image of the regional brand mainly includes the design of logo patterns, colors, fonts, visual application systems, etc., which are the most important elements that distinguish the brand from other brands. In the process from brand building to brand communication, the visual image of the brand is the first contact with consumers, and even affects the judgment of consumers, so it must not be taken lightly. The unified image logo of the Jiangnan Road Historic District should include a series of designs such as the district brand logo, the street orientation system, the building number, the color system, and the standard fonts, so as to deepen the tourists' perception and impression of the Jiangnan Road Historic District. A unified brand logo is like a cultural label, which triggers tourists to have a unified image of the neighborhood. In addition, in terms of the block environment, a number of details such as landscape decoration and architectural visual effects that reflect the style and characteristics of the Jiangnan Road historical block can be improved.

5.2. Wayfinding Design and Public Space

Replace the old description and instruction system, unify the image, unify the signage, and maintain the unity and series in the use of materials, colors, graphics and characters. The unified management and rectification of shop signs and advertising signs designed by merchants should be coordinated and unified with the overall guide system in the selection of materials, the matching of colors, and the design and display of graphic and text layouts, as far as possible. The style and character of the historic district. In addition to the significance of advertising and instructions, a good store signboard also has the function of creating a block atmosphere and beautifying the block with its exquisite design and perfect presentation.

5.3. Cultural and creative products and tourism products

Encourage the research and development of tourist souvenirs with local characteristics, cooperate with arts and crafts research institutions, relevant art schools and manufacturing enterprises, set up a souvenir development team, and look for folk traditional craftsmen and skilled craftsmen, in traditional local characteristics of commodities, souvenirs and local specialties. Increase investment in the production and development of products. The development of native products is conducive to the development of regional economy and the inheritance and protection of regional culture, which is more conducive to the sustainable development of the extraction of regional cultural elements in the re-design of product packaging in native products. The government and relevant departments give preferential policies to the research, development and sales of tourism commodities in terms of policies, and can set up special management service agencies related to tourism commodities, which are responsible for the unified management, coordination and supervision of tourism commodities. Create famous brand tourism commodities, analyze, organize and improve the series design and production system of tourism commodities, improve the

taste, deepen the intensity, and strive to create a famous brand. Wuhan is rich in local famous and special commodities. At present, these commodities are sold in the market, but the products are not in series and have no complete image. It is suggested to set up a special organization for the development of tourism commodities, unify the image to form series and normative products, and upgrade the grade of tourism commodities.

6. Brand Communication of Wuhan Historical and Cultural District

After determining the strategic positioning and communication positioning of the block, the brand marketing and communication of the block becomes the key. No matter how successful the image of a block is, it will not produce actual value and significance without specific communication in the later period. Therefore, historical and cultural blocks can only produce value through dissemination. According to the theory of communication, the dissemination of information is composed of three parts: communicator, information and audience. When the information to be disseminated is determined, the specific content of communication is to find the target audience and let the audience receive the information completely.

6.1. Combination of multiple communication channels

Through the survey, we found that we should integrate multi-channel, multi-level and diversified brand communication channels, innovate brand communication forms, and pay attention to interactive experience. It can make the form of communication more, the duration longer, the communication space wider, the effect better, and the communication effect maximized. It organizes various types of cultural and artistic activities in various forms, such as independence, association and entrustment, to enhance their understanding of Wuhan's historical and cultural blocks through interaction and contact with the target audience. The activities include road shows, celebrity promotions, forums, souvenir collections, art exhibitions and other forms. According to the planning of the block and the focus of the work in stages, several special activities will be held in each stage or period. With the rapid development of Internet technology and mobile digital technology, many new media have emerged. Under the new economic situation, it is a new method adopted by many cities at home and abroad to connect the world of network media and create an illusory experience space of science fiction so as to attract the public's attention. In the era of digital media, the mode of "culture + communication + operation" is more urgent and intense than ever. We should make full use of the communication advantages of modern media to give full play to its propaganda and guidance.

6.2. The promotion level of brand communication

The dissemination of brand image is not a short-term promotion, it is a long-term process of building a brand image. In the process of brand construction and dissemination of Wuhan historical and cultural blocks, it is necessary to fully consider the unity of Wuhan historical and cultural blocks in brand construction and the differences in specific promotion in different regions. It is also necessary to determine the time and space dimensions of the communication and promotion strategy, as well as the cognitive dimensions established according to the cognitive characteristics of the audience at different stages. Only in this way can we carry out effective brand communication at the right time, space and acceptance level.

7. Conclusion

As a carrier of local natural resources, history and culture, and folk customs, Wuhan historical and cultural blocks have extremely profound cultural characteristics. As a heritage value, the blocks have distinct regional characteristics. The protection, inheritance and development of historical culture is an important factor for the development of historical and cultural blocks and even urban brands. In the process of brand image design and dissemination of Wuhan historical and cultural blocks, it is necessary to fully consider the regional characteristics of Wuhan itself and the Yangtze River Economic Belt, the continuation and development of the context and context, and inherit the excellent local traditional cultural elements in the block culture. Grasp the favorable opportunities between innovative brands and cultural and creative industries, gather the aesthetics and creativity of planners, designers, cultural and creative talents and other relevant personnel, solicit suggestions from relevant management departments, neighborhood residents and tourists, and develop new cultural formats and forms. Market, create a distinctive block brand, effectively spread the characteristic culture and folk customs of Wuhan, expand the popularity and reputation of Wuhan's historical and cultural blocks, and enhance the overall soft power of Wuhan.

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