City brands: identity in the urban environment

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Abstract. Global experience of designing the urban environment based on the city brand concept is analyzed in the article. Examples of the city brand visual representation are considered. Examples when the color is the main city brand concept. Experimental design results of the urban environment, made on the basis of the city brand are shown.

Introduction
Recently, the city brand development that is focused on enhancing the economic, tourist and investment attractiveness of the city and the self-identification of residents has become increasingly relevant.

The city brand is the city identity (or the identity of the city), systematically expressed in bright and attractive ideas, symbols, values, images that has found the most complete and adequate reflection in the city image [1].

The city brand design is a system of interconnected and complementary visual and symbolic attributes (expressions, images) the city brand ideas expressed in symbolic signs, slogans, colors, smells, music and other images [1].

In modern conditions, involving the the international language use in architecture and design, the problem of the associative image birth is quite acute, and it becomes especially important when creating the country or city image. This explains the cities competition for the superiority in the possession of the highest building, etc. [2-4].

In order to increase the tourist attractiveness of cities, it is necessary to create unique buildings and objects of the urban environment. To do this, artificial islands, the largest resort in the desert, largest fountain etc. are built. Projects that are unique in form and content become the city symbols; contribute to its identification and attraction of tourists. Paris cannot be imagined without the Eiffel Tower, etc. For example, the creation of the world's largest wooden structure, Metropol Parasol, in the small Spanish town of Seville, helped to make the historic city image more modern and attract tourists.

The visual embodiment of the city brand concept
How successful a territory brand will become depends largely on the visual embodiment of its concept. Brand is not a sketch or logo presented in the urban environment, but a collection of impressions embodied in its concept that remains in the people minds after interaction. Therefore, in order to create the emotional connection among locals, the brand and its logo must reflect the signs that make up the territory identity [1-6].
Creating a city desired reputation is a complex and multi-faceted process, as a rule, it has a visual expression - the slogan, logo, corporate identity much like to corporate, which is actively used in the architectural environment design (refer with Figure 1). Visual identification means, for example, equipment elements perform in the general city style.

![Figure 1. Identity in city design in Amsterdam, Lyon, Pula](image)

In addition, a successful brand should operate as an evolving, open system. For example, the Porto logo is based on icons that symbolize the city and the people in it. All of them are drawn so that you can add an infinite geometric pattern. The authors conducted surveys of residents, found out what they associate the city with. The process of creating this brand does not end there. The brand responds to changes and fits perfectly into the urban environment (refer with Figure 2).

![Figure 2. The city logo of Porto Portugal and examples of its use in the urban environment](image)

When developing a city brand, researchers advise to consider not one group of people, but different ones. In addition, not only local residents should be taken into account, but also tourists. Then the city brand will be relevant not only domestically, but also globally [6-8].

In addition, world experience shows us different ways of positioning the same city, as well as the presence in the same city of several parallel existing concepts of the city brand. As mentioned above, one of the main points in the city brand development is its mobility and variability [9].

For example, the city brand presentation in temporary objects (refer with Figure 3).

![Figure 3. Benches installed in London as part of the Books about Town project](image)

a) Malory Blackman Tic-Tac-Toe, artist Oliver Dean, b) PG Woodhouse Jeeves and Wooster, artist Gordon Allum, c) Lauren Child "Clarice Bean", illustration by Lauren Child embodied by Jane Headford
The city color as a brand

The city design image develops historically and depends on a number of factors: social, religious norms, cultural traditions, takes into account the natural and climatic features of the city. Therefore, in London the red color prevails in the city design. This was due historically and due to the fact that the red color was more noticeable among smog and for the overcast weather characteristic in the region (refer with Figure 4).

![Figure 4. Visual identity in London city design](image_url)

Color forms the city identity, attracts tourists. It may be one color, such as in Santorini, Greece. Alternatively, a combination of contrasting and bright colors like in the city of Chefchaouen in Morocco or the city of Burano in Italy, etc.

Inside the city itself, color can also contribute to identification and orientation in space. The city of Charlotte in the USA is conditionally divided into sectors. Road signs and signposts in different parts of the city have their own colors (refer with Figure 5).

![Figure 5. The concept of the city color division into sectors in the city of Charlotte, USA.](image_url)

Repeating elements of the urban environment, contribute to the city identification. These are small architectural forms, benches, lanterns, fencing, etc. One of the most important elements of the environment identification are architectural signs. Their design is also performed on the brand basis (refer with Figure 6).
Experimental design

Analysis of the modern world design experience shows that historical themes, harmoniously combined with modern materials, allow you to create new modern projects. Students were asked to create the architectural environment elements based on the city history in order to obtain the architectural environment elements that are the city symbols [10].

In one project for Rostov-on-Don, fragments of the fortress plan of St. Dimitri of Rostov was rethought. The city history tells that the city of Rostov-on-Don gradually emerged around this fortress. Therefore, when designing a tree grate and benches for the city of Rostov-on-Don, this drawing of the fortress plan was chosen that received a new reading in the elements of the urban environment (refer with Figure 7).

Figure 7. A tree grate. Project of Ushakova Yu.O., scientific supervisor Gorgorova Yu.V.

Another project was created under the influence of the Scythian tribes treasures. These nomadic tribes inhabited the territory that was chosen for the design. The drawing was used to create a tree grate, bench, hatch (refer with Figure 8).

Figure 8. A bench, a tree grate and a hatch are made using ancient Scythian patterns. Project of Protopopova I.V., scientific supervisor Gorgorova Yu.V.
Various ornaments can be used in environmental objects. Ornaments can be applied to objects or made in the form of perforations (refer with Figure 9).

**Figure 9.** Variants of the use of historical ornament in urban objects. Project Ushakova Yu.O. Scientific supervisor Gorgorova Yu. V.

**Summary**

Brand-based elements of the urban environment contribute to the of residents’ identification. They are signs of the place, city symbols. After the analysis of the world experience of creating such objects was carried out, the students were offered a task. It assumed the creation of an element of the urban environment associated with the place history. This approach includes one of the highlights of the city brand concept. The territory was analyzed; the elements of the urban environment were designed. This approach is very important. These items can only be placed in a specific location. This contributes to the identification of the environment, the creation of unique places within the concept of the brand of the city.

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