

Visual Identity of the Cultural and Tourist Heritage of Xiandu City (Zhejiang Province): Principles of Formation and Means of Representation.

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ISSUES AND RELEVANCE



01

Why is this topic important?

It responds to the core question of how to turn regional culture into a truly effective brand visual for scenic spots in the era of cultural tourism integration. In terms of industry, competition among scenic spots has shifted from natural scenery to cultural brands and experiences. The natural resources of Xiandu, Huangdi culture, and film and television resources are typical examples; Academically, existing research focuses on a single point and lacks a complete chain of "cultural resources → visual symbols → IP → system application". In practice, the paper uses dual IP to transform abstract culture into communicable symbols, which can provide a reusable design paradigm for similar local cultural tourism.

02

What do you want to research or create?

My research objective is to use the Xiandu Scenic Area in Jinyun, Zhejiang Province as a case study to construct a complete and unified cultural and tourism visual recognition system by extracting visual symbols and designing dual IP for cultural and natural resources. This system will be extended to multiple scenarios to explore the methodology of visual transformation of cultural and tourism heritage.

03

How is it connected to culture, design, people, or history?

It connects culture (Huangdi culture, folk customs, film and television) with design (visual symbol extraction, dual IP, unified VI system), serves people (emotional resonance of tourists, brand memory of scenic spots), and is based on history (contemporary visual translation of natural resources, Huangdi culture, cliff carvings and other heritage), allowing local culture to move towards the present with a communicable visual language.

04

What is the cultural, historical, or social background of this theme?

The deep integration of culture and tourism has become the direction of national rural revitalization and the development of the cultural and tourism industry. Local scenic spots need to transform traditional cultural heritage into brand visuals. Xiandu is located in Jinyun, Zhejiang Province, with resources of Huangdi culture, natural mountains and rivers, and film and television filming locations. Its visual image has long had problems such as low recognition and homogenization, thus requiring a visual recognition system rooted in regional culture and aimed at contemporary dissemination.

Thesis Information

- **Master's Thesis Topic:**

Visual Identity of the Cultural and Tourist Heritage of Xiandu City (Zhejiang Province): Principles of Formation and Means of Representation.

- **Object of Research:**

XianDu,Jinyun,Lishui,Zhejiang

- **Subject of Research:**

Graphic approaches to the representation of cultural heritage

- **Territorial and Chronological Scope:**

Geographically focused on the Jinyun Xiandu Scenic Area and its associated cultural resources in Lishui, Zhejiang; In terms of time, the focus is on visual design practices in the context of contemporary cultural and tourism integration and digital communication, supplemented by analysis of relevant historical and cultural resources.



##Project Background

The cultural and tourism industry is shifting from resource driven to "culture+brand+experience" driven, and competition in scenic spots is no longer limited to natural scenery, but has expanded to regional cultural expression and brand visual communication. The traditional VI system based on logos and standard characters is difficult to meet the needs of contemporary multimedia, multi scenario, and emotional communication. The Xiandu Scenic Area in Zhejiang combines diverse resources such as natural landscapes (Dinghu Peak, Lianxi), Huangdi culture, folk customs, and film and television filming locations, making it a typical example. However, it has problems such as low visual recognition, symbol homogenization, and disconnection between IP and overall visual perception

Project Background and Research Objectives

##Research Objectives

Based on the cultural and tourism heritage of Xiandu Scenic Area, with the construction of visual identity system as the main line and cultural and tourism IP design as the core visual practice, this study explores the principles and presentation methods of visual identity system formation with regional cultural characteristics. Specifically divided into three steps: systematically sorting out the natural landscape, historical culture, folk customs, film and television resources, and their visual characteristics of Xiandu; Analyze the current situation and pain points, extract representative visual elements; Through graphic abstraction, color refinement, and personification design, a core visual language is formed to complete dual IP design, which is extended to posters, cultural and creative industries, navigation, digital interfaces, film and television co branding, and other scenes, constructing a unified and scalable visual recognition system.



Research Content and Methods

##Research content

The construction of the visual identity system for the cultural and tourism heritage of Xiandu Scenic Area is divided into three chapters:

1. Theoretical basis: Sort out the research on visual recognition of cultural and tourism heritage, cultural and tourism IP, and visual symbols, clarify the core concepts and methodological framework.
2. Resource analysis and symbol extraction: Systematically organize the natural landscape, historical culture, folk life, and film and television cultural resources of Xiandu, analyze existing visual recognition problems and pain points; Following the principles of regionalism, representativeness, interpretability, and systematic consistency, visual symbols are extracted from four dimensions: form, color, cultural semantics, and scene, and a transformation logic is established.
3. Design practice: Establish design positioning and overall concept, complete the "Cloud Xiaoyao, Du Xiaoxian" dual IP and expression, posture, and clothing design; Extend the core visual identity to multimedia scenes such as posters, cultural and creative industries, signage, digital interfaces, and film and television collaborations, forming a unified visual recognition system.

##Research Methods

Literature research method: Systematically review the theories and methods of cultural and tourism heritage, tourism brand vision, cultural and tourism IP, regional cultural visual design, etc.

Case study method: Select typical visual and IP design cases of domestic and foreign scenic spots, and compare and analyze them from the dimensions of visual symbols, IP roles, application systems, and communication channels.

Field research method: Observe and record the spatial environment, natural landscapes, cultural heritage, and tourism activities of Xiandu Scenic Area on site, and extract representative visual information.

Design practice method: Transform the previous research results into specific design schemes, and verify the integrity and scalability of the system through visual element extraction, IP role development, and multi scenario verification.

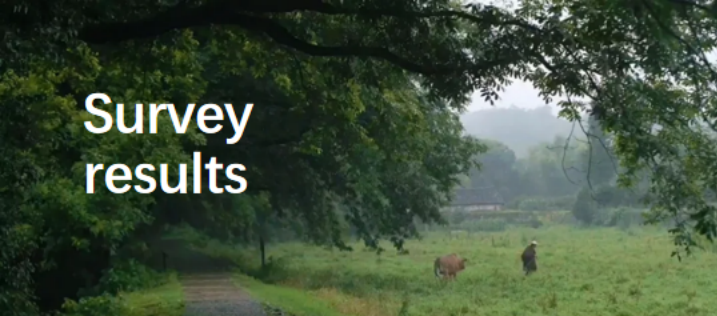
Research Source

[1]Hu Yihua. The Yellow Emperor Culture: The Soul of Characteristic Tourism in Xiandu [J]. Journal of Lishui University,2005,(01):24-27.

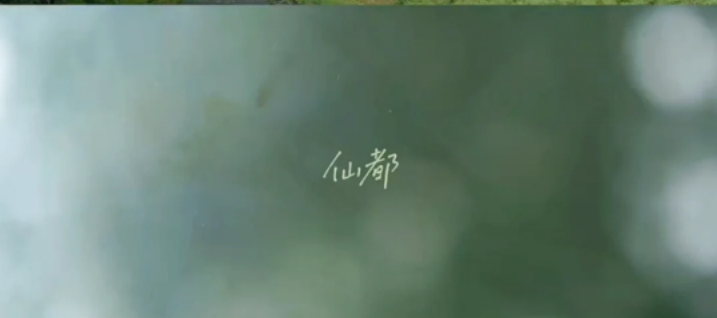
[2] Zhu Junkui. Research on the Development of Rural Ecotourism in Xiandu,Zhejiang [D]. Guangxi Normal University,2017,(01).

[3] LCheng Yihao. Research on Visual Brand Design for Ancient City Scenic Areas in Liaocheng [D]. Qingdao University,2020,(02).

[4] Deng Yaqiao. Research on Visual System Design and Brand Construction for Cultural Tourism Scenic Areas [D]. Northwest University,2015,(12).



Survey results



仙都

01. Principles and Methods of Information Visualization Design.

Following the four principles of regionalism, representativeness, interpretability, and systematicity: selecting and categorizing the natural mountains and waters (Dinghu Peak, Lianxi), Huangdi culture, folk customs, and film and television cultural resources of Xiandu according to cultural values, and extracting core points; Extract visual symbols from four dimensions: form, color, cultural semantics, and scene, centered around a unified design theme. Form is derived from representative landscapes and cultural elements, color is extracted from natural environments and customs, cultural semantics is excavated from historical legends and folk stories, and scenes are derived from actual tourism applications; Through graphic abstraction, style translation, color extraction, and personification design, abstract regional culture is transformed into recognizable, communicable, and emotional visual language, while maintaining systematic consistency in multimedia applications.

02. Technical route

- 
1. Clarify research objectives: Explore the formation principles and presentation methods of visual identity systems for cultural and tourism heritage;
 2. Literature and data collection: Sort out theories and cases related to cultural and tourism heritage, tourism brand vision, cultural and tourism IP, and collect information on cultural and tourism resources in Xiandu;
 3. Field research and case studies: Observe and record the spatial environment, natural landscape, and cultural heritage of Xiandu, compare and analyze visual and IP design cases of domestic and foreign scenic spots;
 4. Requirement analysis and design positioning: Analyze the current pain points, establish design positioning, principles, strategies, and technology selection;
 5. Resource organization and visual symbol extraction: Extract representative visual elements from four dimensions and transform them into core symbols;
 6. Visualization/Core System and IP Design: Build a core visual language, complete the "Cloud Xiaoyao, Du Xiaoxian" dual IP and facial expressions, postures, and clothing;
 7. Multi scenario application and achievement presentation: extended to posters, cultural and creative industries, and signage, ultimately forming a unified visual recognition system.

Key Reference Projects



Visual outcome(s):

1. Cultural and tourism IP character design - dual IP "Cloud Xiaoyao" and "Du Xiaoxian", including three views and basic styling specifications;
2. Emoji and Action Derivative Design - A facial expression and posture system based on dual IP personality differences (lively/quiet, outgoing/introverted);
3. IP clothing and theme character extension design;
4. Tourism posters and visual design of scenes;
5. Cultural and creative product design - a practical carrier that integrates landscape, tourism experience, and local life into IP;
6. Scene illustration and guidance system design;



Concept sketch

Based on the natural landscape of Xiandu as the visual foundation, Huangdi culture and regional customs as the cultural content, and tourism lifestyle as the narrative context, the three together form the overall conceptual framework. Based on the unique mountain shape of Dinghu Peak and the winding water flow of Lianxi River as the basic visual themes, a two-dimensional visual relationship between landscape and dual IP characters is established through graphic simplification and abstraction; Extracting cultural themes such as "ding", "yun", "long", "sacrifice", and "ritual system" from Huangdi culture, instead of directly replicating traditional symbols, modern reinterpretation is achieved through visual representation of characters, scenes, and themes; Integrating specific tourism activities such as sightseeing, leisure, photography, mountaineering, cycling, and local cuisine into IP scenes to strengthen the emotional connection between characters and tourists. The dual IP "Cloud Xiaoyao" (lively and outgoing) and "Du Xiaoxian" (quiet and introverted) maintain brand consistency through unified proportions, contours, and colors, and extend through media such as facial expressions, postures, clothing, scene illustrations, cultural and creative elements, guides, digital interfaces, and film and television collaborations, forming a cross media unified and scalable visual identity system.

The core is the design concept of "one axis and three layers": taking "natural mountains and waters as the bottom, regional culture as the core, and tourism and life as the environment" as the main axis, using dual IPs as bridging roles, and running through the complete visual transformation chain.



Initial Design Sketches

Collection, organization, and current analysis of historical and cultural information



Principles and Methods of Graphic Design



Visual Content Design



Visual Design Communication Strategy



Summary and Prospect of Information Visualization Design in Qingguo Lane



IP



Color



Initial Design Sketches

Rough visual diagram explanatory text:

1. Capture a large amount of natural materials
2. Capture IP characteristics and sketch.
3. Use Procreate software to optimize the color and shape of details and related content.

natural materials



Initial Design Sketches

Rough visual diagram explanatory text:

1. Capture a large amount of natural materials
2. Capture IP characteristics and sketch.
3. Use Procreate software to optimize the color and shape of details and related content.

Bird IP Reference



Sketch scheme drawing



Sketch



initial version



final version

The Red tailed Water Robin (pronounced as q ú), due to its homophonic puns, many netizens also like to call it "Hongwei Canal". In addition, it has many interesting nicknames, such as "Big Blueberry" and "Blueberry in the Bird". Does it sound cute? But when you see its true form, you will find that this title is somewhat appropriate - the male bird is covered in gray blue feathers, paired with bright red tail feathers, like a big "blueberry" parked by the stream, embellished with a touch of red fruit aroma.

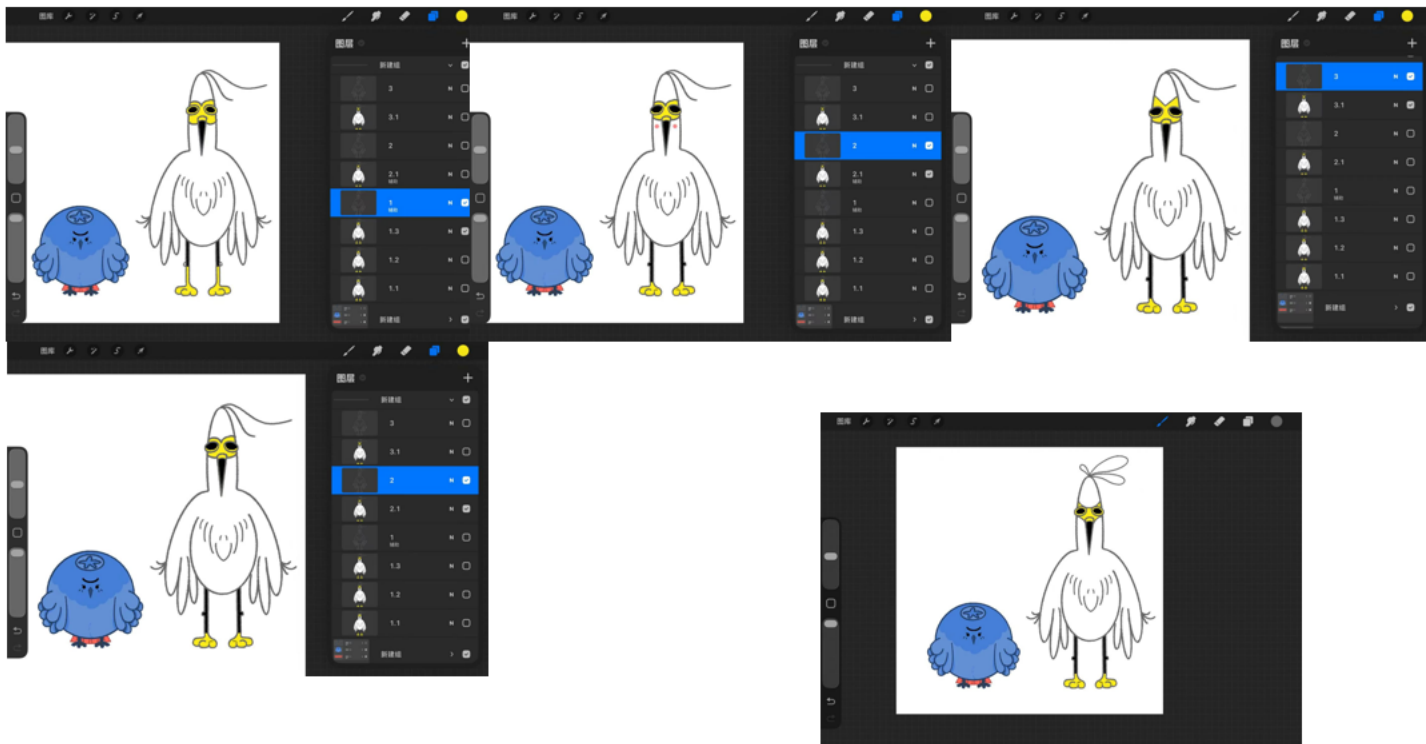
The red tailed water robin is not as noisy as the common birds in the city, but prefers to live by clear mountain streams and rocky valleys. It often stands on rocks by the stream, quietly observing the water surface, occasionally swaying its bright red tail up and down, like a "little dancer" in the stream.

They mainly prey on insects near streams and are important members of mountain stream ecosystems. In the quiet valley in the early morning, one can often hear its crisp and slightly metallic chirping, as if accompanying flowing water.

If you are by a mountain stream and see a gray blue bird with a black beak, dragging a bright red tail, and constantly "clicking its tail", it is likely to be this "blueberry among birds" from the stream

Very suitable for the comfortable and comfortable pace of life in Xiandu Scenic Area

Sketch scheme drawing



final version

The basic IP design has been completed

1、 Prototype selection: representative symbols of regional ecology

The Red tailed Water Robin is a typical mountain stream bird that often inhabits clear mountain streams and river valleys. It likes to stand on rocks by the water's edge, with its tail feathers swinging up and down, agile and agile. This habit is highly consistent with the natural environment of Xiandu, where the winding streams and mountains depend on each other, making it the most representative visual symbol of Xiandu's water system ecology. Using it as an IP prototype is precisely to implement the principle of "regionalism and representativeness" in the paper - selecting native organisms that can reflect the recognition of Xiandu's landscape rather than generic tourism images.

2、 Form extraction ("form" dimension)

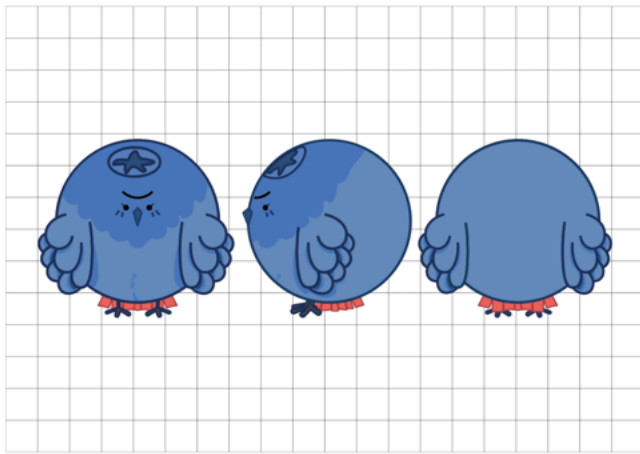
The design retains the most prominent features of the Red tailed Water Robin: a round and plump body, blue wing feathers, and red claws. The rounded shape fits the positioning of "affinity and emotionalization", making it easier to approach and extend across media compared to realistic forms.

3、 Color Extraction (Color Dimension)

The red tailed water robin itself has a distinct color relationship: the male bird has slate blue (blue gray) feathers and chestnut red tail feathers. The design focuses on blue as the main color and red as the highlight - blue echoes the green mountains and waters of Xiandu and Lianxi while red echoes Dinghu Peak and Huangdi culture, while retaining the memory point of "red tail" to avoid piling up high saturation tourist colors.

4、 Translation of Habits into Personality and Action (Semantic+Scene Dimension)

The paper sets a dual IP "Du Xiaoxian" (quiet and introverted). The habits of the Red tailed Water Robin contrast with it; it inhabits and observes rocks by the water, becomes friendly and leisurely, and lives with the water, strengthening the scene connection of tourists enjoying the view and playing in the water by the stream. Therefore, natural behavior is "translated" into expressive character personalities and action language.



Three views

The basic IP design has been completed

1、 Prototype selection: The symbol of nobility in mountains, waters, and wetlands

White egrets are typical wetland wading birds, often standing quietly in shallow waters, streams, and rice fields to forage. They have an elegant body shape and are snow-white throughout. When flying, they flap their wings calmly and gracefully. This habit is highly compatible with the environment of "mountains and rivers depend on each other, and streams are clear" in Xianduo. It is a representative organism with a high temperament and high recognition in the aquatic ecology of Xianduo. Using it as the IP prototype, in line with the principle of "regionalism and representativeness" in the paper - shaping the image of the scenic area with the native ecological symbols of Xianduo, rather than using bird patterns for general purposes.

2、 Form extraction ("form" dimension)

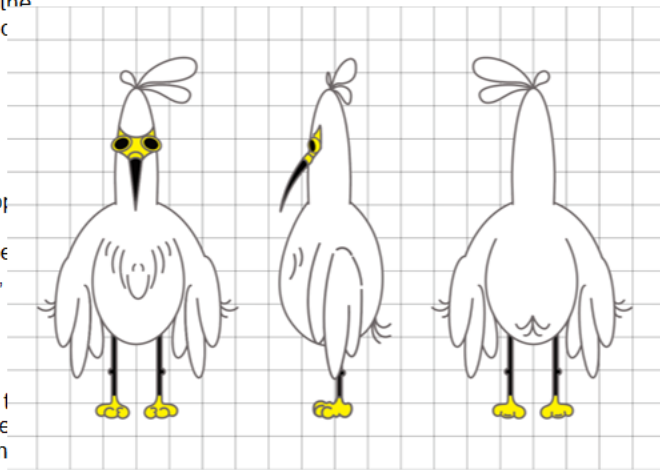
The design retains the core features of the egret: a slender body, a stretched crest on the top of the head, slender black legs, and yellow feet, with a simple and elegant overall line. The rounded detail design combines affinity, and the slender body retains the elegant temperament of wading birds, which is in line with the positioning of the paper as "regional, approachable, extensible"

3、 Color Extraction (Color Dimension)

With white as the main body and yellow/black as embellishments: White echoes the pure imagery of Xianduo's mountains, waters, clouds, and mist, as well as the cultural meaning of the white egret's "nobility". Yellow (around the eyes, beak, and feet) and black (beak, legs, and eye lines) form clear embellishments, retaining the natural recognition of birds while differentiating from the blue and red color scheme of another IP, establishing a complementary color relationship between the two IPs.

4、 Translation of Habits into Personality and Action (Semantic+Scene Dimension)

The paper sets up a dual IP "Cloud Little Egret" (lively jumping), which contrasts with the native habits of white egrets and creates memory points



Three views

3D modeling model

1、 Consolidate the three-dimensional and standardized unity of IP

3D modeling transforms 2D characters into three-dimensional images that can be rotated and viewed from multiple angles (front/side/back three views), ensuring the consistency of IP contours, proportions, and colors at any angle, implementing the requirements of the paper "Three Views and Basic Modeling Specification", and providing a unified "prototype standard for IP cross scene extension.

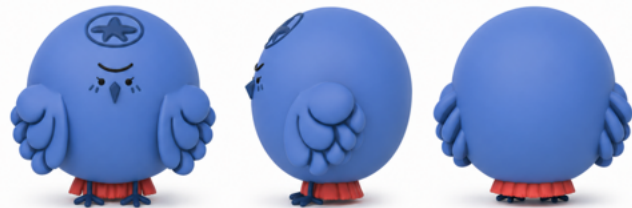
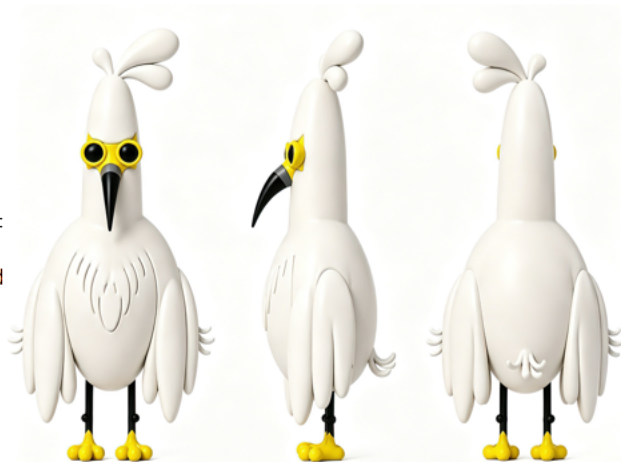
2、 Supporting cultural and creative design (physical carrier)

3D models can be directly used for the development of cultural and creative objects such as trendy figurines, ornaments, and peripherals (such as the Red tailed Water Robin figurine and the White Egret model), transforming IP from flat graphics into tangible carriers, extending tourists' memory and contact time with the visual image of the scenic area, and achieving the "materialization extension of cultural and creative as regional culture and tourism memory" mentioned in the paper.

3、 Strengthen publicity and communication (scenario based, cross media)

3D models facilitate the diverse interpretation of expressions, postures, and scenes, and can be widely used in posters, scene illustrations, digital interfaces, film and television collaborations, and online dissemination. They enable IP to maintain consistent visual characteristics in different media, achieve the cross media application goal of "unity, coherence, and scalability" in the paper, and enhance the dissemination and affinity of scenic spots.

3D modeling is a key technological bridge for IP to move from flat symbols to three-dimensional objects, and from static graphics to multimedia communication. It also serves the two major application directions of cultural and creative materialization and promotional scenario, strengthening the emphasis on IP extensibility and visual consistency in the paper.



正视图

侧视图

后视图

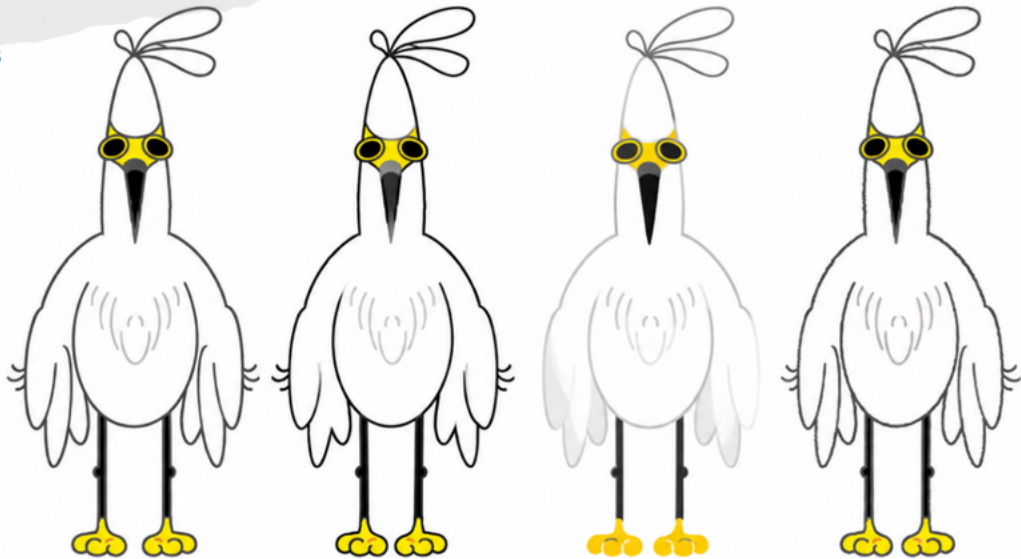
Three views

Different painting styles

Different media require differentiated presentation, but the IP image remains consistent. Manga style carries affinity and emotional resonance, suitable for posters and online dissemination; Flat style, simple and modern, suitable for digital interface; The hook style is clean and suitable for guiding and conveying information. This is implementing the strategy of "differentiating applications based on media functions while maintaining core visual consistency" in the paper, making the same IP both unified and adaptable in different promotional channels.

The role in cultural and creative design

The hand drawn style reflects a simple and warm atmosphere, suitable for cultural and creative objects such as postcards and canvas bags; Manga/flat style is convenient for printing and mold development (figurines, badges), with controllable cost and strong extensibility. Multiple styles create a sense of series in cultural and creative industries, extending tourists' memory of the visual image of the scenic area, echoing the paper 'Cultural and creative industries as a materialized extension of regional culture and tourism memory'.



1. hook style, concise/fresh, standard thread draft, guide, basic graphic identification
2. Manga style, relaxed/lively, promotional posters, social media, emojis
3. Flat style, concise/modern, digital interface, auxiliary graphics, systematic specifications
4. hand drawn style, hand drawn/rustic, cultural and creative, postcard, scene illustration, conveying a sense of warmth

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A 勾线风格
简洁 / 清新感

B 漫画风格
轻松 / 活泼感

C 扁平风格
简洁 / 现代感

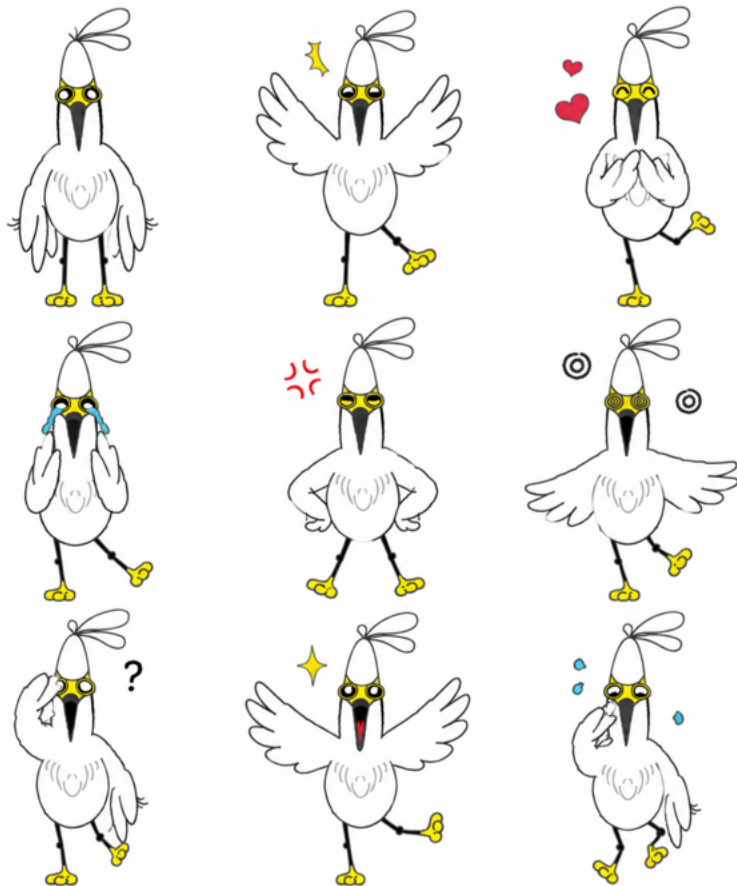
D 手绘风格
手绘 / 质朴感



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Design derivation

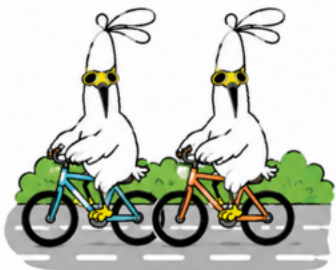
Emojis are emotional visual extensions of IP characters. In the paper, the dual IPs "Yun Xiaolu" and "Du Xiaoxian" derive a series of expressions and postures through personality differences (lively/quiet, outgoing/introverted), transforming abstract regional culture into visual language that can convey emotions. The role of emoticons is to: ① bring the IP closer to tourists and trigger emotional resonance; ② Facilitate online dissemination (social, digital interface) and expand the exposure of scenic spots. This is the landing form of the paper 'IP transforms from static graphics to narrative and interactive visual content'.



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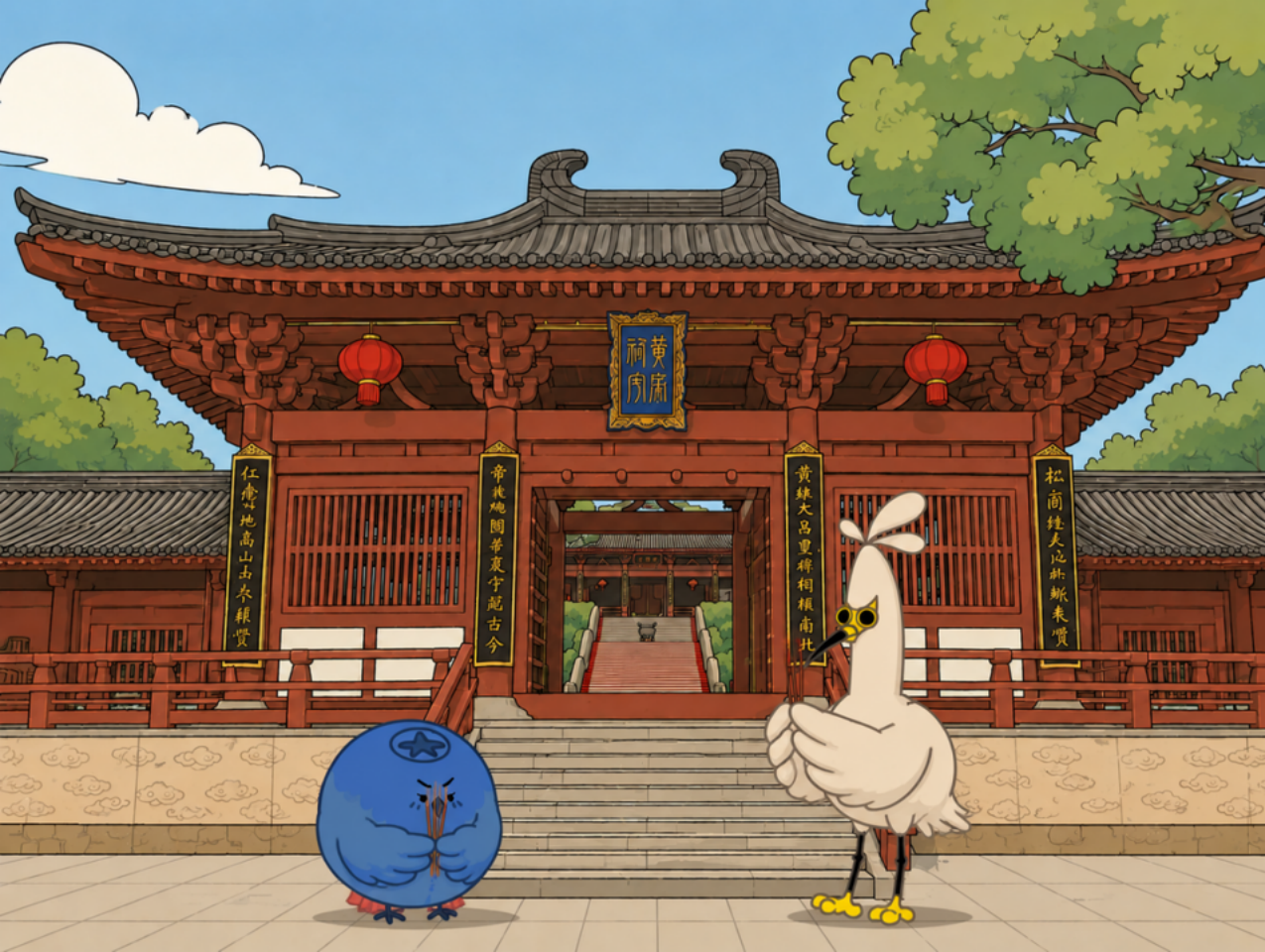
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Design derivation

Put the IP into specific tourism and lifestyle scenarios (sightseeing, photography, hiking, cycling, riverside viewing, local cuisine), allowing characters to interact with the environment through actions. The paper emphasizes the integration of "natural prototype+regional environment+character personality+tourism behavior": the scene actions make the IP no longer an isolated cartoon image, but embedded in the fairy city landscape and cultural narrative, making the characters a "visual anchor" for tourists' emotional connection, and strengthening the memory points of the scenic experience.



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Design derivation

Design derivation: Integrating IP into iconic scenes to enable characters to interact with the environment through specific behaviors. The scenario based behavior makes IP no longer just isolated cartoon characters, but deeply embedded in the landscape and cultural narrative of the city, first making the characters the "visual anchor" for tourists to establish emotional connections, and then strengthening the memory points of the scenic experience.



真好！



真惬意！



享受春天的气息！



记录美好瞬间！



小蝴蝶~



蓝鸟独立！



休息一下~



看看书也很惬意！



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游泳



机长



旅行者



生日



过年



睡觉

Design derivation

Professionalized IP refers to an IP that is not just a cute graphic, but a core visual carrier that undertakes the function of brand communication - it has a unified standard (proportion, outline, color, three views), and can be uniformly extended across media (poster, cultural and creative, guide, digital interface, film and television co branding). Its value lies in: ① establishing a highly recognizable and long-term operational brand asset for the scenic area; ② Continuous exposure through product development and public events (such as Kumamoto Bear cited in papers); ③ From a single graphic to a sustainable regional cultural IP with economic and communication value, implementing the goal of a unified, coherent, and scalable visual identity system in the paper.



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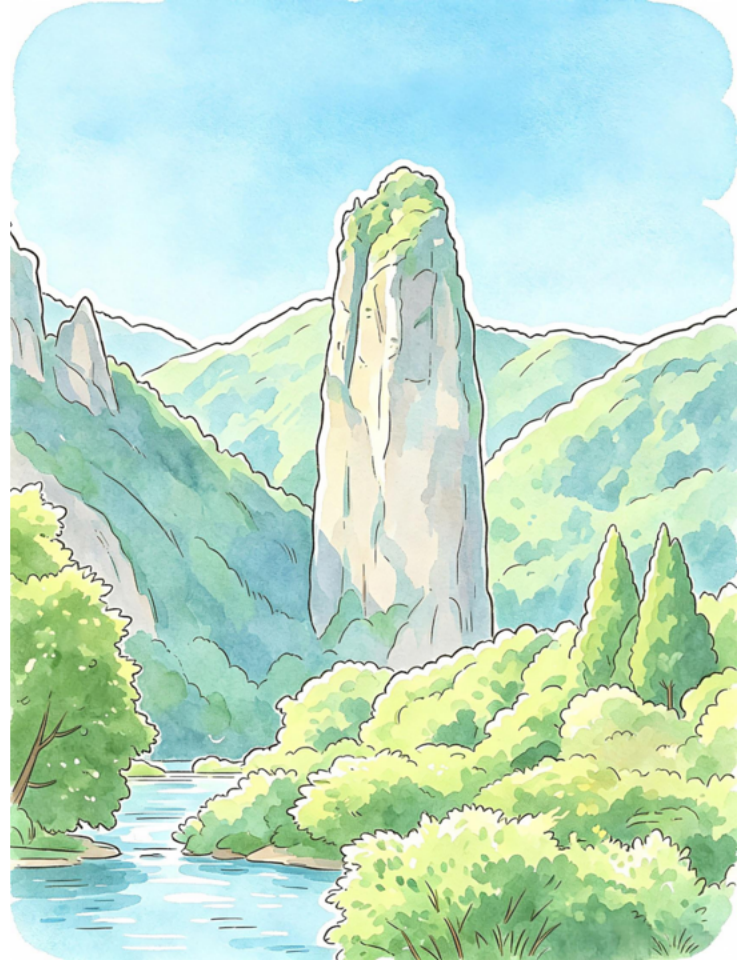
Iconic Scene Poster

The landmark building poster is a promotional poster designed with the most recognizable landmark of the scenic area (such as Dinghu Peak in Xiandu) as the core element, which has important value for cultural and tourism brand design:

Firstly, strengthen regional recognition and brand memory - iconic buildings are visual symbols that can be recognized at a glance in scenic areas. The unique columnar and bamboo shoot shaped contours of Dinghu Peak have a high visual impact and recognition. Using it as the main poster can quickly establish visitors' intuitive impression and long-term memory of the scenic area;

Secondly, carrying cultural expression - iconic buildings are the materialized carriers of regional culture, such as the close connection between Dinghu Peak and Huangdi culture. Posters transform abstract historical narratives into perceptible brand visuals through the combination of architecture and culture;

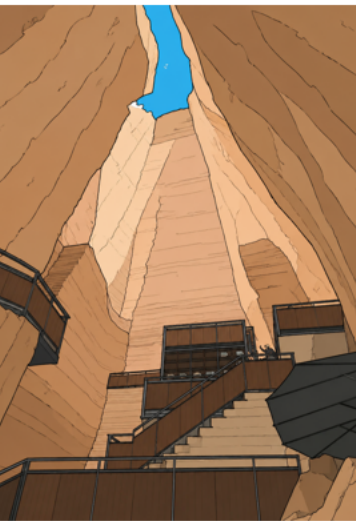
Thirdly, to achieve the goal of "unity, coherence, and scalability" in the paper - the poster highlights the theme communication and visual impact, and the iconic building as the core visual theme can be uniformly extended to various media such as cultural and creative, signage, and digital interfaces, so that the entire visual identity system can form an overall image around the same landmark symbol, strengthening the communication power and brand asset value of cultural and tourism brands.



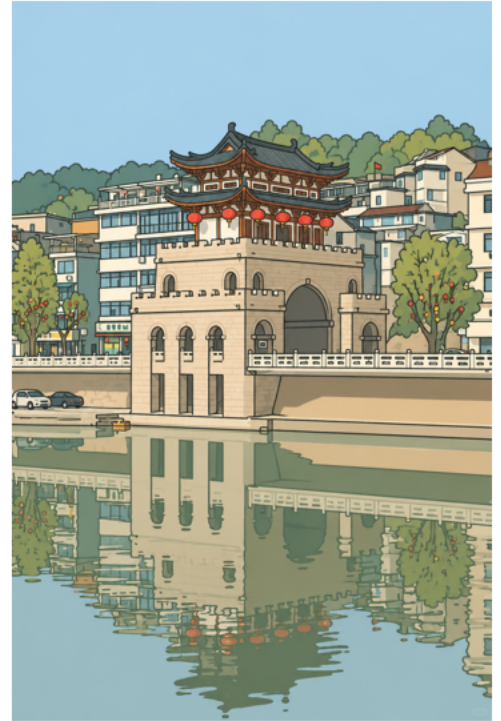
Iconic Scene Poster



Iconic Scene Poster



Iconic Scene Poster



Plush toy design

The round bun pendant and absorbent hand towel combine fun styling and practical value. The pendant is made of soft and sticky spherical plush, simplifying the image; The hand towel is made of absorbent fabric, suitable for kitchen and bathroom scenes. Both retain the iconic features of the characters, which are both entertaining and practical



Plush toy design

The plush eye mask and U-shaped pillow perfectly combine fun styling with practical value. The eye mask fits the contour of the eyes, with good shading effect, suitable for office nap time, high-speed rail and plane travel rest; U-shaped pillows can support the neck and relieve discomfort caused by prolonged desk work or long-distance transportation. Both retain the iconic design features of the characters, suitable for daily life scenarios, comfortable to wear for a long time, and have both fun and practicality. Strengthening consumer desires



Conclusion

This study takes the Xiandu Scenic Area in Zhejiang Province as an example and defines three core concepts: "cultural and tourism heritage, visual identity system, and cultural and tourism IP". It proposes that cultural and tourism IP is not an isolated cartoon image, but a core visual carrier built on the cultural resources of the scenic area. Based on this, a "cultural resource analysis → visual element extraction → visual symbol translation → core visual construction → cultural and tourism IP" is established. The complete research path of "design → system application"; through system analysis, it was found that the regional image of Xiandu is a composite structure of "natural landscape - historical culture - regional life", following the principles of regionalism, representativeness, translatability, and systematicity, extracting visual symbols from four dimensions: shape, color, cultural semantics, and scene; based on this, the design positioning of "regionalism, affinity, and extensibility" was established, completing the dual IP design of "Yunxiaoyao" and "Du Xiaoxian", and maintaining brand consistency with unified proportion, contour, and color to maintain the core IP. Extending to multimedia applications such as posters and scenes, facial expressions and postures, themed clothing, cultural and creative products, and film and television collaborations, it achieves the transformation of abstract cultural resources into intuitive, approachable, and cross media visual images, providing practical references for contemporary expression of local culture and tourism brand construction;

**THANK YOU
FOR
WATCHING !**