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ASPECTS OF THE CHINESE REGIONAL CULTURE IN THE CITY VISUAL IMAGE DESIGN (BASED ON THE LOGOS OF THE SHANDONG PROVINCE CITIES)

The purpose of the study is to identify aspects of regional culture in the formation of the design of the visual image of the city based on the logos of the cities of Shandong Province.

Methodology. *The research approach is interdisciplinary, which serves as the basis of the study and helps us to analyze the city logo more comprehensively. The semantic analysis method is used to reveal the deeper meaning of city logos and elaborate the narrative strategy, which can focus on the overall content of the city and reflect the city's identity. The method of art criticism allows us to evaluate the visual characteristics and design elements of city logos in order to refine visual elements that correspond to the essence of their image.*

The article analyses the logo image cases of 12 cities in Shandong Province, which are different in terms of development scale and regional environment, and can effectively demonstrate regional characteristics of Shandong Province and reflect its cultural diversity.

Results. *The article presents aspects of regional culture as a basis for city visual image design of Shandong Province, which play an important role in creating the city's logo image. The following regional features are highlighted – traditional symbols, historical architecture and natural environment, which define the concept of the city's cultural development. The combination of text and graphic elements and appropriate colours ensures that the cultural connotations of the region are integrated into the creation of the city logo. The attention to the regional aspects helps to improve the overall image of the city and strengthen the brand influence of the city, thus realising the sustainable development of the city and showing the direction for the future development of the city.*

Scientific novelty. *The article reveals the role of regional culture in designing a city's visual identity, specifically through the lens of a city logo image, for the first time. In general, Regional culture emphasises uniqueness of the city's identity, which is often based on local city history, culture and social customs, and subject to the constraints of time and space, which has a dynamic character, and becomes a positive force for the development of the city and reflects its connotative characteristics through the design way. This has resulted in a more visually appealing logo image that incorporates regional cultural characteristics into the design of the city's visual image.*

Practical significance. *The analysis of visual forms embodied on the basis of the regional characteristics of the cities of Shandong Province can help practicing designers in developing the visual identity of the city environment. Traditional symbols, historic architecture and the natural environment provide new research ideas for restoring a harmonious image of the city that combines regional cultural characteristics and artistic expressions. The city logo is updated over time, and this idea can be widely used in a variety of design practices.*

The research is important for the development of the methodology for designing the visual image of the city. It has been proved that the exploration of regional culture in city logo design can enhance the value, competitiveness and development level of the city.

Keywords: *City Visual Image Design; Regional Culture; City Logo; China; Shandong Province; Visual Form; City Image.*

Introduction. City image is a concentrated manifestation of the city's spiritual outlook, a way to clarify the city's positioning, and the main visualisation way to construct and display the city's characteristics. The shaping of city image is a dynamic process,

which often evolves along with the development of the city and the change of the times. Given that the way we perceive the world mainly relies on vision, it is important to integrate and refine the basic content of the city through visual design means in the city image to show and convey its characteristics. The design dominated by visual expression has become an inevitable trend in the development of modern design, which has attracted the attention of designers.

City visual image is the external manifestation of the city's concept and behavioural habits, the visual expression of the city's culture and spirit, which can vividly reflect the city's past and future development goals [11]. Nowadays, many countries and regions in the world pay more and more attention to the shaping of city image and the role of culture in city development, and visual image design has become an important method to enhance the popularity and competitiveness of cities. It is necessary to further explore the role of regional culture as an important element in the visual image design of cities.

Many cities in China have attracted people's attention with their deep cultural foundation developed over the years, which is a phenomenon that inevitably occurs with the passage of time. The cities of Shandong Province have formed their own city images with different geographical locations, natural environments, terroirs, and humanities, using culture as the most important aspect to differentiate their regional characteristics. These features are embodied in the city logos, which form the most basic and important aspect of the visual information system. An illustrative example is Qingdao's city logo, which reflects its historical monuments and natural advantages, highlighting Qingdao's historical background and cultural origins.

A city logo is not a simple collage and of visual elements and symbols, but a way of reflecting the specifics of the city's regional culture. Therefore, it is necessary to discuss the role of city logo in the shaping of city image. It can effectively integrate the city's regional cultural resources together, influencing people's first impression of the city and enhancing the city's recognisability.

Regional culture is the embodiment of the civilisation produced by people's social activities within a certain space. Under the influence of the regional environment, different cultures are created, and these cultures also reflect people's customs, ways of life and concepts formed by the influence of the regional environment [13]. With the acceleration of modern globalisation and the continuous exchange of information and culture, national characteristics are at risk of being homogenised, and the appearance of many cities is gradually converging [3]. Therefore, the role of regional culture in the formation of city visual image is particularly important. It is not only the carrier of the city's history and cultural inheritance, but also an important source of the city's cultural self-confidence, and a key element of the city's competitiveness under the trend of globalisation. We need to strengthen the protection of regional culture, give full play to its role in the visual image of the city, and continue to promote the dissemination and exchange of regional culture, so as to demonstrate to the world the cultural charm and value of Chinese cities, and thus promote the sustainable development of the city.

Analysis of previous researches. The research on city visual image design and regional culture has become the focus of scholars' attention in recent years, and has been mentioned in many articles and monographs, which are reflected in various perspectives. Researchers first discussed the issue of the role of regional culture in city visual image design [11; 10; 16]. X. He and L. Ruan [3] emphasized the gradual loss of city characteristics in the context of globalization, and expounded the importance of regional culture in protecting and reshaping city characteristics. Duxbury, N. et al. [1] discussed

the importance of culture in sustainable city development. They argued that culture exists in all aspects of society, our daily behaviour is influenced by culture, its ability to promote socio-economic development, is the embodiment of the city's unique identity, and is a way to enhance the quality of people's lives, and has an important place in city development. At the same time, we should pay attention to the grasp of the city's historical lineage, regional characteristics, humanism and ecological concepts, which can make it more obvious that the city has cultural characteristics [15].

The city logo is a means of visual communication, and the issue of the design formation of the city logo has also attracted the attention of researchers, who have discussed the ways of designing city logos and the forms of their expression [4; 8; 19]. Y. Zhang and L. Zhou [7; 20] investigated how to enhance the recognisability of logos and city images through the graphic design of Chinese characters. Traditional Chinese elements provide inspiration for the city's logo design, which is also a design trend for modern logos [9; 18]. Q. Jin [6] proposed a variety of communication strategies for city brand image, promoting people's cultural identity of the city and the development of the city economy through targeted brand marketing means.

The essence of city visual design is to create an excellent brand image and enhance its competitiveness [13; 14; 12]. Researchers have analysed local cities and solved the problem of establishing a city brand [17; 21], which is an important reference for the development positioning of cities.

Statement of the problem. Under the influence of internationalization and digitalization, many cities have a double chance of homogenization and the gradual disappearance of national characteristics, and the city visual image design is facing severe challenges. As the primary element of city identity and image dissemination, logo reflects the essential characteristics of the city. The international mainstream design development trend affects the connotation and quality of city logo design, which is caused by the tendency to prioritise popular design patterns and not pay attention to the use of narrative strategies that can embody their regional characteristics. This trend also reflects the designer's lack of expression of personalization and visual identity in city logo design, which makes the logo image of many cities converge, and has an impact on the actual utility of local city brands.

Many cities in Shandong Province have attracted people's attention with their profound historical and cultural foundation, and their city logos are constantly conforming to the development trend of modern design. In such an era of fierce competition, how to strengthen the inheritance and development of regional culture and national characteristics has become a research hotspot. This study aims to explore a multi-strategy regional feature design method to deeply analyze the status quo of city logo design in Shandong Province, so as to promote the continuous development of city image. At the same time, it is these questions that determine the relevance and novelty of this study. Through case analysis and theoretical research, this article provides a new research perspective for Shandong Province and other provinces and cities in the city visual image design problems.

The results of the research and their discussion. City visual image design is the most prominent and intuitive aspect of the city image recognition system. A multi-dimensional image design contains various tangible and intangible elements of the city. Using artistic design means, designers select the representative elements of the city and organically combine them to create a unique brand logo image that would emphasise the characteristics of the city.

Regional cultural characteristics influence the expression of a city's visual image design. Over the years, regional characteristics have developed that set them apart from other cities, with folklore, geography, development history and cultural strategies being the most

representative aspects. These characteristics not only become important symbols of a city's identity and personality, but also provide a rich source of inspiration for city branding. Under the influence of the region, cities have the characteristics of non-replicability, inheritance and interpenetration, which also shape different city characters. Designers consider these regional characteristics and apply them to the design of the city's visual image, thus creating design works that can show its characteristics, among which the city logo is the most direct and intuitive means of presenting the city's image. By looking at the logo, people can quickly form a first impression of the city. As the epitome of a city's overall image, a city logo is an important window for people to understand and know the city. This intuitive perception also strongly influences people's perceptions and emotions. An excellent city logo can quickly attract people's attention, arouse their interest and create a deeper perception and understanding of the city.

City logo is not only a graphic element, but also a concentrated value of city image, which is a strong guarantee for city development. As the most intuitive expression of the visual level, it is the most core element of the city visual system, and also the visual expression of the city individual, which can promote the economic development of the city and play a good role in publicity [5]. By analyzing the logos of the cities in Shandong Province, we can effectively identify their regional cultural characteristics. It can provide theoretical reference value for the future design of the city's visual image.

This article selects representative logo images of 12 cities in Shandong Province, classifies them according to traditional symbols, historical architecture, natural environments that define the concepts of cultural development according to regional characteristics, and elaborates on their artistic characteristics with the help of artistic means of expression such as typography, graphics, colours and their combinations.

Regional cultural characteristics are first related to traditional symbols. As carriers of cultural heritage, traditional symbols unite the spirit of the Chinese nation and deeply reflect the cultural and historical roots of the city. There are many kinds of traditional symbols of the Chinese nation, such as Chinese characters, Chinese paintings, seals, embroidery, paper cuttings and porcelain, etc., all of which are representative cultural symbols.

The main means in this respect is to show the regional characteristics fully through the artistic processing of the text. Chinese civilisation has survived for thousands of years thanks to the power of the written word. It is worth mentioning that we need to use the term "Chinese characters" here to emphasise the written form of Chinese civilisation. Chinese characters are the traditional symbols of Chinese culture, and calligraphers use unique strokes and structures to write them, creating characters with a deep cultural foundation and stylistic beauty. With the evolution and development of time, the form and structure of Chinese characters have also evolved, and different forms of characters have been created [20]. The use of Chinese character elements in the design of city signs can enhance the artistic value and recognition of city signs, quickly attract people's attention, show a more traditional cultural characteristics of the city image, and enhance the soft power of the city. The city logos of Dezhou, Jining, Yantai and Zibo highlight such characteristics (Tab. 1:1-4).

By combining the elements of Chinese characters, the city logo is both traditional and modern. For example, the city logo of Dezhou uses the Chinese character "德" in regular script as the main body of the image, and the characters "CHINA DEZHOU" and "中国•德州" underneath convey the name and geographic location of the city of Dezhou and "China – Dezhou" convey the city name and geographic location of Dezhou. The character "德" has another meaning in the Chinese context – virtue, character, which not only shows the traditional cultural characteristics of Dezhou,

but also shows the character traits of the city of Dezhou – speaking of morality, promoting harmony, and take "virtue" as the foundation. It creates an image of a city that pursues justice and speaks of integrity, leaving room for imaginable cultural depth in Dezhou (Tab. 1:1).

Traditional seals are a traditional art form combining Chinese characters and the art of engraving, and they are inseparable in the traditional Chinese calligraphy and painting system. The Jining city logo fully embodies this approach. The designers used the Hanbei font style, and the Chinese characters for "文化济宁" and "孔孟之洲，辽河之都" highlight Jining's cultural status as the hometown of Confucius, Mencius and other historical figures, and reflect the rich cultural foundation of the city, conveying the cultural connotations of Jining. It conveys the essence of Jining's cultural connotations and creates an impressive city brand image (Tab. 1:2).

The use of Chinese characters as visual elements in signage design requires consideration of their visual characteristics, especially the rational arrangement within the limited scope of the signage, and attention to the rhythm of the design object as well as the sense of hierarchy [7]. Yantai logo image will be "仙境海岸，品重烟台" and "COASTAL WONDERLAND, TIMELESS YANTAI" appropriate arrangement in the limited screen space, the logo as a whole appears to be a harmonious and highly visual tension. The logo as a whole is harmonious and has great visual tension. At the same time, the description of "COSTAL WONDERLAND" shows the natural atmosphere of Yantai as a seaside city, and metaphorically conveys Yantai's fairyland-like city environment, which inspires people's longing for the city (Tab. 1:3). In the multi-font elements of the city logo, the overall arrangement of the screen order is also particularly important. In the city sign of Zibo,

Table 1

Traditional symbols

Regional features	City	Example of the city brand	Explanation
Traditional symbols	Dezhou	1	"德" "DE" "中国·德州" "CHINA DEZHOU"
	Jining	2	"文化济宁" "CULTURAL JINING" "孔孟之州，辽河之都" "The state of Confucius and Mencius, the capital of Liaohe River"
	Yantai	3	"仙境海岸，品重烟台" "COASTAL WONDERLAND, TIMELESS YANTAI"
	Zibo	4	"淄博文旅" "Zibo Culture and Tourism» «泱泱齐风·陶韵淄博" "The great Qi style – pottery rhyme Zibo"

the designer has mastered the arrangement of words and the relationship between size and the picture has produced a clear visual hierarchy, which conveys more intuitive signage information to people. The Chinese part of the logo, "文旅淄博" adopts the font of running script to convey the main information of the picture. The Chinese character "泱泱齐风-陶韵淄博" directly conveys the historical legacy of Zibo as the ancient land of Qi and the traditional craftsmanship of ceramics manufacturing, and shows people the image of a city with a thousand-year historical and cultural legacy (Tab. 1:4).

The expression of regional cultural characteristics cannot be separated from historical architecture. Historical architecture is especially common in logo design as a graphic element. Historical architecture carries the history, culture and memories of the city, is an important content to reflect the regional cultural characteristics of the city, and is a bridge between the past and the modern. Their existence shapes the city's unique style and visual identity, and is an important site for us to understand the local culture, from which we can learn about the city's story and development trajectory. The essence of the city logo image is the symbolic refinement of the city content, which represents the construction process of a creative thinking and is a way of communication at the visual level [2]. The designer selects the representative historical architecture elements in the city, and creates the city logo with obvious recognition through the artistic means of graphic processing. This can quickly convey the regional characteristics of the city and convey a broader imagination space to people. The city logo of Liaocheng and Qingdao are excellent representatives of incorporating historical architecture models (Tab. 2:1-2).

Liaocheng is known as the "Ancient City on the Water of China". In the logo image, the main visual element comes from the local landmark historical architecture "Guangyue Tower", and the designer refines the outline of the main element and matches it with the elements of lake and lotus, reflecting the city charm of Liaocheng as a "water city in the north of the Yangtze River and an ancient capital of canals", and elaborating the cultural origin of Liaocheng (Tab. 2:1).

The visual elements of Qingdao city logo are taken from Wenlan Pavilion and trestle promenade of Qingdao coastal landscape. The designer graphicises the Wenlan Pavilion and trestle corridor as the main body of the picture, and uses seawater elements under the Wenlan Pavilion, which is in line with the characteristics of Qingdao as a coastal city, and conveys a vibrant and dynamic image of Qingdao to the public (Tab. 2:2).

Natural environment are the symbol of a city's unique geographical identity and also one of the important aspects of regional culture. Colour is a way of information transmission про

Table 2

Historical architecture

Regional features	City	Example of the city brand	Explanation
Historical architecture	Liaocheng	1	Guangyue Tower Lotus Dongchang Lake
	Qingdao	2	Trestle Promenade Wenlan Pavilion Spoondrift

the city due to the different geographical characteristics of the resulting formation of the colour characteristics that can be different from other cities. Designers attach importance to the extraction of natural environment elements in the city, and the city logo with colour as the main form of the picture can fully reflect the characteristics of the regional environment. In the city logo design the colour can not only enhance the readability of the logo, but also trigger people's emotional reflections. The colour of the logo also reflects its internal identity, which produces a certain symbolic meaning and gives people unlimited imagination.

Colour reflects the uniqueness of city environment and is an important visual language to convey city information. Designers often match it to the city environment to create a unique visual image. In the Dongying city logo, the designer selects rich liquid resources (oil, Yellow River, sea and wetland resources), extracts the relevant colours from these natural resources, and after the clever matching of orange, yellow, blue, green and red colours, integrates them with the overall environment of the city to create a harmonious visual effect. It shows people the development concept of Dongying city to take the sustainable road and triggers people's desire for eco-tourism (Tab. 3:1).

Rizhao's geographical features are closely related to maritime culture, and the colours in the city logo are inspired by the sun, beach and sea. The bright and warm colours reflect the city's sunny character and vibrant city atmosphere, while the red, yellow and blue colours symbolise the warm sun, blue sea, blue sky and golden beach that Rizhao has as its city tourism resources. Through the harmonious construction of the red, yellow and blue colours, the vibrant development potential of Rizhao City is presented to people in such an intuitive way, and the logo is integrated with the city environment, further strengthening the city image of Rizhao as an eco-tourism destination (Tab. 3:2).

The use of natural resources in the city logo design stimulates people's interest in exploring and experiencing the city, reflecting the local government's protection and attention to the natural environment. The designer extracted the colour elements of spring water, wicker and lotus from Jinan's urban environment and created a vibrant and dynamic logo image through symmetrical processing techniques. The blue, green and pink colours in the logo reflect Jinan's reputation as a "spring city". The harmonious and balanced combination of these colours not only reflects Jinan's natural geographical advantages, but can also evoke protection and respect for the city's environment (Tab. 3:3).

By synthesising the visuals of traditional symbols, architectural motifs and elements of the natural environment, the city logo reflects the future positioning of the city. The concept of cultural development of the city mainly includes a series of policies and main measures put forward by the relevant departments of the city in order to promote the common development of city modernization and regional culture. In this aspect, the designer takes text, graphics and colours into consideration in the picture, thus forming a comprehensive visual whole that reflects the history, culture and modern appearance of the city. Compared with the artistic means based on text, graphics and colour, the comprehensive processing method can more comprehensively show the regional characteristics of the city and transmit city culture to people.

Comprehensive city logo gives more space for city culture to be told. For example, the city logo of Heze graphically treats the petals of peonies in a natural environment and effectively conveys the colour characteristics of peonies through yellow, pink and purple. The words "花样" effectively identify the city's regional characteristics, and the word "Splendid" echoes the peony graphic in the logo, which conveys the city image of Heze as the "peony capital" and embodies the concept

of the city's harmonious coexistence with nature (Tab. 3:4).

The natural geographical advantages of the city area are the means to promote the economic development of the city location. The Taian city logo selects the iconic natural landscape of Mount Tai as the main body of the image, with blue embellishing the visual characteristics of Mount Tai, giving people a sense of solemnity. The red dot and the orange-yellow symbol in the picture symbolize the sun and fire culture of Dawenkou culture, which progress successively with the blue three colours below, and have a great sense of order. The words "Taian" and "中华泰山•国泰民安" convey the cultural status and significance of

Taishan at the same time. The designer creates a visual symbol that resonates with people's emotions and enhances the cultural identity of Taian people, attracting people's attention and promoting the development of the regional economy (Tab. 3:5).

The cultural connotation of the city should be considered in the logo design process. Nowadays, many cities pay more and more attention to the power of culture and spirit, which can arouse people's emotional response and have a positive influence on the development of society. The Linyi city logo takes the Yimeng Mountain area and red culture as the main design content, and the red colour symbolises revolution and passion in China, and has a positive power.

Table 3

Natural environment

Regional features	City	Example of the city brand	Explanation
Natural environment	Dongying	1	Yellow River – Yellow Sea – Blue Wetland – Green
	Rizhao	2	Sun – Red Beach – Yellow Sea – Blue
	Jinan	3	Spring – Blue Lotus – Pink Willow – Green
	Heze	4	Peony "花样菏泽"
	Taian	5	Mount Tai Dawenkou culture "Taian" "中華泰山·國泰民安"
	Linyi	6	Yimeng mountainous area Red culture "临沂"

The text "红色沂蒙" represents the red history and revolutionary spirit of Linyi area. It is well known by people. The text "时尚临沂" shows that Linyi is pursuing a modern city image while inheriting its traditions. The orange-red and blue-green colours in the logo demonstrate the core of Linyi's regional culture, show people the spirit of the city, and convey Linyi's respect for the local historical and cultural heritage (Tab. 3:6).

The concept of urban cultural development is an indispensable part of regional characteristics, which not only promotes the development of urban economy and society, but also increases people's attention to regional culture, so as to strengthen the inheritance and protection of regional culture, and creates urban culture with the characteristics of the times and in line with regional development trends.

Conclusions. Regional culture, as a source of inspiration for artistic creation, is widely used by designers in designing the visual image of the city. It has been found that the city logo is a physical symbol of the city's culture, spirit and other inner qualities, and is the embodiment of the city's soul. Refining and applying regional cultural elements to the city visual image design visually shows the city's regional characteristics, which confirms the importance of regional culture. According to their regional cultural characteristics, they are divided into the following aspects: traditional symbols, historical architecture and natural environment. As a cross-contextual symbolic form, the city logo breaks the boundaries of vision and language, and becomes an important means to convey city culture and concepts of its development.

It has been proved that regional culture influences the development direction and goal of the city, and regionality has the characteristic of being unrepeatable. Therefore, the refinement and application of regional cultural elements reflect the advantages and values of the city, establish an excellent city brand image, make the city stand out in the fierce competition of cities, and become a constant driving force in the construction of modern cities.

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АСПЕКТИ РЕГІОНАЛЬНОЇ КУЛЬТУРИ КИТАЮ У ФОРМУВАННІ ВІЗУАЛЬНОГО ОБРАЗУ МІСТА (НА ПРИКЛАДІ ЛОГОТИПІВ МІСТ ПРОВІНЦІЇ ШАНЬДУН)

Метою дослідження є виявлення аспектів регіональної культури у формуванні дизайну візуального образу міста на основі логотипів міст провінції Шаньдун.

Методологія. Дослідницький підхід є міждисциплінарним, що слугує основою дослідження та допомагає більш комплексно проаналізувати логотип міста. Метод семантичного аналізу використовується для розкриття глибинного значення логотипів міст та розробки наративної стратегії, яка може зосередитися на загальному змісті міста та відображати його ідентичність. Метод мистецтвознавчої критики дозволяє оцінити візуальні характеристики та елементи

дизайну логотипів міст з метою доопрацювання візуальних елементів, які відповідають суті їхнього образу.

У статті проаналізовано логотипи 12 міст провінції Шаньдун, які відрізняються за масштабами розвитку та регіональним середовищем і можуть ефективно продемонструвати регіональні особливості провінції Шаньдун та відобразити її культурне розмаїття.

Результати. У статті представлено аспекти регіональної культури як основи дизайну візуального образу міста провінції Шаньдун, які відіграють важливу роль у формуванні образу логотипу міста. Виділено такі регіональні особливості: традиційні символи, історична архітектура та природне середовище, які визначають концепцію культурного розвитку міста. Поєднання текстових і графічних елементів та відповідних кольорів забезпечує інтеграцію культурних конотацій регіону під час створення логотипу міста. Увага до регіональних аспектів сприяє покращенню загального іміджу та посиленню впливу бренду міста, тим самим реалізуючи його сталий розвиток та вказуючи напрямок майбутнього розвитку.

Наукова новизна. У статті вперше розкрито роль регіональної культури у формуванні візуальної ідентичності міста, зокрема через призму зображення логотипу міста (на прикладі логотипів міст провінції Шаньдун). Виявлено, що регіональна культура підкреслює унікальність ідентичності міста, яка часто ґрунтується на місцевій історії, культурі та звичаях, підпорядковується обмеженням часу та простору, має динамічний характер, стає позитивною силою для розвитку міста та відображає його конотативні характеристики засобами дизайну. Це дозволило отримати більш візуально привабливий образ логотипу, який інтегрує регіональні культурні особливості в дизайн візуального образу міста.

Практична значущість. Аналіз візуальних форм, втілених на основі регіональних особливостей міст провінції Шаньдун, може допомогти практикуючим дизайнерам у розробці візуальної ідентичності міського середовища. Традиційна символіка, історична архітектура та природне середовище формують нові ідеї для відтворення гармонійного образу міста, що поєднує в собі регіональні культурні особливості та художні засоби виразності. Ідея постійного оновлення логотипу міста з плином часу може бути широко використана в різноманітних дизайнерських практиках.

Також це дослідження є важливим для розвитку методології проектування візуального образу міста. Доведено, що дослідження регіональної культури в дизайні логотипу міста може підвищити цінність, конкурентоспроможність та рівень його розвитку.

Ключові слова: дизайн візуального образу міста; регіональна культура; логотип міста; Китай; провінція Шаньдун; візуальна форма; імідж міста.

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