

# The Construction of Water Culture Brand in Hubei Province under the Background of Yangtze River Protection

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## Abstract

As an important historical and cultural heritage in China, Hubei Yangtze River water culture has rich cultural connotation and unique spiritual value. As the only province that flows more than a thousand miles of the Yangtze River, Hubei has a special status and significance for the development of the Yangtze River protection policy and the study of water culture. At present, Hubei water culture has made some progress, but the research on the branding of water culture is still relatively vacant. This paper expounds the connotation and significance of the Yangtze River water culture brand, and discusses how to construct the Hubei Yangtze River water culture brand, mainly from the four aspects of brand spirit connotation and current situation observation, color analysis of the Yangtze River water culture elements, and graphic refinement. Through the in-depth excavation and refinement of the Yangtze River water culture, it aims to provide theoretical support and practical guidance for the construction of Hubei Yangtze River water culture brand, and promote the creative transformation of Hubei economic development and Yangtze River water culture inheritance through brand design.

## Keywords

Yangtze river protection; Water culture; Brand design.

## 1. Introduction

The Yangtze River is the life river of the Chinese nation and an important support for the development of the Chinese nation<sup>[1]</sup>. As the longest river in China, the Yangtze River not only provides a rich material basis for human beings, but also a valuable spiritual treasure house of human culture<sup>[1]</sup>. Spreading and carrying forward the Yangtze River water culture is not only conducive to strengthening cultural self-confidence, but also can gather spiritual strength for the Chinese dream of building a modern socialist country in an all-round way and realizing the great rejuvenation of the Chinese nation. Hubei Province, as an important water conservation area in the Yangtze River Basin and an important ecological Shield of the country, is crucial to the inheritance and promotion of the Yangtze River water culture. This paper aims to explore the connotation and necessity of the construction of Hubei Yangtze River water culture brand, and provide new ideas and methods for the inheritance and promotion of Hubei Yangtze River water culture brand to the brand strategy.

## 2. Connotation and Characteristics of Hubei Yangtze River Water Culture

The Ministry of Water Resources writing group prepared by the "in-depth study and implementation of Xi Jinping's important discourse on water management" described: water culture is characterized by water to show in front of the people of a cultural form, its particularity is mainly manifested in the water-related culture, is the water and water activities as a carrier for the formation of the cultural phenomenon, is the culture of culture in the water as the axis of the culture of the collection of the body.

As the only province with more than 1,000 kilometers of the Yangtze River mainline, it has abundant Yangtze River water culture materials as well as historical and cultural deposits. On the one hand, the Hubei section of the Yangtze River has nurtured a rich material civilization and possesses numerous historical cities and cultural heritages, such as the Three Gorges in Yichang and the Yellow Crane Tower in Wuhan, etc. which provide rich connotation resources for the construction of the Yangtze River water culture brand in Hubei. On the other hand, Hubei water culture is a combination of geographic material environment and humanistic spirit, which is mainly embodied in the Taoist culture dominated by Laozi, the celebrity culture dominated by Qu Yuan and ZhaoJun Wang, and the festival custom culture represented by dragon boat racing, which all provide profound water culture connotation and spiritual support for the construction of Hubei Yangtze River water culture brand<sup>[3]</sup>.

### **3. The Significance and Necessity of the Construction of Hubei Yangtze River Water Culture Brand**

#### **3.1. Echoing the National Yangtze River Protection Strategy and Promoting the Ecological Development of the Yangtze River**

The construction of Hubei water culture brand can greatly promote the progress of ecological environment protection and ecological sustainable development of the Yangtze River. The proposal of the great protection of the Yangtze River at the Yangtze River Economic Belt Symposium in 2016 provided important guidance for the ecological environment protection and sustainable development of the Yangtze River Basin<sup>[4]</sup>. Its basic connotation is ' grasping big protection together, not doing big development ', ' grasping big protection together ' is the premise, emphasizing ecological priority ; ' not doing big development ' is the result. Therefore, the construction of Hubei Yangtze River water culture brand strategy is a response to the Yangtze River protection policy. At the same time, it conveys the concept of ecological environment protection and sustainable development, improves the social attention to water culture, and encourages people to cherish the Yangtze River water culture, protect the Yangtze River water culture, and carry forward the Yangtze River water culture.

#### **3.2. Carry Forward the Spirit of the Yangtze River Culture and Gather Spiritual Consensus**

The Yangtze River water culture in Hubei section contains rich spiritual connotations such as courage, inclusiveness and openness, and a long history. Whether it is the " Greatest kindness is like water " of Taoist culture or the myths and legends about Emperor Yu Tames The Flood, the construction of Hubei Yangtze River water culture brand can help inherit these cultural spirits and carry forward the excellent traditional culture of the Chinese nation. At the same time, it can also arouse people 's sense of identity and pride in the Yangtze River and promote national unity<sup>[6]</sup>.

#### **3.3. Enhance the Soft Power of Local Culture and Branding to Promote the Development of Cultural Tourism**

The construction of Hubei Yangtze River water culture brand is not only a response to the " Yangtze River Protection " policy, but also meets the needs of the current economic development of Hubei Province. This can greatly enhance the soft power of local culture in Hubei Province and inject vitality into the economic development of Hubei Province. The Yangtze River water culture in Hubei province has great mining value and development potential both from the material level and the spiritual level. The cultural resources can be integrated through brand building, so that the advantages of Hubei Yangtze River water culture resources can be transformed into industrial advantages. Therefore, by building a water culture

brand and promoting regional culture, shipping culture, hydropower culture and ecological culture, we can not only tell the story of the Yangtze River and enhance the cultural self-confidence of the local people, but also attract more tourists to visit, experience and understand the water culture of Hubei Province, and participate in the construction and dissemination of the Yangtze River water culture.

#### **4. The Present Situation of Hubei Yangtze River Water Culture Brand Construction**

Hubei section of the Yangtze River has rich water cultural resources, including the Three Gorges, Jingjiang, Yellow Crane Tower, Guishan and other historical and cultural heritage, as well as the unique folk culture, traditional crafts, water-related legends and so on. However, in the inheritance, dissemination and cultural innovation of the Yangtze River water culture, it has not been at the forefront, especially in the brand construction and utilization of water culture, and there are still problems such as insufficient creative transformation results.

##### **4.1. Yangtze River Water Culture Brand is Weak**

With the continuous advancement of the ' Yangtze River Protection ' policy, Hubei Province has paid more and more attention to water culture, and the cultural products related to the Yangtze River water culture are also increasing, such as "Zhiyinhao", Yangtze River cultural theme books, souvenirs, works of art, etc. However, the relevant design is still relatively scattered, and there is still a big vacancy in the construction of the Yangtze River water culture brand, and the brand awareness is weak. Hubei water culture can only form influence in a small range, and the whole Hubei lacks a museum that comprehensively reflects water culture. The brand can improve the popularity of Hubei water culture, expand its market influence, and give consumers a sense of trust. Therefore, in order to give full play to the value of the Yangtze River water culture, we must rely on brand building, build a brand of the Yangtze River water culture in Hubei Province, increase museums, cultural tourism industry and comprehensive communication channels, which will be conducive to the inheritance of the Yangtze River water culture in Hubei Province.

##### **4.2. The Output of Water Culture Content Lacks Individuality and Innovation.**

The construction of water culture brand is inseparable from high-quality content output. Especially in today 's Internet era, the personality and innovation of content are very important for brand development. However, the design elements of water culture products on the market in Hubei Province are single, the homogeneity is serious, the brand culture connotation is lacking, and the innovation is weak. For example, taking Qu Yuan 's related water culture as an example, its story and culture are strong, but people 's image of Qu Yuan is still relatively vague and distant, and there is no Image and Personality out of the circle at present. Therefore, the content output of water culture brand design must be combined with contemporary aesthetics to carry out personalized innovation, with IP import rising to a higher level of brand strategy, so that consumers can have emotional resonance through branded materials, and establish brand identity and cultural emotion<sup>[7]</sup>.

##### **4.3. Lack of Sustainable Development Strategy of Water Culture**

Under the background of the great protection of the Yangtze River, the construction of Hubei Yangtze River water culture brand also needs to pay more attention to the sustainable development strategy. How to better inherit and develop the Yangtze River water culture under the premise of protecting the ecological environment of the Yangtze River is an urgent problem to be solved. At the same time, the construction of Hubei Yangtze River water culture brand also needs more social participation and consensus formation. At present, the participation of

all sectors of society in the Yangtze River water culture brand needs to be improved. More social forces are needed to actively participate in it and make the Yangtze River water culture brand a publicity 'business card' of Hubei Province.

## 5. How to Build Hubei Yangtze River Water Culture Brand

The construction of the Yangtze River water culture brand in Hubei Province mainly explores the three aspects of color analysis, graphic refinement and spiritual expression of the Yangtze River water culture, integrates the regional characteristics of Hubei Province, and shapes brand differences.

### 5.1. Color Analysis of Yangtze River Water Culture Brand

As the longest river in China, the Yangtze River contains colorful colors. It not only includes the color presented by the natural landscape, but also integrates the meaning given by the human history. First of all, the color of the Yangtze River water culture can be extracted from the natural landscape. In the dimension of time, from a horizontal perspective, the green river water, the lush mountains, the blue-gray finless porpoise and other elements constitute the natural color of the Yangtze River water culture, reflecting the vitality and vitality of the Yangtze River. Vertically, the river water also changes in different seasons, showing green in winter and spring, and yellow in summer and autumn. Secondly, the color of the Yangtze River water culture also comes from human history, such as cyan ancient bronze, red and black Chu lacquer, and blue dam. These elements constitute the rich and diverse historical and cultural colors of the Yangtze River water culture. In the construction of Hubei Yangtze River water culture brand, it is necessary to deeply explore the colorful color of Yangtze River water culture and make it an important element of brand visual recognition.

### 5.2. Graphic Refinement of Yangtze River Water Culture Brand

The graphic elements of the Yangtze River water culture are an indispensable part of brand building. According to the brand design concept, the relevant design elements are extracted, and its unique symbols and forms are transformed into brand identity and visual image<sup>[7]</sup>. From an ecological point of view, it can be extracted from natural landscapes, such as simple and identifiable graphics extracted from elements such as water waves, mountains and rivers, and ships in the Yangtze River. It can also be extracted from the Yangtze River organisms in Hubei Province, such as finless porpoises, elk, Chinese merganser, white crane, etc., to combine the Yangtze River water culture brand with ecological protection. From the perspective of culture, Taoist culture, Jingchu culture, and intangible cultural heritage are all entry points for graphic refinement. For example, Qu Yuan and Wang Zhaojun can be used as a brand IP character image, giving the Yangtze River water culture a more vivid and specific graphic expression, and injecting rich connotation into the brand image.

### 5.3. The Modeling Language and Text Language of the Yangtze River Water Culture Brand

Modeling language is the intuitive embodiment of product packaging. In the design process, it is not only necessary to ensure the functionality and aesthetics of packaging, but also to consider regional and local characteristics, increase brand added value, and narrow the distance with consumers. At the same time, text language is also a key element of brand design. It usually forms a mosaic and foil combination relationship with graphics to serve the overall brand vision system<sup>[8]</sup>. For example, the brand design of mineral water in the bottle shape design shape is four concave and convex curves, which means that the water source is flowing in the rock gap. It not only shapes the brand's premium Image and quality, but also expresses its design significance. It is a metaphor for the natural gushing water source in the underground

rock fault zone, and expresses that the Ganten is a natural mineral water from the rock gap of the stratum. At the same time, the font design is simple and generous, making the brand easier to identify and remember. The overall design makes Ganten a foothold in the market and become a water aristocratic brand.

#### 5.4. The Concept Extraction and Spiritual Expression of the Yangtze River Water Culture Brand

There are brand stories, brand concepts and value expressions behind excellent brands, which can help spread brand culture and enhance product added value. The Yangtze River water culture contains profound spiritual connotation, which is also the core of the brand construction of Hubei Yangtze River water culture<sup>[9]</sup>. The spiritual expression of the Yangtze River water culture can be carried out from multiple levels : first, the spirit of struggle to move forward bravely, the most representative is the great construction project of the Three Gorges Dam. Second, the inclusive spirit of openness and openness, such as the Taoist concept of " Greatest kindness is like water " .Third, the ecological spirit of natural unity, such as the research on the technology of fish over the dam. These spiritual values are the key to the construction of the Yangtze River water culture brand, which can not only help the graphic refinement of the brand, but also help to enhance the brand connotation. In brand building, these spiritual connotations can be vividly presented through story narration and Shaping image and personality, making them the core content of brand communication and inheritance.

### 6. Conclusion

In general, the construction of Hubei Yangtze River water culture brand is not only a simple graphic design, it is necessary to fully and deeply explore the spiritual connotation of the Yangtze River water culture, design the modeling language and text language in line with the brand tonality, and combine the concept and method of contemporary brand building. Based on the theme of how to build Hubei Yangtze River water culture brand, this paper expounds the necessity and significance of the construction of Yangtze River water culture brand, and discusses from three aspects : color analysis, graphic extraction and spiritual expression of Yangtze River water culture. Through the construction of the Yangtze River water culture brand, we hope to fully tap the value of water culture and enhance the dissemination and influence of the Yangtze River water culture in Hubei Province.

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