Design of a Brand Identity System for Thien Phu Agarwood

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***Abstract*—This thesis focuses on the design of a brand identity system for Trâm Hương Thiên Phú, a Vietnamese company. The author explores the creation of a comprehensive visual identity, including logo design, color palette, typography, and overall aesthetic. The study emphasizes the importance of aligning the brand identity with the company's values and market positioning. The deliverable is a proposed visual identity documented through design artifacts. The source does not report a measured change in customer recognition or commercial performance.**

***Index Terms*—brand identity, graphic design, logo design, color palette, typography**

I. Introduction

The thesis introduces the concept of brand identity and its significance in modern business. It highlights the role of graphic design in shaping a company's image and the importance of creating a cohesive visual identity that resonates with the target audience. The author aims to design a brand identity system that reflects the unique characteristics of Trâm Hương Thiên Phú, a Vietnamese company specializing in fragrances [1]. Published articles on the methods and subject of this project provide context for this English summary [2].

II. Methods

The author uses various design tools such as Adobe Photoshop, Illustrator, and InDesign to create a comprehensive brand identity system. The author also references key literature on brand identity and graphic design to ensure the design process is informed by best practices. The final design system includes a logo, color palette, typography, and overall aesthetic that align with the company's values and market positioning. The work combines a review of agarwood branding and graphic-design principles with the development of visual identity components. The report documents the proposed logo and its applications rather than an experimental comparison of market outcomes [1].

III. Results

The results of the study include a detailed brand identity system for Trâm Hương Thiên Phú, consisting of a logo, color palette, typography, and overall aesthetic. The logo design incorporates elements that reflect the company's name and values, such as floral motifs and elegant typography. The color palette includes soft, pastel tones that evoke a sense of luxury and sophistication. The typography is modern and clean, ensuring readability and elegance. The overall aesthetic is cohesive and aligns with the company's market positioning as a premium fragrance brand. The finished artifacts constitute a visual identity proposal for Thien Phu Agarwood. The reported result is the design system itself, including examples of how its graphic elements can be used consistently [1].

IV. Discussion

The discussion section evaluates the effectiveness of the designed brand identity system. The design process involved multiple iterations, with each iteration refining the visual elements to better reflect the company's unique characteristics. The final design system effectively communicates the brand's values and positioning, making it more appealing to the target audience. The author acknowledges that the design process was iterative and required careful consideration of various design elements to ensure a cohesive and effective brand identity. The proposed identity can support consistent future presentation of the brand. Its effect on customers, awareness, or sales was not measured in the source thesis [1].

V. Conclusion

The author emphasizes the importance of a well-designed brand identity in building a strong brand image. The study highlights the iterative nature of the design process and the importance of aligning the brand identity with the company's values and market positioning. The author suggests that the designed brand identity system can serve as a foundation for future marketing and branding efforts for Trâm Hương Thiên Phú [1].

References

[1] Nguyễn Công Hiển, "Design of a Brand Identity System for Thien Phu Agarwood," internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2026.

[2] Reza Asad Al Huda Anupam, "Areas of Application in Graphic Design: Emphasis on Logo Design and Brand Identity," Graphic Design Journal, vol. 01, no. 01, pp. 22-52, 2022. DOI: 10.63771/gdj0201.002.

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