

Mộc Trà Brand Identity Design

Nguyen Thi Nhat Anh

Abstract: This topic focuses on designing a Brand Identity for the Mộc Trà product, aiming to meet the strong development demands of the current market. Through theoretical research on branding and the actual marketing activities of successful brands, we identify the main goal as building a brand identity system suitable for the unique characteristics of Mộc Trà to enhance its competitive position in the market. The implementation method is based on a combination of theoretical research and applied experimentation to ensure effectiveness in the design process. The expected outcome of this topic is not only a complete brand identity but also a contribution to raising awareness of the importance of branding for small and medium-sized enterprises.

Keywords: Brand Identity System, Moc Tra, Applied Research