

G-Home brand design

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Abstract: In the increasingly fierce competitive business environment, designing a strong brand has become a decisive factor for the survival and development of an enterprise. This topic aims to research and build a brand design strategy for G-Home, a company specializing in home furniture. Through market analysis, identifying core values, and developing design solutions suitable to the enterprise's characteristics, the topic applies theoretical research results to practice by implementing a Brand Identity System for G-Home. The ultimate goal is to enhance brand awareness and strengthen the company's competitive position in the market.

Keywords: Brand, Design Research, Development Strategy