

# **Design of Japanese Food Brand Identity - FromJapan**

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**Abstract:** In the context of fierce competition in the international food market, designing a specialized brand identity for products from Japan is necessary to create differentiation and strengthen the company's position. This topic aims to build a brand identity system suitable for the cultural characteristics and consumer preferences of Japanese consumers, while applying practical project methods such as SWOT analysis and customer surveys to optimize communication effectiveness. Through a combination of theoretical research and experimentation, it is expected to propose creative design solutions that align with current market trends, contributing to enhancing brand recognition and revenue for products from Japan.

**Keywords:** Brand identity, Japanese food, Project design, SWOT, International market