

Design of the Vietnam Birds organizational identity system

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Abstract: This is a project aimed at designing and implementing a corporate identity system for the Vietnam Birds brand, meeting the need for building strong brand recognition in the digital age. The objective of the topic is to research current trends in corporate identity and combine them with reality to create a unique identity system suitable for the Vietnam Birds brand image. The applied methods include industry analysis, theoretical research on identity design, and practical deployment on digital platforms. The expected result is to provide a useful solution for small and medium-sized enterprises in building brand recognition while contributing to the richness of the corporate identity research field.

Keywords: Organization identification, Vietnam Birds brand, Digital graphic design