

Designing the brand identity for the transportation company Gotaxi

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Abstract: In the increasingly fierce competition within the transportation industry, the necessity of enhancing brand awareness has become a mandatory requirement. This topic focuses on the process of designing a brand identity system for the transportation company Gotaxi, with the goal of creating a strong and consistent brand recognition system to increase brand value and potential customers. The research method combines brand identity theory with empirical approaches based on surveys and market analysis, thereby proposing appropriate design solutions. The expected result is the development of a unique brand identity for Gotaxi that helps enhance the company's competitive position.

Keywords: Brand recognition, Transportation company, Graphic design