

Design of the Khanh Quyen Makeup brand identity system.

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Abstract: This topic aims to identify and design a brand identity system (BIS) for the cosmetics company Khanh Quyen Make Up, meeting the needs for personalization and professionalization in the beauty industry. The main objective of the topic is to build a BIS based on market analysis, the company's core values, and modern design trends. The research methodology includes conducting surveys of the target audience, evaluating design samples, and visualization testing. Through this, the topic hopes to contribute an effective BIS solution to enhance the company's competitive position in the market.

Keywords: Brand identity, Graphic design, Cosmetics