

# **Designing the brand identity for Truth Milk dairy company.**

**Nguyen Thi Ha Phuong**

**Abstract:** This topic aims to research and design a Brand Identity for the milk brand Truth Milk, meeting the need for brand diversification in the food industry. The objective of the topic is to identify the core values of Truth Milk and create a unique identity system to enhance brand recognition in the market. Through a process of theoretical research combined with practical analysis, appropriate design solutions are proposed. The expected result is an improvement in the competitive position and revenue of Truth Milk through building a strong and appealing brand identity.

**Keywords:** Brand identity, Milk, Graphic design