

Design a brand identity for the cosmetics brand Morphe.

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Abstract: In the fiercely competitive cosmetics market, designing a professional and consistent Brand Identity plays a crucial role in building brand image and attracting customers. This topic aims to solve the problem of improving brand recognition for Morphe through research and design of a new identity system. The approach is based on a combination of theoretical analysis of Brand Identity and experimentation during the prototyping process. The research results are expected to significantly contribute to enhancing the competitiveness of Morphe cosmetics in the market.

Keywords: Brand identity, Cosmetics, Graphic design