

Design of May Cosmetic brand identity system

Do Thu Van

Abstract: In the increasingly fierce competition in the cosmetics market, designing a brand identity (BI) has become a crucial factor determining the position of an enterprise. This project aims to build a suitable BI for May Cosmetic Co., Ltd., addressing the problem of unclear and unsystematic brand recognition. Through theoretical research combined with empirical methods, the project will apply international BI design principles to develop an appropriate logo, color scheme, font, and visual language. The expected outcome is to provide a consistent, unique, and easily recognizable BI, enhancing the May Cosmetic brand in the eyes of customers, thereby strengthening its competitive position in the market.

Keywords: Brand identity, Cosmetics, Graphic design