

Designing the PTLand brand identity system

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Abstract: In the fiercely competitive real estate market, designing a professional Brand Identity is an indispensable requirement to enhance a company's reputation and position. This topic focuses on research and practical implementation for PTLand, aiming to build a comprehensive brand identity system, including a logo, colors, typography, and business philosophy. The approach used combines theoretical research on brand design with experimentation during the design process. Through this, the topic expects to provide useful solutions to elevate PTLand's market position and contribute to the development of the brand design industry in Vietnam.

Keywords: Brand design, PTLand, Brand identity, Logo, Typography