

Design of the corporate identity for Green Living Group

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Abstract: Context/Reason for choosing the topic: Necessary for building brand identity and raising environmental awareness in the community. Objective: Design a visual identity system aligned with the sustainable development strategy of Green Living Group. Method: Combine theoretical research on identity design with practical application in a specific project. Expected significance/results: Create a strong brand, contributing to affirming Green Living Group's position in the market.

Keywords: Brand identity, Brand design, Sustainable development company