

Design of HASU corporate brand identity system

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Abstract: This topic aims to design a brand identity (BI) for the enterprise HASU based on the actual market needs and brand development orientation. The goal is to build a suitable BI system while ensuring uniqueness and consistency across all media channels. The method combines theoretical research on BI with experimentation to identify key design elements. The expected outcomes of the topic not only contribute to enhancing brand awareness but also create a BI design model applicable to other enterprises.

Keywords: Brand recognition, HASU Enterprise, Brand design, Experimental research, BI model