

Designing a brand identity for Huong Mat Company Limited.

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Abstract: In the context of fierce market competition, brand identity (BI) design is a decisive factor for business success. This topic focuses on researching and proposing solutions for Huong Mat Company Limited to create a BI suitable for the specific characteristics of the industry and the company's development strategy. The research method combines BI theory with experimentation based on market surveys and analysis of BI samples from similar companies. The expected result is that building an effective BI will enhance brand recognition, strengthen competitive position, and create added value for Huong Mat Company Limited.

Keywords: Brand identity, Design, Market competition