

# **Designing a brand identity for the HTC Training and Human Resource Development Center.**

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**Abstract:** This topic proposes the design of a branding identity for the HTC Human Resources Training and Development Center, aiming to enhance awareness of the center's competitive position. The objective of the research is to build a brand identity system aligned with HTC's sustainable development strategy. The approach combines branding theory with experimentation to ensure practical applicability. It is expected that the completion of this topic will contribute to brand development and enhance the HTCT image, while also providing a reference framework for brand design for similar training organizations.

**Keywords:** Brand identity, Human resource training, Branding strategy, Applied research, Sustainable development