

# **Design a brand identity for the financial company "NEMESIS".**

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**Abstract:** In the increasingly fierce competitive landscape of the financial market, designing a brand identity (BI) system is a decisive factor for the success of companies. This topic focuses on researching and applying the BI design process for NEMESIS company with the aim of enhancing brand recognition and increasing market competitiveness. Using a theoretical learning method combined with empirical practice, the topic will analyze the elements that create BI value and apply them to actual business operations. The expected result is the construction of a suitable BI system, while also contributing to the research field of BI in the financial industry.

**Keywords:** Brand recognition, financial company, brand design, financial marketing