

Design of RICBANK brand identity

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Abstract: In the increasingly competitive landscape of the financial market, designing a brand identity for RICBANK has become extremely important to assert its position and create a distinctive mark. This project aims to solve the problem of enhancing customer awareness and positive perception of RICBANK through theoretical research on brand identity combined with experimental design of a new identity system. Through the implementation process, the project expects to provide a professional and effective brand identity, while contributing to knowledge and methodology in the field of brand identity design.

Keywords: Brand identity, RICBANK, Graphic design, Strategic marketing