

Designing the brand identity for the natural cosmetics brand "Pink Lotus".

Duong Van Cuong

Abstract: In the context of the increasing demand for natural cosmetic products, this topic focuses on designing a brand identity system for a line of cosmetics made from pink lotus. The objective of the research is to identify key elements to create a unique and consistent brand identity for the product, helping to enhance brand recognition in the market. The approach includes analyzing theories on brand identity, along with experimentation through customer surveys on the appeal of potential designs. The expected results will provide valuable guidance for cosmetic businesses in building sustainable communication and marketing strategies.

Keywords: Brand identity design, natural cosmetics, pink lotus, marketing strategy, customer survey