

Brand identity design for Ngoc Minh Construction, Installation, Consulting and Trading Company Limited.

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Abstract: In the fiercely competitive context of the construction market, designing a brand identity (BI) system is necessary to affirm competitive positioning. This project aims to build a professional BI system for Ngoc Minh Construction, Consulting, and Trading Company Limited through a combination of theoretical research and experimentation. Through the process of surveying, analyzing, and developing design solutions, it proposes optimal solutions to effectively convey the brand to customers. The expected results are highly applicable, contributing to enhancing brand value and promoting the sustainable development of the company.

Keywords: Brand identity, Construction company, BI Design