

Designing a brand identity system for Kcom enterprise

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Abstract: This topic aims to research and design a suitable brand identity (BI) for KCOM enterprise, with the goal of enhancing brand recognition, creating a positive impression on customers, and strengthening its competitive position in the market. Through a process of practical surveys and analysis of factors such as corporate culture and market trends, the topic will apply a combined method of theoretical research and experimentation to build an effective BI. The expected outcome of the topic will provide KCOM with a consistent and professional brand identity, thereby making a significant contribution to the sustainable development of the enterprise.

Keywords: Brand recognition, KCOM Enterprise, Theoretical research