

Design of brand identity for Viet Center Tourist Company Limited.

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Abstract: In the fiercely competitive tourism industry, this topic aims to design a brand identity system for Viet Center Tourist Co., Ltd. The objective of the research is to build a brand identity system that aligns with the company's characteristics and customer needs. The applied methodology includes analyzing theories on brand identity along with real-world cases, combined with surveys of the target audience. The topic is expected to provide a highly applicable solution to enhance the company's image and position in the market.

Keywords: Brand recognition, Tourism, Limited Liability Company, Viet Center Tourist