

Design of Bsa Group brand identity system

Le Quang Minh

Abstract: This topic aims to research and design a branding identity for Bsa Group, meeting the need to modernize the corporate image. Through an analysis of the company's business context and development goals, the topic identifies the necessary elements to build a professional and consistent brand identity system. The research method combines theory with practice through market surveys and interviews to ensure accuracy and relevance to the specific needs of Bsa Group. The expected result is that the design of the brand identity will enhance competitiveness and brand recognition, contributing to the sustainable development of the company.

Keywords: Brand identity, Enterprise, Brand design, Market research, Business development