

VS Pay bank brand identity design

Phạm Việt Hưng

Abstract: The context of the topic raises the issue of the importance of designing a brand identity (BI) system for VS Pay bank, aiming to enhance recognition and market position. The objective is to build a BI system aligned with the bank's distinct business development strategy. The research methodology will combine BI theory with empirical evaluation based on objective assessments from experts and user opinion surveys. The topic is expected to provide an effective BI design solution for VS Pay, contributing to the diversification of brand identity in the digital banking industry.

Keywords: brand recognition, digital banking, business development strategy