

# **Designing the LS Shop brand identity system**

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**Abstract:** In the rapid development phase of the e-commerce market, brand identity (BI) design is a key factor in ensuring differentiation and enhancing brand recognition. This topic focuses on building BI for LS Shop to improve its competitive position in the market. Through theoretical research on BI, the topic applies appropriate design principles to create a unique and modern BI system. The expected results will bring significant practical value to the business.

**Keywords:** brand identity, graphic design, e-commerce, LS Shop