

Designing the Veo brand identity system

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Abstract: This topic focuses on designing a brand identity system for Veo company with the goal of enhancing brand awareness and strengthening its competitive position. Through an analysis of the current situation, the topic will apply modern design principles to build a comprehensive identity system including logo, colors, fonts, and stationery. The research methodology involves synthesizing brand theory and conducting surveys of the target audience to ensure alignment with customer preferences. The expected outcome is a creative and unique brand identity system that contributes to the sustainable development of Veo.

Keywords: Brand, Visual Identity Design, Graduation Project