

The Mix brand identity design

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Abstract: In the context of today's fiercely competitive market, designing a brand identity is a crucial factor in establishing a distinct position for a business. This project aims to build a comprehensive brand identity system for The Mix, including logo, colors, graphic style, and other communication elements. The research method combines brand design theory with experimentation to ensure high applicability in the design process. It is expected that the project's results will significantly contribute to enhancing brand recognition and strengthening the competitive position of the business.

Keywords: Brand design, brand identity, corporate communication