

Designing a brand identity for Foresta Vietnam Company.

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Abstract: In the current business context, establishing a strong brand identity is essential to enhance the competitive position of Foresta Vietnam Company. This project aims to build a brand identity system that aligns with the company's specific characteristics and development strategy. The research methods applied include market analysis, customer surveys, and direct experimentation during the design process. The project is expected to bring consistency to brand identity while providing Foresta with a significant competitive advantage in the market.

Keywords: Brand Identity, Graphic Design, Foresta Company