

Brand identity design for Tuan Hung Printing Trading and Service Company Limited

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Abstract: In the context of today's fiercely competitive market, designing a brand identity (BI) for Tuấn Hưng Printing Trading and Service Company Limited has become an indispensable requirement. This project aims to build a BI that aligns with the company's characteristics and development strategy to enhance brand recognition and competitive position in the market. Through theoretical research on BI, the project combines empirical methods to design and evaluate the effectiveness of the new identity system. The expected outcome is to provide a comprehensive solution that improves competitiveness and strengthens the brand position for Tuấn Hưng Printing Trading and Service Company Limited.

Keywords: Brand recognition, BI design, Market competition