

Designing a brand identity for the WILD SALMON Seafood Restaurant.

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Abstract: This topic focuses on designing a brand identity (BI) for the WILD SALMON Seafood Restaurant to meet the requirements of enhancing brand recognition and customer experience. The objective of the topic is to identify design elements suitable for local cultural characteristics and culinary style, while applying a combination of theoretical research and empirical methods to build a comprehensive BI. Through this, the topic expects to contribute to improving the restaurant's competitive position in the market and creating added value for customers through a unique experience.

Keywords: Brand identity, Seafood restaurant, BI design, Origin of WILD SALMON