

Designing a brand identity for WINS Game Publishing Company

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Abstract: In the context of the fierce competition in today's gaming market, designing a professional Brand Identity is an indispensable requirement to ensure the recognition and competitiveness of WINS Game Publishing Company. This project aims to solve the problem of building a comprehensive brand identity system, including logos, colors, fonts, and other graphic elements, based on the specific requirements of the gaming industry. The research method will combine graphic design theory with experimentation to ensure high applicability. Through the implementation process, the project expects to provide the Company with a strong brand identity, while contributing to improving customer awareness of the WINS Game brand.

Keywords: graphic design, brand identity, game publishing