

Designing the brand identity for Javitex paint company.

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Abstract: This project aims to design and build a brand identity (BI) for Javitex Paint Company, meeting the requirements for a modern market recognition image. Through an analysis of the paint industry context in Vietnam, we identified the need to enhance brand value and create differentiation for Javitex. The research methodology includes synthesizing knowledge from BI theory along with practical surveys of customers and competitors. The expected result is to deliver a comprehensive, highly applicable BI solution, contributing to elevating Javitex's brand position in the market.

Keywords: Brand identity design, paint company, market context analysis.