

Designing the Moonsol mother and baby brand identity system

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Abstract: This topic aims to design a Brand Identity Design (BRID) for Moonsol - a brand specializing in mother and baby care products. The proposed context of BRID is necessary in the current digital era, aiming to create a strong and consistent brand experience. The objective is to build a comprehensive brand identity system, including logo, colors, language, and communication style. The research method combines branding theory with practical graphic design. Through this, the topic is expected to contribute to enhancing brand awareness and competitiveness in the mother and baby market.

Keywords: Mother and baby brand, BRID, graphic design, branding, marketing