

Design of brand identity for Bengul Real Estate Company

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Abstract: In the context of a highly competitive real estate market, building a professional branding identity for Bengul Real Estate Company has become essential to enhance brand awareness and competitive advantage. This project aims to determine an appropriate branding strategy and design a new identity system for the company. Using a combination of theoretical research and empirical methods, the project is expected to develop a comprehensive brand identity system including logo, colors, typography, and interface elements. The expected outcome is the enhancement of Bengul's brand recognition and competitive position in the real estate market.

Keywords: Branding, Brand identity, Real estate, Graduation project