

Design of brand identity for TASTORE Joint Stock Company

Sam Van Huy

Abstract: In the fiercely competitive fashion retail market, the design of a brand identity (BI) system has become crucial for building the image and position of TASTORE Joint Stock Company. This study aims to identify the essential elements in creating a suitable BI for the enterprise, through theoretical research on BI combined with empirical analysis. Accordingly, it proposes a BI design plan for TASTORE based on market analysis and customer needs. The expected outcome is to provide a foundation for the company's sustainable development and enhanced competitiveness.

Keywords: Brand identity, Marketing plan, Graphic design