

Design of brand identity for Hoa An Construction and Trading Company Limited.

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Abstract: This topic focuses on designing a brand identity (BI) system for Hoa An Construction and Trading Limited Liability Company, aiming to meet aesthetic requirements and brand positioning in an increasingly competitive market. Through theoretical research on BI combined with practical analysis of the company, the objective is to build a professional and synchronized BI system, thereby enhancing customer awareness and strengthening the company's competitive position. The research method applies the international standard BI consulting process to ensure scientific rigor and effectiveness during implementation. The expected result is that the BI deployment will help the company build a strong brand, creating a sustainable competitive advantage in the market.

Keywords: Brand icon, Brand building, Brand positioning research