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## Territory Brand Architecture

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**Abstract:** An integrated approach and methodology for building the architecture of the brand of territories as the main project strategy for the development of the region are proposed. An analysis of interdisciplinary approaches in the field of territorial branding was carried out, which made it possible to adapt the concept of the “Hexagon of national brands” in relation to the creation of a territorial brand of the Lipetsk region. The construction of the brand architecture of the region using the Brand House model is presented, thereby showing a combined path for the development of territorial brands of the Lipetsk region.

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