

Branding Basics

Branding · Answer Key · 10 Questions

1. What is the primary purpose of a company logo?

- A) To provide a free gift to customers
- B) To identify the business and make it recognisable**
- C) To list all the ingredients in a product
- D) To determine the price of an item

2. Which term describes the specific colours, fonts, and designs a brand uses to stay consistent?

- A) Brand identity**
- B) Consumer tax
- C) Market research
- D) Supply chain

3. What is a 'brand mascot'?

- A) A type of factory machinery
- B) A character used to represent a brand**
- C) The legal owner of a company
- D) A discount coupon

4. What is a 'trademark'?

- A) A map of a store location
- B) A legally protected symbol or name for a brand**
- C) The date a product was made
- D) A list of company employees

5. Why do companies choose a specific 'brand colour palette'?

- A) To match the owner's favorite clothes
- B) To make it harder for people to read
- C) To trigger specific feelings and associations in customers**
- D) To increase the weight of the packaging

6. What does the 'slogan' of a brand represent?

- A) The physical address of the headquarters
- B) A short, memorable phrase used in advertising**
- C) The total amount of money a company earns
- D) The name of the company's CEO

7. In branding, what does 'brand awareness' mean?

A) The number of people who know and recognise a brand

- B) The speed at which a product ships
- C) The sound a product makes when opened
- D) The age of the people who work at the company

8. Which of these is considered a 'brand touchpoint'?

A) A company's social media page

- B) The weather forecast
- C) A national holiday
- D) A random public park

9. What is the purpose of 'brand consistency'?

A) To ensure every store looks identical in size

B) To help consumers build trust and familiarity with the brand

- C) To make sure the logo is always printed in black and white
- D) To charge different prices every day

10. What is a 'generic' product usually contrasted with?

A) A household name or branded product

- B) A used item
- C) An expensive luxury car
- D) A digital file