

# Branding Basics

Branding · Practice Test · 10 Questions

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## 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