

Understanding Brands

Branding · Answer Key · 12 Questions

1. What is a brand?

- A) A special toy a child owns
- B) A name, symbol, or design that identifies and differentiates a product or service**
- C) A favorite game to play with friends
- D) A type of healthy food

2. What is a logo?

- A) A type of animal
- B) A short song that is sung
- C) A picture or symbol used to represent a brand**
- D) A place where you buy things

3. Which of these is an example of a well-known brand logo?

- A) A red apple with a bite taken out of it**
- B) A fluffy white cloud
- C) A green tree with no leaves
- D) A blue square with a yellow circle

4. Brands help people remember products. What is often the most memorable part of a brand?

- A) The price of the product
- B) The smell of the product
- C) The logo**
- D) The ingredients list

5. When you see a golden arch, what brand might you be thinking of?

- A) A fast-food restaurant**
- B) A book store
- C) A toy store
- D) A clothing store

6. Why do companies create brands?

- A) To make their products look fancy
- B) To help customers easily identify their products and services**
- C) To make their products more expensive
- D) To confuse customers about what they are buying

7. What helps a brand create a consistent look and feel across its products and advertisements?

- A) Random colors and shapes
- B) A specific set of colors, fonts, and imagery**
- C) Using a different style for every advertisement
- D) No design at all

8. What is a slogan?

- A) A long story about a product
- B) A short, memorable phrase used by a brand**
- C) A picture of the product
- D) The address of the company

9. Many people recognize the Nike brand because of its:

- A) Blue color
- B) Swoosh symbol**
- C) Green color
- D) Star symbol

10. Brands can be for products you can touch, like a toy, or for services, like a place that fixes bikes. What kind of brand is a place where you can see a movie?

- A) A food brand
- B) A clothing brand
- C) An entertainment brand**
- D) A car brand

11. What is the main purpose of a brand's packaging?

- A) To make the product invisible
- B) To protect the product and attract customers**
- C) To make the product heavier
- D) To hide the product completely

12. When you choose a brand you like, it shows you trust that company to give you a certain quality. What does a good brand build over time?

- A) Confusion
- B) Disappointment
- C) Trust**
- D) Anger