

All About Branding for Kids

Branding · Answer Key · 4 Questions

1. What is a logo?

- A) A special picture or symbol that represents a brand**
- B) A type of shoe worn by athletes
- C) A storybook read at bedtime
- D) A game played during lunch break

2. What is a brand mascot?

- A) A character or animal used to represent a company**
- B) A tool used to build wooden houses
- C) A price tag stuck on a toy
- D) A delivery truck used for shipping

3. What is a slogan in branding?

- A) A short, catchy phrase that helps people remember a brand**
- B) A secret password used to enter a shop
- C) A paper receipt given after buying a item
- D) A heavy box used to store old clothes

4. Why do famous brands use the same colors on their products?

- A) To help people quickly recognize their brand**
- B) Because other colors are not allowed by law
- C) To make their items feel much lighter
- D) Because colors change how products smell