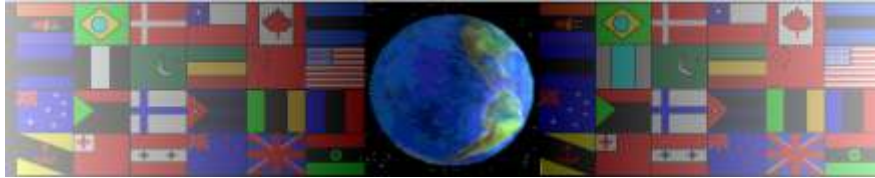


# BRAND IDENTITY - EXAMINATION QUESTION

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

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# BRAND IDENTITY EXAMINATION QUESTION

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1. List eight characteristics of a company that has a brand identity.

- A. \_\_\_\_\_
- B. \_\_\_\_\_
- C. \_\_\_\_\_
- D. \_\_\_\_\_
- E. \_\_\_\_\_
- F. \_\_\_\_\_
- G. \_\_\_\_\_
- H. \_\_\_\_\_

2. Select the characteristic that you consider to be the most important.

CHARACTERISTIC: \_\_\_\_\_

WHY MOST IMPORTANT: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3a. Name the company represented by the logo / symbol drawn below.

\_\_\_\_\_

3b. Explain why this company can be regarded as having a brand identity. The keywords / phrases may help you answer the question.

ADVERTISING AND MARKETING      IMAGE      QUALITY PRODUCTS.      SUCCESSFUL  
INNOVATION      INDIVIDUALS PERSONAL IMAGE      TRUSTED  
DISTINCTIVE LOGO/SYMBOL      CUSTOMER LOYALTY



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_