

## EXPERT SESSION QUIZ

Title: **Brand Identity from a Graphic Designer's Perspective**

Name: **Ronshalee Sparks**

1. What is a brand identity?
  - a. The combination of visual elements and messaging that lays the foundation for a consumer's perception and interaction with the brand. (Correct)
  - b. How your competitors define how potential customers would see you.
  - c. The actions you take to build a certain image of your company.
  - d. All the steps that you take to build awareness and reputation around your company and its product or services.
2. Effective brand identity can...?
  - a. Set a company apart from its competitors.
  - b. Accurately convey company values, messaging and product services.
  - c. Both A and B. (Correct)
  - d. None of the above.
3. True or False: Quantitative data includes stats on your target market like demographics and geographics.
  - a. True (Correct)
  - b. False
4. Why is establishing a strong brand identity so important?
  - a. Establishing a strong brand identity is mainly for your employees and is not meant to influence those outside your company.
  - b. The only reason you would establish a strong brand identity is if you're planning to sell your company later on.
  - c. Building a strong brand is only something that larger companies should worry about.
  - d. Your brand identity is essentially the personality of your company. It is directly tied to consumers' perceptions, and how the company can position itself in the market. (Correct)
5. True or False: A benefit of establishing a strong and consistent brand identity improves customer recognition of your products and helps you stand out from competitors offering similar products.
  - a. True (Correct)
  - b. False

6. How do you develop a brand identity?
  - a. Share a variety of loosely related messaging and images in your marketing efforts to appeal to a broad audience.
  - b. Start selling products to gauge how customers react to them and then pause your selling efforts to leverage all the company's resources to create a well-established brand identity.
  - c. Brand identities are best developed by chance without much planning.
  - d. None of the above (Correct)
7. Which of the following elements are considered part of a brand's identity?
  - a. Messaging and logo
  - b. color palette and tone
  - c. Typography and imagery
  - d. All of the above. (Correct)
8. What kinds of data do you want to gather when doing target market research?
  - a. Qualitative and internal data
  - b. Quantitative and qualitative data (Correct)
  - c. Qualitative and external data
  - d. Quantitative and unstructured data
9. A company's brand identity can...?
  - a. Build trust and consumer loyalty
  - b. Directly impact a company's revenue
  - c. Create perceived value
  - d. All the above (Correct)
10. Which of the following is considered qualitative data?
  - a. Psychographics and geographies
  - b. Demographics and psychographics
  - c. Psychographics which includes the characteristics, behaviors, and patterns of your target market (Correct)
  - d. Demographics and info related to issues customers face
11. What are some of the benefits of mood boards?
  - a. They organize your thoughts and brand assets See how to better run your marketing (Correct)
  - b. They help you understand your customers' lifetime value and customer acquisition costs
  - c. They help you decide what moods your customers are in when they buy your products.
  - d. They help you to get into a better mood when you're having a bad day.

12. True or False: Using consistent images or graphics to represent your brand isn't necessary?
  - a. True
  - b. False (Correct)
13. What are the benefits of identifying and listing the keywords and phrases associated with your brand?
  - a. Knowing the keywords and phrases associated with your brand, helps you attract and persuade your target audience.
  - b. You know how to effectively communicate your brand messaging.
  - c. Identifying and listing these words solves your most important marketing problem.
  - d. Both A and B (Correct)
14. What should you include when defining your brand guidelines?
  - a. The tone, messaging, and brand story
  - b. The voice, logos, and typography
  - c. The color palette, imagery, and packaging if you provide a product
  - d. All the above (Correct)
15. How can you test the effectiveness of your brand?
  - a. Conducting surveys, hosting focus groups, and interviewing customers (Correct)
  - b. Conducting surveys and talking with competitors to see what they think.
  - c. Hosting focus groups and interviewing people who wouldn't be interested in your product.
  - d. Once you've established your brand testing is not necessary. Start promoting i