



LOGO

What Brand represents
this icon ?



Which logo is the right one ?

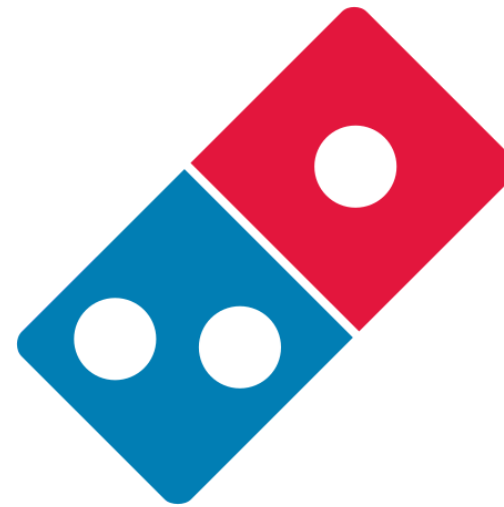
SAMSUNG

SAMSUNG

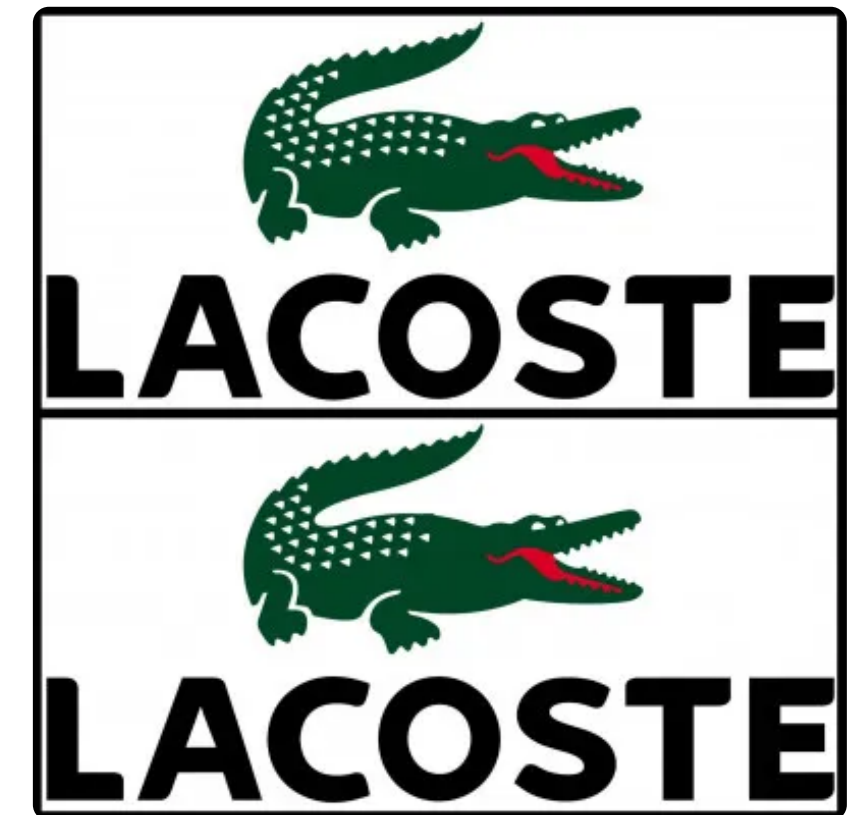


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TYPOGRAPHY

Which typography is
the right one ?

Bonne Maman.
Bonne Maman.

Guess the brand ?

Good luck



TYPOGRAPHY

Which typography is
the right one ?

LOUIS VUITTON
LOUIS VUITTON

Guess the brand with this
translate slogan?

GUESS ME



SLOGAN

Which slogan is
the right one ?

Just do it

Just call it

Guess the brand with this
translate slogan?

Life is beautiful, for
adults and children.



SLOGAN

Which slogan is
the right one ?

Think clearly

Think different

Guess the brand with this
translate slogan?

Because you are
worth it.



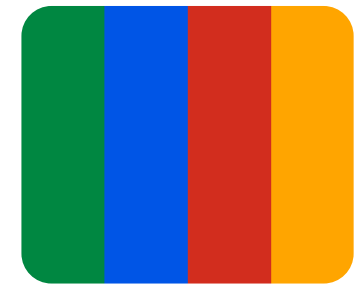
COLORS

**Which brand is represented by
the colors ?**



**Find the right color palette of
the logo**

Google





COLORS

**Which brand is represented by
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**Find the right color palette of
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BRAND IDENTITY

With which tools can we stock a database ?

- A) CRM
- B) Files in windows
- C) Notes on mobile

How does a well-defined tone of voice support a brand identity ?

- A) By ensuring the brand communicates consistently across touchpoints
- B) By making the brand's messages longer and more complex
- C) By replacing the need for visual branding



BRAND IDENTITY

**What is a brand's tone
of voice ?**

- A) The way the brand speaks and expresses itself
- B) The volume of its advertisements
- C) The price of its products

**Why is aligning visual identity with
tone of voice important ?**

- A) It increases the number of fonts used in branding
- B) It creates a coherent brand experience and reinforces recognition
- C) It ensures every message sounds different