

Name: \_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_

# Visual Identity & Branding

Answer the following questions:

**Why is Visual Identity and Branding important? (4 point)**

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**What are your thoughts about the branding in Figure 10-8? (2 point)**

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**What are your thoughts about the branding in Figure 10-10? (2 point)**

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**What are your thoughts about the branding in Figure 10-11? (2 point)**

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Grade \_\_\_\_\_/10