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Self-Made Assignment - Digital Marketing

Branding & Visual Identity Using Canva

Complete These MCQ

1. What is branding?
 - a) Making posters only
 - b) Creating a unique identity for a business
 - c) Writing code
 - d) Editing videos
2. Visual identity includes:
 - a) Only logo
 - b) Only colors
 - c) Colors, fonts, logos, layouts
 - d) Music
3. Canva helps in:
 - a) Cooking food
 - b) Creating designs
 - c) Writing exams
 - d) Playing games
4. Brand colors represent:
 - a) Price
 - b) Brand personality
 - c) Location
 - d) Owner name
5. A logo is:
 - a) A paragraph
 - b) A song
 - c) A visual symbol of a brand
 - d) A website
6. What does Canva's Brand Kit store?
 - a) Videos only
 - b) Brand elements
 - c) Games
 - d) Emails
7. Which fonts can be saved in Canva Brand Kit?
 - a) Only heading
 - b) Only body
 - c) Heading, subheading, body
 - d) No fonts



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8. Brand templates help in:

- a) Slower work
- b) Random design
- c) Faster and uniform design
- d) Deleting files

9. Why should a logo be simple?

- a) To confuse users
- b) To save ink
- c) For better readability
- d) To look empty

10. A Brand Style Guide is used to:

- a) Cook food
- b) Maintain brand consistency
- c) Play music
- d) Draw cartoons

11. Which color is best for a luxury chocolate brand?

- a) Neon green
- b) Bright pink
- c) Deep brown & gold
- d) Sky blue

12. What helps teams follow correct brand rules?

- a) Brand Style Guide
- b) Random posts
- c) Games
- d) Emoji's

13. Which practice builds brand trust?

- a) Changing logo daily
- b) Using different fonts
- c) Consistent branding
- d) No branding

14. Canva helps maintain consistency by:

- a) Deleting designs
- b) Brand Kit & Templates
- c) Playing music
- d) Writing notes

