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Test Series

Self-Made Assignment - Digital Marketing

Branding & Visual Identity Using Canva

Complete These MCQ

1. What is branding?
 - a) Making posters
 - b) Creating a unique identity
 - c) Editing photos
 - d) Writing content
2. Visual identity includes:
 - a) Only logo
 - b) Only colors
 - c) Colors, fonts, logos, layouts
 - d) Only text
3. What is a Brand Kit in Canva?
 - a) A photo editor
 - b) A place to store brand elements
 - c) A video tool
 - d) A music tool
4. Brand colors show:
 - a) Price
 - b) Location
 - c) Brand personality
 - d) Website
5. How many types of fonts can be saved in Canva Brand Kit?
 - a) One
 - b) Two
 - c) Three
 - d) Four
6. Logos are:
 - a) Text files
 - b) Brand symbols
 - c) Videos
 - d) Animations
7. Brand templates help in:
 - a) Changing colors
 - b) Making random designs
 - c) Creating uniform designs
 - d) Deleting content

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8. First step to design a logo in Canva:

- a) Download
- b) Open Canva
- c) Share
- d) Print

9. A good logo should be:

- a) Very colorful
- b) Complex
- c) Simple and readable
- d) With many fonts

10. Brand Style Guide includes:

- a) Games
- b) Logo rules and colors
- c) Movies
- d) Songs

11. Why is consistency important in branding?

- a) For fun
- b) To save money
- c) To build trust
- d) To change style

12. Canva helps in consistency by:

- a) Deleting logos
- b) Changing fonts
- c) Brand Kit and templates
- d) Removing colors

13. Chocolate brand colors should be:

- a) Neon
- b) Pastel
- c) Chocolatey browns
- d) White only

14. Fonts should be:

- a) Hard to read
- b) Stylish but unclear
- c) Clean and professional
- d) Very small

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