

Brand Style Guides Practice Test Questions and Answers

1. What is a style guide?

- A) A freelancer
- B) A packaging design
- C) A promotional campaign
- D) A manual that helps to keep brand style consistent

2. What does a brand bible do?

- A) promotes the brand
- B) manages customer complaints
- C) creates the brand
- D) educates new employees about the brand

3. What is a brand style guide?

- A) A document outlining the history of a brand
- B) A guide on how to start a brand
- C) A document businesses use to offer a detailed look into their brand
- D) A survey completed by customers to give feedback on a brand

4. What is the purpose of a style guide?

- A) To establish exceptions to the rules of grammar
- B) To determine when the Oxford comma should be used
- C) To dictate which words should be capitalized
- D) To provide rules for proper usage of words and grammar

Answers: 1-D 2-D 3-C 4-D

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