

# Logo Design Practice Test Questions and Answers

## 1. Define kerning.

- A) Changing the space between two words
- B) Changing the space between multiple characters at once
- C) Changing the space between two characters
- D) Changing the space between lines

## 2. Describe an outline.

- A) Line by which the logo should be leveled
- B) An line that shows hierarchical relations of logo elements
- C) Tracing the outer edge of text or graphic image
- D) An extended part of the logotype outside the desired area of presentation

## 3. Describe a gradient.

- A) A dotted color pattern
- B) Two transparent colors overlaid on one another
- C) A color that shifts to a different color over a set amount of space
- D) All of these

## 4. Describe the ligature.

- A) A bold punctuation mark
- B) Two letters designed to seamlessly connect
- C) A question mark and exclamation point designed together as one character
- D) Any typographic character not in the English alphabet

**Answers: 1-C 2-C 3-C 4-B**

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