

# Audio Logo Sonic Branding Practice Test Questions and Answers

**1. What is the ideal length for an audio logo or sonic brand identifier?**

- A) 10-15 seconds
- B) 3-5 seconds
- C) 30 seconds
- D) 1 minute

**2. Which psychological principle is most important in sonic branding?**

- A) Making the loudest possible sound
- B) Creating memorable and emotionally resonant audio associations
- C) Using complex musical arrangements
- D) Incorporating as many instruments as possible

**3. What audio frequency range is most important for brand recognition?**

- A) Sub-bass frequencies (20-60 Hz)
- B) Midrange frequencies (200-2000 Hz)
- C) High frequencies (8000+ Hz)
- D) Ultra-high frequencies (20000+ Hz)

**4. Which element is crucial for cross-platform sonic branding consistency?**

- A) Using different instruments for each platform
- B) Maintaining the same melodic or rhythmic core across all applications
- C) Changing the tempo for different media
- D) Using platform-specific sound effects only

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

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