

CDA Practice Test Questions and Answers

1. What is brand equity?

- A) The physical value of a company's office space
- B) The added value and recognition a brand name brings beyond the functional product or service
- C) The total number of social media followers
- D) The cost of producing a brand's packaging

2. What is a brand persona?

- A) A logo variation used for social media profiles
- B) A set of human personality traits and characteristics attributed to a brand to guide its tone and communication
- C) The biography of the company's founder
- D) The brand's target revenue goal

3. What is a wordmark logo?

- A) A logo that uses only abstract shapes
- B) A logo consisting entirely of a stylized company name rendered in a distinctive typeface
- C) A logo that combines an icon with a symbol
- D) A logo that uses only a single letter

4. What is a monogram logo?

- A) A logo made from a detailed illustration
- B) A logo that uses initials or letters combined into a single, unified symbol
- C) A logo that depicts a specific animal or mascot
- D) A logo that only works in black and white

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

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