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## Module 15, Lesson 3 Quiz:

### Brand Clarity

1. Your brand is:
  - a. Only the products and services you sell
  - b. Your logo
  - c. **What you believe in, what you stand for, and so much more**
  - d. Something that should never change in any way
2. The 3 components of a solid brand identity are:
  - a. **Brand Values, Brand Voice/Personality, Brand Visual Design**
  - b. Brand Values, Brand Name, Brand Logo
  - c. Brand Logo, Brand Colors, Brand Name
  - d. Brand Visual Design, Brand Spokesperson, Brand Pricing
3. The 3Ms of Brand Values are:
  - a. Meaningful, Matchful, Memorize
  - b. Meaningless, Memorable, Matchless
  - c. Matching, Memory, Meaningless
  - d. **Meaningful, Memorable, Matchless**
4. Your brand story should include emotion and authenticity.
  - a. **True**
  - b. False

5. Your vision statement is your:

- a. Who
- b. What
- c. Why
- d. **Where**