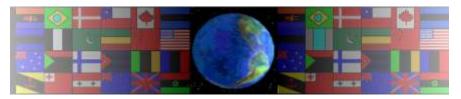
## **BRAND IDENTITY - EXAMINATION QUESTION**

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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What is meant by brand identity?

hen answering this question consider the characteristics of brand identity. Include two examples of what you consider to be good illustrations of brand identity.					