

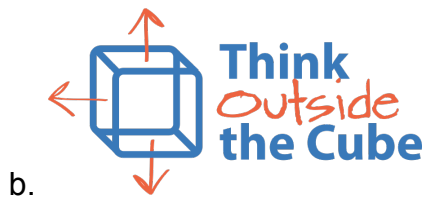
There are three choices for each question; simply choose the one that you like best. There is no wrong answer.

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1. Which company name is most appropriate for an office coffee supply company in Southeast Michigan?

- a. Detroit Coffee Supply Co.
- b. Brew2You
- c. Fueling Station

2. Which logo works best for Think Outside the Cube, a company that provides office environment design for small businesses?



3. Which color palette should the designer use when creating the website for Omega Group, a workflow/operations consultant?

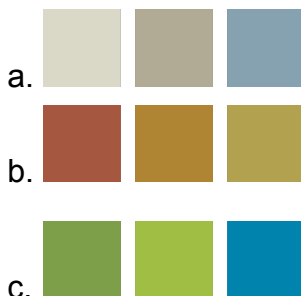


4. Which image will work best on the homepage for Omega Group, a company that wants to emphasize that it sees itself as a partner in its client's operations?



5. Which tagline is most appropriate for Omega Group?

- a. The Workflow Experts
  - b. The final word in operations consulting.
  - c. Finally, problem solved!
6. Which product name works best for a new handheld barcode reader being offered by the company that makes StockPile, a popular inventory management software package?
- a. StockPile Scanner
  - b. EasyRead
  - c. Zapper
7. Which accent colors should be used for painting the lobby of eXchange, a group office building that provides affordable workspace with shared amenities to technology start-ups?





8. Which company name is most appropriate for a wireless internet provider?
- a. Freedom WiFi
  - b. Access Anywhere
  - c. Cirrus
9. Which url is best for J. Joseph Advisors, a financial planning firm whose name is already taken as a .com?
- a. www.JJAFinancial.com
  - b. www.TrustJJoseph.com
  - c. www.AskJoe.com
10. Which list of words best represents Data Keepers, a company that archives corporate data online?
- a. information, secure, professional, solution, technology
  - b. easy-to-use, access, trust, space, adaptable
  - c. liberation, key, smart, worry-free, pristine



**SCORING**

Number of a's = \_\_\_\_\_ x 1 = \_\_\_\_\_

Number of b's = \_\_\_\_\_ x 2 = \_\_\_\_\_

Number of c's = \_\_\_\_\_ x 3 = \_\_\_\_\_

Sub Total \_\_\_\_\_

If you answered:

6 or more a's - 10 \_\_\_\_\_

6 or more b's + 0 \_\_\_\_\_

6 or more c's + 10 \_\_\_\_\_

**Brand IQ** \_\_\_\_\_

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**0 - 15: Levelheaded Literal**

You prefer no-nonsense branding that tells you exactly what a company does. You like representations that match existing norms and meet industry expectations. For you, name recognition and a track record of success is more important to a brand than a flashy look.

Brand examples: The Coffee Beanery, IBM, Coca-Cola, PlayStation

**16 - 29: Tout the Benefits**

You want a brand to really differentiate a company. You want to be able to understand what a company does, but also have clear sense of what makes them shine against the competition. As such, you feel a good brand is a balance between the literal and the evocative.

Brand examples: Caribou Coffee, eMachines, Pepsi Cola, Xbox

**30 - 40: Warm & Fuzzy**

You love a brand that feels good. You believe a brand should really make an impression and connect with a customer's deeper desires. To you, a brand should be evocative, encapsulating the experience of working with a company or using a product.

Brand examples: Starbucks, Apple, Mountain Dew, Wii