Name Date Period

Chapter 4: Identity Design: Page 85

**Define the following vocabulary words:**

1. Corporate identity
2. Chop marks
3. Branding
4. Logo
5. Logotype
6. Signage system
7. Trademark
8. Template
9. Insignia
10. Watermark

**Read the chapter and answer the following questions (use the images if noted).**

Figure 4-1 (page 84):

1. What elements help make this symbol memorable?

Figure 4-2 (page 86):

1. Who appears on the following money denominations?
   1. 1¢ 5¢ 10¢ 25¢
   2. $1 $5 $10 $100

Figure 4-4 (page 87):

1. What is the current company name for “Cities Service”?
2. What original elements remain, if any from the original to current logo?

Figure 4-4 (page 87):

1. What elements are the same in the different team logos?
2. Which do you prefer? WHY?????