



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD V, YIII, SI)

**BGD 2304: ADVANCED CORPORATE IDENTITY AND PUBLICATION DESIGN II**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Define
  - i) Corporate identity (2 marks)
  - ii) Logo (2 marks)
  - iii) Badge (2 marks)
  - iv) Crest (2 marks)
  - v) Emblem (2 marks)
- b) List down any **SIX** bearers of corporate identity marks. (6 marks)
- c) Explain the purpose of corporate identity. (4 marks)
- d) Describe the following categories of corporate identity:
  - i) Promotional (5 marks)
  - ii) Personal (5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Describe the procedure of carrying out a research with the view of designing a trademark or logo. (20 marks)

### QUESTION 3

Explain the composition of:

- a) A trade mark. (10 marks)
- b) A logo (10 marks)

### QUESTION 4

Outline the process of registering a trade-mark/logo. (20 marks)

### QUESTION 5

Explain how each of the following factors affect the composition of a trademark:

- a) Finance (4 marks)
- b) Time factor (4 marks)
- c) Trade image desired (4 marks)
- d) Purpose (4 marks)
- e) Type of business (4 marks)