



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD)

**BGD 2214: ADVANCED CORPORATE IDENTITY AND PUBLICATION DESIGN I**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** FEBRUARY 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

Explain the colour you would use in branding organization dealing with the following:

- a) Finance (3 marks)
- b) Medicine (3 marks)
- c) Automotive (3 marks)
- d) Hotel (3 marks)
- e) Schools (3 marks)
- f) Airline (3 marks)
- g) Fishing (3 marks)
- h) Transport (3 marks)
- i) Art (3 marks)
- j) Sugar (3 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Describe the details that makes a corporate logo or trademark to stand out among others. (10 marks)
- b) State how different lines can be used to express feelings moral and their meaning. (10 marks)

### QUESTION 3

Discuss the benefits of a brand name for a company identity to its consumers. (20 marks)

### QUESTION 4

Discuss **FIVE** characteristics of creative thinking process for a corporate branding concept. (20 marks)

### QUESTION 5

Describe the colour emotion guide, what it represent in the corporate identity products. (20 marks)