



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN GRAPHIC DESIGN II

(DGD II)

COORPORATE IDENTIFY

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 (a) Define the terminology “CORPORATE IDENTIFY”. (2 marks)
- (b) Explain the purpose of corporate identify. (18 marks)
- Q.2 Discuss **FIVE** (5) common bearers of corporate identify mark. (20 marks)
- Q.3 Outline the ethics that govern a business. (20 marks)
- Q.4 (a) Illustrate the composition of a calendar. (15 marks)
- (b) Describe a visiting/business card. (5 marks)
- Q.5 Describe the following terminologies:
- (i) Corporate “Look”
 - (ii) Corporate Signatures
 - (iii) Nomenclature
 - (iv) Government signage (20 marks)
- Q.6 (a) Explain the composition of a trademark. (10 marks)
- (b) Illustrate the composition of a logo. (10 marks)
- Q.7 Explain the use of the following in corporate I.D.
- (i) Iconic logo-type
 - (ii) Lock up
 - (iii) Monogram
 - (iv) Pictogram
 - (v) Seal
 - (vi) Trade Dress
 - (vii) Word Mark
 - (viii) Typographic symbol
 - (ix) Mark
 - (x) Anagram. (20 marks)