

Match the definition with the correct word:

BRAND		It is a collection of the tangible expressions of a company, it is made up of many visual devices such as stationery, collateral, apparel, graphic imagery, ...
LOGO		It is what people think of a company, how consumers perceive it. It is about the ideas and feelings that set a company apart from the alternatives. It is the personality of a company.
IDENTITY		It is the active process of shaping the perceptions that consumers have about a company.
BRANDING		It consists of textual or graphical content. It identifies a company or product via the use of a mark, a symbol, a signature... It identifies the business in a way that is recognizable and memorable.