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| Problem                            | Answer | Problem                        | Answer |
|------------------------------------|--------|--------------------------------|--------|
| 1. Brand name and tagline          |        | 5. Fonts for headings and text |        |
| 2. Mission in one sentence         |        | 6. Tone of voice (three words) |        |
| 3. Primary logo and clear space    |        | 7. Photography style           |        |
| 4. Main colours (hex / RGB / CMYK) |        | 8. Do not                      |        |

## Answer key — Brand guidelines

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### Notes