1. **Read** and **choose** the **correct option**. **Only one option is correct**.

Brand Identity

A strong brand identity is essential for business success. Today, companies compete with many rivals both in physical stores and online. Therefore, a good name, logo, and slogan help a business stand out and attract customers.

First, a business name creates the first impression. A good name should be short, original, and easy to remember. It must reflect the products or services offered. For example, a store named *Urban Style* immediately suggests modern fashion. If a name is too complex, consumers will forget it.

Second, logos are crucial for brand recognition. A logo is the visual image of a company. It appears on products, websites, and social media. Simple logos with the right colors help customers identify and trust a brand quickly.

Finally, slogans communicate business values in a short and memorable way. A slogan expresses a brand's mission. For example, the phrase "Fashion for Everyone" shows that the brand is inclusive and accessible.

In conclusion, a good name, logo, and slogan are fundamental. Together, they build trust and create long-term customer loyalty.

1. Companies only have competition in physical stores.

A. True, because the text says rivals only compete in physical locations.
B. True, because online stores do not have any competition today.
C. False, because the text states companies compete in physical stores and online.
D. False, because physical stores do not exist anymore.

2. Customers easily forget a business name if it is too complex.

A. True, because the text states that if a name is too complex, consumers will forget it.
B. True, because complex names are always the most popular ones.
C. False, because complex names are very easy to pronounce.
D. False, because the text says customers love complicated words.

3. Logos appear on products, websites, and social media.

A. True, because the text notes that a logo appears on products, websites, and social media.
B. True, because logos are the only design allowed on the internet.
C. False, because logos are only used in printed newspapers.
D. False, because the text states that logos do not help customers identify a brand.

4. Slogans explain business values in a very long text.

A. True, because companies need long paragraphs to explain their mission.
B. True, because customers prefer to read detailed texts.
C. False, because the text states slogans communicate values in a short and memorable way.
D. False, because slogans are only used to show the price of products.

5. A good name, logo, and slogan help create customer loyalty.

A. True, because the text states that together they build trust and create long-term customer loyalty.
B. True, because these elements make all products completely free.
C. False, because brand identity reduces customer trust.
D. False, because the text says these elements only work for fashion stores.

LIVEWORKSHEETS

2. **Read** the text and **fill in the gaps** in the sentences below using **one word**.

Shop Window Displays

A shop window display is a powerful tool to attract customers into a store. It acts as a visual invitation and creates the first impression. In busy streets, many pedestrians walk past shops every day. An attractive window makes people stop, look, and enter the shop. Therefore, it directly helps to increase sales.

To design a good display, retailers must follow simple rules. First, lighting is essential. Good lights highlight the products and create a pleasant atmosphere. Second, color choice is important. Bright colors show energy, while neutral colors show elegance. Retailers should change the display regularly, for example during special seasons like Christmas. This keeps the shop looking fresh.

Furthermore, a window display should tell a clear story. It is better to choose a few special items. A messy window with too many products confuses consumers.

In conclusion, shop window displays are not just decorations. They are a fundamental part of visual merchandising. Investing creativity into windows helps businesses stand out and improve their sales.

- A shop window display acts as a visual _____ and creates the first impression.
- Good lights highlight the products and create a pleasant _____ for the shoppers.
- Retailers should change their window displays regularly during special _____ like Christmas.
- It is much better to choose a few special items because a messy window _____ consumers.
- Window displays are not just decorations; they are a fundamental part of visual _____.

LIVEWORKSHEETS