

logo design test answers elance Study Guide

Logo Design Test Answers Elance: Your Ultimate Guide to Success

logo design test answers elance have become a crucial aspect for aspiring graphic designers and freelancers aiming to secure projects on platforms like Elance (now Upwork). Mastering these tests can significantly enhance your profile credibility, attract more clients, and increase your chances of landing lucrative logo design assignments. This comprehensive guide covers everything you need to know about logo design test answers on Elance, including preparation strategies, common questions, best practices, and SEO tips to boost your visibility.

Understanding the Importance of Logo Design Tests on Elance

Why Are Logo Design Tests Necessary?

Elance, now part of Upwork, and similar freelance platforms often require designers to demonstrate their skills through tests. These tests serve multiple purposes:

- **Credential Verification:** Confirm the designer's proficiency in logo creation and branding principles.
- **Client Confidence:** Build trust with potential clients by showcasing verified skills.
- **Profile Enhancement:** Improve your profile ranking and visibility on the platform.
- **Competitive Edge:** Stand out among numerous applicants by providing validated answers.

How Do Logo Design Tests Impact Your Freelance Career?

Performing well in logo design tests can lead to:

- Higher chances of getting invited to job proposals.
- Better project offers with increased pay rates.
- Development of a strong portfolio with verified skills.
- Long-term reputation growth as a reliable designer.

Preparing for Logo Design Tests on Elance

Essential Skills and Knowledge Areas

Before attempting logo design tests, ensure you have a solid understanding of:

- Logo design principles (simplicity, scalability, relevance)
- Color theory and typography
- Branding and identity concepts
- Design software proficiency (Adobe Illustrator, Photoshop, etc.)
- Trends in logo design

Practical Preparation Tips

- Practice with Sample Questions: Use online resources and practice tests to familiarize yourself with common questions.
- Review Key Concepts: Study logo design fundamentals, famous logo case studies, and industry standards.
- Develop a Portfolio: Showcase your best logo projects to demonstrate your skills.
- Stay Updated: Follow current design trends and updates in design software.

Resources for Practice and Study

- Logo design tutorials on YouTube
- Design blogs such as Behance and Dribbble
- Online courses on platforms like Udemy or Coursera
- Sample logo design test questions available online

Common Logo Design Test Questions on Elance

Although questions vary, several themes recur in logo design tests. Here are some representative questions and their typical answers to help you prepare.

- What are the key principles of effective logo design?

Answer:

- Simplicity: Logos should be simple and easily recognizable.
- Relevance: The design must relate to the company's brand and industry.
- Scalability: Logos should look good at any size.

- Memorability: The logo should be distinct and memorable.
- Timelessness: Avoid trends that quickly become outdated.
- Versatility: Work well in black and white or color, on various backgrounds.

- Which colors are most effective for a technology company's logo?

Answer:

Colors like blue, silver, and gray are often associated with technology, symbolizing trust, innovation, and professionalism. Blue, in particular, conveys reliability and security.

- Which font types are suitable for a luxury brand logo?

Answer:

Serif fonts, such as Times New Roman or Garamond, are commonly used for luxury brands because they evoke elegance and tradition. Custom or stylized fonts can also enhance uniqueness.

- What file formats should be used for logo delivery?

Answer:

- Vector formats: AI, EPS, SVG (for scalability)
- Raster formats: PNG, JPEG (for web use)
- PDF (for printing)

- How can you ensure your logo design is versatile?

Answer:

- Test the logo in various sizes and backgrounds.
- Create versions in black and white.
- Ensure the design maintains clarity without color.

Best Practices for Answering Logo Design Test Questions

- Be Clear and Concise

Provide straightforward, accurate answers that demonstrate your understanding of core principles.

- Use Industry Terminology

Show familiarity with professional jargon such as "vector graphics," "branding consistency," and "visual hierarchy."

- Support Your Answers with Examples

Where possible, reference well-known logos or design principles to substantiate your responses.

- Stay Updated with Trends

Mention current design trends like minimalism, flat design, or responsive logos to show your awareness of industry standards.

- Practice Time Management

Allocate sufficient time to each question, ensuring thorough but efficient responses.

Strategies to Maximize Your Success with Logo Design Tests on Elance

- Study the Test Format

Understand whether the test is multiple-choice, practical, or a combination. Prepare accordingly.

- Use Practice Tests

Leverage online practice tests to simulate the exam environment and improve your confidence.

- Keep Your Skills Sharp

Regularly update your skills through courses and personal projects.

- Follow Up with a Strong Profile

Complete your profile with a compelling portfolio, certifications, and client testimonials to complement your test scores.

- Maintain Professionalism

Always aim for accuracy and professionalism in your answers to reflect your skills ethically.

SEO Tips for Improving Your Freelance Profile Visibility

Optimizing your profile and proposals on Elance (Upwork) can help attract more clients interested in logo design:

- Use Relevant Keywords: Incorporate keywords like "logo design," "branding," "vector graphics," and "graphic design" naturally in your profile.
- Create a Compelling Portfolio: Showcase diverse logo projects with detailed descriptions.
- Write Clear Proposals: Tailor your proposals to each job, emphasizing your skills and test results.
- Gather Reviews: Request satisfied clients to leave positive feedback.
- Engage in Community: Participate in design forums and groups to increase exposure.

Conclusion

Mastering logo design test answers elance is a strategic step toward establishing a successful freelance career in logo creation. By understanding the test structure, preparing thoroughly, and applying best practices, you can significantly improve your chances of passing these assessments. Remember that continuous learning, building a strong portfolio, and staying updated on industry trends are equally vital for long-term success. Use this guide as a roadmap to navigate the testing process confidently and position yourself as a top-tier logo designer on freelance platforms.

Additional Resources

- Design Inspiration: Dribbble, Behance
- Learning Platforms: Udemy, Coursera, LinkedIn Learning

- Design Software Tutorials: Adobe Creative Cloud tutorials
- Freelance Tips: Upwork Community, Freelancer Blog

By mastering the nuances of logo design tests and applying strategic SEO practices, you can elevate your freelance profile and attract high-quality clients eager for professional logo design services.

Logo Design Test Answers Elance: A Comprehensive Guide for Success

When navigating the competitive landscape of freelance graphic design platforms like Elance, mastering the art of logo design is essential. Many designers encounter the challenge of passing logo design test answers Elance, which serve as a benchmark for assessing skills, understanding client expectations, and demonstrating professionalism. This guide aims to demystify the process, offering a detailed breakdown of how to approach these tests effectively, what to expect, and how to leverage your results to enhance your freelance career.

Understanding the Importance of Logo Design Tests on Elance

Before diving into test strategies, it's crucial to understand why these assessments matter:

- Skill Validation: They act as a proof of your expertise, reassuring clients of your capabilities.
- Competitive Edge: A high score distinguishes you from other freelancers.
- Profile Enhancement: Good test results can boost your profile visibility and credibility.
- Learning Opportunity: They help identify areas for improvement, refining your design skills.

Common Types of Logo Design Tests on Elance

Elance, like other freelance platforms, offers various types of assessments related to logo design:

- Multiple Choice Questions (MCQs)

These evaluate your theoretical knowledge of design principles, logo history, branding strategies, and software proficiency.

- Practical Design Tasks

Some tests require completing a logo design based on a brief within a specified time, assessing your practical skills.

- Pattern Recognition and Style Identification

Tests that present logos or design elements requiring you to identify styles, color schemes, or thematic approaches.

Preparing for the Logo Design Test: Strategies & Tips

Success hinges on preparation. Here are key strategies to maximize your chances:

- Understand the Test Format and Content

- Review sample questions if available.
- Focus on core design principles: color theory, typography, composition.
- Brush up on branding concepts and how logos communicate brand identity.

- Master Relevant Software Skills

- Adobe Illustrator and Photoshop are industry standards.
- Familiarize yourself with shortcuts and tools that speed up workflow.
- Practice creating logos efficiently under timed conditions.

- Study Logo Design Best Practices

- Keep logos simple yet memorable.
- Ensure scalability and versatility.
- Use vector graphics for quality across sizes.
- Avoid overly complex or trendy elements that may date quickly.

- Take Practice Tests

- Simulate test conditions by designing logos based on brief descriptions.
- Review your answers critically.
- Seek feedback from peers or online communities.

- Keep Up with Current Design Trends
- Minimalism, flat design, and responsive logos are popular.
- Understand the context behind trending styles to answer related questions.

Deciphering and Answering Typical Logo Design Test Questions

When faced with actual questions, approach them systematically:

- Analyze the Question Carefully
 - Identify what is being asked.
 - Note any specific constraints or requirements.
- Use Design Principles to Guide Your Answer
 - For style-related questions, consider the target audience and brand identity.
 - For color questions, recall color psychology.
- Apply Practical Knowledge and Experience
 - Draw from your portfolio or previous projects.
 - Think about simplicity, clarity, and memorability.
- When in Doubt, Choose the Most Logical Answer
 - Prioritize answers that reflect best practices.
 - Avoid overly complex or inconsistent options.

Sample Topics in Logo Design Test Answers

While actual test questions vary, here are common themes and how to approach them:

A. Logo Styles and Their Characteristics

- Wordmark Logos: Focus on typography (e.g., Google, Coca-Cola).
- Symbol or Icon Logos: Use visual symbols to represent the brand (e.g., Apple, Nike).
- Combination Logos: Mix of text and symbol for flexibility.

B. Color Psychology in Logos

- Blue: Trust, professionalism (e.g., IBM).
- Red: Energy, passion (e.g., YouTube).
- Green: Growth, health (e.g., Whole Foods).

C. Design Elements to Avoid

- Overly complex details that don't scale.
- Using too many colors.
- Inconsistent typography.

How to Use Your Logo Design Test Results Effectively

Once you've completed and scored your tests, leverage the results to boost your freelance profile:

- Highlight High Scores: Showcase your test results on your profile or portfolio.
- Identify Weaknesses: Focus on improving areas where you scored lower.
- Update Your Skills: Enroll in courses or tutorials to strengthen knowledge.
- Build a Portfolio Reflecting Best Practices: Use your test insights to create a diverse and professional logo portfolio.

Additional Resources for Logo Design Mastery

Enhance your skills with these tools and resources:

- Design Inspiration Sites: Dribbble, Behance.
- Online Courses: Skillshare, Udemy, Coursera.
- Design Books: "Logo Design Love" by David Airey, "Identity Designed" by David Airey.
- Community Feedback: Reddit's r/logodesign, Graphic Design forums.

Final Thoughts: Passing the Logo Design Test on Elance

Achieving success in logo design test answers Elance requires a blend of technical knowledge, creative intuition, and strategic preparation. Remember, these tests are not just about right or wrong answers; they reflect your understanding of what makes an effective logo and your ability to implement those principles under time constraints. Consistent practice, ongoing learning, and a keen eye for design will set you apart from the competition, helping you secure more projects and build a reputable freelance career.

Stay dedicated, keep honing your skills, and use these tests as stepping stones toward becoming a top-tier logo designer on Elance and beyond.

Question What is the purpose of a logo design test on Elance? The purpose of a logo design test on Elance is to evaluate a designer's creativity, technical skills, and understanding of branding to ensure they can deliver high-quality logo designs for clients. **How can I prepare for a logo design test on Elance?** You can prepare by studying current design trends, practicing logo creation, understanding client briefs thoroughly, and reviewing sample questions or tests related to logo design to improve your skills and confidence. **Are there common questions asked in logo design test answers on Elance?** Yes, common questions often include aspects like color theory, typography, brand identity, design process, and technical file requirements, with answers typically demonstrating understanding and practical application of these concepts. **What skills are typically assessed in a logo design test on Elance?** Skills assessed usually include creativity, originality, technical proficiency in design software, knowledge of branding principles, and the ability to interpret client requirements into effective logo concepts. **Can I find sample logo design test answers for Elance online?** Yes, there are many online resources, forums, and tutorials where designers share sample answers and tips for logo design tests on Elance, which can help you prepare effectively. **What is considered a good answer to a logo design test question on Elance?** A good answer clearly demonstrates understanding of design principles, provides a logical explanation or process, aligns with client needs, and showcases creativity and technical skill. **How important are test answers in securing freelance logo design jobs on Elance?** Test answers are important as they help clients assess your expertise and suitability for their project, potentially influencing whether you get hired or not. **Are there any tips for passing logo design tests on Elance?** Tips include practicing diverse logo styles, reviewing common test questions, understanding branding fundamentals, and providing clear, concise, and well-explained answers that showcase your skills. **How can I improve my chances of success in logo design tests on Elance?** Improve by building a strong portfolio, staying updated with design trends, practicing test questions regularly, and learning how to effectively communicate your design choices in your answers.

Related keywords: logo design, test answers, Elance, freelance design, graphic design test, logo creation, design assessment, online design test, freelance testing, logo portfolio

LOGO DECODE FROM LOGO DESIGN TO BRANDING

logo decode from logo design to branding is a comprehensive process that transforms a simple visual symbol into a powerful representation of a company's identity. A well-crafted logo serves as the cornerstone of branding, conveying values, personality, and the essence of a business in a single glance. Understanding the journey from logo design to full-fledged branding is essential for entrepreneurs, designers, and marketers aiming to establish a memorable and cohesive brand presence.

The Significance of a Logo in Branding

Why a Logo Matters

A logo is more than just a graphic; it's the visual shorthand of a brand. It helps consumers recognize and remember a business amidst a crowded marketplace. A strong logo fosters trust, builds loyalty, and differentiates a brand from competitors.

The Role of a Logo in Brand Identity

A logo acts as the visual anchor of a brand's identity system. When combined with colors, typography, and messaging, it creates a cohesive narrative that resonates with target audiences.

The Logo Design Process

Understanding the Brand

Before designing a logo, it's crucial to understand the brand's core values, mission, target audience, and industry. This foundational knowledge guides the design process to ensure the logo accurately reflects the brand's personality.

Research and Inspiration

Research involves analyzing competitors, industry trends, and visual styles. Inspiration can come from various sources, such as art, culture, or nature, to create a unique and relevant design.

Concept Development

Designers sketch multiple concepts, exploring different ideas, symbols, and typography styles. This phase emphasizes creativity and experimentation to identify promising directions.

Refinement and Digitization

Selected concepts are refined and transferred into digital formats using design software like Adobe Illustrator. Color schemes, typography, and layout are finalized during this stage.

Feedback and Revisions

Stakeholder feedback is vital to ensure the logo aligns with brand objectives. Revisions may include adjusting colors, shapes, or typography to improve clarity and impact.

Finalization and Delivery

Once approved, the logo is prepared in various formats (PNG, SVG, EPS) for different uses, ensuring scalability and versatility across media.

Transitioning from Logo to Brand Identity

Developing a Visual Identity System

A logo alone isn't enough; it needs to be integrated into a broader visual identity that includes:

- Color Palette: Colors evoke emotions and reinforce brand recognition.
- Typography: Font choices contribute to the brand's personality and readability.
- Imagery Style: Photography, illustrations, and icons support visual storytelling.
- Brand Guidelines: Documented standards ensure consistent application across all platforms.

Applying the Logo Across Touchpoints

The logo should be consistently used on:

- Business cards and stationery
- Website and social media profiles
- Packaging and product labels
- Advertising and promotional materials
- Signage and storefronts

Consistency enhances brand recognition and credibility.

From Logo to Brand Strategy

Crafting a Brand Message

A compelling brand message communicates the company's purpose and value proposition, complementing the visual elements established by the logo.

Building Brand Experience

Every interaction with customers, from customer service to product quality, reinforces the brand identity initiated by the logo.

Brand Voice and Personality

Defining a tone of voice and personality ensures that all communications align with the visual identity, creating a cohesive brand experience.

The Impact of a Strong Logo on Branding Success

Enhancing Recognition and Recall

A distinctive logo makes it easier for consumers to remember and identify the brand quickly.

Building Trust and Credibility

Professional and consistent branding, anchored by a well-designed logo, instills confidence in consumers.

Supporting Marketing and Advertising

A versatile logo facilitates effective marketing campaigns across various channels, increasing reach and engagement.

Common Logo Mistakes to Avoid

Overcomplicating the Design

Simple logos are more memorable and versatile. Avoid cluttered or overly detailed designs.

Inconsistency

Inconsistent logo usage diminishes brand cohesion. Use brand guidelines to maintain uniformity.

Following Trends Blindly

Timeless design choices outperform fleeting trends, ensuring longevity.

Ignoring Scalability

Ensure the logo looks good at all sizes, from tiny icons to large banners.

Conclusion

Embracing the Logo Decode Journey

From initial concept to full branding, decoding a logo involves understanding the brand's essence, designing with purpose, and applying visual elements cohesively across all touchpoints. A well-executed logo not only captures attention but also lays the foundation for a strong, recognizable brand. By investing in thoughtful design and strategic branding, businesses can build lasting connections with their audience, fostering loyalty and growth in competitive markets.

Whether you're a startup developing your first logo or an established company rebranding for the digital age, appreciating the intricate relationship between logo design and branding is crucial. Remember, a logo is just the beginning?it's the story, values, and experiences that truly define a brand's success.

Logo decode from logo design to branding is a comprehensive journey that explores how a simple visual symbol can evolve into a powerful representation of a brand's identity. In today's competitive market, a well-crafted logo is not just a mark; it's a strategic asset that encapsulates a company's values, mission, and personality. Understanding the process from logo design to branding deployment reveals the importance of thoughtful creation, consistency, and adaptation in building a memorable brand presence.

Understanding the Significance of Logo Decode

Before diving into the mechanics of logo design and its role in branding, it's essential to grasp why decoding a logo holds such importance. A logo acts as the face of a brand?it's often the first impression a consumer receives. Decoding a logo involves analyzing its visual elements, symbolism, and how these components communicate the brand's core message. This process helps both designers and marketers ensure that the logo aligns with the brand's identity and resonates with the intended audience.

Why Logo Decode Matters:

- Clarity of Brand Message: Ensures the logo accurately reflects what the brand stands for.
- Consistency in Branding: Facilitates uniform application across various platforms.
- Consumer Recognition: Enhances memorability and brand recall.
- Strategic Positioning: Helps differentiate from competitors through unique visual identity.

The Logo Design Process: From Concept to Creation

Designing a logo demands a strategic approach that combines creativity with research. It is not merely about creating a visually appealing symbol but about crafting a visual narrative that embodies the brand's ethos.

Research and Discovery

The process begins with understanding the brand's core values, target audience, industry landscape, and competitors. This phase involves:

- Conducting stakeholder interviews
- Analyzing competitors' logos
- Identifying unique selling propositions (USPs)

Features:

- Establishes a clear design brief
- Ensures the logo aligns with brand positioning
- Prevents clichés and overused symbols

Concept Development

With insights gathered, designers brainstorm ideas and create initial sketches or digital drafts. This phase encourages exploration of various concepts, such as:

- Typography-based logos
- Symbol-based logos
- Combination marks

Pros:

- Promotes creativity and innovation
- Allows exploration of multiple visual directions

Cons:

- Can be time-consuming
- May lead to conflicting ideas if not well-managed

Refinement and Iteration

Selected concepts undergo refinement, where designers tweak details, color schemes, and typography. Feedback from stakeholders guides revisions, ensuring the logo aligns with strategic goals.

Features:

- Multiple iterations improve quality
- Incorporation of user feedback enhances relevance

Finalization and Delivery

Once approved, the logo is prepared in various formats and resolutions for different uses?digital, print, merchandise, etc.

Pros:

- Ensures versatility and scalability
- Provides a comprehensive brand guideline for consistent usage

Decoding a Logo: Visual Elements and Their Meanings

Decoding involves analyzing the various components of a logo, understanding how they work together to communicate the brand identity.

Color Psychology

Colors evoke emotions and perceptions. For example:

- Blue: Trust, professionalism
- Red: Passion, energy
- Green: Growth, sustainability
- Yellow: Optimism, friendliness

Features:

- Strategic color choices reinforce brand values
- Consistent color usage aids recognition

Typography

Typefaces convey personality:

- Serif fonts: Tradition, reliability
- Sans-serif fonts: Modernity, simplicity
- Script fonts: Elegance, creativity

Pros:

- Typography can distinguish a brand
- Custom fonts enhance uniqueness

Cons:

- Overly decorative fonts may reduce readability
- Inconsistent typography damages brand cohesion

Symbolism and Iconography

Icons or symbols can encapsulate complex ideas quickly:

- Apple's apple symbol signifies knowledge and innovation
- Nike's swoosh represents movement and speed

Features:

- Simplistic symbols are more memorable
- Symbolism should align with brand story

Shape and Form

Shapes influence perception:

- Circles: Unity, wholeness
- Squares/rectangles: Stability, reliability
- Triangles: Direction, dynamism

Pros:

- Shapes can evoke emotional responses
- Geometric forms foster consistency

From Logo to Brand Identity

A logo alone is insufficient; it must be integrated into a cohesive branding strategy.

Brand Guidelines

Effective branding involves creating comprehensive guidelines that specify:

- Logo usage rules
- Color palettes
- Typography standards
- Imagery style
- Tone of voice

Features:

- Ensures consistency across all touchpoints
- Protects brand integrity

Application Across Platforms

The logo and branding elements should be adaptable to:

- Website design
- Packaging
- Advertising campaigns
- Social media profiles
- Merchandise

Pros:

- Builds a unified brand experience
- Enhances consumer trust and recognition

Cons:

- Over-standardization can stifle creativity
- Inconsistent application reduces impact

Brand Evolution and Logo Refreshes

Brands evolve over time, and so should their visual identities. Logo refreshes or rebrands can reflect:

- Market shifts
- New company directions
- Modern design trends

Features:

- Reinforces relevance
- Maintains brand vitality

Pros:

- Attracts new audiences

- Reinforces brand growth

Cons:

- Risks alienating loyal customers
- Requires careful planning to preserve recognition

Case Studies of Logo Decoding and Branding Success

To illustrate the impact of effective logo decoding and branding, consider:

- Apple: The bitten apple symbolizes knowledge and innovation, with consistent application across products creating a strong global identity.
- Nike: The swoosh embodies movement and speed, complemented by a powerful brand voice that emphasizes motivation and achievement.
- Coca-Cola: Its distinctive script and red color evoke feelings of happiness and nostalgia, reinforced through advertising and packaging.

Analyzing these examples highlights how a well-decoded logo, when integrated into a broader branding strategy, can lead to iconic status.

Pros and Cons of Logo-Driven Branding

Pros:

- Instant recognition and recall
- Differentiation in crowded markets
- Emotional connection with consumers
- Flexibility in marketing campaigns

Cons:

- Overemphasis on visuals can overshadow brand substance
- Poorly designed logos can harm credibility
- Rebranding risks losing established recognition
- Maintaining consistency requires ongoing effort

Conclusion: The Power of Logo Decode in Building Brands

Logo decode from logo design to branding is a vital process that transforms a simple visual element into an influential component of a brand's identity. It involves meticulous research, creative design, strategic application, and continuous evolution. When executed effectively, it enables brands to communicate their story clearly, foster emotional connections, and stand out in a competitive landscape. As branding becomes increasingly digital and global, understanding and leveraging the nuances of logo decode will remain essential for creating memorable, authentic, and enduring brands.

Question What is the process of decoding a logo to understand its branding message? **Answer** Decoding a logo involves analyzing its design elements such as color, shape, typography, and symbolism to interpret the brand's core values, target audience, and overall identity. How does a well-designed logo influence brand recognition? A well-crafted logo creates a memorable visual identity that helps consumers easily recognize and recall the brand, fostering trust and loyalty over time. What role do colors play in decoding a logo's branding message? Colors evoke specific emotions and associations; decoding these can reveal the brand's personality, values, and the emotional response it aims to elicit from its audience. Can you analyze how typography in a logo reflects a brand's identity? Yes, typography conveys the brand's tone—whether formal, playful, modern, or traditional—and helps communicate the brand's personality and positioning. How do symbols and icons within a logo contribute to branding? Symbols and icons encapsulate key brand messages or values in a simple visual form, making the brand easily identifiable and conveying deeper meaning quickly. What is the importance of consistency between a logo and overall branding? Consistency ensures that the logo aligns with the brand's messaging, voice, and visual identity across all platforms, strengthening brand recognition and trust. How can analyzing a logo help in rebranding efforts? Analyzing existing logos helps identify elements that work or need change, guiding the development of a new visual identity that better reflects the evolving brand values. What are common pitfalls to avoid when decoding a logo for branding insights? Avoid superficial analysis, ignoring cultural symbolism, or overlooking the context in which the logo is used, as these can lead to misinterpretation of the brand message. How does logo decoding assist in creating cohesive branding strategies? Decoding provides insights into what the logo communicates, enabling marketers to develop branding strategies that reinforce the intended message and resonate with the target audience.

Related keywords: logo interpretation, brand identity, visual branding, logo analysis, logo transformation, branding strategy, logo redesign, brand recognition, visual communication, logo development

Read the full article online: [LOGO DECODE FROM LOGO DESIGN TO BRANDING](#)