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Marketing Essentials--Chapter 31. the part of a brand that can be easily pronounced, including letters, words, and numbers that represent the actual product or service. The part of a brand (not the words) that incorporates a unique symbol, coloring, lettering, or design element.

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Marketing Essentials Chapter 31, Section 31.2 A label X is an information tag, wrapper, seal, or imprinted message that is attached to a product or its package. Its main function is to inform customers about the product's contents and give directions for its use.

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