

Branding Basics for Kids

Branding · Answer Key · 25 Questions

1. What is the primary purpose of a logo?

- A) To list ingredients
- B) To identify a company or product**
- C) To explain how to use a product
- D) To show the price

2. Which term describes a name, symbol, or design that identifies a specific product?

- A) Copyright
- B) Patent
- C) Trademark**
- D) Receipt

3. The 'Golden Arches' is a famous symbol associated with which global company?

- A) McDonald's**
- B) Nike
- C) Apple
- D) Google

4. What is the 'swoosh' symbol the famous brand identity of?

- A) Adidas
- B) Puma
- C) Nike**
- D) Reebok

5. Which company is known for using a bitten apple as its logo?

- A) Microsoft
- B) Apple**
- C) Samsung
- D) Sony

6. What do we call the colors, fonts, and images a company uses to stay recognizable?

- A) Brand identity**
- B) A receipt
- C) A menu
- D) A budget

7. Which of these is a common way for a company to show its brand to the public?

A) Television commercials

B) Private diaries

C) Secret codes

D) Grocery lists

8. When a company uses the same logo on all their products, what are they building?

A) Brand awareness

B) A computer program

C) A cooking recipe

D) A physical building

9. Which iconic beverage brand is famous for its red and white script logo?

A) Pepsi

B) Sprite

C) Coca-Cola

D) Fanta

10. What does a mascot, like a tiger on a cereal box, help a brand do?

A) Change the price

B) Make the brand more memorable

C) Cook the cereal

D) Calculate tax

11. If you see a logo on a shirt, what is that logo telling you?

A) How to wash the shirt

B) Who made or sold the shirt

C) What size the shirt is

D) How much fabric was used

12. Which of these is a key element of a successful brand?

A) A consistent design style

B) Randomly changing colors

C) Using no logo at all

D) Avoiding all advertising

13. What symbol is often placed next to a brand name to show it is a registered trademark?

A) ®

B) %

C) &

D) \$

14. Which company is represented by a blue bird icon?

- A) Twitter**
- B) Facebook
- C) Instagram
- D) LinkedIn

15. In branding, what does 'consistency' mean?

- A) Changing the logo daily
- B) Using the same look across everything**
- C) Making products in different countries
- D) Selling only one item

16. Which company uses a colorful four-color window as its logo?

- A) Microsoft**
- B) Apple
- C) Intel
- D) Dell

17. What is the main goal of branding for a company?

- A) To confuse customers
- B) To stand out from competitors**
- C) To hide their identity
- D) To avoid taxes

18. Which company is associated with a blue and white 'Target' bullseye logo?

- A) Kmart
- B) Target**
- C) Big W
- D) Amazon

19. Why do companies spend money on branding?

- A) To help customers remember them**
- B) To pay for electricity
- C) To print newspapers
- D) To hire security guards

20. What is a 'slogan'?

- A) A short, memorable phrase used in advertising**
- B) A long instruction manual
- C) A legal document
- D) A list of employees

21. Which company is recognized by a logo featuring a mermaid?

- A) Starbucks**
- B) McDonald's
- C) Burger King
- D) KFC

22. What is the term for a unique sound or tune that identifies a brand?

- A) Jingle**
- B) Echo
- C) Whisper
- D) Rhythm

23. Which company uses a black-and-white panda logo for its environmental work?

- A) WWF**
- B) Red Cross
- C) UNICEF
- D) NASA

24. If a product has a 'brand name,' what does it usually tell the consumer?

- A) The shop where it was bought
- B) The company responsible for the product**
- C) The weight of the package
- D) The date it was made

25. What is the purpose of a brand's 'color palette'?

- A) To help people recognize the brand quickly**
- B) To hide the brand name
- C) To save money on ink
- D) To make the product taste better