

# Branding Basics for Kids

Branding · Practice Test · 25 Questions

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## 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