

Historical Milestones in Branding

History Of Branding · Practice Test · 15 Questions

1. Which ancient civilization is credited with being among the first to use potters' marks to identify the maker of ceramic goods?

- A) The Romans
- B) The Ancient Greeks
- C) The Egyptians
- D) The Mesopotamians

2. The Trade Marks Act of 1875, which established the first official trademark registration system in the world, was enacted in which country?

- A) United States
- B) United Kingdom
- C) Germany
- D) France

3. Which company holds the trademark for the 'Red' color used specifically on their product packaging, registered with the USPTO in 1923?

- A) Coca-Cola
- B) Campbell Soup Company
- C) Ferrari
- D) Kodak

4. What is the oldest continuously used logo in history, first trademarked in 1876?

- A) Bass Ale's red triangle
- B) The Coca-Cola script
- C) The Prudential 'Rock'
- D) The Mercedes-Benz star

5. In 1886, John Pemberton created Coca-Cola; the iconic Spencerian script logo was designed shortly after by his partner, who was also his bookkeeper?

- A) Asa Griggs Candler
- B) Frank Mason Robinson
- C) Robert Woodruff
- D) John Stith Pemberton

6. The Michelin Man, or Bibendum, made his debut in 1898; he was created because the founders noticed a stack of tires resembled what?

- A) A human figure
- B) A train wheel
- C) A castle tower
- D) A set of drums

7. Which company launched the 'Swoosh' logo in 1971, designed by Carolyn Davidson for a fee of \$35?

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

8. The first radio commercial, which helped solidify the brand identity of the Queensboro Corporation, aired in which year?

- A) 1912
- B) 1922
- C) 1932
- D) 1942

9. Which brand was the first to use a 'mascot' character on its packaging, specifically the 'Quaker Man' in 1877?

- A) Kellogg's
- B) Quaker Oats
- C) General Mills
- D) Post Cereals

10. The 'Pillsbury Doughboy,' officially known as Poppin' Fresh, was introduced in what year?

- A) 1955
- B) 1965
- C) 1975
- D) 1985

11. Before becoming a global technology brand, the company Apple Inc. was registered as a partnership on April 1, 1976, by Steve Jobs, Steve Wozniak, and whom?

- A) Ronald Wayne
- B) Bill Gates
- C) Paul Allen
- D) Tim Cook

12. Which luxury fashion brand famously used its interlocking 'GG' logo for the first time in the 1960s to honor its founder, Guccio Gucci?

- A) Prada
- B) Chanel
- C) Gucci
- D) Hermès

13. The iconic 'Golden Arches' of McDonald's were first used as architectural features of a restaurant building in which year?

- A) 1943
- B) 1953
- C) 1963
- D) 1973

14. Which company debuted the 'Marlboro Man' campaign in 1954 to successfully transition the brand from a 'women's cigarette' to a masculine image?

- A) Philip Morris
- B) R.J. Reynolds
- C) British American Tobacco
- D) Liggett & Myers

15. In 1915, the Root Glass Company designed the famous 'contour bottle' for which brand to ensure it could be recognized even in the dark?

- A) Pepsi-Cola
- B) Dr Pepper
- C) Coca-Cola
- D) Canada Dry