

The History of Branding

Branding History · Practice Test · 25 Questions

1. What is the oldest known purpose of branding in human history?

- A) Marking livestock to show ownership
- B) Advertising luxury goods
- C) Tracking Roman tax payments
- D) Identifying royal artisans

2. The word 'brand' is derived from an Old Norse word meaning what?

- A) To sell
- B) To burn
- C) To trade
- D) To sign

3. Which company is widely credited with the first registered trademark in the United States?

- A) Coca-Cola
- B) Bass Brewery
- C) Ford Motor Company
- D) Singer Sewing Machine

4. In ancient Egypt, what was the primary purpose of branding bricks?

- A) To count inventory
- B) To identify the brickmaker's workshop
- C) To show religious devotion
- D) To mark the Pharaoh's property

5. What century saw the introduction of the first modern trademark laws in Britain?

- A) 15th century
- B) 19th century
- C) 13th century
- D) 20th century

6. The Bass Brewery logo, a red triangle, was officially registered as a trademark in which year?

- A) 1776
- B) 1876
- C) 1901
- D) 1950

7. Which company famously adopted the 'Swoosh' logo in 1971?

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

8. What was the first product to be advertised with a consistent brand image in the 18th century?

- A) Wedgwood pottery
- B) Tate & Lyle sugar
- C) Heinz ketchup
- D) Cadbury chocolate

9. The 'Pillsbury Doughboy' (Poppin' Fresh) was first introduced in what year?

- A) 1945
- B) 1965
- C) 1980
- D) 1995

10. Which company is known for the oldest continuous use of a trademarked logo, established in 1777?

- A) Twinings Tea
- B) Colgate
- C) Levi Strauss
- D) Nestle

11. What is the term for a branding symbol used by medieval guilds to identify their work?

- A) Hallmarks
- B) Watermarks
- C) Crests
- D) Runes

12. The Coca-Cola logo was created by Frank Mason Robinson in what year?

- A) 1886
- B) 1905
- C) 1920
- D) 1950

13. Which company introduced the 'Golden Arches' as part of its branding in 1953?

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

14. What type of branding involves burning a symbol into an animal's hide?

- A) Hot branding
- B) Cold branding
- C) Laser branding
- D) Chemical branding

15. The first trademark registration act in the United States was passed in what year?

- A) 1820
- B) 1870
- C) 1910
- D) 1945

16. Which iconic brand launched its first 'Checkered Flag' logo in the early 20th century?

- A) Chevrolet
- B) Ford
- C) Ferrari
- D) Rolls Royce

17. In the 1800s, what was the main reason blacksmiths used 'maker's marks' on tools?

- A) To improve aerodynamics
- B) To guarantee quality and identify the smith
- C) To increase the retail price
- D) To decorate the metal

18. What was the primary function of branding cattle in the American West?

- A) To prevent disease
- B) To settle ownership disputes
- C) To make them look better
- D) To track birth dates

19. The iconic Michelin Man ('Bibendum') was created in what year?

- A) 1898
- B) 1912
- C) 1925
- D) 1950

20. Which company is famous for the 'Morton Salt' umbrella girl, introduced in 1914?

- A) Morton Salt
- B) Diamond Crystal
- C) Cargill
- D) Morton Grove

21. Before printed labels, how were goods like barrels of flour identified?

- A) By metal stencils and brands
- B) By colored ribbons
- C) By clay seals
- D) By painted portraits

22. What was the first registered trademark for a pharmaceutical product in the US?

- A) Aspirin
- B) Pain-Killer by Perry Davis
- C) Tylenol
- D) Morphine

23. Which company used the first 'corporate identity' manual in 1914 for AEG?

- A) General Electric
- B) AEG
- C) Siemens
- D) Philips

24. Historically, 'hallmarks' were specifically used to brand which type of material?

- A) Gold and silver
- B) Lumber
- C) Silk
- D) Glass

25. What country is recognized for having the earliest known use of 'brand' marks on pottery?

- A) China
- B) Greece
- C) Egypt
- D) Mesopotamia