Branding Fundamentals and Facts

Marketing · Practice Test · 10 Questions

1. What is the official name given to the iconic checkmark-shaped Nike logo?

A) The Swoosh
B) The Wave
C) The Flash
D) The Arch

2. What does the symbol '®' placed next to a brand name represent?

A) Registered Trademark
B) Royal Brand
C) Copyright Reserved
D) Reusable Product

3. Which famous fast-food chain is globally recognized for its 'Golden Arches' logo?

A) Burger King
B) KFC
C) McDonald's
D) Subway

4. What recognizable feature distinguishes the corporate Apple logo?

A) An apple with a bite taken out of it
B) A whole red apple with a stem
C) A green apple cut in half
D) An apple tree silhouette

5. How many parallel stripes are featured in the classic Adidas brand logo?

A) Two
B) Three
C) Four
D) Five

6. 'Just Do It' is the world-famous brand slogan of which athletic brand?

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

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7. What is the term for a memorable phrase used by a brand to communicate its message in advertising?

A) Tagline
B) Invoice
C) Copyright
D) Receipt

8. Which confectionery brand is known for using colorful candy characters with distinct personalities in its branding?

A) KitKat
B) M&M's
C) Snickers
D) Twix

9. What is the term used when a company officially changes its logo, name, or visual identity to refresh its image?

A) Rebranding
B) Outsourcing
C) Crowdsourcing
D) Wholesaling

10. Which primary color combination is most famous for forming Coca-Cola's main brand identity?

A) Blue and yellow
B) Red and white
C) Green and black
D) Purple and gold

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