Learning About Brands

Branding · Answer Key · 10 Questions

1. What is the main purpose of a company logo?

A) To be a pretty picture
B) To help people identify a brand
C) To make products more expensive
D) To tell a long story

2. Which famous fruit is the logo for Apple Inc.?

A) An orange
B) A banana
C) An apple
D) A strawberry

3. What is the iconic symbol on Nike shoes called?

A) The Swoosh
B) The Checkmark
C) The Tick
D) The Bolt

4. What colour is most commonly associated with the Coca-Cola brand logo?

A) Blue
B) Green
C) Yellow
D) Red

5. Which company uses a golden 'M' as its logo?

A) Microsoft
B) McDonald's
C) Mars
D) Mastercard

6. What animal is the mascot for the Kellogg's Frosted Flakes cereal brand?

A) A lion
B) A monkey
C) A tiger
D) A bear

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7. When you see a logo on a toy box, what is it telling you?

A) The price of the toy
B) Who made the toy
C) How to build the toy
D) What the toy is made of

8. What shape is the primary logo for the car brand Mitsubishi?

A) A circle
B) A triangle
C) Three diamonds
D) A square

9. What do we call the name of a specific product line, like 'Lego'?

A) A brand
B) A hobby
C) A factory
D) A gadget

10. Which company uses a blue bird as a famous visual symbol?

A) Qantas
B) Twitter (X)
C) Google
D) YouTube