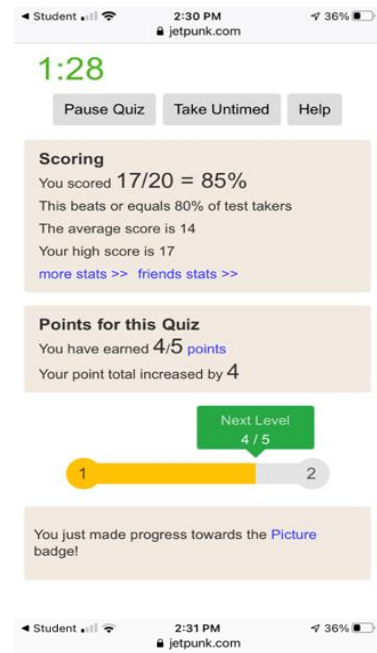


6.2 Importance of Branding and Logos

I enjoyed this activity because I have always been fascinated by branding and why some brands are more memorable than others. I spent two decades working in the graphic design industry helping others build their brand. While I cannot say that my branding efforts took companies to the top of their market, I did help many develop a branding package that they would not have otherwise had. This can overtime help them also become recognized as a household brand if they are successful in their continuous marketing efforts.

One thing I noticed when taking these quizzes (all of them) was just how many I knew without hesitation. It was rapid fire responses. More surprising is that I could not readily recall the names of some of the companies, but I knew exactly what industries they were in. The exceptions were: JetPunk, Umbro, and Skoda Auto. I just did not know them at all.

This observation emphasizes how important branding and logos are. While I could not rapidly recall the names of some companies, I recognized the logo enough to rapidly associate them with their appropriate industries. This is not because I am exposed to them daily, but rather their image has been consistent and reliable anytime that I have been exposed them. This is just as



Answer	% Correct	Your %
Apple	96%	100%
Shell	94%	100%
Adidas	92%	100%
Pepsi	92%	100%
Amazon	92%	100%
KFC	92%	100%
Wikipedia	91%	100%
Monster	89%	100%
Pringles	88%	100%
Taco Bell	85%	100%
PlayStation	84%	100%
Pizza Hut	82%	100%
Target	81%	100%
BP	55%	100%
Dolby	50%	100%
Atari	45%	100%
Firestone	36%	100%
JetPunk	34%	0%
Yamaha	29%	0%
Xerox	19%	0%

important as the rapid recall of names. If I am looking for a financial institution for a new credit card and I Google search them, I am more likely to lean toward companies that I know as they are more trustworthy in my mind. The same would be true for other industries and markets as well. We trust what we know unless a bad experience has taught us otherwise. Also, if you can get a consumer to the correct industry, they are more likely to discover you as a specific company and/or product.

I have so many different logos that I enjoy that we would be here all day if I listed my favorites. There are so many different things that can attract me to a logo and sometimes it is just 1-2 aspects. I love how sometimes the logo tells a story about the brand. To narrow it down, I limited my selection to those listed in these quizzes.

My three favorite logos are Lego, Morton, and LG.

The Lego logo has featured simple lettering with bright contrasting colors for decades and it is likely here to stay. The current logo has been around since the early 1970s and has changed minimally since then. The use of bright primary colors and more casual font usage indicate “fun” and target the younger generations (or those still young at heart). We must get old, but we do not have to grow up. This bright, energetic, and fun branding is replicated in the atmosphere in their stores and theme parks around the globe. When I walk into a Lego branded store, I know exactly what I am going to find and that is fun.



I have always enjoyed the Morton Salt logo, especially when it is placed on its usual navy-blue box. This standardized packaging has made it easy to recognize their product on the store shelves over the years. I enjoy the story the logo tells that corresponds with the



company's motto, "When it rains, it pours." It illustrates the simplicity of a girl walking with a tipped salt canister, and the salt flowing out in the pouring rain. She is wearing a bright and cheery dress in stark contrast of the atmosphere of pouring rain. The irony is that rain (water) would dissolve the salt and moisture would cause clumping. Morton solved this problem, and this logo is how they shared that with the world.

I have found the LG logo to be fun to look at because it is simple and clean lines. It serves as a great reminder of the company's motto, "Life's Good." The lettering inside the circle of the logo creates a happy and



smiling face. The L forming the nose, and the G forming the shape of the face and smile. I personally own three LG appliances, and life has been good with them. The logo has prominent placement on the front of the appliances and has become a pleasant sight as I stand filling my cup at the less than stellar water filling features on my fridge as if it is a reminder that life is good, not perfect. This simple design flaw aside, I'd buy another one and I fixed this one last year instead of waiting six months for a replacement. This logo is creative and a play on the elements of the brand's name and motto.

1:24

Scoring
You scored 18/20 = 90%
This beats or equals 71.9% of test takers
The average score is 16
Your high score is 18
[more stats >>](#) [friends stats >>](#)

Points for this Quiz
You have earned 4.5 points
Your point total increased by 4
Next Level 8 / 10
2 3
Keep scrolling down for answers and more stats ...
Retake Quiz

Answer	% Correct	Your %
Google	99%	100%
Starbucks	98%	100%
Lego	96%	100%
Microsoft	96%	100%
Twitter	96%	100%
SnapChat	93%	100%
Puma	92%	100%
X-Box	90%	100%
Toyota	90%	100%
Firefox	90%	100%
Burger King	89%	100%
Spotify	85%	100%
Playboy	79%	100%
Gucci	78%	100%
Beats by Dre	74%	100%
WalMart	63%	100%
The North Face	59%	100%
AT&T	48%	100%
Nestlé	53%	0%
Skoda Auto	47%	0%

1:58

Scoring
You scored 19/20 = 95%
This beats or equals 95.3% of test takers
The average score is 13
Your high score is 19
[more stats >>](#) [friends stats >>](#)

Points for this Quiz
You have earned 5.5 points
Your point total increased by 2
Next Level 13 / 15
3 4
Keep scrolling down for answers and more stats ...
Retake Quiz

Answer	% Correct	Your %
McDonald's	98%	100%
Instagram	94%	100%
Gmail	92%	100%
LG	89%	100%
Mastercard	81%	100%
Wendy's	79%	100%
T-Mobile	72%	100%
Gatorade	70%	100%
Motorola	68%	100%
Chanel	68%	100%
Bic	62%	100%
Tide	58%	100%
Kodak	57%	100%
Converse	53%	100%
Knorr	45%	100%
Bacardi	38%	50%
SEAT	35%	50%
Barclays	31%	50%
Lufthansa	31%	50%
Lacoste	67%	0%

1:31

Scoring
You scored 19/20 = 95%
This beats or equals 90.6% of test takers
The average score is 14
Your high score is 19
[more stats >>](#) [friends stats >>](#)

Points for this Quiz
You have earned 4.5 points
Your point total increased by 4
Next Level 17 / 20
4 5
Keep scrolling down for answers and more stats ...
Retake Quiz

Answer	% Correct	Your %
Facebook	100%	100%
Visa	94%	100%
IKEA	90%	100%
Snickers	90%	100%
Red Bull	89%	100%
Levi Strauss	88%	100%
Internet Explorer	82%	100%
Air Jordan	78%	100%
Nintendo	78%	100%
Tesla	77%	100%
Louis Vuitton	76%	100%
UPS	70%	100%
Best Buy	68%	100%
NBC	62%	100%
John Deere	61%	100%
American Airlines	51%	100%
Fruit of the Loom	50%	100%
Arm & Hammer	42%	100%
Gerber	38%	100%
ING	31%	0%

2:49

Scoring
You scored 17/20 = 85%
This beats or equals 81.6% of test takers
The average score is 14
Your high score is 17
[more stats >>](#) [friends stats >>](#)

Points for this Quiz
You have earned 4.5 points
Your point total increased by 4
Next Level 21 / 25
5 6
Keep scrolling down for answers and more stats ...
Retake Quiz

Answer	% Correct	Your %
Nike	99%	100%
Yahoo	97%	100%
Domino's	96%	100%
Skype	91%	100%
Dunkin' Donuts	88%	100%
Android	84%	100%
Safari	82%	100%
iTunes	78%	100%
Pampers	77%	100%
New Balance	73%	100%
Under Armour	70%	100%
Michelin	70%	100%
Mr. Clean	56%	100%
Kraft	53%	100%
Arby's	46%	100%
Tostitos	35%	100%
Klondike	29%	100%
Rolex	58%	0%
Umbro	51%	0%
Qantas	33%	0%

