

Brand Logos Trivia: Questions, Answers, and Facts Printable Trivia Pack

Brand Logos trivia explores the instantly recognizable emblems that companies use to stand out, from classic wordmarks to modern icon-driven designs. It offers a family-friendly way to challenge visual memory while touching on the history, marketing, and cultural reach of logos across easy, funny, and harder questions.

HARD BRAND LOGOS TRIVIA

1. Before IBM adopted its later striped look, what style did Paul Rand's 1956 IBM logo use for the letters?

Answer: Solid letters

2. Which company had a red-white-and-blue globe redesigned by the Arnell Group in 2008?

Answer: Pepsi

3. In 2000, which company swapped an older shield logo for the green-and-yellow Helios symbol?

Answer: BP

4. Who created the CNN logo in 1975?

Answer: Anthony Guy Bost

5. The emblem of which automaker was originally created in Nazi Germany in the 1930s?

Answer: Volkswagen

6. Compared with today's wordmark, the original 1898 Pepsi-Cola script was described as what?

Answer: More ornate

7. HSBC's hexagon symbol derives from the house flag of what full-named institution?

Answer: The Hongkong and Shanghai Banking Corporation

8. What was the name of the symbol Airbnb introduced in 2014?

Answer: The B^{élo} symbol

9. In 2016, Instagram replaced its realistic camera logo with what kind of mark?

Answer: A gradient glyph

10. Which 2014 Mozilla logo concept briefly featured two orange dinosaurs facing each other around the word Mozilla?

Answer: The 2014 Mozilla logo

11. Name the company whose 1956 logo by Paul Rand predated its better-known striped versions.?

Answer: IBM

12. Which redesign agency handled Pepsi's globe refresh in 2008?

Answer: Arnell Group

13. Logo trivia with a sunburst twist: whose green-and-yellow Helios symbol arrived in 2000 after an older shield was retired?

Answer: BP

14. What year was the CNN logo created by Anthony Guy Bost?

Answer: 1975

FUNNY BRAND LOGOS TRIVIA

1. Which brand's mascot looks like he was built in a tire shop and is made of stacked white tires?

Answer: Michelin

2. Which cleaning brand's logo character is bald and sports a gold hoop earring like he's oddly ready for a pirate-themed mop-up?

Answer: Mr. Clean

3. True or false: Monopoly's official logo art gives Rich Uncle Pennybags a monocle.?

Answer: False

4. Which snack brand's mascot is the sharply dressed gentleman usually shown with a top hat, monocle, and cane?

Answer: Planters

5. Whose logo character is basically a giant green fellow wearing leafy clothing instead of shopping for pants?

Answer: Green Giant

6. Which drink brand chose a smiling pitcher as its mascot and called him the Kool-Aid Man?

Answer: Kool-Aid

7. Which candy brand gives its mascots arms and legs, turning plain chocolate pieces into tiny coworkers?

Answer: M&M's

8. What brand's mascot is a white dough character better known as the Pillsbury Doughboy?

Answer: Pillsbury

9. Which app's mascot is a bright green owl named Duo, staring into your soul until you finish your lesson?

Answer: Duolingo

10. Chester Cheetah is the cartoon mascot for which crunchy snack brand?

Answer: Cheetos

11. Which pickle brand decided a stork named Jovny was the right ambassador for cucumbers in their final form?

Answer: Vlastic

12. Which insurance brand is famously tied to a talking duck in its ads?

Answer: Aflac

13. Which battery brand's mascot wears sunglasses and beats a drum like it's permanently on parade?

Answer: Energizer

FUN BRAND LOGOS TRIVIA

1. Which fashion brand chose Medusa's head from Greek mythology as its logo?

Answer: Versace

2. Before ending up with its current browser name, Mozilla temporarily used what fiery bird name for its mascot logo during development?

Answer: Phoenix

3. The classic Atari logo has a nickname borrowed from a famous mountain. What is that nickname?

Answer: The Fuji

4. In Baskin-Robbins's BR logo, what number is cleverly hidden in the lettering?

Answer: 31

5. If you stare at the FedEx wordmark long enough, what hidden shape appears between the E and the x?

Answer: An arrow

6. True or false: Toblerone's mountain logo traditionally hides a bear silhouette.?

Answer: True

7. Amazon's logo sneaks in a smile-like arrow pointing across what letter range?

Answer: From A to Z

8. Which famous artwork inspired Quiksilver's logo?

Answer: The Great Wave off Kanagawa by Hokusai

9. The lowercase b in Beats by Dre is designed to resemble what?

Answer: A headphone-wearing head in profile

10. Android's original green robot mascot goes by what nickname?

Answer: Bugdroid

11. In Red Bull's logo, the two bulls are charging toward what circular object?

Answer: A yellow sun disc

12. Which car brand's badge combines a red cross with a serpent swallowing a figure?

Answer: Alfa Romeo

13. Subway's logo gives a directional nudge by adding arrow shapes to which two letters?

Answer: S and Y

BRAND LOGOS FAMILY TRIVIA

1. Who created the Nike Swoosh in 1971?

Answer: Carolyn Davidson

2. Which designer is known for IBM's striped logo?

Answer: Paul Rand

3. The original I & NY logo design was created by which artist?

Answer: Milton Glaser

4. Whose name is connected to Disney's signature-style wordmark?

Answer: Walt Disney

5. Colonel Sanders is better known by what full name?

Answer: Harland Sanders

6. Which fashion icon gave Chanel its name and logo identity through her surname?

Answer: Coco Chanel

7. What initials appear in Louis Vuitton's famous monogram?

Answer: LV

8. Ralph Lauren's logo shows which figure?

Answer: A polo player on horseback

9. What kind of animal shape is most associated with Puma's logo?

Answer: A leaping cat

10. Mitsubishi's logo is made from how many diamond shapes?

Answer: Three

11. How many overlapping ovals are in Toyota's emblem?

Answer: Three

12. Which car brand uses a three-pointed star as its logo?

Answer: Mercedes-Benz

EASY BRAND LOGOS TRIVIA

1. What is the common nickname for Nike's logo?

Answer: The Swoosh

2. Which fast-food chain has golden arches that form the letter M?

Answer: McDonald's

3. Which retailer is known for a logo centered on a red bullseye?

Answer: Target

4. Which tech company often uses a bitten apple silhouette as its logo?

Answer: Apple

5. Which car brand uses four interlocking rings in its logo?

Answer: Audi

6. Which company uses a scallop shell as its logo?

Answer: Shell

7. Which TV network is represented by a stylized peacock logo?

Answer: NBC

8. Which coffee chain uses a crowned siren as its logo figure?

Answer: Starbucks

9. Which payment company has a logo with two overlapping circles?

Answer: Mastercard

10. Which publisher uses a penguin as its logo image?

Answer: Penguin Books

11. Which clothing brand is famous for a crocodile emblem?

Answer: Lacoste

12. Which company uses a multicolored single-letter G icon?

Answer: Google

13. Which fast-food brand puts Colonel Sanders on its logo?

Answer: KFC

Source: <https://triviagong.com/themes/brand-logos>