



BSCC Brand Logo Quiz

May 2021



BSCC Brand Quiz



- Can you name the brand just from their logo?
- Many companies spend £ millions changing their logo every few years, logos shown may not be their latest
- There are 20 questions in five groups of four, unrelated other than by level of difficulty (my judgement)
- Easy (or easier) questions first progressing through moderate, difficult, tough to fiendish
- Good luck!

Easy

Q1



Q2



Q3



Q4



Easy to Moderate

Q5



Q6



Q7



Q8



Moderate to Difficult

Q9



Q10



Q11



Q12



Difficult to Tough

Q13



Q14



Q15



Q16



Tough to Fiendish

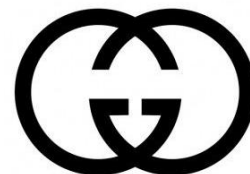
Q17



Q18



Q19



Q20



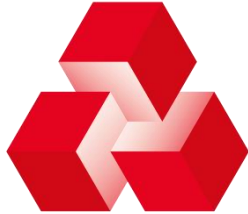


Answers

Note: The meaning behind the logos of company brands can be subject to interpretation, debate and controversy.

Easy

Q1



A1: NatWest

The three interlocking cubes symbolise three separate banks - National Provincial Bank, Westminster Bank and District Bank - coming together under one brand when was first formed as National Westminster Bank Limited in 1968.

Q2



A2: British Airways

The BA ribbon is a distant echo of the Speedbird symbol first used by Imperial Airways in 1932 and then by BOAC.

Q3



A3: National Rail

The British Rail Double Arrow, now officially known as the National Rail Double Arrow, is a logo that was created for British Rail, the then state-owned operator of Britain's railway network, in 1965.

Q4



A4: National Lottery

The original National Lottery logo was designed by Saatchi & Saatchi in 1994, updated in 2002, and then again in 2015. It was redesigned in 2019 to celebrate the organisation's 25th birthday and "restore its sense of joyful purpose".

Q5



A5: Amazon

Amazon has used a number of logos over the years. The current Amazon logo depicts the absolute message that they sell everything from A to Z. In addition, the arrow below the wordmark "Amazon" visualizes the smile that the customers of the company would experience by shopping on their website.

Q6



A6: Mastercard

in 1969 Mastercard introduced a new logo consisting of two overlapped circles. The two circles are said to represent the overlap of commerce between international powers, in particular, the East and West.

Q7



A7: The Conservative Party

Prior to 2010 the Conservative Party logo was a torch. Their current logo is essentially an oak tree, the national tree of England. It's meant to represent endurance, strength, and growth. Previously green, then union flag coloured (to counter UKIP), it is now Tory blue.

Q8



A8: McDonald's

The logo for McDonald's is the golden arches of the letter M on a red background.

The M stands for McDonald's, but the rounded M represents mummy's mammaries, according the design consultant and psychologist Louis Cheskin.

Moderate to Difficult

Q9



A9: Barclays Bank

The iconic symbol of Barclays Bank was adopted by the company in the 1960s and has never left its visual identity since then. The heraldic eagle, a representation of courage and power, has undergone several major redesigns but hasn't lost its strength and elegance.

Q10



A10: Vodafone

Vodafone chose a couple of mysterious things for its logo that remind many people of an earpiece, but it's actually just a quotation mark. So, in this case, an open quote stands for the beginning of a conversation.

Q11



A11: Guinness

The harp is based on a famous 14th century Irish harp known as the "O'Neill" or "Brian Boru" harp which is now preserved in the Library of Trinity College Dublin. The harp is also the official national emblem of the Republic of Ireland but turned the other way to differentiate between the trademarked Guinness harp and the official State emblem.

Q12



A12: Hilton Hotels

The visual identity of one of the world's most famous hotel chains has been changed several times throughout history. There were various designs, adopted by the brand: sophisticated elegance, bold art-deco, and finally the modern and remarkable badge used today.

Difficult to Tough

Q13



A13: Singapore Airlines

The Singapore Airlines logo is a bird inspired by a dagger featured in regional folklore known as a silver kris or keris.

Q14



A14: Nurofen

The Nurofen logo is a reflection of brands description “Fast targeted relief from pain”. The red and orange coloured circle is a graphical image of pain with a target pattern.

Q15



A15: Starbucks

Since Starbucks was named after a nautical character, the original Starbucks logo was designed to reflect the seductive imagery of the sea.

Q16



A16: British Gas

The flame from their previous logo has been replaced with a more abstract shape, that is in part green, perhaps in an effort to reflect a more environmentally conscious outlook by the company.

Tough to Fiendish

Q17



A17: Ryanair

The Ryanair logo is a yellow harp on the blue background. The harp is considered the symbol of Ireland since the XIII century.

Q18



A18: Samsonite

The brand, named after a biblical hero, Samson, has used one and the same emblem during almost the whole company's life. The "bagel" emblem replaces the letter "O" of the brand's name and is sometimes used on its own.

Q19



A19: Gucci

The famous double G logo of Gucci employs the two interlocking, bold "Gs" of the father's – Guccio Gucci's – initials in a very artistic and smart way.

Q20



A20: Rolex

A crown as a symbol of luxury and power has been around since the Roman Empire. It is a headgear donned by people in power, whether it be a deity or a monarch.



How many did you get right?