LOGO LIMBO

? Who am I? ?

Over the years, many brands have opted into the “less is more” movement when designing or redesigning their logo by forgoing the company name in the logo design or designing a logo mark intended to communicate the essence of the brand through a graphic symbol–used with or without the company name.

The advantage, if you’re a global company, is that consumers from around the globe have the same visual to recognize.

Logos Quiz, a mobile app game that has topped the charts in the App Store, tests whether brand recall exists without a brand’s identifying characteristic–its name.

Using screen shots from the game and our own research, **see if you can identify each brand without the company name.**

MODERN LITHO

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Source: levi.com

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Source: dove.com

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Screen Capture from Logos Quiz

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Source: dreamworks.com

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Screen Capture from Logos Quiz

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Source: clipartmax.com

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Source: wendys.com

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Screen Capture from Logos Quiz

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Source: LG.com

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Screen Capture from Logos Quiz

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Source: Goodwill Industries International

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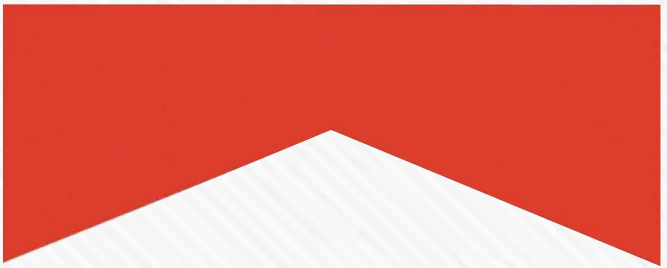
Screen Capture from Logos Quiz



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Screen Capture from Logos Quiz

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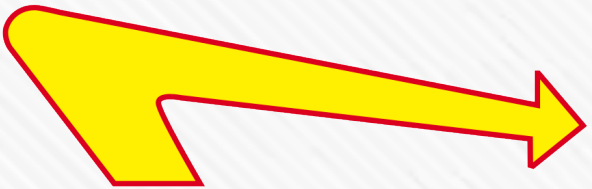

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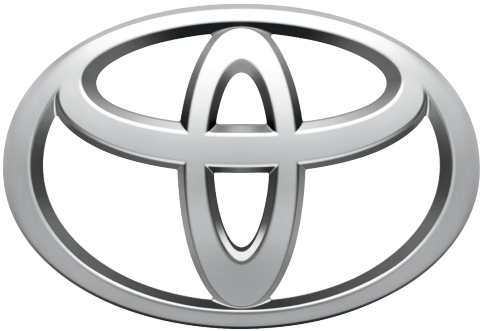

TOYOTA

Source: toyota.com

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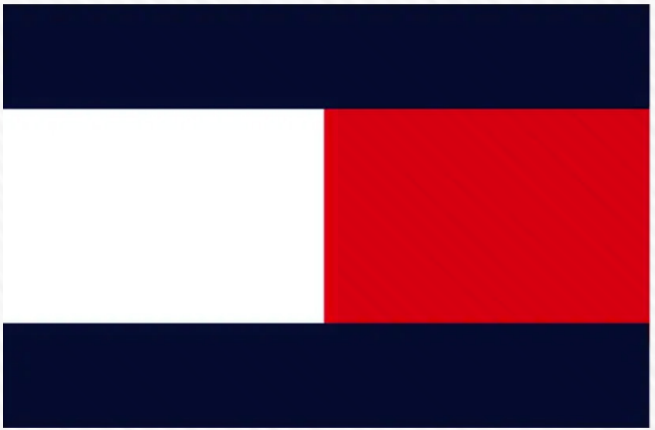
Screen Capture from Logos Quiz



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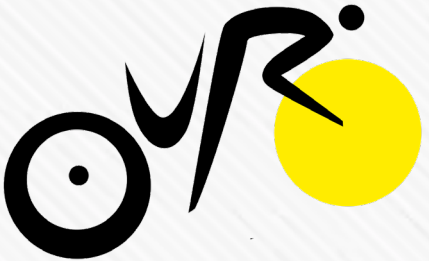

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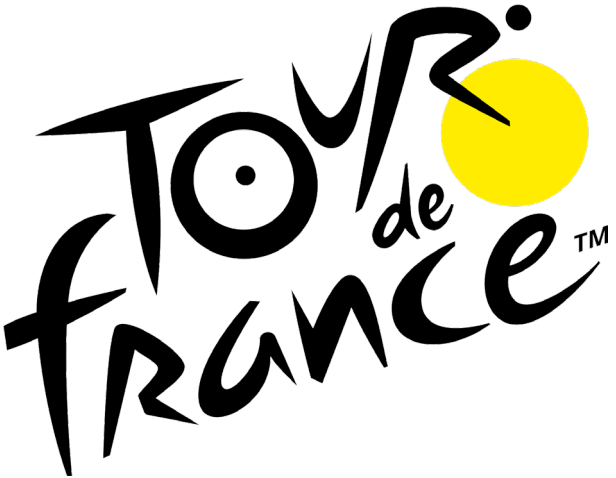

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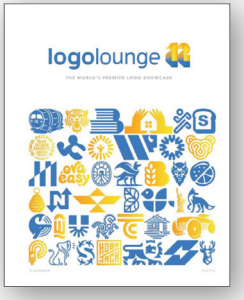

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Thank you for playing.

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