

# LOGO LIMBO



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.**



square one

START HERE



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Source: [levi.com](http://levi.com)



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*Dove*



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Screen Capture from Logos Quiz



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Source: [dreamworks.com](http://dreamworks.com)



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Screen Capture from Logos Quiz



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Source: [clipartmax.com](http://clipartmax.com)



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**Wendy's**®

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Screen Capture from Logos Quiz



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LG

Source: [LG.com](http://LG.com)



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Screen Capture from Logos Quiz



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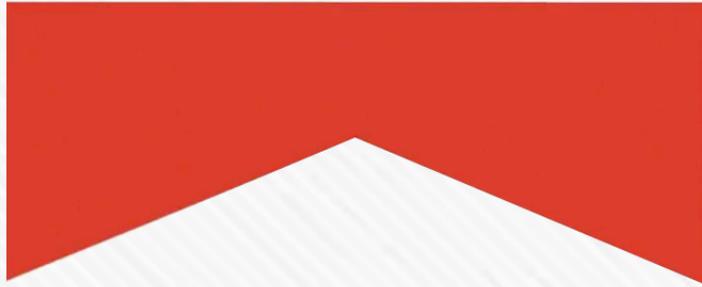
Source: Goodwill Industries International



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Screen Capture from Logos Quiz



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Screen Capture from Logos Quiz



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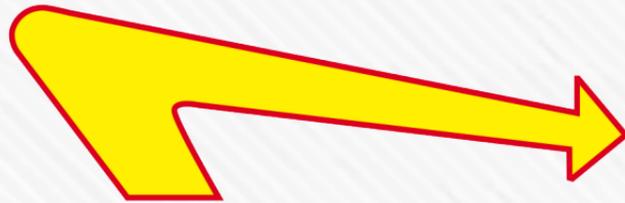
Screen Capture from Logos Quiz



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**TOYOTA**

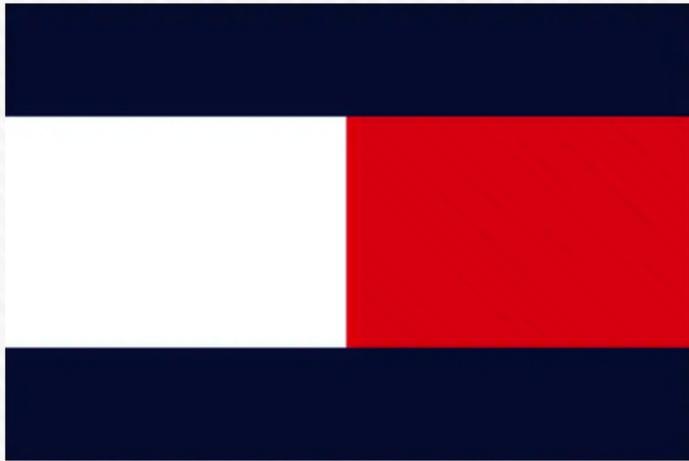
Source: [toyota.com](https://toyota.com)

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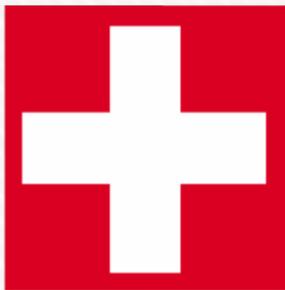
Screen Capture from Logos Quiz



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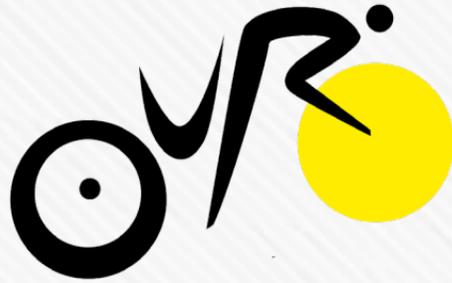
Screen Capture from Logos Quiz



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swatch<sup>®</sup> 

Screen Capture from Logos Quiz



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**TOUR**  
**de**  
**FRANCE™**

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Unilever

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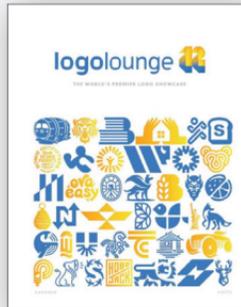
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