




STUDENT ACTIVITY - **ANSWER KEY**  
**BRAND LOGO IDENTIFICATION**

LESSON 6.2: BRANDING & LICENSING

NAME: \_\_\_\_\_  
SECTION: \_\_\_\_\_  
DATE: \_\_\_\_\_

**INSTRUCTIONS**

How many brands can you identify just by seeing the company logo?

BRAND	LOGO	BRAND	LOGO
 ADIDAS		 UNIVERSITY OF KENTUCKY	
 JORDAN BRAND		 UNIVERSITY OF OREGON	
 GATORADE		 UNIVERSITY OF WISCONSIN	



BRAND	LOGO	BRAND	LOGO
 OLYMPICS		 X GAMES	
 THE SUPER BOWL		 DISNEY	
 NEW YORK YANKEES		 PIXAR	



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BRAND	LOGO	BRAND	LOGO
 NIKE		 NETFLIX	
 NBA		 DALLAS COWBOYS	
 WWE		 WNBA	



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BRAND	LOGO	BRAND	LOGO
DC COMICS			
X-MEN			