







STUDENT ACTIVITY
HIDDEN LOGOS

LESSON 6.2 BRAND BUILDING

NAME: _____
SECTION: _____
DATE: _____

INSTRUCTIONS

Can you find the hidden logo, message or meaning within each logo?

| LOGO | What is hidden? |
|--|-----------------|
|  Washington Capitals | |
|  Dallas Mavericks | |
|  Minnesota Wild | |
|  Philadelphia Eagles | |



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| LOGO | What is hidden? |
|---|-----------------|
|  Arizona Diamondbacks | |
|  Milwaukee Brewers | |
|  Tostitos Fiesta Bowl | |
|  George Washington University | |








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| LOGO | What is hidden? |
|---|-----------------|
|  Minnesota Twins | |
|  Hofstra University | |
|  Tour de France | |
|  University of Arkansas Pine Blu | |
|  Washington State University | |





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| LOGO | What is hidden? |
|---|-----------------|
|  Portland Timbers | |
|  Houston Rockets | |