

# LOGO QUIZ

Interpret a range of logos for a coffee bar and answer questions about the design features of each logo.

These are the logos for the 'Timbuktu Coffee Bar'. Study them and answer the questions below.



a) What are two features that the logos above have in common?

i)

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ii)

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b) What is the logo designer attempting to suggest with the two images above for the 'Timbuktu Coffee Bar'?

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- c) What are two advantages of the following logo over the logos in question b)?



i)

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ii)

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- d) i) Businesses often have one logo but this coffee bar has many. What is the advantage of having different logos?

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- ii) The four logos in question a) have no obvious link to coffee. What purpose do they serve when all seven of the logos are considered together?

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Scoring:	Answers/Responses:		Y11 (03/02)	
1 point (for both correct)	a)		Any 2 of: <ul style="list-style-type: none"> <li>• The circle shape (with the same design).</li> <li>• All have plant or leaf symbols/motifs.</li> <li>• All have wildlife/animals/symbols/ motifs.</li> <li>• Art style is consistent.</li> <li>• All animals face the same way.</li> </ul>	very easy
1 point	b)		Any 1 of: <ul style="list-style-type: none"> <li>• Linking an African shield to a coffee cup.</li> <li>• The idea that the coffee bar is exotic because the coffee comes from Africa.</li> <li>• This coffee is an adventure.</li> <li>• The coffee is hot.</li> </ul>	Easy
2 points (1 point each)	c)		Any 2 of: <ul style="list-style-type: none"> <li>• States the name of the company.</li> <li>• States it's a coffee bar.</li> <li>• The two graphic images (spoon and cups) are linked into the name.</li> </ul>	2 correct – Moderate  1 correct – Very easy
1 point	d)	i)	Any 1 of: <ul style="list-style-type: none"> <li>• They are decorative.</li> <li>• They reinforce the African setting.</li> <li>• They provide a range of different looks.</li> <li>• They have flexibility for varied coffee products.</li> <li>• They establish the setting.</li> </ul>	moderate
1 point		ii)		moderate
<b>Total: 6 POINTS</b>				