

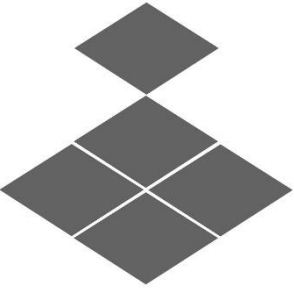
TEAM NUMBER: _____

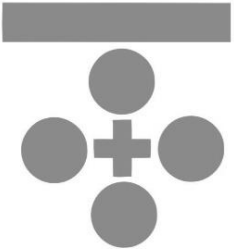
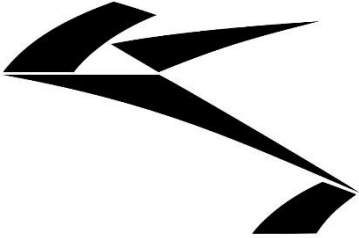
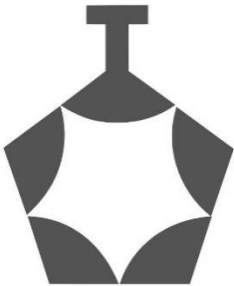
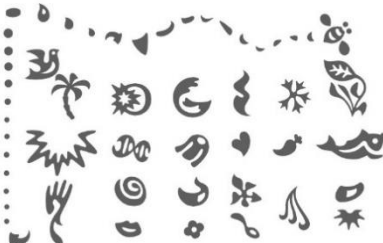
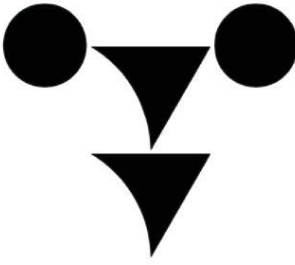
ROUND 2 HANDOUT – BREAK ME UP BEFORE YOU LOGO (1 point each)

Identify the brands most closely associated with the following logos, which have been rendered in black and white or greyscale and then the separate pieces rearranged. Whole pieces were not broken apart – shapes were only separated if they were separate shapes (touching at more than a single point) in the original logo – and nothing has been rotated or reflected. Nothing tricky is meant by “brand” here – it’s the entity (whether a company, television station, sports team, charitable organization, etc.) most immediately associated with the logo. Common names are fine – e.g., “Pepsi” for “PepsiCo, Inc.” Answers are in alphabetical order.

ONLINE COPY



 1. _____	 2. _____	 3. _____
 4. _____	 5. _____	 6. _____
 7. _____	 8. _____	 9. _____

 10. _____	 11. _____	 12. _____
 13. _____	 14. _____	 15. _____
 16. _____	 17. _____	 18. _____
 19. _____	 20. _____	 21. _____