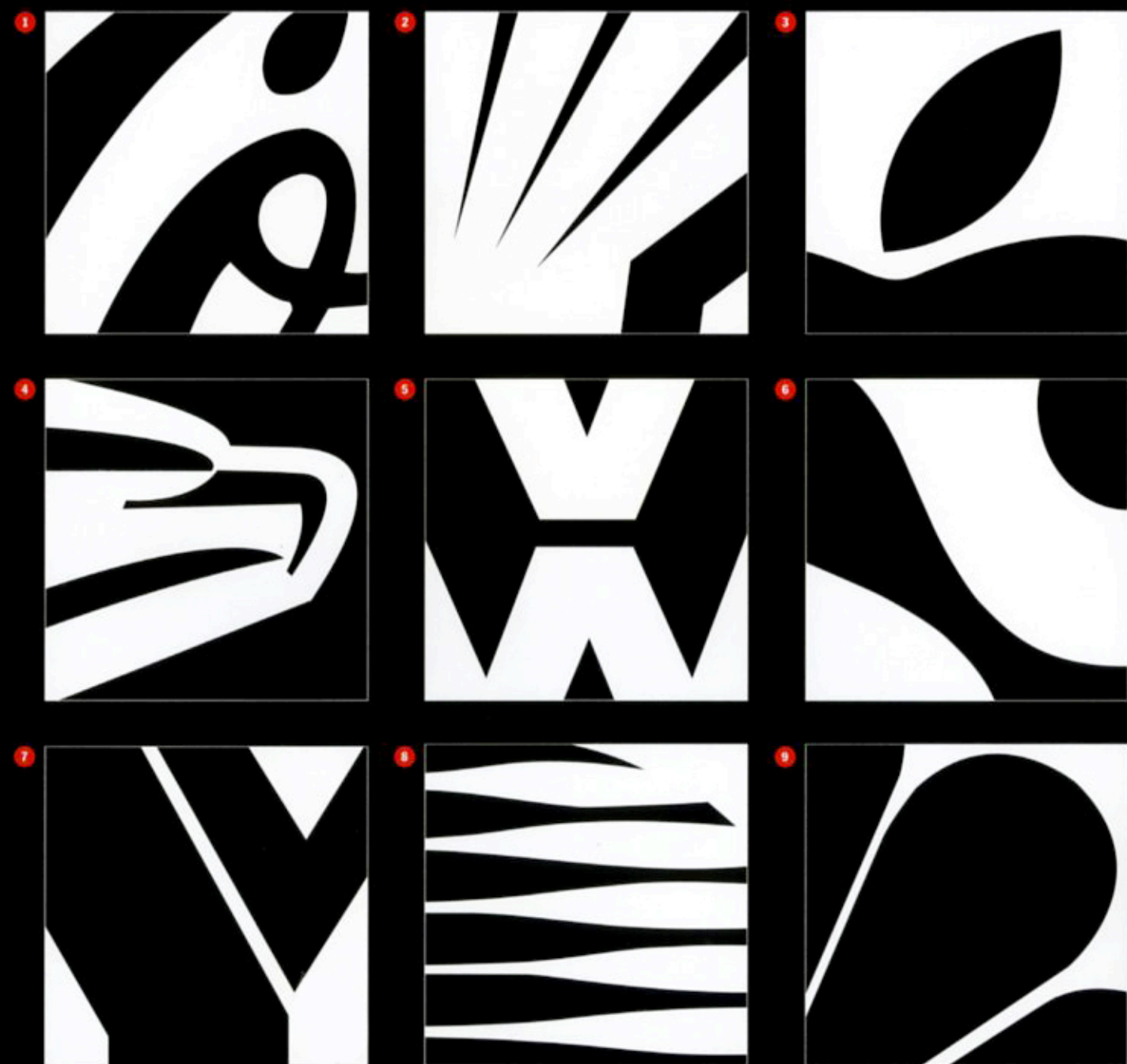


# Brand "Fraggs"

In 1984 design planner and theorist Jay Doblin of the respected Doblin Group noticed how brands have become paramount to corporate identity in the minds of consumers. To illustrate the power of effective brands, Doblin created a quiz out of fragments of national and global logos, which he flashed on a screen a few seconds at a time. Doblin called the quiz



"Fraggs." Here we've updated Doblin's 20-year-old quiz with some contemporary logos. See if you can name the brands based on the close-up portions shown. You will probably be surprised by how many you can identify – a compelling argument for why distinctive graphic branding, applied often and consistently, is key to a strong corporate identity program.

