TriviaGo Logo Branding Exploration
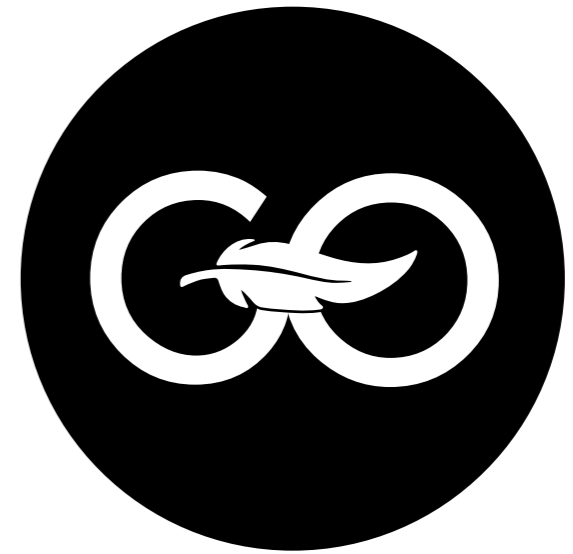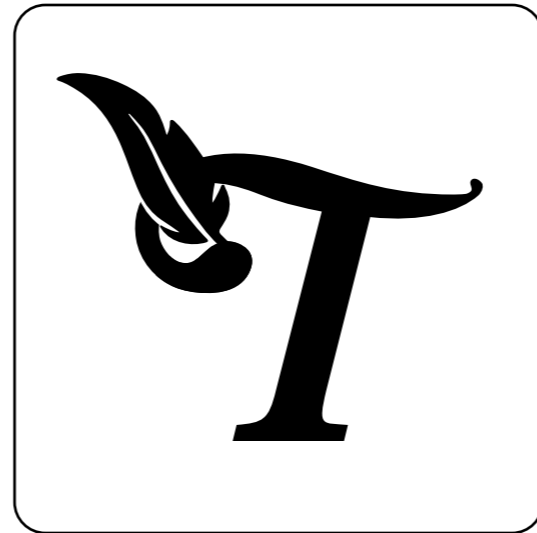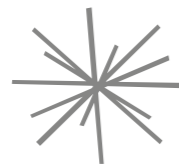
Phase 1

In this mock intellectual treatment, players would compete to earn 'feathers in their caps'. Above from left is shown the wordmark, symbol and 'play' button.

2. Trivia Go imagined as a virtual vintage lounge. Its a quirky, humorous take on community based mobile games and help generate connection. Various crowns would indicate different levels of achievement. Logo shown on top level as horizontal wordmark, symbol and play button. On second level note crown hierarchy which could be color coded. On the third level are various retro design elements which could help brand the app.
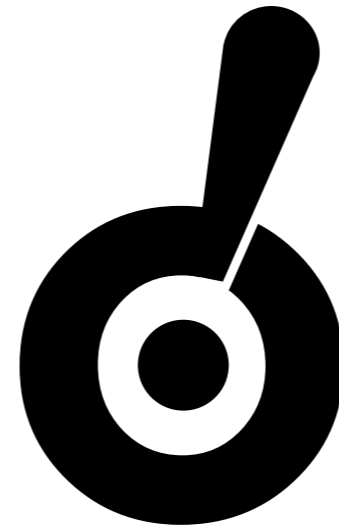
3. Wordmark, symbol and play button shown. The target shape suggests a destination and focused connection. Font is playful and explation point suggest emotion and attention while playing.

4. The arrowhead is a subtle driver to a destination to be a star. It also implies a badge. The badge can be pulled out to serve as a symbol. The Play button has a consistent look with logo.