

# TriviaGo Logo Branding Exploration

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Phase 2

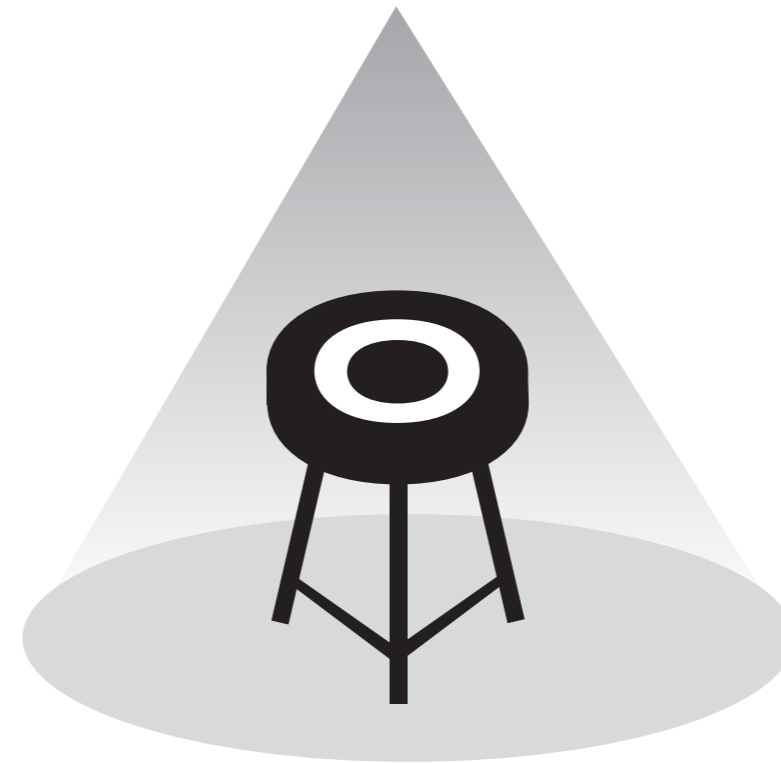


2.1 Was thinking general bar reference... and target indicating a destination.

# Trivia GO



2.1b Driving people to bars...



2.2 Spotlight indicating potential recognition.

TRIVIA  
GO

GO

2.3 Perhaps more cocktail lounge than pub...



2.4 More of a pub feel...

TRIVIA  
GO



2.5 Was thinking an elevated pub feel while still whimsical.



2.6 Wreaths indicate achievement but also beer.





2.7 Again more beer references... shown with variation and button.



2.8 A different approach with focus on question mark and crown.



**GO**

Trivia  
**GO!**

**GO!**

2.10 Original jumping off point. Olive replaces target as a bar reference but probably not pub-like.