



## BOARD

The path is made up of spaces with the same colors as the Question Cards, with the first four spaces following the color order on a card: PURPLE, GREEN, YELLOW and RED.

After the first four spaces, the order of colors on the board are random, so that a player might get only one question right yet end up ahead of someone who answers two or three questions correctly.

## HOW TO PLAY

The Question Master draws the first card from the box and asks the first (PURPLE) question to the player on his or her left. If the card is a Picture Card, the Question Master shows the picture to the player while reading the question. If the card is a Theme Card, the Question Master will read the theme aloud before asking the first question.

### ANSWERING CORRECTLY

If the player answers the question correctly, they immediately move their mover to the first PURPLE space on the board.

The Question Master then asks the same player the next question on the card. Each time the player answers a question correctly they move their mover forward to the next space that matches that question's color (for example, if it's a GREEN question they move their mover forward to the next GREEN space). If they answer all four questions on the card the round is over.

### ANSWERING INCORRECTLY

If a player answers incorrectly, the Question Master then asks the SAME question to the next player to the left. If this player answers it correctly they move their mover forward to the next board space that matches the question's color.

The Question Master continues to ask this player questions from the card until they either answer all the remaining questions on the card correctly and end the round, or get an answer wrong. If the player gives a wrong answer, the Question Master asks that same question to the next player to the left and so on.

If none of the players can answer a question correctly, the Question Master reads the answer aloud to everyone and then asks the next question to the original player on their left.

After the last question on a card has been asked, the round is over and the card is put into the back of the box.

The role of the Question Master then shifts to the player on the Question Master's left.

The new Question Master draws the next Question Card and asks the first question to the player on their left. Play continues as above.

## TO WIN

When a player correctly answers a question near the Winning Zone and there are no spaces left on the path that match the question's color, the player moves their piece onto the Winning Zone, where it stays for the rest of the game. When a player enters the Winning Zone, it is still their turn unless they entered with the answer to a RED question. After a RED question the round is automatically over.

Once a player has entered the Winning Zone, on their turn they must correctly answer either two consecutive questions or a RED question to win. (For example, if a player enters the Winning Zone after answering a GREEN question, they need to answer the remaining YELLOW and RED questions correctly to win. If they enter after answering a YELLOW question, they only have to answer the remaining RED question correctly to win.)

If a player in the Winning Zone gets a question wrong, the Question Master reads it to the next player to the left and play continues as in a normal round.

## TEAM PLAY

Logo can also be played by two teams. The game is played in the same way as with single players, except:

- In each round, the selected Question Master should be from the opposite (non-playing) team. The Question Master reads the first question from the card to the playing team, while hiding the answers from their own team.

- If the playing team **correctly** answers the question, they move their mover to the next Purple space. The Question Master then reads the next question and play continues as above.

- If the playing team **incorrectly** answers the question, the Question Master reads the SAME question to his/her own (non-playing) team. If they answer correctly, the Question Master's team moves their mover to the next Purple space. If they answer incorrectly, the Question Master reads the answer to both teams.
- The Question Master then reads the next question on the card to the **original** playing team, and play continues (answer, move, answer, move) until all questions on the card have been read and the round ends. On the next round, teams switch roles.

- The game continues until a team in the Winning Zone answers two consecutive questions correctly (or one Red question).

- If both teams are in the Winning Zone and the playing team answers a question incorrectly, the Question Master reads the next question to his/her own (non-playing) team. If they answer correctly, the Question Master reads the next question to the **same** team (not the original playing team). If they answer this second question correctly, they win! If not, the answer is read to both teams, then the next question is read to the **original** playing team and play continues.

The  
**LOGO**  
BOARD GAME

**Players:** 2-6

**Ages:** 12+ years

## CONTENTS:

Game Board

400 Question Cards

6 Movers

## Instructions

## OBJECT

Correctly answer questions about popular brands and logos to advance along the spiral game board path that leads to the center WINNING ZONE. Answer two consecutive or one final RED question to win!

## SET UP

Unfold the board and lay it on the table. Each player selects a mover and sets it on the board's START space. Place the box of Question Cards next to the game board.

Choose one player to be the first Question Master. They will ask the questions for the first round (after each round the role of the Question Master shifts to the player on the Question Master's left).

## CARDS

There are four questions on the back of each card. The first question is marked in PURPLE, followed by GREEN, YELLOW and RED.

There are three types of Question Cards:

**Picture Cards** have a picture that the questions relate to.

**Theme Cards** have answers that all share a common theme.

**Pot Luck Cards** have assorted general knowledge brand and logo questions.