# App: Branding: Phase #1

Date: Apr 2nd, 2023
Domain: https://branding.brickmmo.com
GitHub: https://github.com/codeadamca/brickmmo-branding

## Application Purpose:

This process will require the creation of a BrickMMO brand including logo, branding guidelines, UI guidelines, and more.

## Project Requirements:

This project will require the following tasks to be completed;

- Branding for the whole project (named BrickMMO)
- Apply branding to Instagram, TickTok, and Twitter pages
  https://twitter.com/brickmmo
  https://instagram.com/brickmmo
  https://www.tiktok.com/@brickmmo
- Design video intros and outros for Youtube videos and shorts
- Branding guidelines to apply to all use of BrickMMO logo
- UI guidelines to apply to all future application dev, possibly working with developers to define a Tailwind CSS template (https://tailwindcss.com/)
- An icon set for the suite of applications (there are about ten so far), include future considerations
- Development of a branding guideline PDF/website (can work with Web Deve students)

- Branding of a BrickMMO energy company

## Introduction to BrickMMO:

BrickMMO is the creation of a smart city development platform using LEGO® bricks.

The big idea is to replicate as many real life concepts into a physical environment using 100% LEGO® (there are a few exceptions) and code. The following concepts have been discussed as projects to integrate into the BrickMMO Smart City:

- GPS/Navigation/Mapping
- Autonomous driving cars
- Shipping/logistics
- Twitter

- Radio/television station
- Advertising
- Social scoring
- Currency
- Religion

The resulting branding, code, and structure could be used by any school as a development platform to build a smart city with LEGO® bricks.

Eventually the smart city would allow for users to log in from their home computer, take control of a citizen (robot) and explore the city. Hence the name:

Brick: a synonymous term for LEGO® bricks
MMO: (massively multiplayer online game)

# Current Branding:

**Current Logo:**



**Current Colours:**

Orange: #eb741d
Red: #eb062c
Grey: #333333

Logo and colours can be changed. Proper case and spacing is **BrickMMO**

# Current Projects:

The following projects are currently in development:

1. Colours - https://github.com/codeadamca/brickmmo-colours
2. GPS - https://github.com/codeadamca/brickmmo-gps
3. Pixelate - https://github.com/codeadamca/brickmmopixelate
4. Radio - https://github.com/codeadamca/brickmmo-radio
5. Contributions - https://github.com/codeadamca/brickmmo-contributions
6. Panel - https://github.com/codeadamca/brickmmo-panel
7. SSO - https://github.com/codeadamca/brickmmo-sso

Each project has a requirements document in the GitHub repo.

## Notes:

The documentation folder includes the LEGO® brand guidelines, please read these to make sure our logo and branding does not infringe on the LEGO ® brand. This can also be used as a guideline for the BrickMMO branding guidelines.