

# 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
- 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:

The logo for BrickMMO, featuring the word "BRICK" in orange and "MMO" in red, all in a bold, sans-serif font.

### 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-ss0>

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.