

MiniTrekMOCs Brand Guide

BRAND IDENTITY

MISSION

To create a stunning and sturdy collection of desktop models that any fan can build, backed by thoughtful design, unmatched support, and genuine passion.

TAGLINE

To boldly build where no one has built before.

LOGO BREAKDOWN

Love for *Star Trek*, represented by the subtle **Starfleet delta**, is at the heart of the brand.

Each model is designed to be as small as possible while maintaining a high level of detail. This means every vessel is **affordable** and **looks great** on a desk or shelf.

MiniTrekMOCs

MOC is a *LEGO* community term for **My Own Creation**. The brand's focus is creating designs using readily available elements paired with **easy-to-build instructions**.

Each model is created to be highly accurate to represent dozens of iconic *Star Trek* vessels

LOGOS

HORIZONTAL



VERTICAL



COLORS

PRIMARY



#E49936
228, 153, 54



#011993
1, 25, 147



#BEBEBE
190, 190, 190

SECONDARY



#152543
21, 37, 67



#557382
85, 115, 130



#62A8B1
98, 168, 177



#F7CF76
247, 207, 118

TERTIARY



#6CB83A
108, 184, 58



#D1363F
209, 54, 63

Each product bundle has its own featured color based on *LEGO* element colors.

EX: The 25th Century Starfleet Bundle's color is Dark Red (#A52A24)

TYPOGRAPHY

Aa

PRIMARY
LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Aa

SECONDARY
CONTEXT ULTRA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&