

motorola

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Motorola toolkit
06/17

02 .06. 2017

Lenovo™

Say 'hello' to the Motorola toolkit.

This Toolkit explains how to present our brand in a differentiated and stylish way. By using the Toolkit to do this, we'll achieve greater consistency and reinforce the strength of the Motorola brand.

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Why bringing Motorola back

Motorola has over 85-year history and is a much loved brand among consumers around the world. We believe this is something to embrace, not shy away from and are keen on building on this rich heritage as we continue to break the limitations of the smartphone industry.

We pioneered the world's first mobile cellphone, and then went on to dominate the cellphone world with the Razr. In an industry that was stagnant on incremental innovation for almost 10 years, with Moto Z and motomods we reimaged what a smartphone could do.

Our reputation for game-changing innovations is not to be taken light of, and that's why Motorola is the brand to look at once again.

We have revitalized our iconic batwing and "hellomoto", now it's time to live a new era for our Motorola brand.



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Motorola Brand strategy

Every successful brand has a model. Ours is called a 'brand plus'. It explains in a few short sentences our motivation, what we do, what we promise, and our attitude.

Our motivation

To push beyond the expected and live a life less ordinary.

What we do

Innovative products that deliver a better mobile lifestyle.



What we promise

We challenge convention to liberate you from the ordinary.

Our attitude

We are: lively not hectic, unexpected not silly, and bold not aloof.



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The Motorola World

Our world is young, spirited, and future forward. The perfect combination of style and engineering: **Bold, but premium. Fashionable, yet fun.** The colors, tone and casting reflect this.

Whether a set or on location, we create a sharp, modern space. We always stayed grounded in reality, like the best version of the world we live in but with an unexpected and irreverent twist to it.

This brand toolkit explains how to present our brand in a differentiated and stylish way. By applying it, we'll achieve greater consistency and reinforce the strength of the Motorola brand.

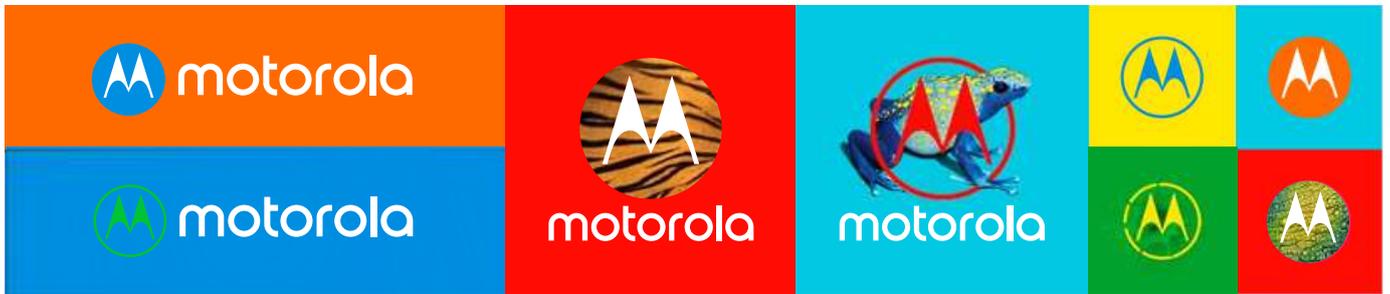
Say "hello" to Motorola World.

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Toolkit



Logos and Emblems



Lenovo Logo



Product wordmark



Iconography



Color palette



Typography

gotham
hellomoto

"Different is better"

Different is better should only be included on strategic communications or communications that reaches a large audience e.g. TVC, OOH.

Imagery and pattern



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Motorola logo



Motorola logo

Our iconic logo carries our name and character, acting as our signature for what makes us special and different.

The Motorola logo is made up of the Motorola wordmark and iconic Emsignia.



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Logo formats

We have three different formats of the Motorola logo to allow flexibility of use across different communication mediums:

- Horizontal, with Emsignia and Wordmark aligned horizontally;
- Vertical logo, where Emsignia and Wordmark are aligned vertically;
- Stacked Logo, where Emsignia and Wordmark are aligned in the center.

These can be produced as a solid color, as outline or as breakout.

Please always use official logo artworks, available to download from the Motorola Collective site.

Horizontal Logo - Solid



Horizontal Logo - Outline



Vertical Logo - Solid



Vertical Logo - Outline



Stacked Logo - Solid



Stacked Logo - Outline



Clear space

To allow the Motorola logo to breath and be noticed, clear space rules have been defined.

On most communication layouts, the clear space around the Motorola logo is defined by the width of the Lenovo logo. For size reference, please see page 18.

If the Motorola logo is used by itself, e.g. TVC end frames, then the clear space is equal to half of the 'o' from the Motorola logo. This rule is applicable for both Flat and Outline versions of the Motorola logos.

For creative layout exceptions, see Outline on page 9.



Minimum size

To retain visual impact minimum sizes have been defined.



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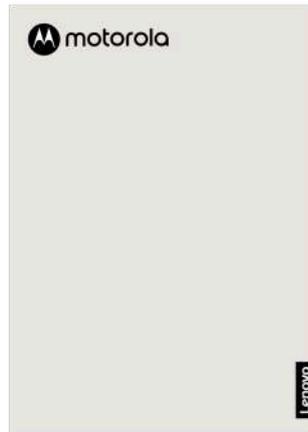
How we use our logo formats

To maximize impact on communications you can choose between a small-scale, large-scale or stacked logo.

Small-scale logo

Our small-scale logo uses Flat color only to make sure we have maximum legibility. Our small scale logo can be positioned either horizontally or vertically.

Small-scale logo



Large-scale logo

Our large-scale logo features the Outline Emsignia only and can be positioned either horizontally or vertically.

Whentoscale

We change from the small scale to large scale logo format when the logo exceeds half of the width or height of the communication.

Large-scale logo



Stacked logo

The Stacked logo is used predominantly for digital and on screen landscape and squared formats (for example: TVC, animated banner end frames, social media profile pictures, etc...)

Stacked logo



Logo versions

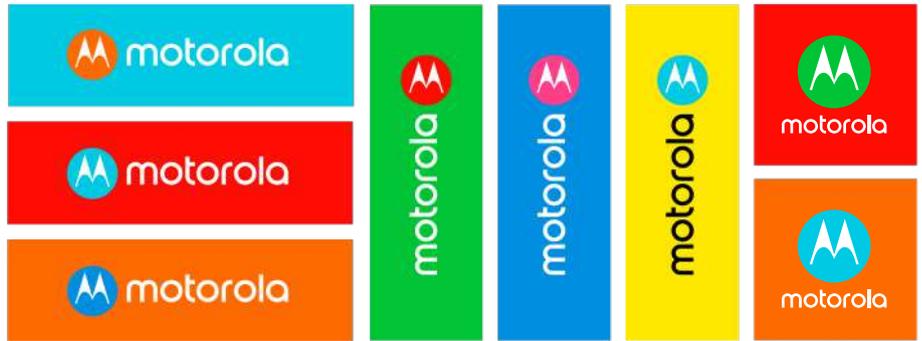
Depending on your communication medium, or creative idea, you can use our logo in three different ways.

Flatcolor logo

The flatcolor logo can appear in any of the brand colors, except yellow, medium gray or light gray.

Consider background colors and the product photography to create enough contrast for legibility and visual harmony.

In all of the colors, the Wordmark is always used in white, except for when it's on a yellow background - in this case the Wordmark can be black.



Outline logo

The Outline logo can appear in any of the brand colors.

Always choose a color that helps unite the design layout. Make sure there is sufficient contrast between the background and the 'M'.

Our clear-space rules can be broken when using the outline logo version at large scale. Imagery can interact with the Emsignia and/or wordmark with creative overlapping and see-through effects.



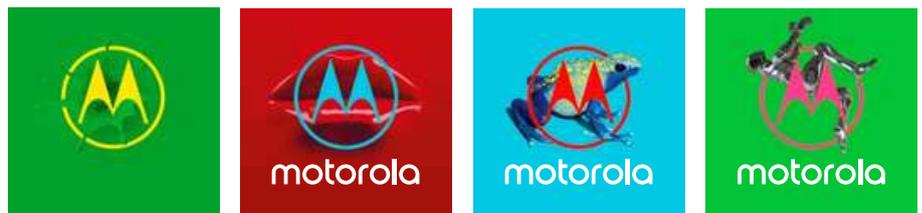
Breakout logo

The break-out Emsignia allows us to be expressive and playful.

To make sure we retain our Emsignia trademark, it is important that the following overarching principles are followed:

- Preserve the shape of the 'M'
- Retain a circle containing shape

- around the 'M'
- Avoid creating backgrounds that look like third logos have been created



All breakout Emsignias created must be shared with the brand team for approval before using.

Exceptions

In exceptional cases only, we can use Flat and Outline logo versions where both the Wordmark and Emsignia are white.

The Flat white logo can be used in 3D environments.

All cases need approval by the brand team prior to use.



Flat white logo



Outline white logo

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What not to do with our logo



Never change the proportions of the Logo



Never use a solid yellow logo, keyline in yellow is fine



The 'M' inside the Flat color Emsignia should always be white



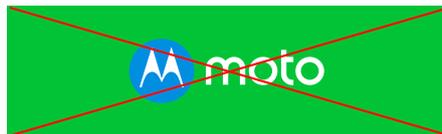
Always ensure there is enough contrast between the background and the Emsignia



Never use the wordmark on its own



Always choose a background picture that allows legibility of the Logo



Never lock-up 'moto' with the Emsignia, unless agreed with the Brand Team



We will use the black wordmark when placing over a lightly colored image



Never use the Stacked logo in a layout including product imagery and talent



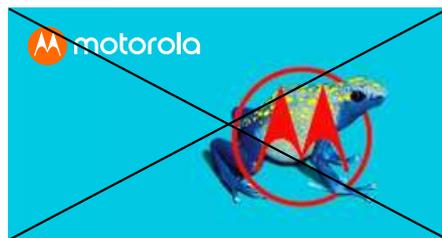
Never change the proportions of the Stacked logo



Never use an Infill Emsignia with the wordmark



Never obscure the logo with imagery that compromises its legibility



Never use a different color Emsignia in the same communication

What not to do with our logo (continued)



Never alter the proportions of the Emsignia in the Vertical logo



Never use the Outline logo in a small format



Never use the Emsignia as a substitute for an 'o' within the Wordmark



Never use 'hellomoto' or other headlines locked up with the Emsignia



Never shorten the Wordmark

Emsignia



Overview

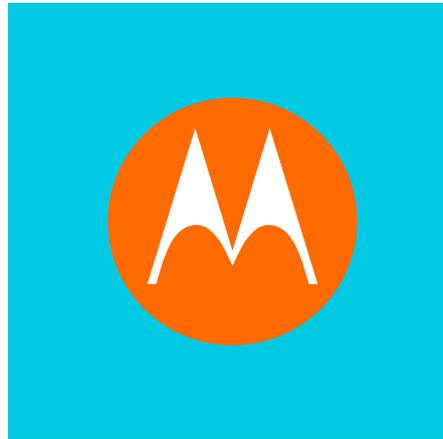
Our iconic Emsignia plays an important role within our visual identity.

The Emsignia can be used either locked up with the Motorola wordmark or standalone as a graphic device. The Emsignia must never be locked with any other words.

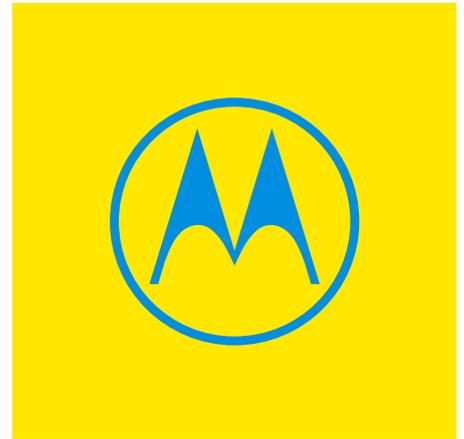
When to use which version

Depending on the creative idea or communication medium, there are a number of versions of the Emsignia that can be used.

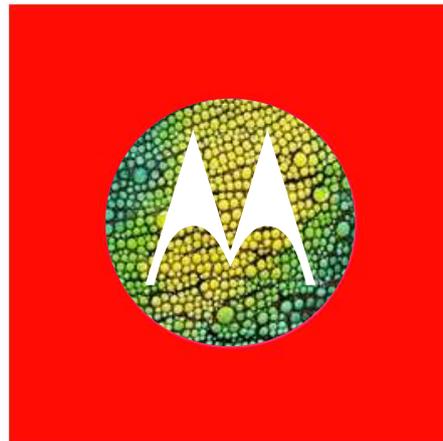
1. Solid color Emsignia



2. Outline Emsignia



3. Infill Emsignia



4. Breakout Emsignia



Current Emsignia artwork

Always ensure you are using the current & correct artwork for the new Motorola Emsignia setting-out.



Old
TheM is smaller inside the circle



Current

5. Physical Emsignia Used in physical space only



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Emsignia versions

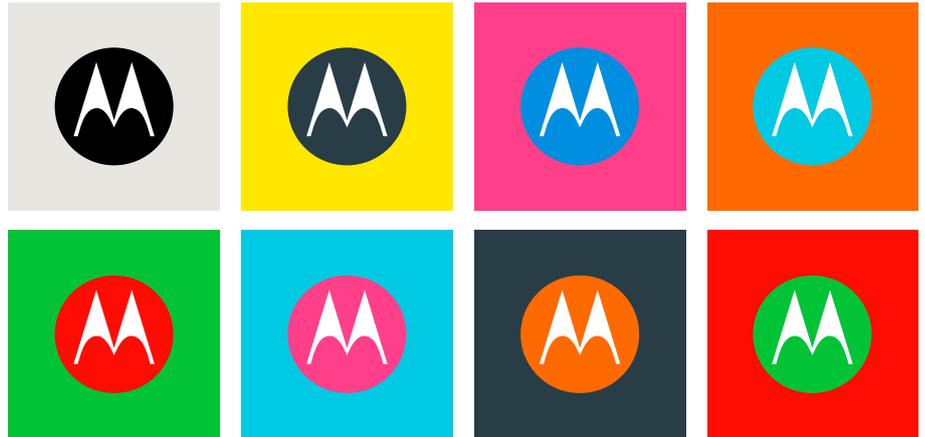
1. Solid Emsignia

The solid color Emsignia can appear in any of the brand colors, except yellow, medium gray or light gray.

Always choose a color that helps unite the design layout. Consider background colors and the product photography to create visual harmony.

The 'M' of the Emsignia must always remain white, no other color can be used.

The solid color Emsignia, when locked up with the Motorola wordmark, should only be used at small scale.



2. Outline Emsignia

The Outline Emsignia can appear in any of the brand colors.

Always choose a color that helps unite the design layout. Consider background colors and make sure there is sufficient contrast between the background and the 'M'.

The Outline Emsignia, when locked up with the Motorola wordmark, should only be used at large scale.



Emsignia versions (continued)

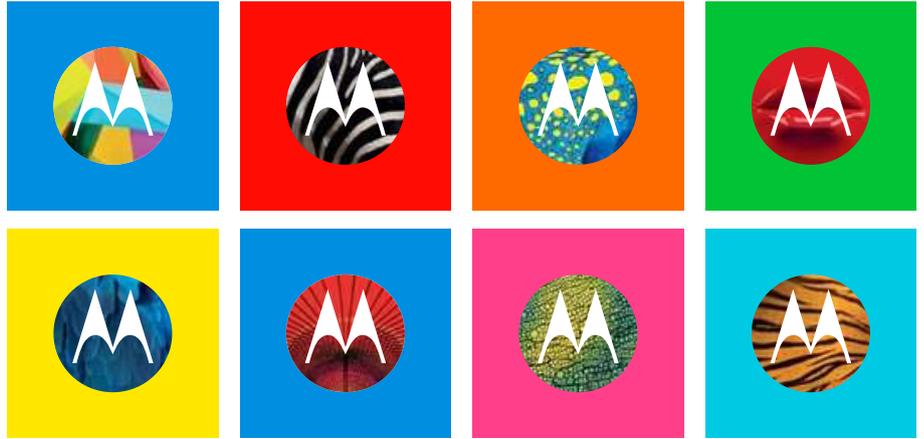
3. Infill Emsignia

The Infill Emsignia can be used as a window into the Motorola world. Imagery, illustration and patterns can all be used. Our infills should always be lively, bold and unexpected. They should always reflect the Motorola color palette.

The 'M' of the Emsignia must remain white, no other color can be used. Always make sure there is sufficient contrast between the chosen infill and the 'M'.

It is important that the 'M' isn't worked into the Emsignia background. It should always sit on top of any pattern used.

Avoid using infills that are obviously recognizable as products or brands.



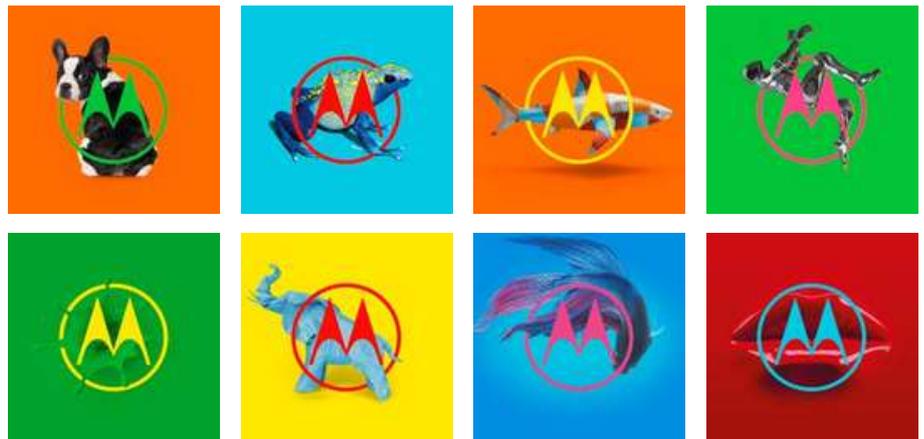
4. Breakout Emsignia

The break-out Emsignia allows us to be expressive and playful.

To make sure we retain our Emsignia trademark, it is important that the following overarching principles are followed:

- Preserve the shape of the 'M'
- Retain a circle containing shape and the 'M'
- Avoid creating backgrounds that look like third logos have been created.

All breakout Emsignias created must be shared with the brand team for approval before using.



5. Physical Emsignia

The Physical Emsignia is best used in the real world such as in retail spaces, pop-ups, events or exhibitions.

The same principles of legibility and content suitability apply.

All Physical Emsignias created must be shared with the brand team for approval before using.



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Cropping the Emsignia

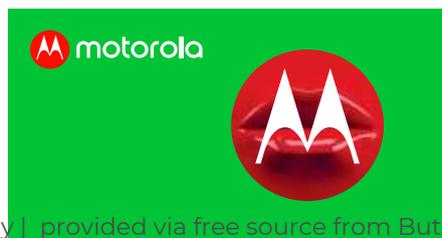
When used as a graphic device, the Emsignia can be cropped as long as the complete Motorola logo also appears on the communication.

Always make sure the Emsignia is recognizable. When zooming or cropping the Emsignia, make sure you see the outer circle and the 'M' together in a centralized position.



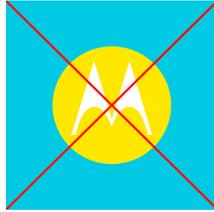
Using the Motorola logo and Emsignia together

When the Emsignia and the Motorola logo are used together on communication, they should always appear using the same color.

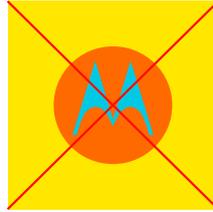


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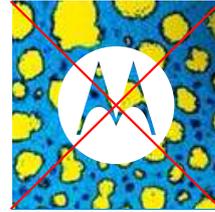
What not to do with our Emsigna



Never use yellow a Solid color Emsigna



The 'M' in Solid color Emsigna should always be white



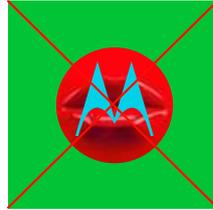
Never use the Emsigna as a see through, apart from in 3D applications



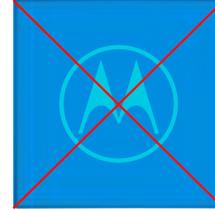
Never alter the proportions between the Emsigna and the circle



The 'M' should never be worked into the background of an Emsigna



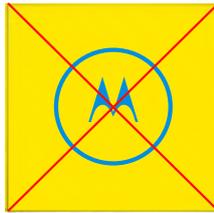
The 'M' in the Infill Emsigna should always be white



Always ensure there is enough contrast between the background and the Emsigna



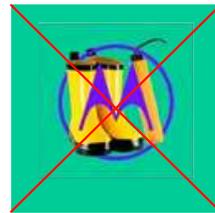
Always ensure both the 'M' and the circle are in the same color



Never change the proportions of the Emsigna



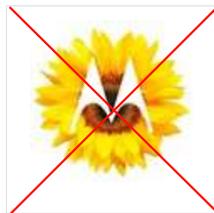
Always ensure the Emsigna is not obscured by a busy background, typography, or imagery



Never use images that are too complicated



Never use inappropriate content and avoid using controversial images



Always ensure the circle is retained



Never use the Emsigna as a logo in campaigns and events



Never add elements to the Emsigna which compromise its legibility



Never add elements to the Emsigna which can misinterpreted



Never lock up headlines to the Emsigna



Never use a different color Emsigna in the same communication



Never lock up the Emsigna with 'moto'. For exceptions contact the Brand Team



The Emsigna should not be cropped in irregular shapes

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Lenovo logo

Overview

The Lenovo logo consists of a white wordmark within a container shape. The wordmark stays the same, but the color of the container shape can change.



Clear space

To preserve the integrity of the Lenovo logo, always maintain a minimum clear space around the logo.

The clear space for the Lenovo logo is measured by using the height of the 'L'.



Minimum size

The Lenovo logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced too small, it is no longer legible and its impact is diminished.



Print application

TheLenovologoshould never be reproduced in a width smaller than15 mm (6 in).

Digital application

TheLenovologoshould never be reproduced in a width smaller than100px at 72dpi where possible.

Flat color logo

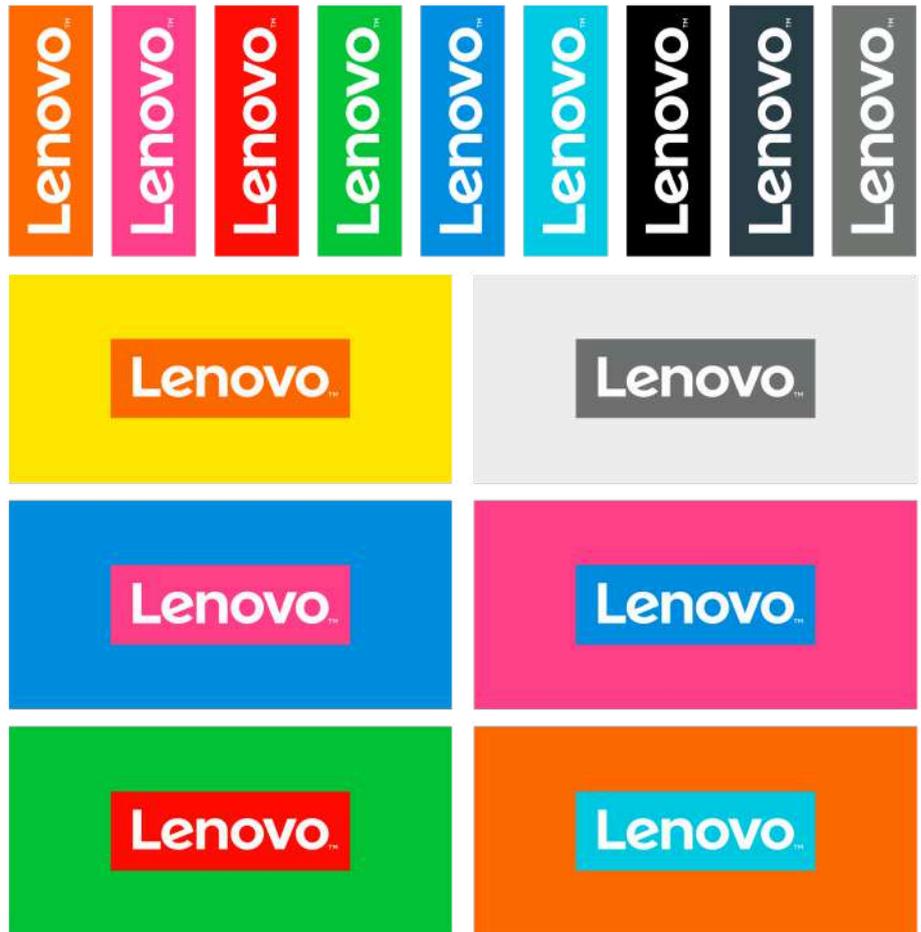
On Motorola applications, the flat color version of the Lenovo logo should be used. It can be used in all of our colors, except yellow and light gray.

The Lenovo logo should be applied in a different brand color to the Motorola logo (both the Emsignia and Wordmark).

The color chosen for the Lenovo logo must be harmonious with the background color or object, but should always be visible.

The Motorola logo color should always contrast with the background for maximum stand-out.

Lenovo logo colors



Examples in use



Single color logo

Where production limitations exist, a single-color Lenovo logo can be used e.g. on product packaging.

Single-color logos have the wordmark cut through. This allows textures, patterns or imagery to show through the wordmark. In the event that a single color logo is required, we use either a black or white logo.



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Logo position in moving media

Digital use

The Lenovologo must be tabbed to the righthand side of the layout.

TVCuse

The Lenovo logo must be tabbed to theright hand side of the layout, alignedwith the edge of the minimumvisible area of the screen.



Digital use



TVC use

What not to do with the Lenovo logo



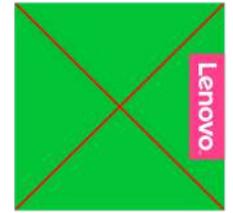
The Lenovo logo must never be used in yellow



The Lenovo logo must always appear in a different color to the Motorola Emsignia



The Lenovo logo must always appear in a different color to the Motorola logo



Never orientate the Lenovo logo in the wrong direction



Never use the Lenovo logo in outline format



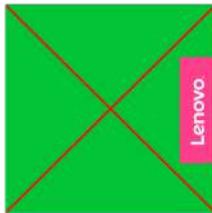
Never use the single color logo when full color logo usage is possible



The single color logo must only be applied in black or white



The Lenovo logo must always be visible within the design



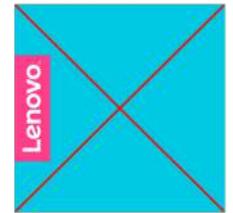
Never change the proportions of the Lenovo logo



The Lenovo logo should never be placed on the edge



The Lenovo logo must always appear in its container shape



The Lenovo logo must always be placed on the right hand side

Logo sizes & position



Logo sizes

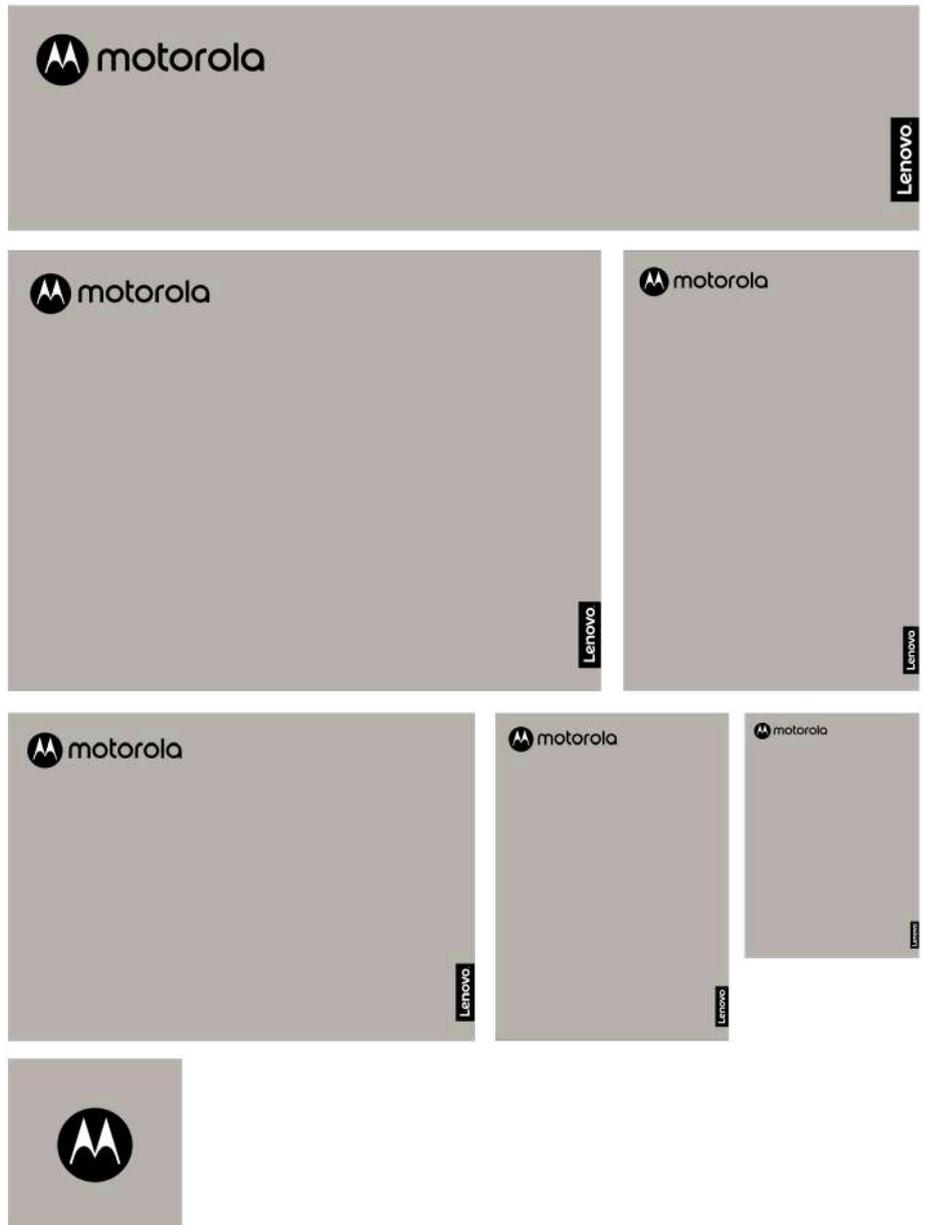
To ensure consistency across our communications, we have established fixed logo sizes for the Motorola and Lenovo logos across a wide range of print and digital formats.

Size relationships have been defined for both small and large-scale Motorola logo versions:

- EU standard print
- US standard print
- Billboards/OOH
- Digital
- Social media

On extreme small formats, e.g. website small square or button advertisements, where the size of the application compromises the legibility of the Motorola or Lenovo logo, the Emsignia can be used by itself.

For non-standard formats, see page 28 for guidance on how to size the Lenovo and Motorola logos.

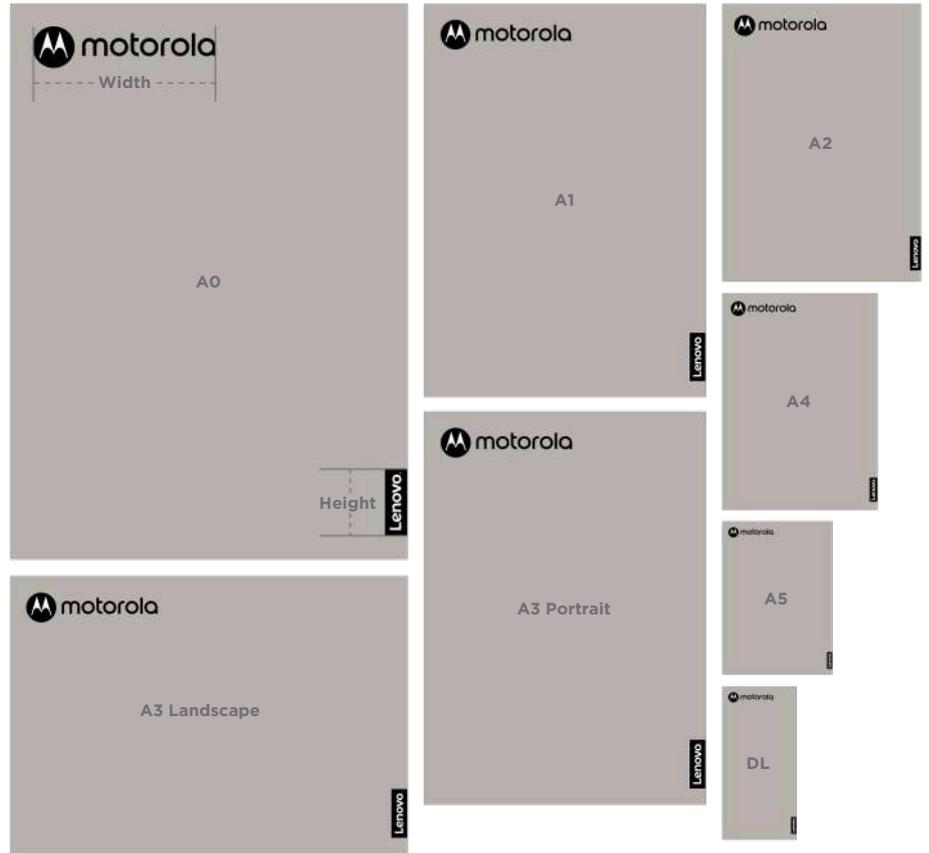


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EU standard sizes: Small scale logo

Logosizes

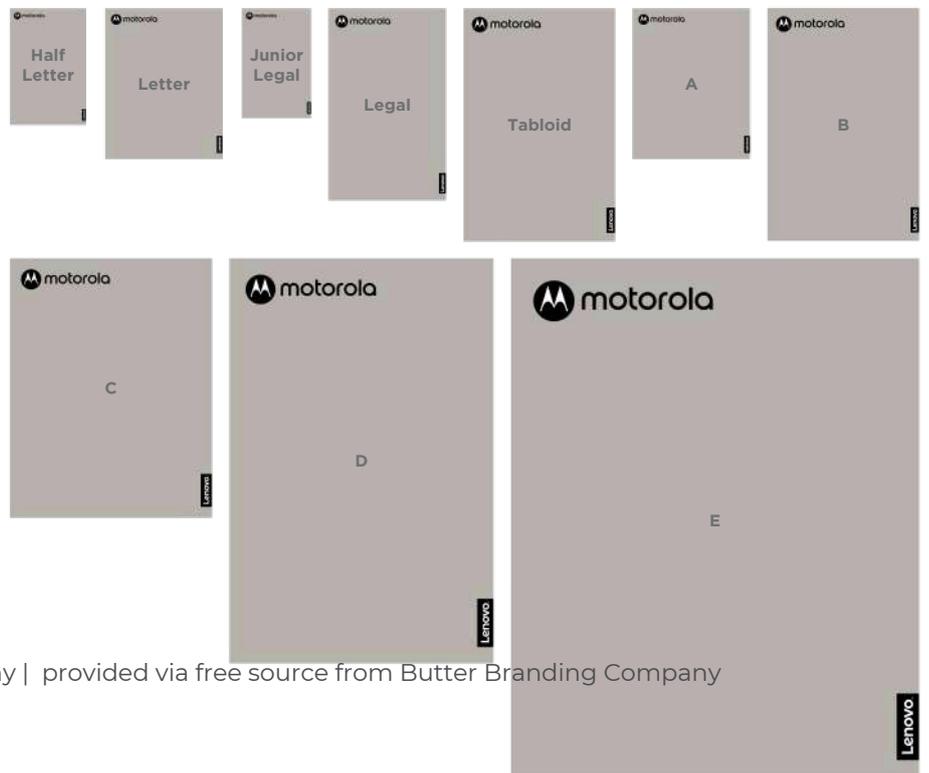
Format	Format dimensions (mm) 840 x 1188	Motorola logo width (mm) 388	Lenovo logo height (mm) 145
A0	594 x 840	388	145
A1	420 x 594	276	103
A2	420 x 297	195	73
A3 L	297 x 420	139	52
A3 P	210 x 297	139	52
A4	148 x 210	88	35
A5	100 x 210	61	23
DL		61	23



US standard sizes: Small scale logo

Logosizes

Format	Format dimensions (in) 5.5 x 8.5	Motorola logo width (in) 2.2	Lenovo logo height (in) 0.87
Half letter	8.5 x 11	2.2	0.87
Letter	5 x 8	3.35	1.26
Junior Legal	8.5 x 14	2.2	0.87
Legal	11 x 17	3.98	1.5
Tabloid A B	8.5 x 11	4.96	1.85
C D E	11 x 17	3.35	1.26
	17 x 22	4.96	1.85
	22 x 34	7.48	2.8
	34 x 44	10.87	4.05
		14.96	5.59



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Social media: Small scale logo

Logo sizes

Format	Format dimensions (px)	Motorola logo width (px)	Lenovo logo height (px)
FB* Profile	828 x 315	149	N/A
FB* Cover	1200 x 630	214	80
FB* Image	110 x 110	329	123
I Profile	161 x 161	60	N/A
I Gallery	1080 x 1080	90	N/A
I Image	2560 x 1440	375	140
Y Cover	1280 x 760	630	235
Y Video		362	135

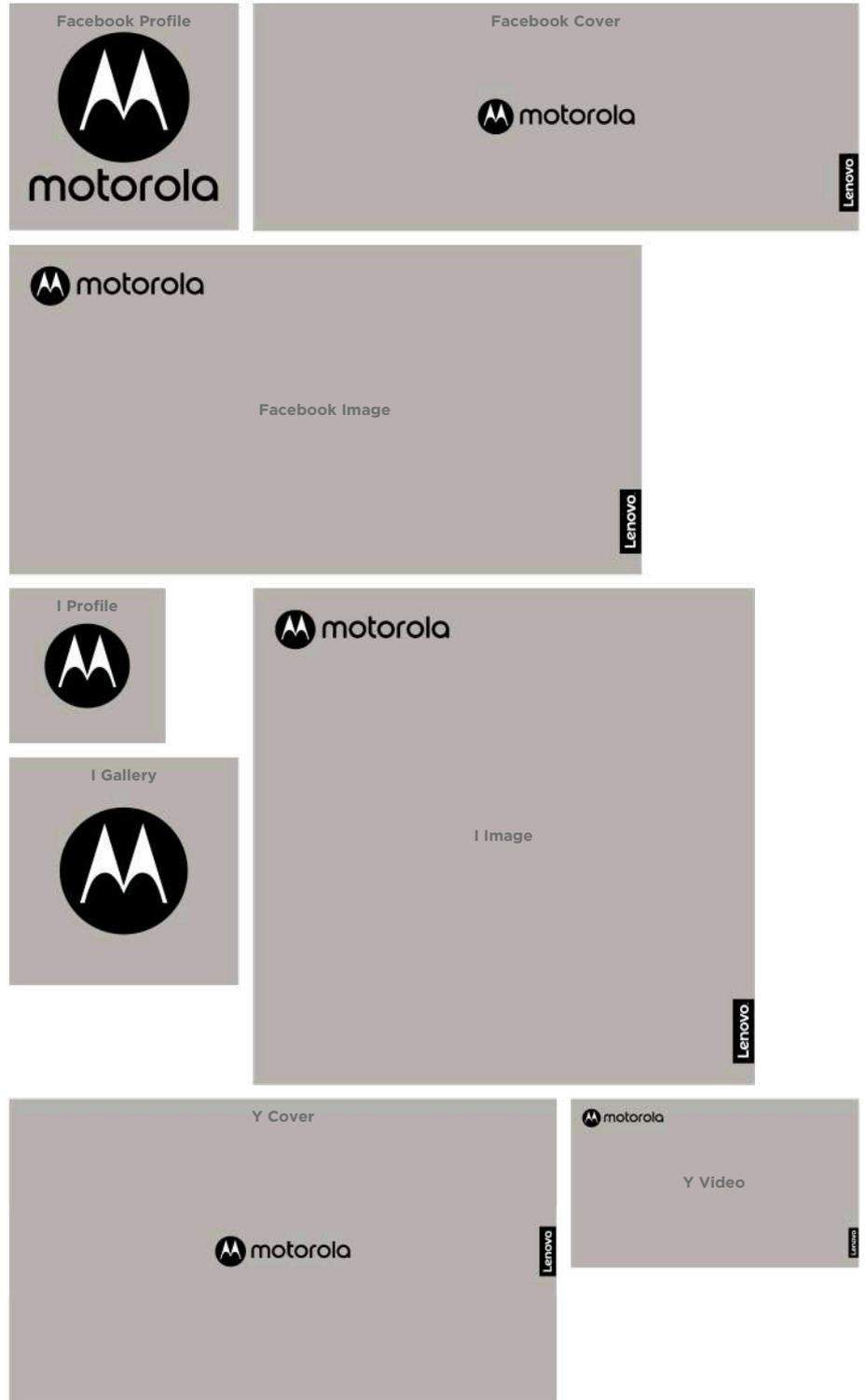
*FB = Facebook

Small size logo colors

At small sizes, ensure the Motorola logo uses a more vibrant color than the Lenovo logo. The Lenovo logo color should pick-up on a secondary color used within the photography.

Platform logo adjustments

The Motorola logo should always be visible regardless of display. Adjustments may need to be made for some platforms, e.g. YouTube requires the Motorola logo to be moved so that it is still seen on mobile displays.



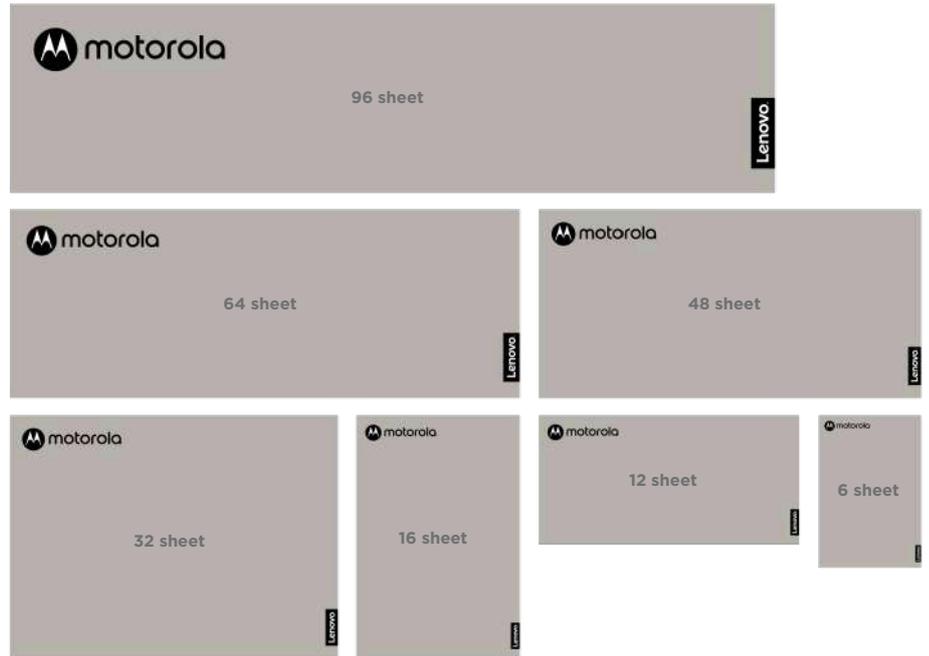
Billboards/OOH: Small scale logo

Logo sizes - EU standard sizes

Format	Format dimensions (mm)	Motorola logo width (mm)	Lenovo logo height (mm)
96 sheet	8128 x 3048	3050	1140
64 sheet	6096 x 3048	2110	790
48 sheet	4064 x 3048	1660	620
32 sheet	2030 x 3048	1230	460
16 sheet	3048 x 1524	880	330
12 sheet	1200 x 1800	830	310
6 sheet		530	200

Logo sizes - US standard sizes

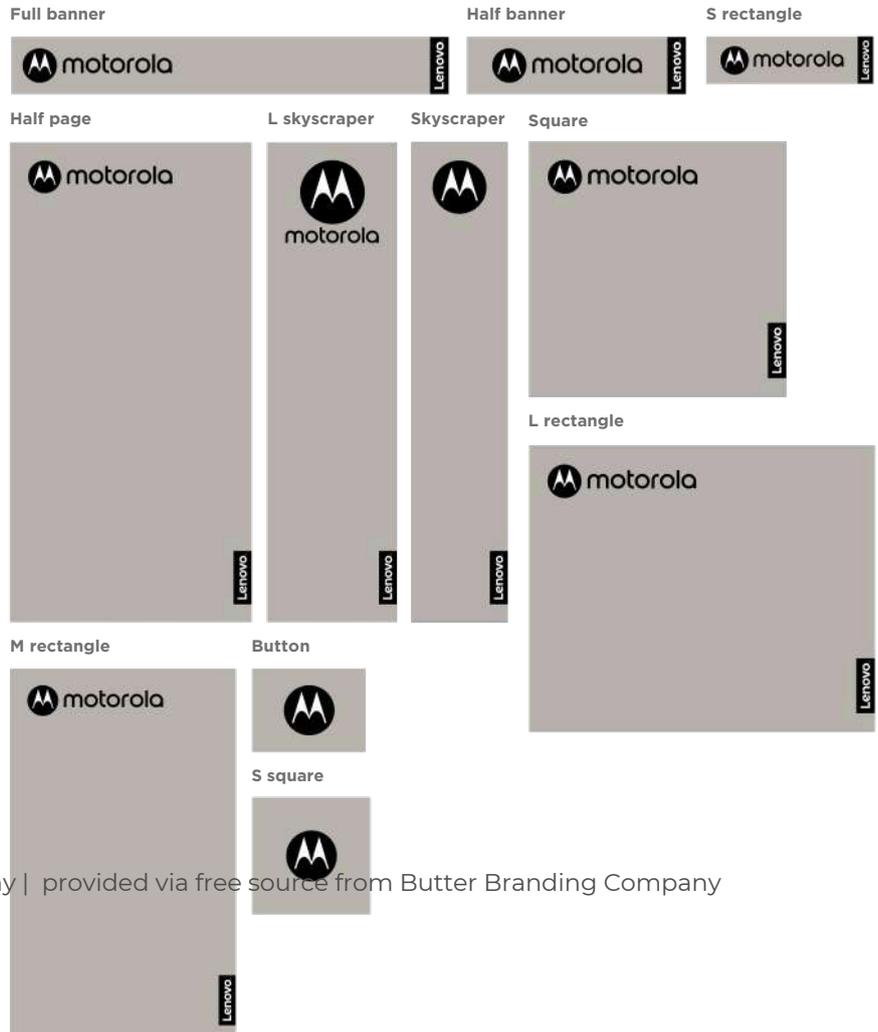
Format	Format dimensions (in)	Motorola logo width (in)	Lenovo logo height (in)
96 sheet	320 x 120	120.08	44.88
64 sheet	240 x 120	83.07	31.10
48 sheet	160 x 120	65.35	24.41
32 sheet	80 x 120	48.43	18.11
16 sheet	120 x 60	34.65	12.99
12 sheet	47 x 71	32.68	12.20
6 sheet		20.87	7.87



Digital: Small scale logo

Logo sizes

Format	Format dimensions (px)	Motorola logo width (px)	Lenovo logo height (px)
Full banner	234 x 60	160	60
Half banner	120 x 90	160	60
Button	300 x 600	54	N/A
Half page	160 x 600	179	67
L skyscraper	120 x 600	115	67
Skyscraper	250 x 250	67	67
Square	336 x 280	145	54
L rectangle	240 x 400	144	54
M rectangle	180 x 50	144	54
S rectangle	125 x 125	132	50
S square		54	N/A

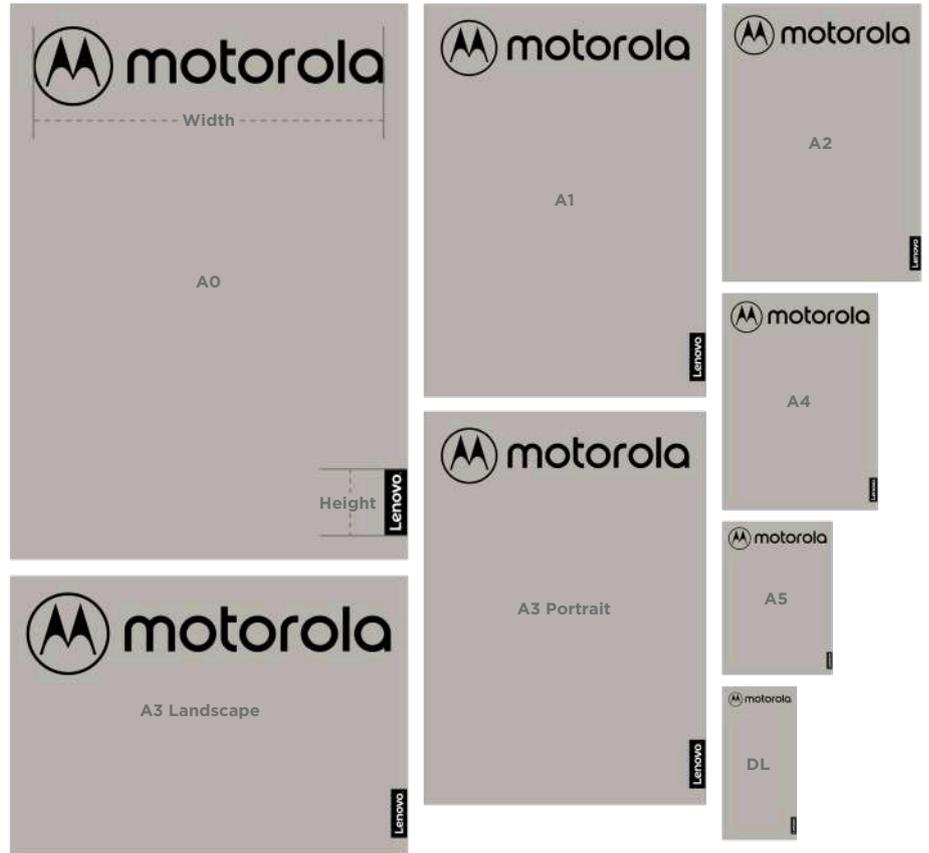


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EU standard sizes: Large scale logo

Logo sizes

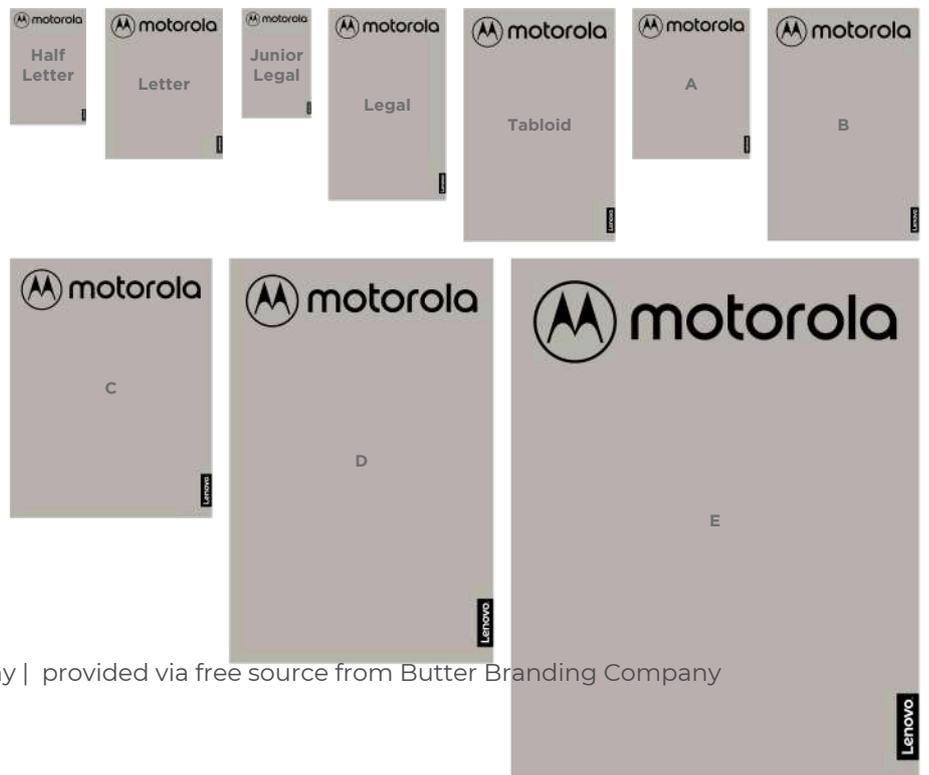
Format	Format dimensions (mm) 840 x 1188	Motorola logo width (mm) 743	Lenovo logo height (mm) 145
A0	594 x 840	743	145
A1	420 x 594	525	103
A2	420 x 297	371	73
A3 L	297 x 420	262	52
A3 P	210 x 297	305	52
A4	148 x 210	188	53
A5	100 x 210	133	23
DL		84	23



US standard sizes: Large scale logo

Logo sizes

Format	Format dimensions (in) 5.5 x 8.5	Motorola logo width (in) 4.92	Lenovo logo height (in) 0.87
Half letter	8.5 x 11	4.92	0.87
Letter	5 x 8	7.64	1.26
Junior Legal	8.5 x 14	4.41	0.87
Legal	11 x 17	7.48	1.50
Tabloid A B	8.5 x 11	9.72	1.85
C D E	11 x 17	7.64	1.26
	17 x 22	9.72	1.85
	22 x 34	15.12	2.80
	34 x 44	19.29	4.05
		30.27	5.59



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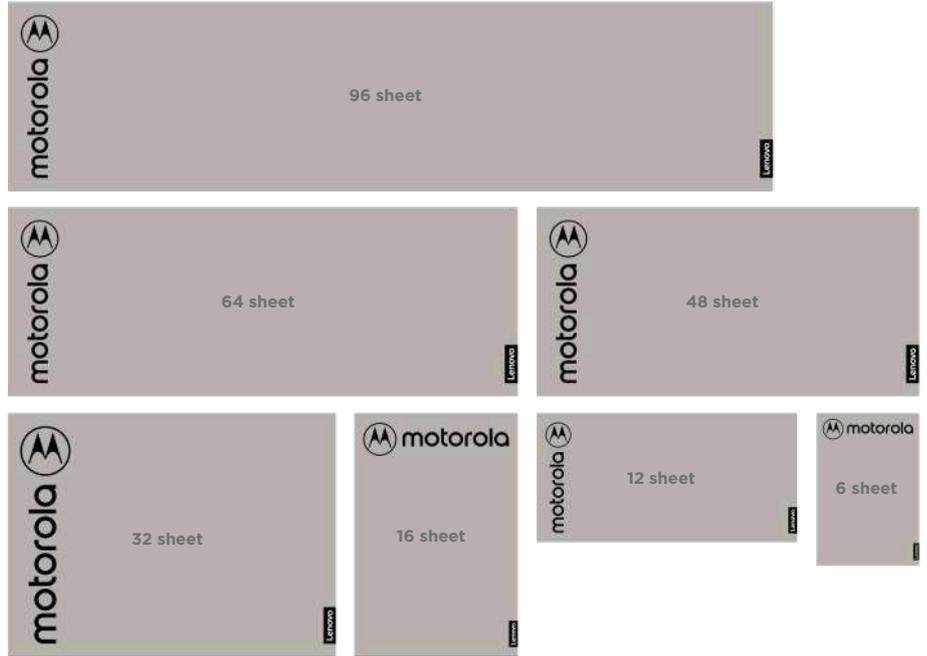
Billboards/OOH: Large scale logo

Logo sizes - EU standard sizes

Format	Format dimensions (mm)	Motorola logo width (mm)	Lenovo logo height (mm)
96 sheet	8128 x 3048	2630	620
64 sheet	6096 x 3048	2630	620
48 sheet	4064 x 3048	2630	620
32 sheet	2030 x 3048	2730	460
16 sheet	3048 x 1524	1810	330
12 sheet	1200 x 1800	1310	310
6 sheet		1060	200

Logo sizes - US standard sizes

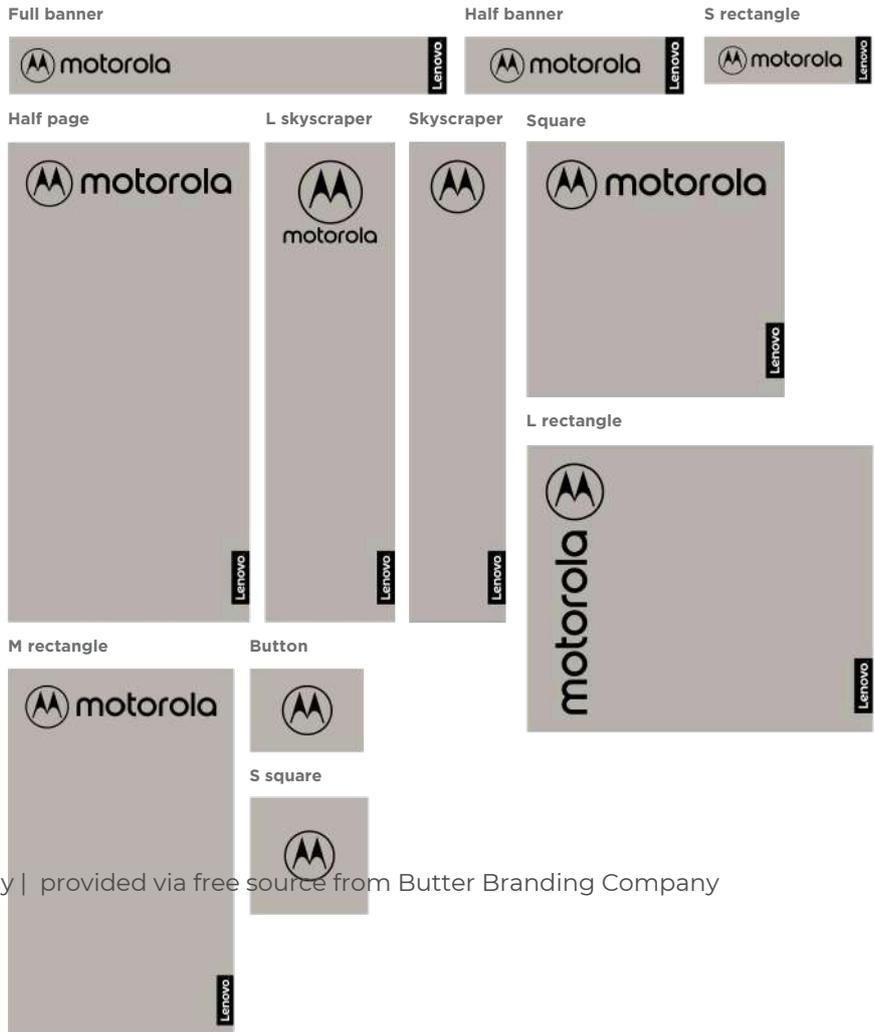
Format	Format dimensions (in)	Motorola logo width (in)	Lenovo logo height (in)
96 sheet	320 x 120	103.54	24.41
64 sheet	240 x 120	103.54	24.41
48 sheet	160 x 120	103.54	24.41
32 sheet	80 x 120	107.48	18.11
16 sheet	120 x 60	71.26	12.99
12 sheet	47 x 71	51.57	12.20
6 sheet		41.73	7.87



Digital: Large scale logo

Logo sizes

Format	Format dimensions (px)	Motorola logo width (px)	Lenovo logo height (px)
Full banner	234 x 60	160	60
Half banner	120 x 90	160	60
Button	300 x 600	54	N/A
Half page	160 x 600	255	67
L skyscraper	120 x 600	115	67
Skyscraper	250 x 250	67	67
Square	336 x 280	213	54
L rectangle	240 x 400	246	54
M rectangle	180 x 50	203	54
S rectangle	125 x 125	132	50
S square		54	N/A



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Social media: Large scale logo

Logo sizes

Format	Format dimensions (px)	Motorola logo width (px)	Lenovo logo height (px)
FB* Profile	828 x 315	131	N/A
FB* Cover	1200 x 630	262	80
FB* Image	110 x 110	549	123
I Profile	161 x 161	60	N/A
I Gallery	1080 x 1080	149	N/A
I Image	2560 x 1440	986	140
Y Cover	1280 x 760	1170	235
Y Video		670	135

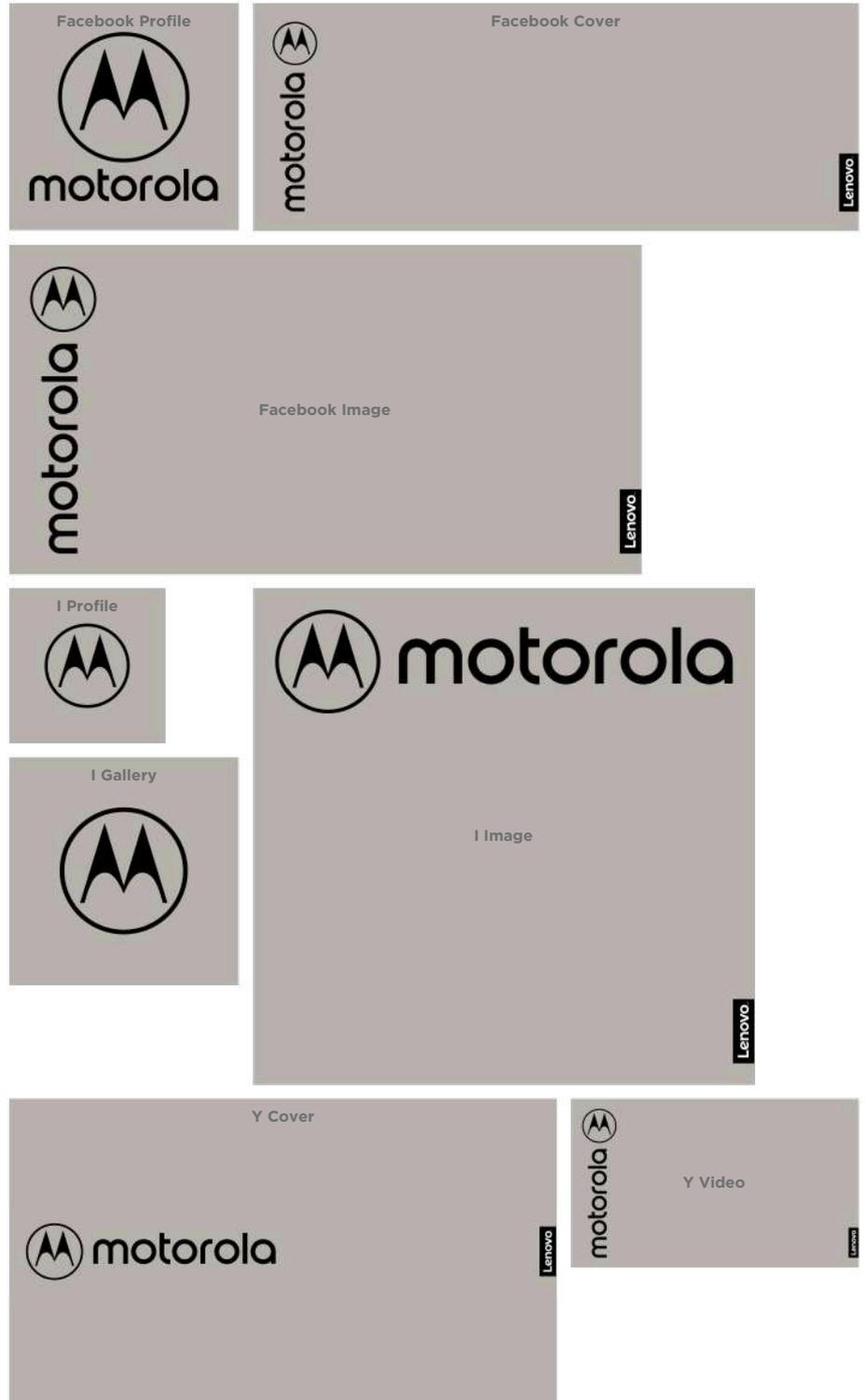
*FB = Facebook

Small size logo colors

At small sizes, ensure the Motorola logo uses a more vibrant color than the Lenovo logo. The Lenovo logo color should pick-up on a secondary color used within the photography.

Platform logo adjustments

The Motorola logo should always be visible regardless of display. Adjustments may need to be made for some platforms, e.g. YouTube requires the Motorola logo to be moved so that it is still seen on mobile displays.



Logo position

To ensure consistency across our communications, we have fixed logo positions for the Motorola and Lenovo logos.

Motorola small-scale logo

The small scale version of the Motorola logo must be positioned in the top left corner of any application. It sits against the top and left margins.

Motorola large-scale logo

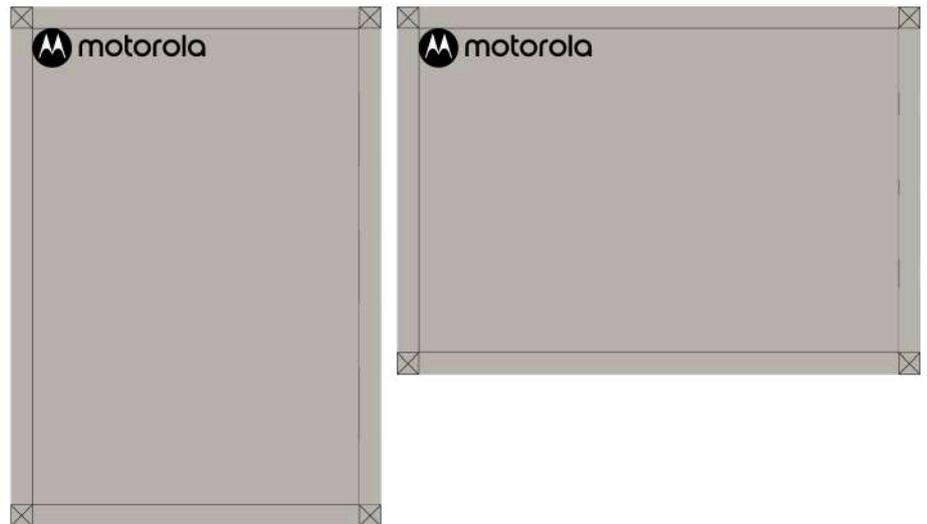
The large scale version of the Motorola logo must be positioned at the top or left of any application. It sits at the top against the top, left and right margins when the horizon version is used, or sits on the left against the left, top and bottom margins when the vertical version is used.

Lenovo logo

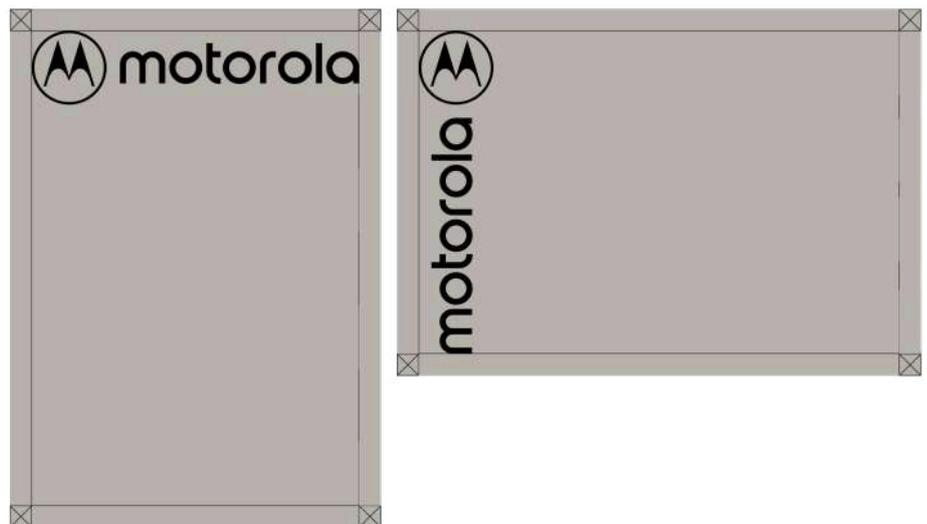
The Lenovo logo is always positioned on the right edge of any application. Always sitting within the right margin, it can be moved up or down to allow for more flexibility when developing layouts.

The Lenovo logo must not sit in the logo-free zones when space permits.

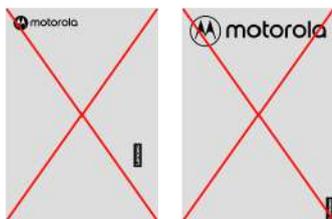
Motorola small-scale logo position



Motorola large-scale logo position



How not to position the Lenovo logo

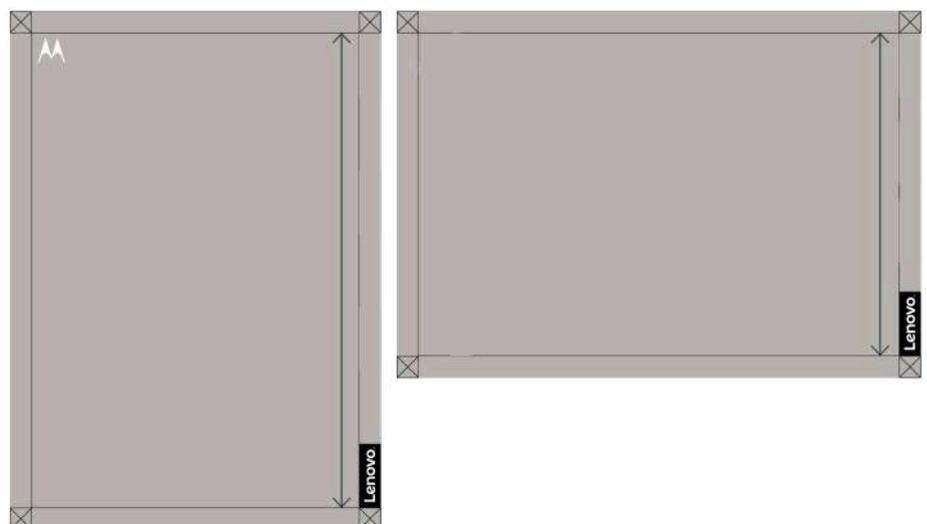


Never position the Lenovo logo at the very top or bottom of the application.



The Lenovo logo is always seen in its vertical orientation.

Lenovo logo position



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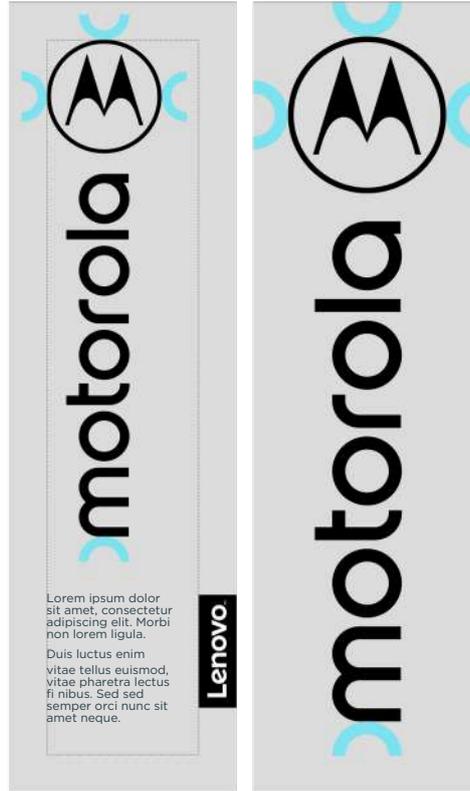
Scaling the Motorola logo on non-standard and extreme formats

When sizing the Motorola and Lenovo logos on non-standard and extreme shaped formats, use the following principles:

1. Refer to the 'Logo sizes' tables shown earlier in this section to find the nearest dimensions.
2. If there is not a close size match in the 'Logo sizes' tables, use your best judgment to scale. Round the logo sizes up or down to the nearest whole number for ease of use. Refer to the examples shown throughout these guidelines as a guide.
3. Set all four margins to the width of the Lenovo logo.

Always maintain the relative size relationships between the Motorola and Lenovo logos. This will ensure the right balance between the brands on all non-standard format applications:

Event banners



Event banners showing logos sized using best judgment and to suit the format and its purpose (i.e. strong visibility within the overall context of an event).

Skyscraper



Due to the extreme shape format, the large scale Motorola logo is sized to fit exactly on its clear space, and the Lenovo logo doesn't appear.

Small scale logosizing

The small scale Motorola logo size is determined by scaling the height of the Motorola wordmark to the width of the Lenovo logo.

Small scale logo sizing



Large scale logosizing

The large scale Motorola logo size is determined by the margin. The margins are set by the width of the Lenovo logo.

Large scale logo sizing



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Width of Lenovo logo sets all four margins

How not to size and position our logos



Always position the small scale Motorola logo in the top left corner of any application



Never place the small scale Motorola logo outside of the margins



Never use the large scale logo rule to size the small scale Motorola logo



Never lock the Motorola and Lenovo logos together



Never lock the Motorola and Lenovo logos together



Never use the small scale logo rule to size the large scale Motorola logo



Never lock the large scale Motorola logo and Lenovo logos together



Never use both Motorola logos in the same application

Typography



stylishmoto

1. headlines

Overview

Our personality comes through not just in the words we use, but also in how those words look and feel.

1. Headlines

Gotham Bold lowercase
Tracking: -40
Leading: 95% of the type size
(e.g. 100pt type on 95pt leading)

2. Sub-headers

Gotham Bold sentence case
Tracking: 0
Leading: 115% of the type size
(e.g. 10pt type on 11.5pt leading)

3. Body copy

Gotham Book sentence case,
product names in Gotham Bold
Tracking: 0
Leading: 115% of the type size
(e.g. 10pt type on 11.5pt leading)

4. Tagline

Gotham Bold sentence case
Tracking: 0
Leading: 115% of the type size
(e.g. 10pt type on 11.5pt leading)

5. Legal line

Gotham Book sentence case
Tracking: 0
Leading: 115% of the type size
(e.g. 10pt type on 11.5pt leading)

are set in
gotham bold
tightly spaced
lower case

2. Sub-headers are set in Gotham Bold sentence case.

3. Body copy is set in Gotham Book sentence case.
When **moto** is included in body copy, it should be written in lowercase in **Gotham Bold**.

4. The tagline is set in Gotham Bold sentence case.

5. The legal line is set in Gotham Book sentence case.

Type color

Type should always appear in either white or black, depending on the background color.

Color can be used to communicate key messages, or for emphasis.

Typography color

Whatever happens, your **moto z force** won't crack under the pressure with the **moto shattershield**. **Different is better**

Whatever happens, your **moto z force** won't crack under the pressure with the **moto shattershield**. **Different is better**

Examples in use



Product names

When 'moto' is used with a specific product name, it's important that it is written consistently across all communications.

'moto' should not be used as a stand-alone brand.

1. Product wordmark:

The Motorola wordmark artwork is available to download from Motorola Collective. Product name is set in Gotham Light subscript and/or underneath at half the size of the x-height.

2. Product names in headlines:

Gotham Bold
Tightly spaced lower case
Tracking: -40
Leading: 95% of the type size (e.g. 100pt type on 95pt leading)

3. Product names in body copy

and subheads:

Gotham Bold
Lowercase
Tracking: -20
Leading: 115% of the type size (e.g. 10pt type on 11.5pt leading)

For greater emphasis in body copy you can also use one other brand color.

Product names included in copy must be written on a single line where ever possible.

Please refer to legal documentation around trademarking requirement when using 'moto' product names.

1. Product wordmark

moto

x-height **moto**^{g5} _{1/2 x}
1/2x **PLUS**

motoZ

motoZ²
PLAY

motomods

Product names are created in Gotham Light. The only exception is 'motomods' where the artwork is available to download from Motorola Collective

2. Product names in headlines

moto z
moto mods
moto g5 plus
moto z2 play

3. Product names in body copy and subheads

moto zTM
moto modsTM
moto g5 plus
moto z2 play

Generation numbers should always appear in superscript

Examples of use



How not to use the product names



Never use product name in a paragraph. (please with the Emsignia see page 34 for other examples of what not to do)



hellomoto

Drawing on our history, 'hellomoto' has an important role to play in building our brand recognition.

'hellomoto' can be used in headlines or in body copy, but must never be locked up with the Emsignia. It is a branding device, not a standalone brand.

To maintain our trademark of 'hellomoto', it should always be written as one word. The only exception is where format space is limited, in which case it can be written over two lines.

Color can also be used to create visual separation.

'hellomoto' in headlines

'hellomoto' should always be written in Gotham Bold, tightly spaced at -80pts.

'hellomoto' in copy

'hellomoto' should always be written lowercase in Gotham Book

'hellomoto' can also be split when an illustration or a product/talent photography is used in between the words, this can give the impression that it is still one word, and this is the only exception permitted.

When 'hellomoto' is used as a headline, the Motorola logo should also be present. 'hellomoto' is not a substitute for the Motorola logo.



Combination words

Building on the brand recognition of 'hellomoto', the following combinations can also be used.

Adding to 'hello'

'hello' can be used in combination with other words to build emotion or focus on specific messages. 'hello' should be written in a different color for differentiation.

Adding to 'moto'

'moto' can be used in combination with other words to build emotion or focus on specific messages. 'moto' should be written in a different color for differentiation.

The words should express the brand personality of Motorola, or a particular feature of the product.



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What not to do with our typeface



Never use Gotham Book in headlines



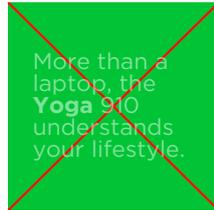
Never use typography in upper case



Typography should always be ranged left or right and never staggered



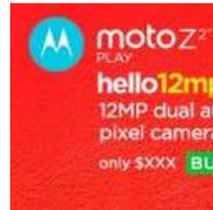
Colors must only be used as copy accent colors



Never use tints



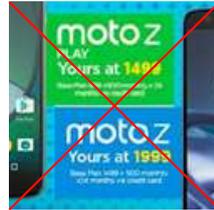
Copy must always be legible on any chosen background



Never lock the product signature to the Emsignia



Don't overcrowd or add unnecessary graphic elements



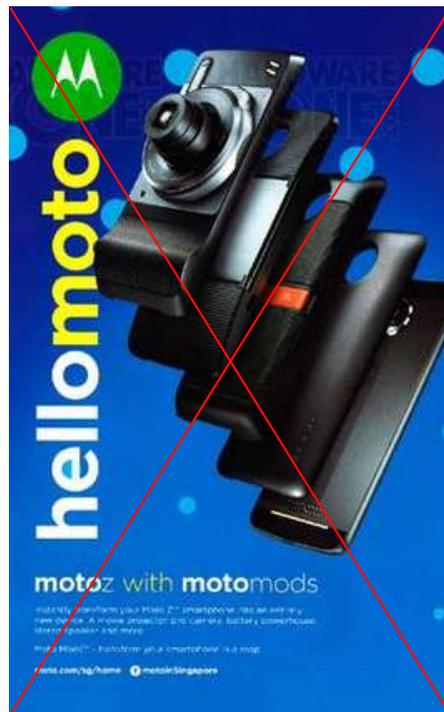
Never use containers to display product names



Never use product wordmarks in body copy



Never change point size on the same paragraph



Never lock 'hellomoto' to the Emsignia



'hellomoto' should always be spaced at -80pt tracking and never set too open



Typography should always be ranged left or right

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Color

Overview

Color plays an important role in creating our lively, bold, and unexpected look and feel.

Black and gray are used only as accent colors. We use them when we need more contrast, e.g. within typography.

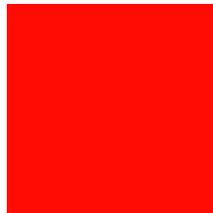
White is an important color, as it provides moments of calm for our lively color combinations to stand out.

When using color, do so with the mindset of simplicity – as too many colors together can create complexity and clutter.

Although orange and pink are key colors in the Motorola palette, there are strict rules in how these colors together can be used:

Orange must only be used with a gradient treatment when featured as the dominant color in an application e.g. as the background in a Moto Mods™ campaign.

Pink can only be used as a secondary color in any application created e.g. applied as the Emsignia color in a largely yellow layout.



LENOVO RED
 Pantone 485C
 CMYK 0.98.100.0
 RGB 235.20.10
 Web Hex #E1140A



LENOVO ORANGE
 Pantone 1505C
 CMYK 0.72.100.0
 RGB 255.106.0
 Web Hex # FF6A0 0



LENOVO YELLOW
 Pantone 108C
 CMYK 0.5.100.0
 RGB 254.230.0
 Web Hex #FEE600



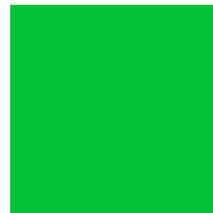
LENOVO BLUE
 Pantone 279C
 CMYK 71.37.0.0
 RGB 62.141.221
 Web Hex #3E8DDD



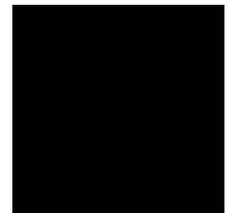
LENOVO PINK
 Pantone 7424C
 CMYK 5.90.10.0
 RGB 240.65.135
 Web Hex # F0 41 87



LENOVO CYAN
 Pantone 637C
 CMYK 61.2.7.0
 RGB 70.200.225
 Web Hex #46C8E1



LENOVO GREEN
 Pantone 360C
 CMYK 61.0.95.0
 RGB 106.195.70
 Web Hex #6AC346



LENOVO BLACK
 Pantone BlackC
 CMYK 20.0.0.100
 RGB 0.0.0
 Web Hex #000000



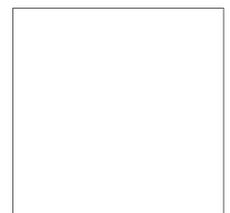
LENOVO DARK GREY
 Pantone 432C
 CMYK 80.65.55.50
 RGB 51.63.72
 Web Hex 333F48



LENOVO MEDIUM GREY
 Pantone 424C
 CMYK 57.47.48.14
 RGB 111.113.112
 Web Hex #6F7170



LENOVO LIGHT GREY
 Pantone 400C
 CMYK 23.20.25.0
 RGB 196.190.182
 Web Hex #C4BEB6



WHITE
 Pantone N/A
 CMYK 0.0.0.0
 RGB 255.255.255
 Web Hex #FFFFFF

Where you use color

Color has an important role to play on all our communications. It can be applied in a number of ways:

1. Backgrounds

Color can be used in backgrounds, using a variety of techniques.

2. Environment

Color can be used to enhance environments, to push sets from the real world into the Motorola world.

3. Objects

Color can be used on objects in environments to help communicate our brand personality.

4. Talent & wardrobe

Color can be used to bring vibrancy, energy, and attitude to our models and the clothes they wear.

Backgrounds



Environments



Objects



Talent & wardrobe



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1. Backgrounds

Backgrounds form the foundation for our imagery. From solid to gradient colors we use light and shade to create depth and contrast, allowing our imagery to stand out and get noticed.

Our bold and confident colors act as a bright canvas that showcase our products and messages, creating striking and distinctive communication.



Flat color background



Gradient background



Deep color background



Stylized background + horizon line

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2. Environment

Environments play an important role in grounding our imagery in reality. Whether found or created environments, color plays an integral role in making them uniquely Motorola.

The Motorola world is best created by using one main color, supported by a secondary color contrasted with its natural environment of cement, stone, bricks, wood, etc.

The fewer colors used, the more single minded, stylish, and focused the image becomes.



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3. Objects

Color can be used on props to add a pop of color and contrast that adds personality to our images.

Sometimes a graphic environment is found without color, but it can be transformed by adding colored objects.



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4. Talent & Wardrobe

Casting and wardrobe design are integral to our look & feel.

There should be a challenger spirit to the way Lenovo Consumer models are styled. If they were in a crowd of people, they would be the first noticed.

When selecting wardrobe for talent, think of the styling as almost a character in itself. It should have a vibrancy and life to it. Wardrobe isn't just about color, it should have the energy and attitude of Motorola. This is most closely represented in street fashion with a mix of costume design.



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What not to do with color



Never use black and white photography



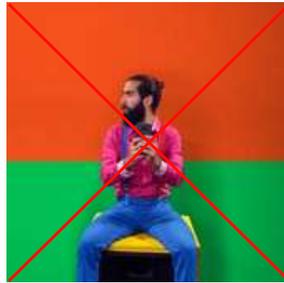
Never use black and white photography with special effects



Never use colors as duotone



Never use colors that are not from the Lenovo color palette



Never overuse the amount of colors within photography, be single minded



Never use our colors as pastels



Never use overcomplicated color backgrounds

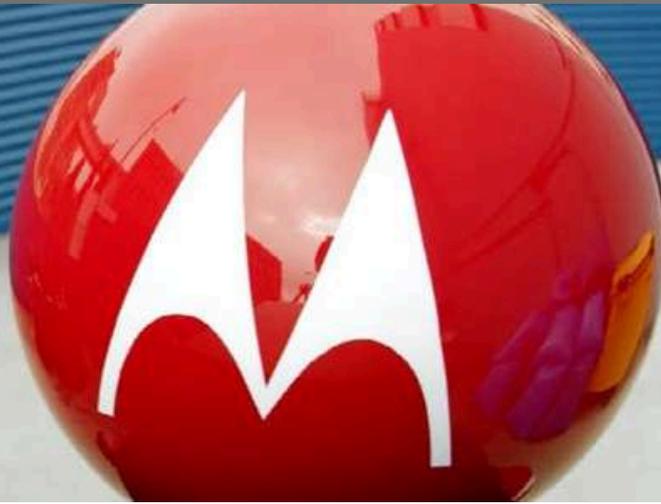


Never use different color palettes within photography



Never use clashing color palettes within photography

Imagery



Overview

We use striking imagery to help tell stories about our product features and benefits.

Our imagery is always Lively, Bold, and Unexpected, conveying a premium and stylish look & feel. Our world is young, spirited, and future-forward. Grounded in reality but always vibrant. Using color, pattern, and texture to bring our brand to life.

Our imagery should never be silly, hectic or aloof.



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How imagery is used

Our imagery can be applied in a number of ways:

1. Backgrounds

High-definition product photographs or renders.

2. Product

Flat and graduated colors are used to create depth and contrast, to help our imagery to stand out.

3. Environments

Found or created environments ground our imagery in reality.

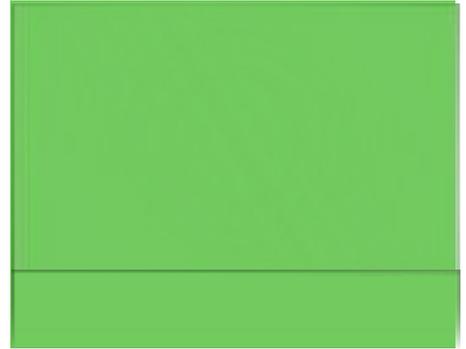
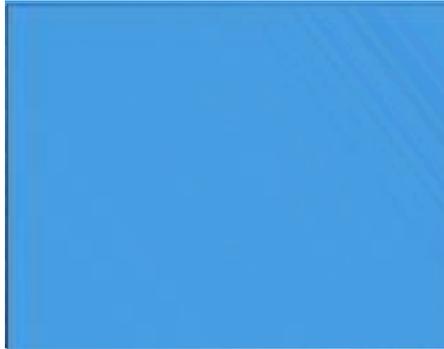
4. Objects

Objects play an important supporting role within our imagery.

5. Talent & wardrobe

Talent and wardrobe that reflects our attitude and character.

Backgrounds



Product



Environments



Objects



Talent & wardrobe



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1. Backgrounds

Backgrounds form the foundation for our imagery. From solid to gradient colors we use light and shade to create depth and contrast, allowing our imagery to stand out and get noticed.

Graphic color backgrounds
Our bold and confident colors act as a bright canvas that showcase our products and messages, creating striking and distinctive communications.

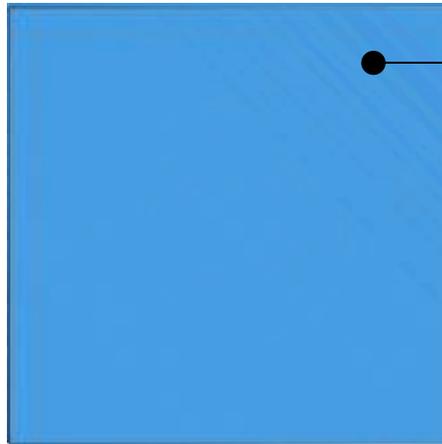
Flat color background



Gradient color background



Gradient color background

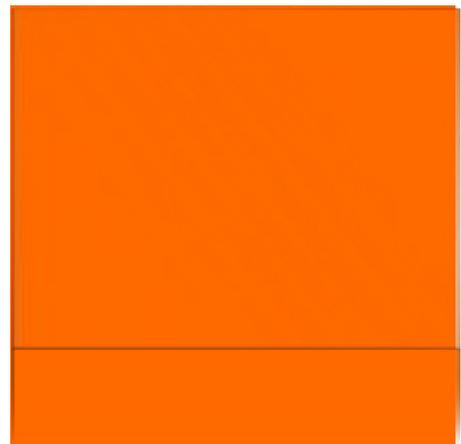


When using deep gradients, make sure that an area is true to the Motorola color.

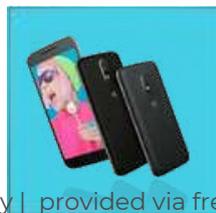
Subtle horizon



Horizon line background



Product, pattern or photography can be applied to these backgrounds.



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1. Backgrounds

Textured color backgrounds

For added dimension and interest our colors can be used as a textured background.

These textures can be part of a broader architectural environment, or simply a close cropped element of texture that fills the frame.

Metal shutters



Painted wall



Painted concrete



Stained wood



Coloured plaster



Coloured texture in architecture



Texture can be used to enhance our color backgrounds within photography.



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2. Product

Products should always be photographed or rendered in high definition.

These images can be shot flat-on, angled or as detail shots. Product shots can also be displayed in stacked arrangements to demonstrate range diversity or product features and benefits.

Lighting should encourage shadows, highlights and shading to give a natural depth to the shot, but shouldn't be too dramatic.

Images should have a natural tone: avoid harsh or flash lighting. Colors should look real, never fake.

Screenfills should either feature an appropriate Motorola image or illustration, or, if required, specific partner imagery.



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3. Environments

Environments play an important role in grounding our imagery in reality.

Found environments

Sets should be built in uncluttered real locations. The architecture and design of the space should reflect the visual identity, through shape, pattern and texture

The use of our color palette on objects or surfaces turn standard sets into Motorola unique sets.

Created environments

Sometimes creating environments within a space or studios unavoidable.

Use texture, shadow and color to emulate a real environment. The addition of objects can also help ground the environment.

A clean, seamless space should be avoided.



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4. Objects

Objects play an important supporting role within our imagery.

These elements can be used as visual metaphors and tools that give context to the product and story. Relatable and unexpected, but never silly or weird, these elements should push the line of everyday.

Use our color palette to make them truly Motorola.

Sometimes a graphic environment is found without color, but it can be transformed by adding colored objects.



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5. Talent & wardrobe

Casting and wardrobe are integral to creating unique Motorola imagery.

The Motorola world is young, fresh and future-forward. Our talent should have attitude and character that reflects this.

Talent

Our talent should be styled but never polished. It should be clear that they, and the environment they're in, are from a real place.

Character and personality can be communicated through actions as much as style. Poses and expressions should be lively, energetic and bold.

When using talent for creative content, ensure imagery is never overly staged or treated.

Wardrobe

There is a challenger spirit to the way our models are styled. If they were in a crowd of people, they would be the first noticed.

When selecting wardrobe for talent, think of the styling as almost a character in itself. It should have a vibrancy and life to it.

Pattern can also help contribute to the energy and attitude. Motorola's style is most closely represented in street fashion with a mix of costume design.



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What not to do with imagery



Never use awkward angles that don't communicate product features or benefits



Never apply other creative elements on top of products (pattern, color block, illustration)



Never use colors in backgrounds which aren't from our color palette



Always use colors from the Motorola palette



Never use cluttered interior or exterior environments



Always use interesting and engaging surfaces when using texture in photography



Never use models that don't reflect our attitude



Never use wardrobe which doesn't reflect our style and brand personality



Don't over-complicate pattern, textures and color of backgrounds



Do not use B&W imagery



Do not use overly styled talent or too many color combinations - be single minded



Do not overly pose talent



Do not apply other color effects to imagery style art direction



Do not use overly exaggerated expressions



Do not use talent that is overly stylized and forced expressions

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Pattern



Overview

Patterns add depth, energy and movement to our communications. They help us to create a distinctive look and feel that helps us stand out from the crowd.

Patterns can be applied in a variety of ways - from big and bold, to subtle and sophisticated. They can be used as metaphoric elements to help communicate product features or benefits, or purely to create bold and simple backdrops for our communications.

Pattern can also appear in photography, through pattern in wardrobe and within the environments our products are placed in.



How not to use the patterns



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Avoid patterns that look unsophisticated and childish (please see page 56 for other examples)

How pattern is used

Pattern has an important role to play throughout our communications. It can be applied in a number of ways:

1. Backgrounds

Illustrative patterns that communicate product features and benefits.

2. Environment

Patterns that bring energy and tone to sets when combined with surfaces or objects.

3. Wardrobe

Patterns that add vibrancy and attitude to model outfits.

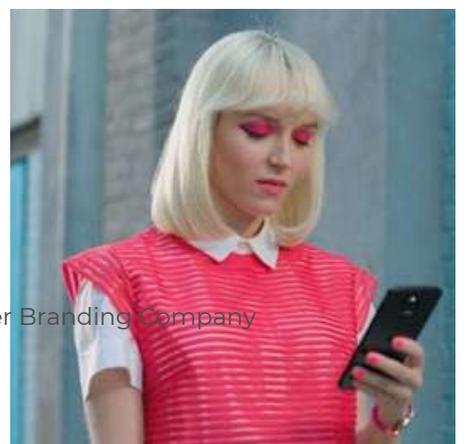
Backgrounds



Environment



Wardrobe



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1. Background

Patterns can be used to help us to tell stories.

Applied simply and boldly, pattern can communicate different product features and benefits, or illustrate key messages.



These examples demonstrate different approaches to pattern around the concept of sound.

Bold patterns

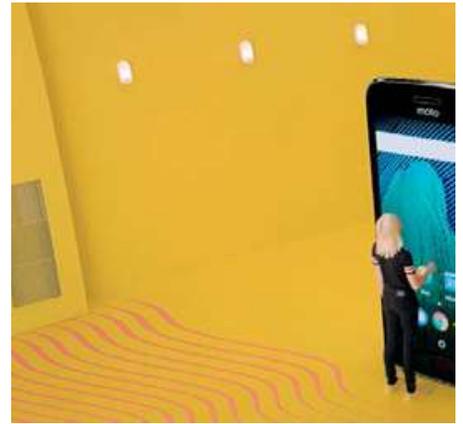


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2. Environment

Pattern treatments can be extremely flexible. They can be applied to environments as shown in these examples - either within the construct of the set, or as animation within the environment content.

Pattern can be added to either found or created environment, making them uniquely Motorola.



3. Wardrobe

There is a challenger spirit to the way our models are styled. If they were in a crowd of people, they would be the first noticed.

When selecting wardrobe for talent, think of the styling as almost a character in itself. It should have a vibrancy and life to it.

Pattern can also help contribute to the energy and attitude. The Motorola's style is most closely represented in street fashion with a mix of costume design.



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What not to do with patterns



Never create a shape for the Motorola logo to sit in



Never overuse pattern across backgrounds and talent



Never use pattern where the main communications becomes illegible



Never use patterns in a random way that has no relevance to the piece of communication



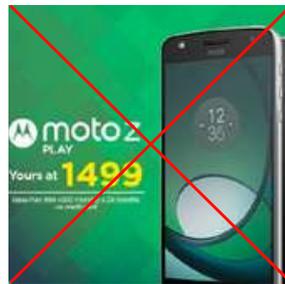
Never use pattern where it fights with our logos or product



Never create new brand elements



Never use overly complicated patterns within illustration



Never use color combinations that appear off brand



Never use patterns that are stylistically distant from our visual identity direction



Never use shapes around typography to accommodate pattern



Never use strong pattern behind copy



Never use descriptive illustration that appears as pattern

Illustration



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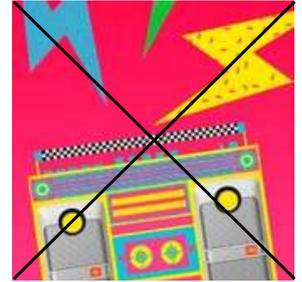
What not to do with illustration



Never use badly drawn, overly complex hands



Never use clip art icons



Never use overly complex color combinations



Never use illustration styles as screenfills



Never use overly complex illustrations that clash with product and background



Never use mixed styles of illustration



Never use complex storytelling illustration



Never add illustration to the Emsignia



Never use unsophisticated illustration styles

Legal

1) Moto brand elements must be the dominant branding. Moto brand elements include MOTOROLA, MOTO, (M), and Moto codes (i.e. Moto combined with another word, such as MOTOLOVE). When using the Lenovo brand, including the container logo, it must be substantially less dominant than the Moto brand elements, and separate from the Moto brand elements.

2) The appropriate Legal Entity Statement must be included.

a. For materials featuring Motorola products, use “Designed and manufactured by/for Motorola Mobility LLC, a subsidiary of Lenovo” (for materials featuring both Motorola and non-Motorola products, add “Motorola branded phones are” to the beginning).

b. For materials featuring the Motorola brand elements (Motorola, (M) or MOTO) and the Lenovo brand, but not Motorola products, use “Motorola Mobility LLC, a Lenovo Company” or “Motorola Mobility LLC is a subsidiary of Lenovo.”

3) Placement of Legal Entity Statement:

a. TV Commercials—The Legal Entity Statement should be used prominently in close proximity to the Motorola/Lenovo logos, or at the end of the commercial.

b. For Packaging—The Legal Entity Statement should be used prominently on the back of the box. Additionally, the (M), Motorola and Moto brand elements, as well as the name of the product (e.g. MOTO Z) must appear separately on the packaging.

c. For internet sites, the following statement should be placed prominently on the site: “Moto branded products are designed and manufactured by or for Motorola Mobility LLC, a wholly owned subsidiary of Lenovo”.

d. For all other advertising materials that typically contain legal copy (e.g. a print ad) Legal Entity Statement can be incorporated at the end of the trademark statement, as a separate sentence.

To ensure our legal line is always legible, it should never be reproduced in font size smaller than 4pt.

The clear space for the legal line from each artwork border is measured by using the width of the ‘M’.

The color of the legal line should be either white or black. Ensure that there is enough contrast between the legal line and background.

Minimum size



Clear space



Color



Co-branding

Third-party content should always be placed in the top right, bottom left, or as a strip at the bottom of the communication.



Third-party information should not mimic the Motorola style.



Incorrect use



Correct use

Brand team

For further information regarding using the Motorola toolkit please contact the brand team.

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