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.
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 reimagined 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.
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.
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.
Logos and Emsignia

Lenovo Logo

Product wordmark

Iconography

Typography

“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
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.
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.
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.
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.

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

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

**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...).
How we use our logo formats examples

Small-scale logo

Large-scale logo

Don't use the outline Emsignia logo version small as legibility becomes an issue

Don't

Don't use the solid Emsignia logo version large as it becomes too heavy in relationship to the wordmark

Stacked logo

Example of TVC end frame
Logo versions

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

**Flat color logo**
The flat color 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.
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 shorten the Wordmark
- Never use ‘hellomoto’ or other headlines locked up with the 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
5. Physical Emsignia Used in physical space only

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

Old
The M is smaller inside the circle

Current
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.
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.
What not to do with our Emsigna

- Never use yellow a Solid color Emsignia
- The ‘M’ in Solid color Emsignia should always be white
- Never use the Emsignia as a see through, apart from in 3D applications
- Never alter the proportions between the Emsignia and the circle

- The ‘M’ should never be worked into the background of an Emsignia
- The ‘M’ in the Infill Emsignia should always be white
- Always ensure there is enough contrast between the background and the Emsignia
- Always ensure both the ‘M’ and the circle are in the same color

- Never change the proportions of the Emsignia
- Always ensure the Emsignia 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 Emsignia as a logo in campaigns and events
- Never add elements to the Emsignia which compromise its legibility
- Never add elements to the Emsignia which can be misinterpreted

- Never lock up headlines to the Emsignia
- Never use a different color Emsignia in the same communication

- Never lock up the Emsignia with ‘moto’. For exceptions contact the Brand Team
- The Emsignia should not be cropped in irregular shapes
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
The Lenovo logo should never be reproduced in a width smaller than 15 mm (6 in).

Digital application
The Lenovo logo should never be reproduced in a width smaller than 100px 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.

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.
Logo position in moving media

**Digital use**
The Lenovo logo must be tabbed to the right hand side of the layout.

**TVC use**
The Lenovo logo must be tabbed to the right hand side of the layout, aligned with the edge of the minimum visible area of the screen.
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 EmSingia.
- 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 placed on the right hand side.
- 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

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.
### EU standard sizes: Small scale logo

#### Logo sizes

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<tr>
<th>Format</th>
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<th>Lenovo logo height (in)</th>
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- EU standard sizes: Small scale logo

### US standard sizes: Small scale logo

#### Logo sizes

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### Logo sizes – EU standard sizes

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### Logo sizes – US standard sizes

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### Digital: Small scale logo

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Social media: Small scale logo

### Logo sizes

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*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.
EU standard sizes: Large scale logo

Logo sizes

<table>
<thead>
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US standard sizes: Large scale logo

Logo sizes

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<th>Format dimensions (in)</th>
<th>Motorola logo width (in)</th>
<th>Lenovo logo height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half letter</td>
<td>5.5 x 8.5</td>
<td>4.92</td>
<td>0.87</td>
</tr>
<tr>
<td>Letter</td>
<td>8.5 x 11</td>
<td>7.64</td>
<td>1.26</td>
</tr>
<tr>
<td>Junior Legal</td>
<td>5 x 8</td>
<td>4.41</td>
<td>0.87</td>
</tr>
<tr>
<td>Legal</td>
<td>8.5 x 14</td>
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<td>1.50</td>
</tr>
<tr>
<td>Tabloid</td>
<td>11 x 17</td>
<td>9.72</td>
<td>1.85</td>
</tr>
<tr>
<td>A</td>
<td>8.5 x 11</td>
<td>7.64</td>
<td>1.26</td>
</tr>
<tr>
<td>B</td>
<td>11 x 17</td>
<td>9.72</td>
<td>1.85</td>
</tr>
<tr>
<td>C</td>
<td>17 x 22</td>
<td>15.12</td>
<td>2.80</td>
</tr>
<tr>
<td>D</td>
<td>22 x 34</td>
<td>19.29</td>
<td>4.05</td>
</tr>
<tr>
<td>E</td>
<td>34 x 44</td>
<td>30.27</td>
<td>5.59</td>
</tr>
</tbody>
</table>
### Logo sizes – EU standard sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Format dimensions</th>
<th>Motorola logo width (mm)</th>
<th>Lenovo logo height (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 sheet</td>
<td>12192 x 3048</td>
<td>2630</td>
<td>620</td>
</tr>
<tr>
<td>64 sheet</td>
<td>8128 x 3048</td>
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<td>620</td>
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<tr>
<td>48 sheet</td>
<td>6096 x 3048</td>
<td>2630</td>
<td>620</td>
</tr>
<tr>
<td>32 sheet</td>
<td>4064 x 3048</td>
<td>2750</td>
<td>460</td>
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<tr>
<td>16 sheet</td>
<td>2030 x 3048</td>
<td>1810</td>
<td>330</td>
</tr>
<tr>
<td>12 sheet</td>
<td>3048 x 1524</td>
<td>1310</td>
<td>510</td>
</tr>
<tr>
<td>6 sheet</td>
<td>1200 x 1800</td>
<td>1060</td>
<td>200</td>
</tr>
</tbody>
</table>

### Logo sizes – US standard sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Format dimensions</th>
<th>Motorola logo width (in)</th>
<th>Lenovo logo height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>96 sheet</td>
<td>480 x 120</td>
<td>103.54</td>
<td>24.41</td>
</tr>
<tr>
<td>64 sheet</td>
<td>320 x 120</td>
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<td>24.41</td>
</tr>
<tr>
<td>48 sheet</td>
<td>240 x 120</td>
<td>103.54</td>
<td>24.41</td>
</tr>
<tr>
<td>32 sheet</td>
<td>160 x 120</td>
<td>107.48</td>
<td>18.11</td>
</tr>
<tr>
<td>16 sheet</td>
<td>80 x 120</td>
<td>71.26</td>
<td>12.99</td>
</tr>
<tr>
<td>12 sheet</td>
<td>120 x 60</td>
<td>51.57</td>
<td>12.20</td>
</tr>
<tr>
<td>6 sheet</td>
<td>47 x 71</td>
<td>41.73</td>
<td>7.87</td>
</tr>
</tbody>
</table>

### Digital: Large scale logo

<table>
<thead>
<tr>
<th>Format</th>
<th>Format dimensions</th>
<th>Motorola logo width (px)</th>
<th>Lenovo logo height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full banner</td>
<td>468 x 60</td>
<td>160</td>
<td>60</td>
</tr>
<tr>
<td>Half banner</td>
<td>234 x 60</td>
<td>160</td>
<td>60</td>
</tr>
<tr>
<td>Button</td>
<td>120 x 90</td>
<td>54</td>
<td>N/A</td>
</tr>
<tr>
<td>Half page</td>
<td>300 x 600</td>
<td>255</td>
<td>67</td>
</tr>
<tr>
<td>L skyscraper</td>
<td>160 x 600</td>
<td>115</td>
<td>67</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600</td>
<td>67</td>
<td>67</td>
</tr>
<tr>
<td>Square</td>
<td>250 x 250</td>
<td>213</td>
<td>54</td>
</tr>
<tr>
<td>L rectangle</td>
<td>336 x 280</td>
<td>246</td>
<td>54</td>
</tr>
<tr>
<td>M rectangle</td>
<td>240 x 400</td>
<td>203</td>
<td>54</td>
</tr>
<tr>
<td>S rectangle</td>
<td>180 x 50</td>
<td>132</td>
<td>50</td>
</tr>
<tr>
<td>S square</td>
<td>125 x 125</td>
<td>54</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Social media: Large scale logo

Logo sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Format dimensions (px)</th>
<th>Motorola logo width (px)</th>
<th>Lenovo logo height (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FB Profile</td>
<td>180 x 180</td>
<td>131</td>
<td>N/A</td>
</tr>
<tr>
<td>FB Cover</td>
<td>828 x 315</td>
<td>262</td>
<td>80</td>
</tr>
<tr>
<td>FB Image</td>
<td>1200 x 650</td>
<td>549</td>
<td>123</td>
</tr>
<tr>
<td>I Profile</td>
<td>110 x 110</td>
<td>60</td>
<td>N/A</td>
</tr>
<tr>
<td>I Gallery</td>
<td>161 x 161</td>
<td>149</td>
<td>N/A</td>
</tr>
<tr>
<td>I Image</td>
<td>1080 x 1080</td>
<td>986</td>
<td>140</td>
</tr>
<tr>
<td>Y Cover</td>
<td>2560 x 1440</td>
<td>1170</td>
<td>235</td>
</tr>
<tr>
<td>Y Video</td>
<td>1280 x 760</td>
<td>670</td>
<td>135</td>
</tr>
</tbody>
</table>

*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.

---

**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.
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 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).

**Small scale logo sizing**

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

**Large scale logo sizing**

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

The large scale Motorola logo is scaled across the full width or height of the page from margin to margin, depending on which large scale logo version is used (horizontal or vertical).

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).

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.
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 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.
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 lower case
   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)

1. Headlines 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.

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: -60
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.

Examples of use

How not to use the product names

Never use product wordmarks in a paragraph. (please 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 Emisignia. 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.
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

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

Never lock 'hello moto' to the Emsignia

Typography should always be ranged left or right and never staggered
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 Emblemsia color in a largely yellow layout.
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.
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.
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.
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.
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.
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
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.
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.
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.

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

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

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

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