

# Guide to Motorola Logo Usage For Retail Advertising

Motorola is one of the most recognized brand names in the world. The Motorola logo is perhaps the most important tool for maintaining and strengthening the Motorola brand. It is a top priority at Motorola to work continuously to strengthen its brand equity and present its logos consistently and correctly – in the right typography and colors.

We would like to help you make sure Motorola guidelines are being followed and ensure coop reimbursement for your Motorola advertising.

- Please read the next 5 slides with the Motorola guidelines for printed catalog and flyer ads.
- Use only original Motorola artwork as contained herein. Please delete any non-approved logos in your files. Logos that include the modifier “Business Two-way Radios” or “Business Walkie-Talkies” are no longer approved for use. Authorized Motorola logos are available from us or downloadable in jpg and eps formats at [www.acsspirit.com/logos.htm](http://www.acsspirit.com/logos.htm)
- To assist you with compliance, we highly recommend forwarding a PDF of your page(s) for review before the page is finalized. Please email the PDF to both your ACS Sales Rep and ACS graphics dept at [motorola@acsspirit.com](mailto:motorola@acsspirit.com). You may also fax the page to the ACS Graphics Dept at 800-939-5391 or your Sales Rep. We will review and advise if the advertising meets Motorola guidelines.
- If printed pages do not meet Motorola logo guidelines, they will be ineligible for coop reimbursement.

**For more information, please call ACS at 800-248-5391, or email [motorola@acsspirit.com](mailto:motorola@acsspirit.com)**

# Motorola Logo/Signature Guidelines

**\* These are the only logos that may be used \***

**Please delete all other Motorola logos in your system**

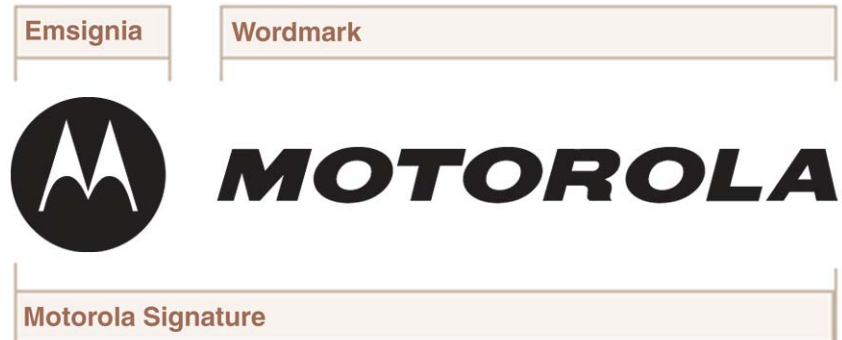
The Motorola logo/signature consists of the custom-designed wordmark and emsignia. No other font may be used. The Emsignia must be in proportion to the Wordmark as shown.

There are two configurations of the Motorola logo/signature: horizontal and vertical.

The horizontal configuration is preferred in all applications.

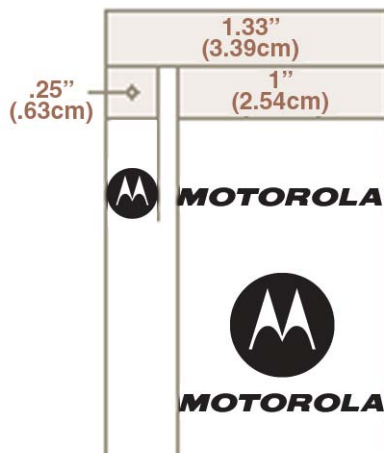
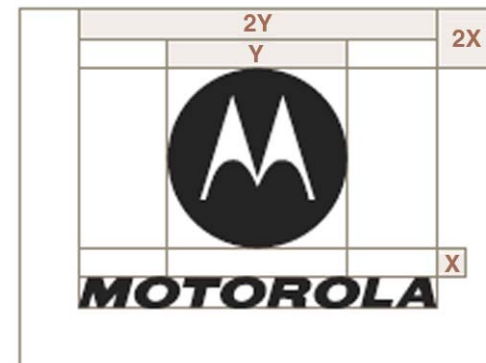
Where space dictates, a vertical configuration may be used.

IMPORTANT: Logos that include the modifier “Business Two-way Radios” or “Business Walkie-Talkies” are not approved for use



# Motorola Logo/Signature Specifications

When possible, a clear space of at least 2X is to be maintained on all four sides of the Motorola logo/signature in both configurations, kept free of other graphic elements or type to ensure readability.



## Y Measurement

As a unit of measurement, the designation "Y" equals the width of the emsignia.



## X Measurement

As a unit of measurement, the designation "X" equals the height of the "M" in MOTOROLA.



# Motorola Logo/Signature Usage For Retail Advertising

For retail advertising, the Motorola logo/signature may be displayed only when used in close proximity to a photograph or illustration of a Motorola product. Examples as illustrated to the right.

The Motorola logo/signature cannot be used in a sentence or in a headline. However, a reference to Motorola may be used as long as it appears in the same type font as the other text in the sentence or headline.

The Motorola logo/signature must never be larger than the reseller's logo

**Stay connected with your workers!**

**MOTOROLA**

**Motorola CLS 1110**

- 1 Watt transmit power
- 1 and 4 Channel models
- 56 Built-in user changeable UHF
- Interference eliminator with 121 codes
- LCD display with battery meter
- Audio accessory jack
- Voice activated transmit
- Cloning capable
- Call Alert button with 3 selectable tones
- VibraCall®

**Motorola XU1100**

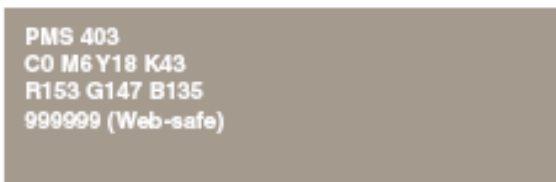
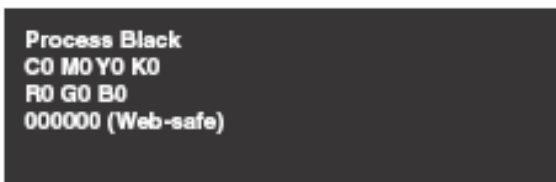
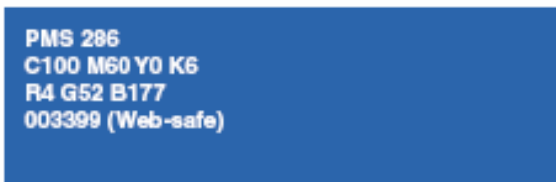
- 1 and 2 Watt models
- 1 and 6 Channel models
- 56 Built-in user changeable UHF
- Interference eliminator with 121 codes
- LCD display with battery meter
- Audio accessory jack
- Voice activated transmit
- Alkaline battery compatible
- Cloning capable
- Voice Scramble for added security
- Channel scan

**YOUR BEST SOURCE SUPPLY** 2345 Countyline Road Atlanta, GA

# Colors

The colors shown represent the Motorola color palette for the Motorola logo/signature. These are the only colors to be used for reproduction of the Motorola logo/signature.

These logos are available for download at:  
[www.acsspirit.com/logos.htm](http://www.acsspirit.com/logos.htm)



# Backgrounds – Textures, Colors & Photography

The Motorola brand marks may be placed over any background color or image.

On a light background, the Motorola logo signature is positive, with the stylized “M” of the emsignia transparent to show the color of the background.

On dark backgrounds, the Motorola logo signature is negative (white), with the stylized “M” transparent to show the color of the background.

The Motorola brand marks and background color must be selected to maximize readability.

The background must not be visually “busy” in the area behind the Motorola brand marks.

**Examples of acceptable contrast of Motorola brand marks.**



**Logo color provides insufficient contrast.**



**Background is visually busy.**

