



Motorola Solutions Guidelines Preview

Introduction

The things we care about most start with safety.
Our families and communities. Our jobs and businesses.
Our very way of life.

It's the precondition that progress hinges on. Because we're at our best when we feel safe. It lets us think and imagine, build and create, free from worry and danger. With it, we plan farther ahead and explore further out. Trust and cooperation grow. New opportunities emerge. And more of the potential in all of us is brought to life.

That's the power of safer. At Motorola Solutions we use our ingenuity to solve the crucial challenges that make everywhere safer. We build technology that connects businesses and public safety agencies — from Critical Communications devices and networks, to AI-enabled Video Security systems, to unified Command Centers.

With our solutions people can collaborate in more powerful ways. Information flows where it's needed. Performance improves. Lives are protected. And safety becomes more than momentary. It becomes the constant that a better world — with safer schools, safer hospitals, safer businesses, safer communities, safer everywhere — is built on.

**Motorola Solutions is
solving for safer.**



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Access & Support

This document outlines a preview of the Motorola Solutions brand guidelines – detailed guidelines and additional resources are in development. Brand training will also be available on this design system for employees and design agencies in January 2024.

Access for Motorolans

All linked resources in this document are hosted on Google Drive and available for Motorola Solutions employees to view.

Partners & Agencies

Partners, agencies and contractors without Motorola Solutions email addresses will need to request access and a member of the Global Design team will review and approve your request at our earliest convenience.

Please send a detailed note with your project requirements to ensure timely access is provided.

Questions?

Please contact the Global Design team with any questions you have about the preview guidelines outlined in this document. Our primary contact for questions is Corinne Kempen, Design Operations Lead, at corinne.kempen@motorolasolutions.com.

Color

Motorola Solutions uses eight core brand colors and a collection of complementary tints and shades.

Color Palette

Our eight core color Pantones have stayed consistent, in alignment with our logo license agreement, but please note slight adjustments to other color formulas to brighten and modernize our palette. Colors appear different on screen vs. printed — we have completed print testing for our CMYK colors so as long as you ensure you're using CMYK for print, your final color results will be on-brand.

30% Tint	70% Tint	Core Colors	30% Shade
R:166 G:209 B:255 Hex #a6d1ff C:36 M:9 Y:0 K:0	R:54 G:148 B:237 Hex #3694ed C:70 M:25 Y:0 K:0	R:0 G:94 B:184 Hex #005fbe C:99 M:50 Y:0 K:0 Pantone 300	R:0 G:64 B:133 Hex #004085 C:100 M:55 Y:7 K:30
R:168 G:232 B:255 Hex #a8e8ff C:32 M:0 Y:0 K:0	R:0 G:202 B:255 Hex #00caff C:59 M:2 Y:0 K:0	R:0 G:163 B:224 Hex #00a5e5 C:86 M:8 Y:0 K:0 Pantone 299	R:0 G:117 B:162 Hex #0075a2 C:98 M:20 Y:12 K:30
R:214 G:219 B:153 Hex #d6db99 C:12 M:0 Y:42 K:16	R:160 G:166 B:52 Hex #a0a634 C:26 M:4 Y:83 K:38	R:109 G:113 B:46 Hex #6b711e C:34 M:12 Y:91 K:54 Pantone 5757	R:77 G:81 B:0 Hex #4d5100 C:46 M:26 Y:100 K:65
R:237 G:245 B:130 Hex #edf582 C:8 M:0 Y:31 K:0	R:207 G:217 B:0 Hex #cfd900 C:18 M:0 Y:73 K:0	R:183 G:191 B:16 Hex #b6bf00 C:26 M:1 Y:100 K:10 Pantone 583	R:126 G:135 B:0 Hex #7e8700 C:40 M:20 Y:100 K:30
R:255 G:219 B:181 Hex #ffd9b5 C:0 M:15 Y:30 K:0	R:255 G:162 B:53 Hex #ffa235 C:0 M:44 Y:70 K:0	R:255 G:130 B:0 Hex #ff8200 C:0 M:60 Y:100 K:0 Pantone 151	R:190 G:86 B:0 Hex #be5600 C:15 M:75 Y:100 K:10
R:255 G:185 B:191 Hex #ffb9bf C:0 M:32 Y:14 K:0	R:255 G:83 B:102 Hex #ff5366 C:0 M:76 Y:47 K:0	R:203 G:51 B:59 Hex #cb333b C:2 M:97 Y:85 K:7 Pantone 1797	R:173 G:23 B:31 Hex #ad171f C:3 M:98 Y:86 K:30
R:208 G:194 B:255 Hex #d0c2ff C:25 M:30 Y:0 K:0	R:118 G:95 B:197 Hex #765fc5 C:70 M:75 Y:0 K:0	R:36 G:19 B:95 Hex #37207c C:94 M:100 Y:0 K:22 Pantone 273	R:31 G:8 B:90 Hex #1f085a C:98 M:100 Y:20 K:38
R:232 G:215 B:211 Hex #e8d7d3 C:10 M:22 Y:20 K:0	R:166 G:127 B:121 Hex #a67f79 C:8 M:43 Y:36 K:30	R:109 G:79 B:71 Hex #734c45 C:21 M:56 Y:49 K:60 Pantone 7518	R:89 G:51 B:44 Hex #59332c C:54 M:66 Y:66 K:53

Greyscale

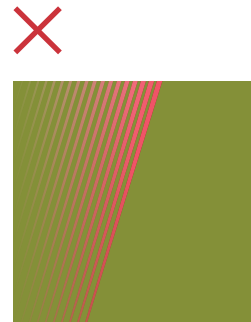
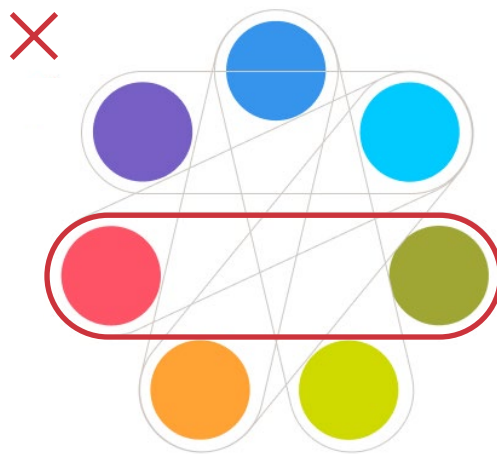
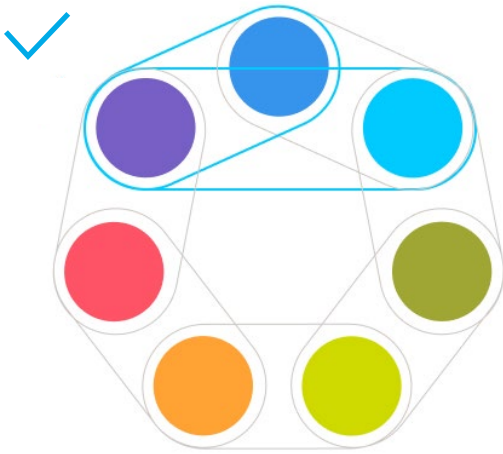
Our greyscale color palette has been updated to have a warmer cast.



C:0 M:5 Y:8 K:10 Hex #e7e1dc	10% Grey
C:0 M:5 Y:8 K:20 Hex #e7e1dc	20% Grey
C:0 M:5 Y:8 K:30 Hex #cec8c3	30% Grey
C:0 M:5 Y:8 K:40 Hex #b4aea9	40% Grey
C:0 M:5 Y:8 K:50 Hex #9b9590	50% Grey
C:0 M:5 Y:8 K:60 Hex #78726d	60% Grey
C:0 M:5 Y:8 K:70 Hex #67625d	70% Grey
C:0 M:5 Y:8 K:80 Hex #352f2a	80% Grey
C:0 M:5 Y:8 K:90 Hex #1a1510	90% Grey
C:0 M:5 Y:8 K:100 Hex #000000	Black

Pairing Core Colors

Any two analogous colors in our core color wheel (including tints and shades) can be paired in design. Opposing colors should not be paired. For extra vibrancy, see the other approved color pairings on the next page.



Pairing Tints & Shades

The color pairings below are specially permitted for use in side-by-side layouts or pattern overlays. Please note, they do not follow the primary rules for color pairings but they are permissible. No other special color pairings are permitted.



Logo

The Motorola Solutions Signature is made up of the Emsignia and the wordmark “Motorola Solutions”. Together they make up one of the most recognizable brands in the world.



Use the Motorola Solutions Signature:

- When referring to us as a legal business entity
- In all internal and external communications, marketing materials and collateral
- For all communication to Channel Partners and all Channel Partner marketing materials
- For all product naming
- In trade show branding and booth attire
- In all facility branding and building signage

Correct Logo Use

Configurations

The horizontal logo is the preferred configuration. The secondary, vertical configuration for the logo should only be used when the horizontal logo does not fit within a design layout or graphic.



Motorola Solution logo files are available for download in vector and raster formats (AI, JPEG and PNG) in our 8 core color options plus black and white.

Safe Space

Maintain a clear area equal to the height of the Emsignia on all four sides of the horizontal and vertical Motorola Solutions Signatures. Do not create relationships with other logos or graphic elements that can be interpreted as a lockup.



Minimum clear space of 1/3 of the height of the Emsignia

Sizing

Always retain the ratio proportions between the Emsignia and wordmark when resizing. To ensure the Motorola Solutions logo maintains its visual impact, use the minimum sizes below.



0.6 inches / 180 pixels wide



0.2 inches / 60 pixels tall

Correct Logo Use

Never Use the Emsignia Only

The Emsignia may only be used as an individual logo graphic if the full Motorola Solutions Signature is also present and precedes it in the design. For example, the Emsignia can be placed in the footer of a multi-page document if the Motorola Solutions Signature is used on the cover page.

Do Not Create Logo or Emsignia Lockups

Our logo license agreement is clear that no lockups can be created by combining the Motorola Solutions Signature logo or the Emsignia with other graphics or text.

The only brand-approved exceptions to this rule are the Motorola Solutions Foundation logo (which was intentionally designed as an extension to the Motorola Solutions brand) and for instances such as software applications or website uses with very limited space.



**MOTOROLA SOLUTIONS
FOUNDATION**



CommandCentral



**MOTOROLA SOLUTIONS
SALES ROADSHOW**



**SALES
ROADSHOW**

Maintain One Consistent Brand

Our brand policy no longer includes unique logos, identifiers or style guides for products, product portfolios or long-term programs/initiatives.

This serves to strengthen the Motorola Solutions brand presence and support our goal of marketing and selling a cohesive technology ecosystem rather than a collection of sub-brands.

Important events and short-term campaigns may still use creative styles and fresh interpretations of our brand elements, but identifier creation must be very limited and intentional. Whenever possible, try to build a narrative with our approved fonts and visual elements instead of relying on an identifier.

Logo Contrast

Contrast is the predominant factor for choosing which version of our logo (white, black or brand color) to use. Select the logo that provides the greatest contrast and legibility for any given context.



Logo on neutral colors should have a colored Emsignia with black or white text



Logo on vibrant colors should be black or white—whichever provides more contrast



The Emsignia should always be filled with a solid color



Logo on imagery should be white with a colored Emsignia

Logo Contrast

Contrast is the predominant factor for choosing which version of our logo (white, black or brand color) to use. Select the logo that provides the greatest contrast and legibility for any given context.



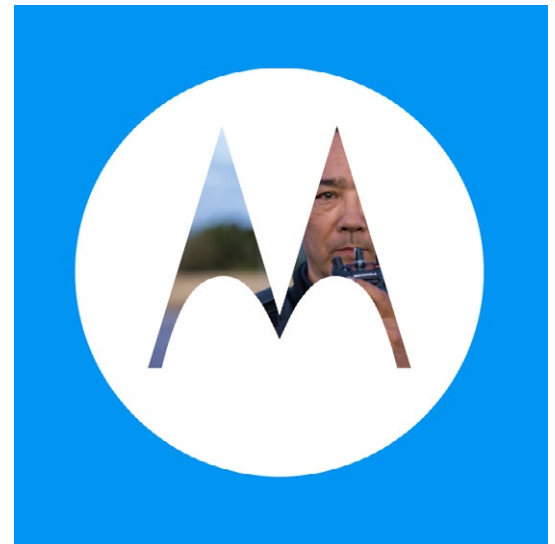
The Emsignia should never be transparent or reveal patterns/imagery underneath



Do not reveal a color split within the Emsignia.



Do not reveal an image/color split within the Emsignia.



The logo can mask an image only if the full Emsignia is used as the hero element in a given application.

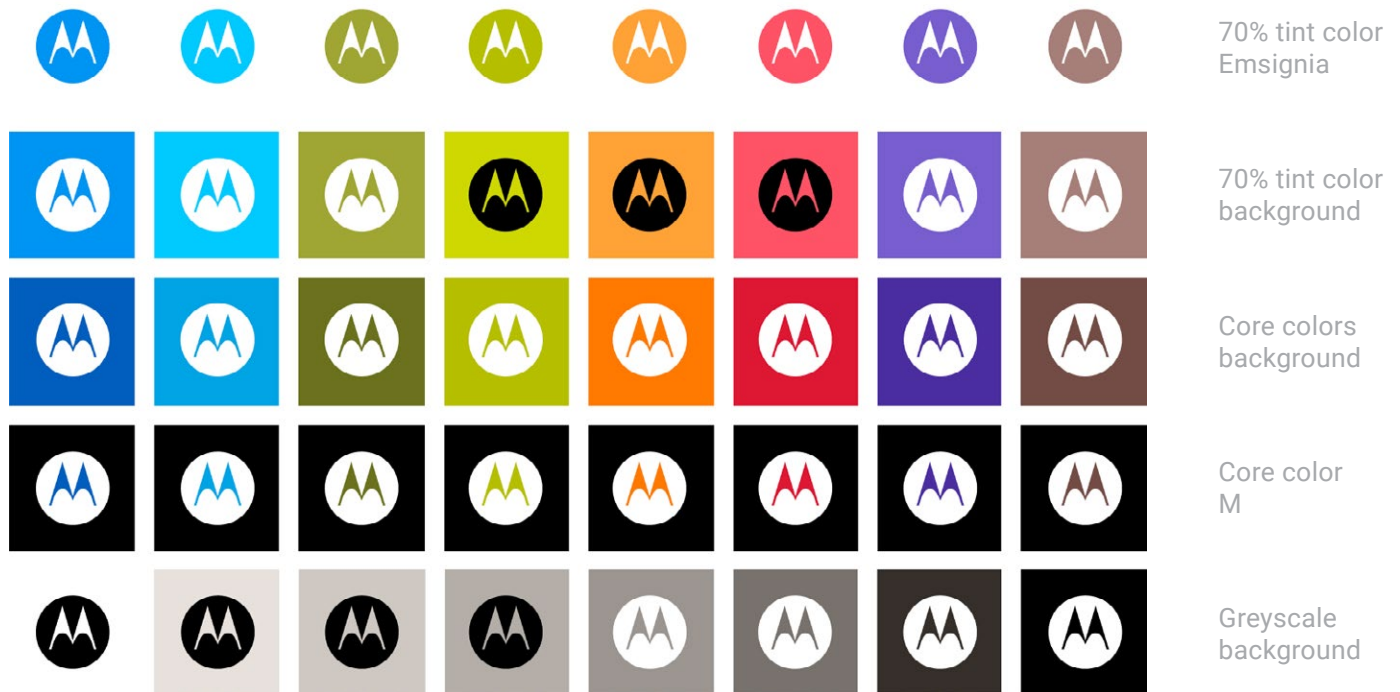
Logo Placement

As an option, the Motorola Solutions logo or Emsignia may be placed so the forward slashes of the M align with the forward slash of the Momentum or Clarity patterns.



Logo Colors

Below is a selection of permitted colors for the MSI Emsignia.
No further tints or shades of these colors are permitted.



Brand Treatments

We have introduced two strategic visual treatments for use in Motorola Solutions designs – the Momentum pattern and the Clarity pattern.

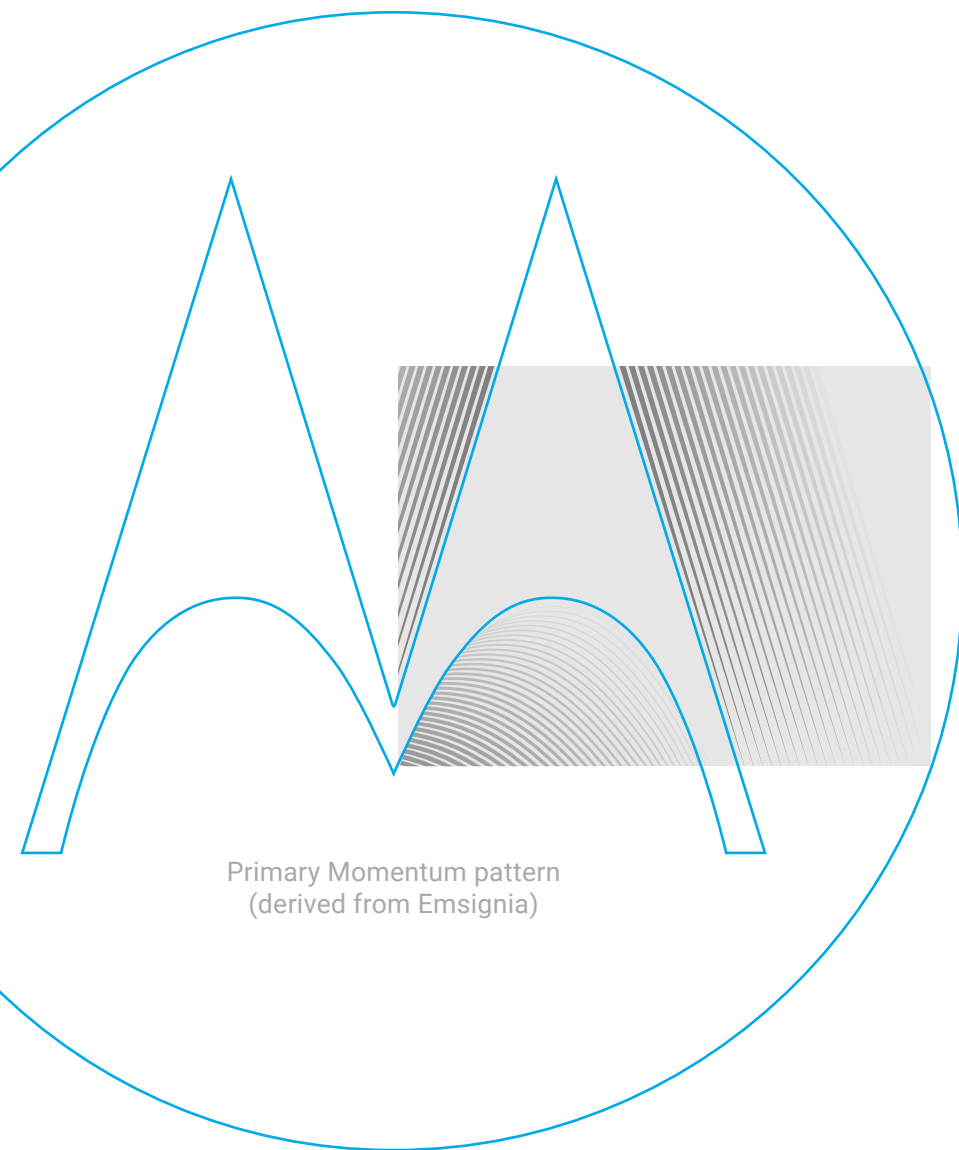
Momentum Pattern

The Momentum pattern speaks to concepts of streamlining, connectivity and new pathways. They can evoke a sense of amplification – force rippling outwards.

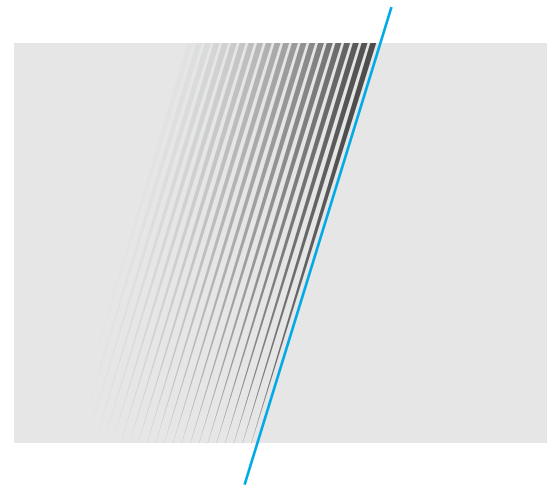
Every design piece that includes the Momentum pattern must first use the primary Momentum pattern that includes the lower curve of the Emsignia mark. This helps establish the element's connection to our brand.

Editable vector files and details for using the Momentum pattern are in development and will be available in early 2024.

Contact the Global Brand team with questions in the meantime.



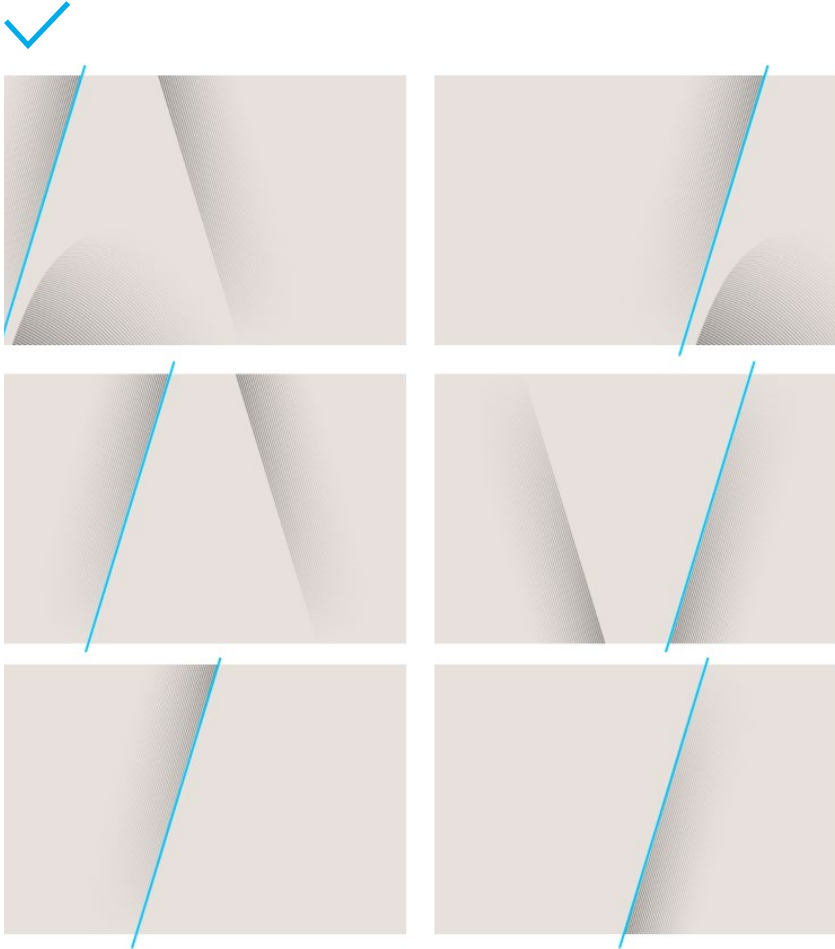
Primary Momentum pattern
(derived from Emsignia)



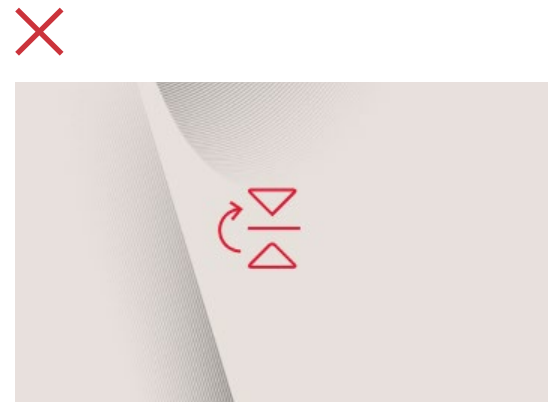
Secondary Momentum pattern
(forward slash only)

Momentum Pattern

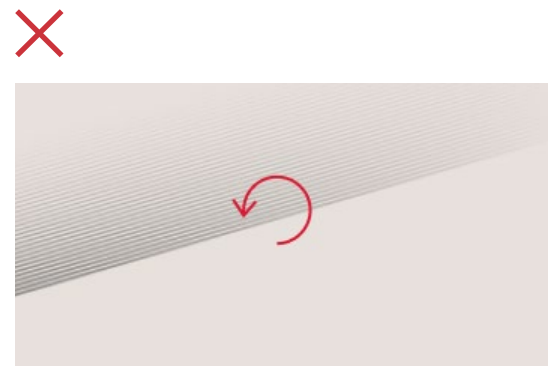
Designs using the Momentum pattern must always use a forward slash, to represent progress, innovation and forward thinking.



No back slash only compositions



No flipping of patterns



No rotating or new orientations of patterns

Clarity Pattern

The Clarity pattern speaks to a ripple effect — solutions that enable safety to cascade everywhere. It highlights themes of focus, perspective, attention and the clarity of view, communication and understanding enabled by Motorola Solutions technologies.



Clarity pattern with 3 levels (standard)



Clarity pattern with 5 levels (maximum)

Editable vector files and details for using the Clarity pattern are in development and will be available in early 2024.

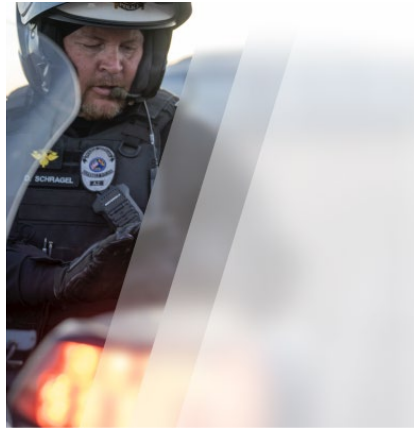
Contact the Global Brand team with questions in the meantime.

Pairing Patterns

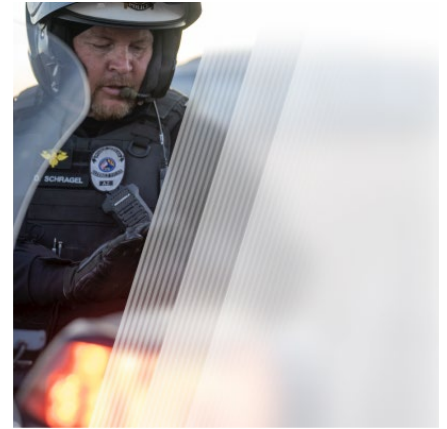
Momentum and Clarity patterns can be layered and combined to enhance and add a sense of focus and intention to designs, when combined with workstyle photography and brand colors.



Momentum pattern



Clarity pattern



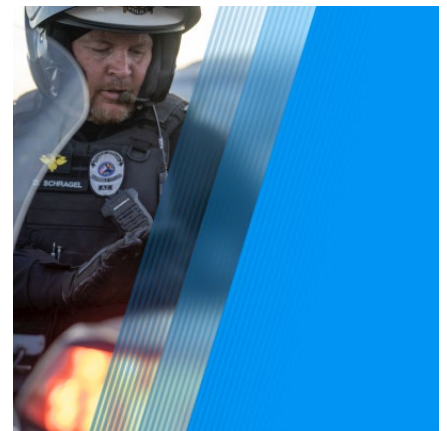
Momentum and Clarity combined



Momentum pattern



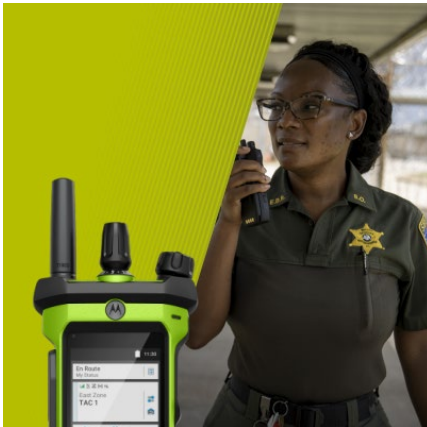
Clarity pattern



Momentum and Clarity combined

Patterns & Images

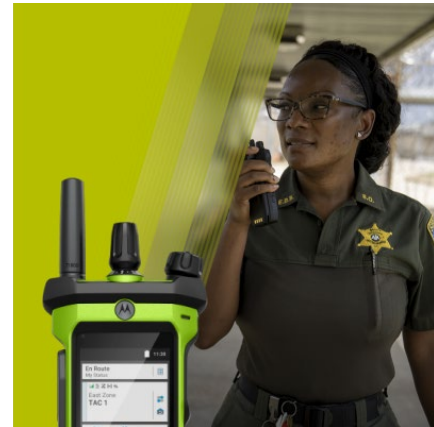
Consider ways to tell a more dynamic story using pattern overlays with technology images and workstyle photos, creating eye-catching and easy-to-follow visual elements.



Momentum pattern



Clarity pattern



Momentum and Clarity combined



Momentum pattern,
tint on core color



Momentum pattern,
tint on two-color combination



Momentum pattern,
tint and core combination

Pattern Scale

The Momentum pattern is a detailed design element that can easily get lost in or overwhelm designs if used at inappropriate scales. More detail will be provided soon to help quantify the correct scaling to use, but in the meantime please refer to these visuals for preferred scaling



Pattern not scaled large enough, lines are not distinguishable



Pattern is scaled too large, line widths overwhelm imagery

Combining Images

Hero and product images can be paired in 2-panel or 4-panel layouts.



In-situ product and workstyle,
2-panel



Cut-out product and workstyle,
2-panel



Cut-out product and hero,
2-panel



Cut-out product and product detail,
2-panel

Combining Images

Please note these examples of unapproved combinations.



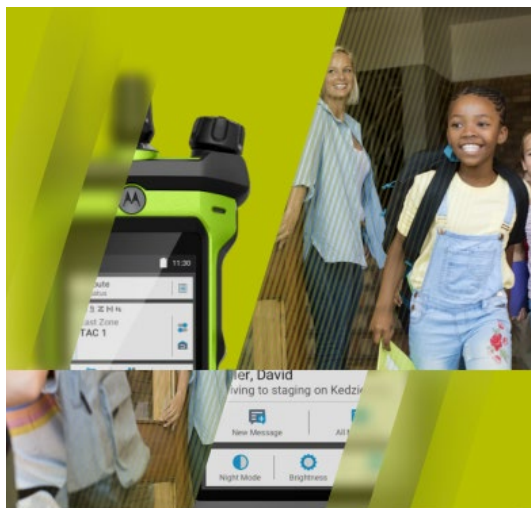
Do not use brand patterns to transition between two images



Do not overlay brand patterns on top of product imagery



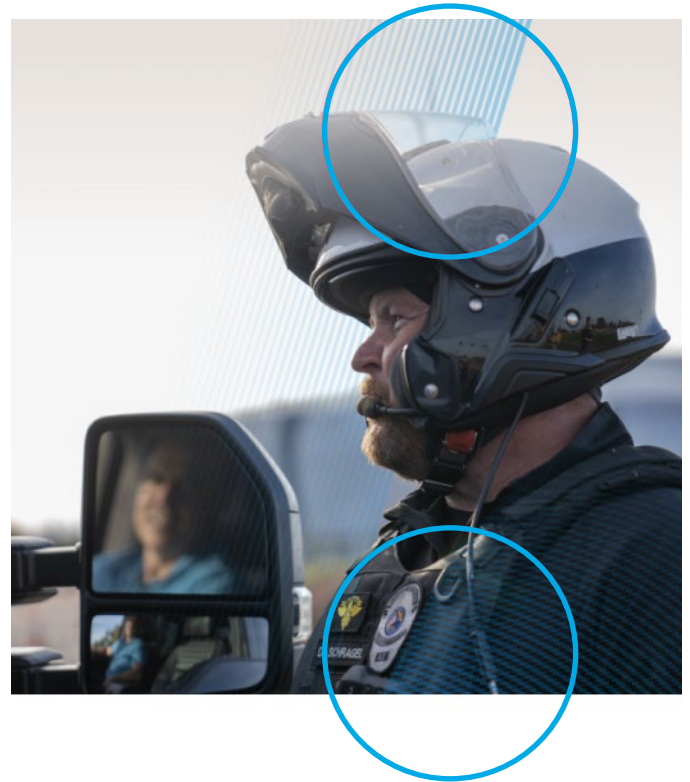
Do not add effects (like drop shadows or other embellishments) to patterns or panels



Do not over-complicate 4-panel compositions by putting imagery in more than two panels

Patterns & Photos

The Momentum pattern can be masked behind the hero subject of a photo to add depth and interest.



Typography

Our brand is defined by a strong typographic style and expression. Our typographic principles are based on function, format and purpose to maintain a distinctive style across all art forms.

The corporate font for Motorola Solutions materials is **Roboto**. As a Google Font, Roboto can be easily used in both digital and print designs.

Introduction to Roboto

Roboto font is permitted to use in 3 weights. Any weights outside of these are for design team use only.

Roboto Light 300

For headlines

Roboto Regular 300

For body copy and sub-headlines
This weight is called **Normal** in Google Slides and Docs

Roboto Medium 300

For small labels and emphasized text,
use with discretion

Font files for our 3 approved Roboto weights are available for download from Google Drive.

Roboto Text Hierarchy

HEADLINES OVER 40PT

Roboto Light, -20 kerning, leading value matches type size. This example shows 50pt type size with 50pt leading.

Safety is the start
of everything

HEADLINES UNDER 40PT

Roboto Light, -20 kerning, leading value is 2pt larger than type size. This example shows 32pt type size with 34pt leading.

Safety is the start
of everything

SUBHEADS

Roboto Regular, -20 kerning, leading value is 2pt larger than type size. This example shows 15pt type size with 17pt leading.

Safety is the start of everything

BODY COPY

Roboto Regular, 0 kerning, leading value is 3pt larger than type size. This example shows 11pt type size with 14pt leading.

Motorola Solutions is solving for safer. We build and connect technologies to help protect people, property and places. Our solutions enable the collaboration between public safety agencies and enterprises that's critical for a proactive approach to safety and security.

Roboto Regular, 0 kerning, leading value is 3pt larger than type size. This example shows 9pt type size with 12pt leading.

Motorola Solutions is solving for safer. We build and connect technologies to help protect people, property and places. Our solutions enable the collaboration between public safety agencies and enterprises that's critical for a proactive approach to safety and security.

Roboto Regular, 0 kerning, leading value is 3pt larger than type size. This example shows 7pt type size with 10pt leading.

Motorola Solutions is solving for safer. We build and connect technologies to help protect people, property and places. Our solutions enable the collaboration between public safety agencies and enterprises that's critical for a proactive approach to safety and security.

EMPHASIZED TEXT

Roboto Medium, 0 kerning, leading value is 3pt larger than type size. This example shows the word "building" emphasized.

We're solving for safer by **building** a safety and security ecosystem of technologies.

Using Roboto



Solid color backgrounds can be used to enhance legibility



Subtle gradients can be used for legibility



Do not use drop shadows on text

Styling “Solving for safer”

When the “Solving for safer” brand headline is used as a proper noun, it should always be sentence case with no punctuation and can wrap onto two lines if needed.

When used in a sentence or as part of a longer piece of content, “Solving for safer” can be capitalized and punctuated in alignment with our writing guide.

✓ Solving for safer

Should be sentence case with no punctuation when used as a proper noun

✓ Solving
for safer

Can be wrapped onto two lines if needed

✓ Motorola Solutions
is solving for safer.

Can be capitalized and punctuated according to our writing guide when used in a sentence

✗ Solving
for safer.

Do not add punctuation

✗ Solving
for Safer

Do not capitalize “safer”

✗ Solving
for Safer

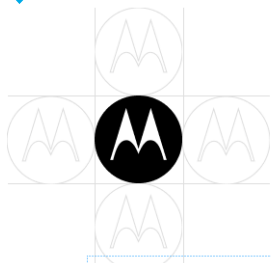
Do not use font weights other than “light”

✗ SOLVING
FOR SAFER

Do not use all-caps

Styling “Solving for safer”

Please note that “Solving for safer” is a key message, but not a tagline for our brand. The phrase can be used as a headline in intros and outros in proximity to our logo, but it should never be locked up with our logo in a way that makes it appear to be a tagline.



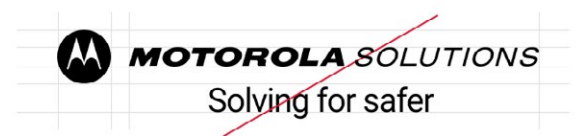
Solving
for safer

“Solving for safer” should be treated as a headline, and can be paired with the Emsignia or full logo if clearspace rules are followed.

This Emsignia pairing may only be used if the full Motorola Solutions Signature is also present or precedes it in the design.



Do not lock up “Solving for safer” with the Emsignia



Do not lock up “Solving for safer” with the Motorola Solutions Signature

Ecosystem Diagram

We're solving for safer by **building** a safety and security ecosystem of technologies that help protect people, property and places.



Ecosystem Diagram

The ecosystem diagram is an important and central part of the Motorola Solutions brand narrative and should be used as a high-level graphic element to illustrate our technology story.

Do not use the ecosystem diagram simply as a visual to fill space in your design or document – its use should be intentional and strategic.

The text and images used in the diagram cannot be edited or customized. Versions featuring each technology category and different brand colors will be developed and published soon.

The diagram contains a drop shadow effect in order to add depth and dimension to the design. Ensure that the drop shadow is never cropped off or interfering with other text or content within your designs.

Variations Available

The ecosystem diagram is available in horizontal and square formats. Please always use the configuration that allows the clearest and most readable presentation of the diagram and its information.

There are versions available for both light and dark backgrounds and you can choose from the following design attributes:

- Full-color images
- Duotone images
- Text only
- Icons only

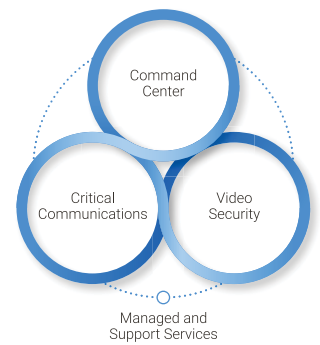
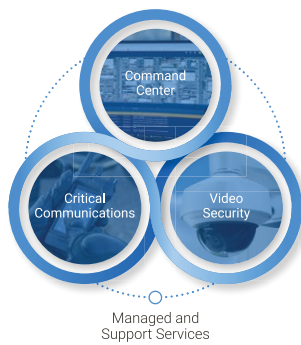
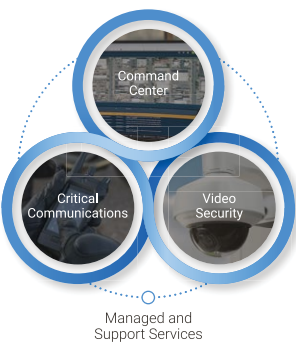
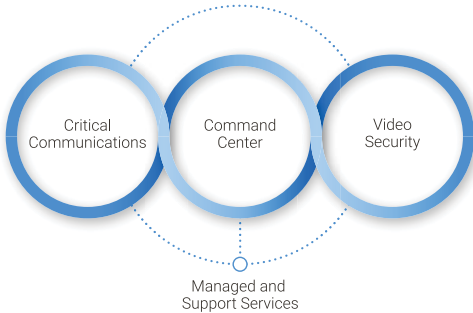
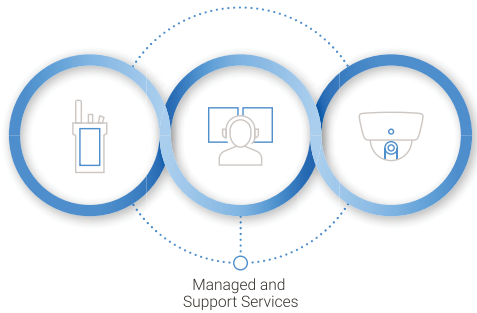
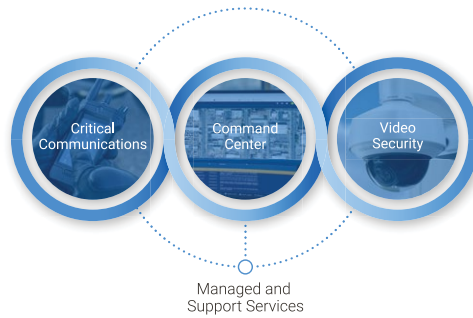
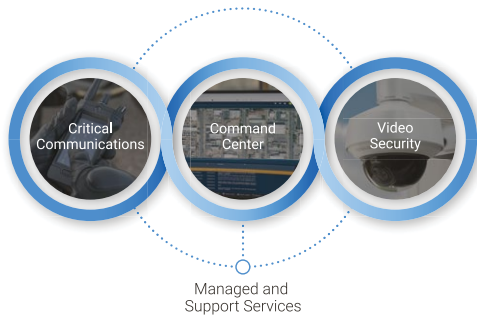
See page 34 to view all available versions.

Animated Files

Animated ecosystem diagram files are available upon request for use in presentations and displays. You can choose between an animation with a start and an end state (the diagram animates in and then animates out, from a plain background) or a looped animation with subtle motion effects that run continuously.

EPS and PNG files of the ecosystem diagram are available on Google Drive.

Ecosystem Diagram



Stakeholder Diagram

We're solving for safer by **connecting** public safety agencies and enterprises – enabling the collaboration that's critical for a proactive approach to safety and security.



Stakeholder Diagram

The stakeholder diagram is an important and central part of the Motorola Solutions brand narrative and should be used as a high-level graphic element to illustrate our technology story.

Do not use the stakeholder diagram simply as a visual to fill space in your design or document — its use should be intentional and strategic.

The text and images used in the diagram cannot be edited or customized. Versions featuring different brand colors will be developed and published soon.

The diagram contains a drop shadow effect in order to add depth and dimension to the design. Ensure that the drop shadow is never cropped off or interfering with other text or content within your designs.

Variations Available

The stakeholder diagram is available in square format only.

There are versions available for both light and dark backgrounds and you can choose from the following design attributes:

- Full-color images with filled color highlights
- Full-color images with dotted line highlights
- Text only with dotted line highlights

See page 37 to view all available versions.

EPS and PNG files of the stakeholder diagram are available on Google Drive.

Stakeholder Diagram



Iconography

Our iconography style complements our brand, clearly articulating complex information in a simple, direct design and conveying meaning with purpose. Simple outlines and a limited color palette make our designs easy to understand, even at a thumbnail size.

MSI Icon Library

Icon Colors

Motorola Solutions icons should primarily be used in a single color — black, white or a brand color that provides suitable contrast.



Two-tone icons have been introduced for website design only. We are developing new guidelines for how existing icons can be converted to two-tone format — in the meantime, please contact the Global Brand team with inquiries about using two-tone icons on your webpages.

Formatting New Icons

- Icons should be created in a single size of 64px. As the icons decrease in size, detail should be minimized to keep icons open and recognizable.
- At 64px size, all icon stroke weights should be 2pt.
- Icons should be centered within a 64x64px artboard, with 6px padding on all sides so that the icon content does not exceed 52x52px.
- Persona, vehicle and device icons should maintain the same baseline, otherwise all other general use icons should be visually centered within their artboards.
- Icons should always have a transparent background and use a default stroke color of hex #111111.
- Icon filenames should always be lowercase and separated by dashes with no spaces. Filenames should end with the icon size in pixels and first letter of the icon color (eg, **police-general-64-b** indicates the black version of this icon).

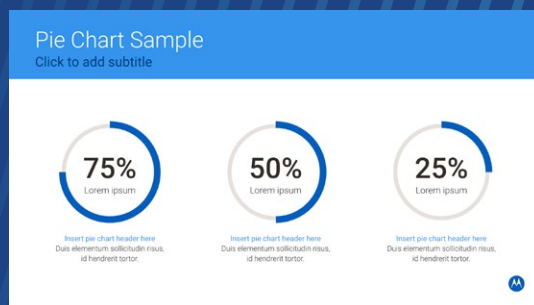
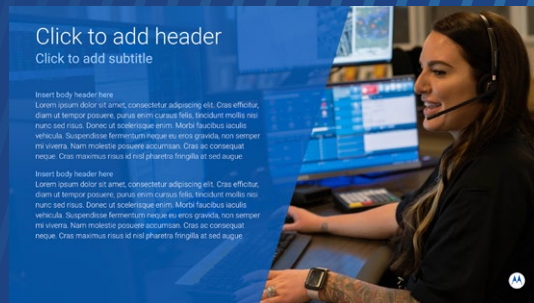
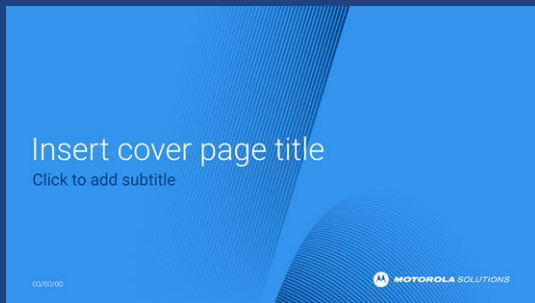
Motorola Solutions offers a library of over 500 brand-approved icons in EPS and PNG format. Browse our MSI Icon Library document to choose the icon that will work best in your design, then search and download the icon format you need from Brand Portal.

Brand Portal is our digital asset management platform where all Motorola Solutions workstyle photography and icons are published, as well as product photos and renders.

If you don't have Brand Portal access or aren't sure, you can reach the Brand Portal admin team at brandportal@motorolasolutions.com.

Presentations

Multiple color and theme versions of our corporate presentation template is available in Google Slides.



Voice & Tone

Our writing should always be supportive and inclusive, taking into account our audience's diverse perspectives. We also want to educate. We do this by providing context and relevant details so that our audience understands the breadth of impact our product and service offerings have.

For detailed guidelines to help you write compelling content that expresses our brand in a consistent and recognizable voice, download the writing guide.

Digital Design System

Think of a digital design system as a series of building blocks that can be assembled together to build any number of applications. This single source of truth contains clear rationale based on solid UX, UI & development standards and enables an environment for reusable components (code).

An extension of our brand guidelines, DNA or Digital Navigation Assistance is Motorola Solutions' single source of truth for digital designers, developers and content creators for enabling digital experiences.

Brand elements and treatments in the linked guide are in development and will be updated to reflect the new design system.

Domain Management

As a part of the Motorola Solutions brand guidelines, we have specific requirements and compliance policies for web domains and URLs.

- All Motorola Solutions web properties are required to use the **motorolasolutions.com** domain
- Consider creating a sub-folder when the number of pages are small and the experience will be live for a short time
- Consider creating a sub-domain when the number of pages is larger, the experience is off the main platform and will live on for a long period of time

This document serves as the official domain management guidelines and will be updated as needed as Brand & Legal requirements dictate.

Brand elements and treatments in the linked guide are in development and will be updated to reflect the new design system.

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