ABOUT THIS GUIDE

The Channel Partner Brand Usage Guidelines is a comprehensive reference guide for Motorola Solutions channel partners and their marketing agencies. This guide provides a thorough overview of how Motorola Solutions channel partners can leverage the Motorola brand in marketing, sales and promotional efforts.
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MORE WAYS THAN EVER TO LEVERAGE THE POWER OF THE MOTOROLA SOLUTIONS BRAND

Motorola continues to be one of the most recognized brand names in the world. It represents the highest standard of quality, reliability and technology leadership to customers and channel partners—and we’re making it easier than ever for you to leverage the power of our brand to promote your business.

This document will help you understand the two different types of Motorola Solutions channel identifier marks (standard and differentiated) and how to use your choice of the two marks, based on your preferences and needs. It provides guidelines on the use of logos and visual brand elements on all Motorola Solutions partner marketing and collateral. This guide will also illustrate the difference between Motorola Solutions co-branding opportunities (ways in which partners can leverage Motorola Solutions’ co-branded tools and templates to quickly and inexpensively create materials) and partner-branded opportunities (ways in which partners can leverage Motorola Solutions channel identifiers to create their own unique assets).

These Motorola Solutions channel identifier mark Usage Guidelines do not authorize partner use of the Motorola logos, including the Emsignia, Motorola logo lockup, Motorola Solutions logo lockup, content, or other Motorola Solutions branded elements. A partner must be a Motorola Solutions PartnerEmpower Partner with a valid Motorola Solutions PartnerEmpower Program Agreement in place in order to use the trademarks, logos, symbols, and names (collectively, the “Motorola marks”), content, and other visual brand elements that appear in Motorola’s materials. Your authorization to use the Motorola marks and materials is subject to the terms and conditions of the Motorola Solutions PartnerEmpower Program Agreement. In the event of any inconsistency between these Guidelines and the Motorola Solutions PartnerEmpower Partner Program Agreement, these Guidelines shall prevail. These Guidelines may be updated or revised from time to time, and you agree to adhere to those changes.
MOTOROLA SOLUTIONS
CHANNEL IDENTIFIER MARKS

The Motorola Solutions channel identifier mark highlights your company’s role as one of Motorola Solutions’ channel partners. The mark identifies your relationship with Motorola Solutions and contains the Motorola Solutions brand signature all within a special holding shape.

UNDERSTANDING THE DIFFERENT TYPES OF CHANNEL IDENTIFIERS

There are two categories of channel identifiers that can be utilized when promoting your special role as a Motorola Solutions channel partner: Standard and Differentiated:

A simplified, standard channel identifier can be leveraged when you simply want to highlight your affiliation with Motorola Solutions. To enable even more flexibility, standard channel identifiers are available in both a horizontal orientation (shown), as well as a vertical orientation.

There are also other types of differentiated channel identifiers that showcase your certification level and competency, such as a certified sales professional, or that you have a validated Market Ready Solution. Combined, these channel identifiers are designed to help you promote your affiliation with Motorola Solutions, showcase your expertise and differentiate you from your competition.

As you increase your investment in your Motorola Solutions relationship, and in your company through training and certification, you may gain access to new and different channel identifiers. Your Motorola Solutions Channel management representative will manage any regional variations for these marks.

The following pages provide additional information on usage and partner nomenclature.
LEVERAGING THE MOTOROLA BRAND

There are two ways you can leverage the Motorola brand on your marketing materials:

1. **Create co-branded materials** using Motorola Solutions-provided templates. On many of these templates, you will also be able to insert your **standard** or **differentiated** channel identifier, in addition to your own company’s logo and contact details. Pages 6-8 provide examples of co-branded materials, and demonstrate the appropriate use of your channel identifier.

2. **Develop your own partner-branded materials** using either the **standard** channel partner identifier or more unique **differentiated** channel partner identifier which highlights your expertise and significant investment in Motorola Solutions. Pages 9-12 provide examples of partner-branded materials, and demonstrate the appropriate use of your channel identifier.

* Modifications to either of these marks is not permitted.

CREATING CO-BRANDED MATERIALS
Motorola Solutions creates sales and marketing materials (brochures, datasheets, etc.) for you to co-brand and use with your customers. Designed to help you easily leverage the Motorola brand in your business development efforts AND help you save time and expense, the materials designate a space where you can place your company’s logo, contact details and call to action. You can also choose to show your standard or differentiated channel identifier, or no partner logo – it’s your choice. Co-branded marketing templates can be found on PartnerWizard or Print-on-Demand.

CO-BRANDED PRINT ADS

**STANDARD CHANNEL IDENTIFIER**
Motorola Solutions standard channel identifier mark

**DIFFERENTIATED CHANNEL IDENTIFIER**
Motorola Solutions differentiated channel identifier mark

*Es400 Empower your mobile workers*

Motorola product name, model name, design, trademarks and trade dress are the property of Motorola Solutions, Inc. All other trademarks are the property of their respective owners and are used for clarity and identification purposes only. ©2010 Motorola, Inc. All rights reserved.

To get more information or download a solutions brief visit us at www.motorolasolutions.com or see us at Stand 3045

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STANDARD CHANNEL IDENTIFIER

Partner company mark

DIFFERENTIATED CHANNEL IDENTIFIER

Partner company mark
LEVERAGING THE MOTOROLA BRAND

CO-BRANDED eDMS

STANDARD CHANNEL IDENTIFIER

Partner company mark

Motorola Solutions standard channel identifier mark

DIFFERENTIATED CHANNEL IDENTIFIER

Partner company mark

Motorola Solutions differentiated channel identifier mark

EMPOWER YOUR MOBILE WORKERS

EXPERIENCE IT NOW>

Download the ES400 application brief and transform your field sales today

Non gravida sed arcu feugiat tinciduntly ollis sit amet lorem, bibendum id arcu.
Curabitur risus elit, ultrices sed venena atlos tis ac rhoncus rhoncus.

• Honcus rhoncus sem donec tortor orci end
• Suscipit vitae faucibus non, gravidato
• Arcu lorem tincidunt mollis sit ametatu etes
• Honcus rhoncus sem lorem ipsum

EMPOWER YOUR MOBILE WORKERS

EXPERIENCE IT NOW>

Download the ES400 application brief and transform your field sales today

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Curabitur risus elit, ultrices sed venena atlos tis ac rhoncus rhoncus.

• Honcus rhoncus sem donec tortor orci end
• Suscipit vitae faucibus non, gravidato
• Arcu lorem tincidunt mollis sit ametatu etes
• Honcus rhoncus sem lorem ipsum
LEVERAGING THE
MOTOROLA BRAND

CO-BRANDED POSTCARD

Postcard Front

ES400
EMPOWER YOUR MOBILE WORKERS

Postcard Back

STANDARD CHANNEL IDENTIFIER

Partner company mark

Motorola Solutions standard channel identifier mark

DISTRIBUTED CHANNEL IDENTIFIER

Partner company mark

Motorola Solutions differentiated channel identifier mark
LEVERAGING THE MOTOROLA BRAND

CREATING PARTNER-BRANDED MATERIALS

When creating your own marketing materials (collateral, ads, electronic direct mail, etc.) to promote your product or service, Motorola gives you two channel identifier options to choose from. You can use a more generic standard channel partner identifier to show your affiliation with Motorola, or you can opt to use a more unique, differentiated channel partner identifier, which highlights your expertise and significant investment in Motorola—the choice is yours.

Differentiating your business is imperative to attract customers and we encourage you to use the differentiation PartnerEmpower provides wherever possible. However, we also understand the significant investment you are making when you develop co-branded materials and want to help you protect your investment by providing you with a simple channel identifier which will not change.

PARTNER-BRANDED PRINT ADS
LEVERAGING THE MOTOROLA BRAND

PARTNER-BRANDED TRADE SHOW BOOTH (STANDARD)

PARTNER-BRANDED TRADE SHOW BOOTH (DIFFERENTIATED)
LEVERAGING THE MOTOROLA BRAND

PARTNER-BRANDED STORE FRONT (STANDARD)

PARTNER-BRANDED STORE FRONT (DIFFERENTIATED)
LEVERAGING THE MOTOROLA BRAND

PARTNER-BRANDED VEHICLE SIGNAGE (STANDARD)

PARTNER-BRANDED VEHICLE SIGNAGE (DIFFERENTIATED)
MOTOROLA SOLUTIONS CHANNEL IDENTIFIER MARKS

CONFIGURATION - STANDARD CHANNEL IDENTIFIER

The **standard** channel identifier can be leveraged when you simply want to highlight your affiliation with Motorola Solutions, but don’t have a need to demonstrate your specific specializations or metal levels. It too contains the Motorola Solutions brand signature, along with a simple text indicator of your PartnerEmpower track(s). As a channel partner, you can decide which identifier meets your specific marketing need.

As you increase your investment in your Motorola Solutions relationship, and in your company through training and certification, you may gain access to new and different channel identifiers. Your Motorola Solutions Channel management representative will manage any regional variations for these marks.

COLORS

The **standard** channel identifier will always be black or knockout.

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MOTOROLA SOLUTIONS PARTNEREMPOWER CHANNEL PARTNER BRAND USAGE GUIDELINES | VERSION 2.0 | AUGUST 2011
CLEAR SPACE/MINIMUM SIZE

Clear space:
Maintain a clear space of at least 1X (where X equals the height of the stylized M within the Motorola emsignia) on all four sides of the channel identifier mark. Keep this area free of any graphic or typographical elements to ensure readability.

Minimum Size
Never make a channel identifier mark larger than your company’s logo. The channel identifier mark functions as a secondary mark that supports the channel partner’s company brand. Do not scale the channel identifier marks to smaller than .25” wide. When scaling for low resolution applications, use the appropriate low resolution version of the mark.
MOTOROLA SOLUTIONS CHANNEL IDENTIFIER MARKS

CONFIGURATION - DIFFERENTIATED CHANNEL IDENTIFIER

The Motorola Solutions differentiated channel identifier mark highlights your company’s role as one of Motorola’s Solutions channel partners. The mark identifies your relationship with Motorola Solutions and contains the Motorola Solutions brand signature all within a special holding shape. This differentiated channel identifier allows you to highlight some aspects of your relationship with Motorola Solutions that set you apart from your competition, such as your metal level and your specializations.

As you increase your investment in your Motorola Solutions relationship, and in your company through training and certification, you may gain access to new and different channel identifiers. Your Motorola Solutions Channel management representative will manage any regional variations for these marks.

COLORS

Motorola Solutions Signature

Level Text:
Univers 67 Condensed Bold
12pt

Text:
Univers 57 Condensed
9pt, 11.5pt leading

Motorola Solutions Signature

Black
Pantone
Warm Gray 7

Gold
Pantone 117

Silver
Pantone Cool Gray 2

PLATINUM CHANNEL PARTNER

Manufacturers Representative
P25 Systems Elite Specialist
Professional & Commercial Radio Elite Specialist

PLATINUM CHANNEL PARTNER

Manufacturers Representative
P25 Systems Elite Specialist
Professional & Commercial Radio Elite Specialist

GOLD CHANNEL PARTNER

Manufacturers Representative
P25 Systems Elite Specialist
Professional & Commercial Radio Elite Specialist

SILVER CHANNEL PARTNER

Manufacturers Representative
P25 Systems Elite Specialist
Professional & Commercial Radio Elite Specialist

Pantone Warm Gray 7

Pantone 117

Pantone Cool Gray 2
COLORS CONTINUED

PLATINUM CHANNEL PARTNER
Manufacturers Representative
P25 Systems Elite Specialist
Professional & Commercial Radio Elite Specialist

2-color version
(preferred)
• Marketing Collateral
• Advertising
• Web
• Multimedia
• Decals

Black and white version
• 1-Color Print Collateral
• Newspaper
• Low-resolution Application (i.e., fax)
• Newsprint
• Signage
• Premiums
• Silkscreen
• Embroidery

COLOR IDENTIFIERS ON BACKGROUNDS

White background
Light background
Dark background
Textured background
Gradient background

BLACK AND WHITE ON BACKGROUNDS

White background
Gray background
LANGUAGE
The area of the channel identifier that communicates partner level/role can be translated into any language appropriate for the region where it is used. When translating from English, use the local language to communicate most clearly the intent and meaning for the role/level of the channel partner. Please also keep the new version as close as possible to the original in font size and style.

Note: The translation and distribution of the channel identifier mark is done by the Motorola Solutions Marketing team. A partner is not permitted to modify the content of the channel identifier artwork.

SPANISH

<table>
<thead>
<tr>
<th>MOTOROLA SOLUTIONS</th>
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<tr>
<td>PLATINO CANAL SOCIO</td>
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<td>Representativos de Fabricantes</td>
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<tr>
<td>Especialista Elite de Sistemas P25</td>
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<tr>
<td>Especialista Elite de Radio Profesional y Comercial</td>
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<td>Especialista Elite de Radio Profesional y Comercial</td>
</tr>
</tbody>
</table>

Distribuidor de Soluciones Móviles

Distribuidor de Soluciones de Radios

Distribuidor de Soluciones de Redes Inalámbricas
MOTOROLA SOLUTIONS CHANNEL IDENTIFIER MARKS
CLEAR SPACE/MINIMUM SIZE

CLEAR SPACE/MINIMUM SIZE

Clear space:
Maintain a clear space of at least 1X (where X equals the height of the stylized M within the Motorola emsignia) on all four sides of the channel identifier mark. Keep this area free of any graphic or typographical elements to ensure readability.

Minimum Size
Never make a channel identifier mark larger than your company’s logo. The channel identifier mark functions as a secondary mark that supports the channel partner’s company brand. Do not scale the channel identifier marks to smaller than 1.25” wide. When scaling for low resolution applications, use the appropriate low resolution version of the mark.
OTHER CHANNEL IDENTIFIER MARKS

You may have access to other types of channel identifier marks, such as those that demonstrate your certification achievements or the fact that you have a ‘Market Ready Solution’. These marks are displayed below.

CERTIFICATION MARKS

Upon successful completion of a Motorola Solutions certification exam, the use of a Motorola Solutions Certification mark is permitted by the individual who completed the certification. Below are examples of approved certification marks:

These marks follow the same usage rules as the channel identifier marks, and usage rights expire when your certification expires.

MARKET READY SOLUTIONS MARK

The use of this mark is governed through a separate license agreement, and should follow the same branding guidelines as indicated for all other channel identifier marks. Contact your Motorola Solutions representative with any questions about Motorola Solutions’ Market Ready Solutions program.
Implement the channel identifier mark consistently and correctly to maintain its selling power. The following pages provide general guidance on using the mark as well as application-specific information when developing your own partner-branded materials. If you have any questions or concerns, contact your Motorola Solutions channel management representative.

21 GENERAL RULES

MOTOROLA SOLUTIONS CO-BRANDABLE MARKETING MATERIALS:

22 EXAMPLES

23 KEY RESOURCES

PARTNER-BRANDED MATERIALS (APPLICATIONS FOR CHANNEL IDENTIFIERS):

24 ADVERTISING/POP CAMPAIGNS/POP DISPLAYS

25 ADVERTISING/TELEPHONE DIRECTORIES/NEWSPAPER ADS

26 EVENT BANNERS

27 CLOTHING/UNIFORMS

28 COLLATERAL MATERIALS

30 EMAIL

31 PREMIUMS

32 PRESENTATIONS

33 PROPOSALS

34 STATIONERY

35 STOREFRONT SIGNAGE

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38 WEBSITE/ONLINE MARKETING

39 BILLBOARD

40 POSTER

41 DIRECT MAIL

42 CALENDAR

43 BUSINESS CARD

44 PARTNER TRI-BRANDING

45 PARTNER BRANDED CHECKLIST
CHANNEL IDENTIFIERS
GENERAL RULES FOR USE ON PARTNER-BRANDED MATERIALS

Follow these general rules when using the standard or differentiated Motorola Solutions channel identifier mark on your branded materials. If you have any questions or concerns, contact your Motorola Solutions channel management representative.

SIZE RELATIONSHIP
The partner company mark should always remain the primary identity, with the channel identifier mark being subordinate to the partner company mark.

CLEAR SPACE
Always maintain proper clear space around the channel identifier mark. If using multiple channel identifier marks (for companies other than Motorola Solutions), they should all be in equal proportion with proper clear space.

PLACEMENT
The channel identifier mark should never be in a more dominant position than the partner company mark. The channel identifier mark’s placement must clearly convey that the partner company is the source of the product/service.

NUMBER OF MARKS
While your organization may have more than one Motorola Solutions channel identifier, you should generally avoid using more than one mark within an application (i.e., advertisement, collateral, direct mail, etc.). Choose the most appropriate channel identifier for the audience. If using multiple channel identifier marks (companies other than Motorola Solutions), they should all be in equal proportion with proper clear space.

USING CHANNEL IDENTIFIER MARKS IN TEXT
Avoid using channel identifier marks as a read-through within layout body copy. The partner company mark and channel identifier relationship should always be spelled out in text.

DESCRIBING PRODUCTS IN TEXT
When describing the partner role in text, the partner’s product or service expertise may be leveraged. For example, “XYZ Solutions is a Motorola Solutions partner specializing in 2-way radios.”

LEGAL COPY
Include the following statement at or near the conclusion of the application:

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and are used under license. All other trademarks are the property of their respective owners. © 2011 Motorola Solutions, Inc. All rights reserved.

When using a Motorola trademark on your website, this legal attribution statement can be placed in terms of use or other applicable area where you place your own trademark statement.
UNDERSTANDING MOTOROLA SOLUTIONS CO-BRANDABLE MARKETING MATERIALS

CO-BRAND MOTOROLA SOLUTIONS MARKETING MATERIALS WITH YOUR LOGO, CONTACT DETAILS AND MORE

Motorola Solutions creates sales and marketing materials – from brochures to campaign materials – for you to use with your customers.

Many of our customer-facing Motorola Solutions-branded materials and templates are exclusively available for you to co-brand through one of our co-branding systems (PartnerWizard or Print-On-Demand).

Here are examples of co-branded marketing materials:

Print Ad
Spec Sheet (page 1)
Spec Sheet (page 2)

Here’s how co-branding works: Motorola Solutions designates a space on Motorola-branded materials where you can place your company’s logo, contact details and call to action. In some cases, with materials such as electronic direct mail, you can also customize some of the text as well.

While the materials will look like Motorola Solutions marketing materials, your company will be clearly represented.

If you have questions about co-branding Motorola marketing materials, please contact your Motorola Solutions representative.
KEY RESOURCES

PARTNERWIZARD
Contact your Motorola Solutions Representative for details on accessing PartnerWizard

Create customized demand generation campaigns with high quality, co-branded marketing materials.

PartnerWizard is an online tool that makes it easy for partners to create high quality, co-branded marketing materials. Through the easy-to-use PartnerWizard web site, you can browse a huge quantity of Motorola brochures, postcards, e-mail templates, white papers and other materials that you can customize with your own logo, contact information – even your own messages.

Available free of charge, PartnerWizard provides you with a high-resolution PDF of your customized file that you can email to prospects or provide to a printer. If you select an email template, you can even send your mailing out through the PartnerWizard system.

PRINT-ON-DEMAND
Contact your Motorola Solutions Representative for details on accessing Print-On-Demand

With Print-On-Demand you have a wide assortment of co-branded marketing materials that can be personalized with your business logo, Motorola Solutions channel identifier, and business information – address, logo, phone, and web address. Some materials can even be tailored to specific vertical markets.

You can browse an ever-growing library of materials including brochures, specification sheets, posters, direct mail, and e-mail blasts. Or use the advanced search function to quickly find the materials you want. Access to Print-On-Demand and the marketing materials is FREE of charge.

MOTOROLA SOLUTIONS COLLECTIVE
https://www.motorolasolutionscollective.com

Download high resolution images from the updated Motorola Solutions Collective.
Motorola makes product and solution imagery available to all PartnerEmpower members through a unique Web-based image repository housing thousands of high resolution images of Motorola products and accessories called the Motorola Solutions Collective.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
ADVERTISING/POP CAMPAIGNS/POP DISPLAYS

RULES

+ The advertisement should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.

+ Place your company’s mark as the primary identity. The Motorola Solutions Channel identifier must be smaller than your company’s logo, but at least 1.25” wide.

+ Include only one Motorola Solutions channel identifier mark, and use it only once per application.

+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.

+ Recommended channel identifier: either standard or differentiated, depending on your business need.
Channel Identifier Marks in Applications
Advertising (Telephone Directories/Newspaper Ads)

Rules

+ The advertisement should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.
+ Always use a low resolution, black and white version of the channel identifier mark.
+ Place your company’s logo as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s mark, but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ Include only 1 Motorola Solutions channel identifier mark, and only use it once per application.
+ Recommended channel identifier: Differentiated
**CHANNEL IDENTIFIER MARKS IN APPLICATIONS**

**EVENT BANNERS**

**RULES**

+ The banner should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.

+ Place your company’s logo as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s mark, but at least 1.25” wide.

+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.

+ Include only 1 Motorola Solutions channel identifier mark, and only use it once per application.

+ Recommended Channel Identifier: either standard or differentiated, based on your business need.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
CLOTHING/UNIFORMS

RULES

+ Place your company’s logo as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.

+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements. On apparel, you may place your channel identifier wherever you choose, as long as it’s not locked up with your company logo.

+ If using multiple channel identifiers (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.

+ Recommended Channel Identifier: Standard

+ We have designed a version of the channel identifier specifically for use on embroidered items. This version has a heavier line weight and works well on embroidered mediums. You will be able to identify this version of the logo by the file name, which has ‘embroidery’ indicated in the file name. This version of the identifier is reserved for use only on embroidered applications, and is not to be used on other applications. Contact your Motorola Solutions representative with any questions.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
COLLATERAL MATERIALS
(BROCHURES, WHITE PAPERS, DATA SHEETS, ETC.)

RULES

+ Place the channel identifier mark on the back cover only. It must be 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ Include only one Motorola Solutions channel identifier mark and use it only once per application.
+ If using multiple channel identity marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended Channel Identifier: on partner-branded collateral, either the standard or differentiated identifier is recommended, based on your business need. On Motorola-branded collateral, the differentiated identifier is recommended.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
COLLATERAL MATERIALS
(BROCHURES, WHITE PAPERS, DATA SHEETS, ETC.)

RULES
+ Place the channel identifier mark on the back cover only. It must be 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ Include only one Motorola Solutions channel identifier mark and use it only once per application.
+ If using multiple channel identity marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended Channel Identifier: on partner-branded collateral, either the standard or differentiated identifier is recommended, based on your business need. On Motorola-branded collateral, the differentiated identifier is recommended.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS

EMAIL

Hi Jane,

Lorem ipsum dolor sit amet consecteuer illis in heniscinit vel et dionsent exer incing esting ea facidunt.

Gait autat ex et lan henderitis dignit vullaore facidunt lore tio consequis eliquis nost edit niscipsum veliquam vele.Put illis in heniscinit vel et dionsent exer incing esting ea facidunt.


Gait autat ex et lan henderitis dignit vullaore facidunt lore tio consequis eliquis nost edit niscipsum veliquam vele.

John Smith
XYZ Solutions

XYZ Solutions
Your Motorola Two-Way Radio
Distribution Partner for over 50 years

From: John Smith (XYZ Solutions)
Sent: Tuesday, October 16, 2007 10:00 AM
To: Jane Frost
Subject: Your Motorola two-way radio

Rules

+ The email should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.

+ Place your company’s logo as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.

+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.

+ Include only one Motorola Solutions channel identifier mark, and only use it once per application.

+ If using multiple channel identity marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.

+ Recommended Channel Identifier: on partner-branded emails, either the standard or differentiated identifier is recommended, based on your business need. On Motorola-branded emails, the differentiated identifier is recommended.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
PREMIAURS

+ Place your company’s logo as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ If using multiple channel identifiers (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended Channel Identifier: Standard
CHANNEL IDENTIFIER MARKS IN APPLICATIONS

PRESENTATIONS

RULES

+ Place the channel identifier mark only on the cover slide — not on interior pages.
+ Place your company’s mark as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ Do not include more than one Motorola Solutions channel identifier mark per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended Channel Identifier: either the standard or differentiated identifier is recommended, based on your business need.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS

PROPOSALS

RULES

+ Place the channel identifier mark only on the cover slide – not on interior pages.
+ Place your company’s mark as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ Do not include more than one Motorola Solutions channel identifier mark per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended Channel Identifier: Differentiated, so you demonstrate your strong affiliation and competency with Motorola Solutions’ technologies.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
STATIONERY

RULES

+ Use your own design layout for letterhead, business cards and folders.
+ Place your company’s mark as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s mark but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel Identifier mark with your company’s mark or other layout elements.
+ Do not imply that your employee is a representative of Motorola Solutions, Motorola Solutions affiliates, licensors, or licensees.
+ Include only one Motorola Solutions channel Identifier mark, and use it only once per application.
+ Recommended Channel Identifier: either the differentiated or standard channel identifier, depending on your business need.

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XYZ SOLUTIONS
differentiated channel identifier mark

Partner company mark

Partner company mark

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CHANNEL IDENTIFIER MARKS IN APPLICATIONS
STOREFRONT SIGNAGE

RULES

+ Place your company’s mark as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s mark but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel Identifier mark with your company’s mark or other layout elements.
+ Do not imply that your employee is a representative of Motorola Solutions, Motorola Solutions affiliates, licensors, or licensees.
+ Include only one Motorola Solutions channel Identifier mark, and use it only once per application.
+ We strongly recommend you use a non-permanent method to adhere your Motorola Solutions channel identifier to any storefront signage, to avoid unnecessary removal costs should your relationship with Motorola Solutions end.
+ Recommended channel identifier: Choose either the differentiated or standard channel identifier mark, depending on your business need.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
TRADE SHOWS

RULES

+ Place your company’s logo as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ If using multiple channel identifiers (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended channel identifier: Choose either the differentiated or standard channel identifier, depending on your business need.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
VEHICLES

RULES

+ Place your company’s logo as the primary identity to convey that your company is the source of the product/service.
  The Motorola Solutions channel identifier must be smaller than your company’s logo. Do not place the channel identifier directly above or below you Company mark. (i.e do not stack).
+ Do not lock up the Motorola Solutions channel identifier mark with your company’s logo or other layout elements.
+ If using multiple channel identifiers (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ We strongly recommend you use a non-permanent method to adhere your Motorola Solutions channel identifier to any vehicle signage, to avoid unnecessary removal costs should your relationship with Motorola Solutions end.
+ Recommended Channel Identifier: The standard channel identifier is the recommended channel identifier to use on vehicles.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
WEBSITE/ONLINE MARKETING

Rules:
+ The online marketing should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.
+ Place your company’s mark as the primary identity. The Motorola Solutions channel identifier must be smaller than your company’s logo, but at least 1.25” wide.
+ Do not lock up the Motorola Solutions channel identifier with your company logo or other layout elements.
+ Include only one Motorola Solutions channel identifier mark per application, and use it only once.
+ If using multiple channel identity marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended channel identifier: The differentiated channel identifier is the recommended channel identifier on your website, to best showcase your strong affiliation with Motorola Solutions and competency with our products.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
BILLBOARDS

XYZ Solutions
Serving all your Two-Way Radio and Wireless Broadband needs.

RULES
+ The billboard should focus on your company and convey that it is the source of the product or service — not Motorola or Motorola Solutions.
+ Place your company’s mark as the primary identity. The Motorola Solutions Channel identifier must be smaller than your company’s logo.
+ Include only one Motorola Solutions channel identifier mark, and use it only once per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ If using a phone number or address, make sure it is clear that this is your company’s contact information and not Motorola Solutions.
+ Recommended channel identifier: the standard channel identifier is recommended for use on billboards.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS

POSTER

**RULES**

+ The poster should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.
+ Place your company’s mark as the primary identity. The Motorola Solutions Channel identifier must be smaller than your company’s logo.
+ Include only one Motorola Solutions channel identifier mark, and use it only once per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ If using a phone number or address, make sure it is clear that this is your company’s contact information and not Motorola Solutions.
+ Recommended channel identifier: the standard channel identifier is recommended for use on posters.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
DIRECT MAIL

 RULES

+ The direct mail should focus on your company and convey that it is the source of the product or service — not Motorola or Motorola Solutions.
+ Place your company’s mark as the primary identity. The Motorola Solutions Channel identifier must be smaller than your company’s logo
+ Include only one Motorola Solutions channel identifier mark, and use it only once per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ If using a phone number or address, make sure it is clear that this is your company’s contact information and not Motorola Solutions.
+ Recommended channel identifier: the standard channel identifier is recommended for use on partner-branded direct mail pieces. On Motorola Solutions direct mail, the differentiated channel identifier is the recommended identifier to use.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS

CALENDAR

**RULES**

+ The calendar should focus on your company and convey that it is the source of the product or service – not Motorola or Motorola Solutions.
+ Place your company’s mark as the primary identity. The Motorola Solutions Channel identifier must be smaller than your company’s logo.
+ Include only one Motorola Solutions channel identifier mark, and use it only once per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended channel identifier: choose either the standard channel identifier or differentiated channel identifier, depending on your business need at the time the calendar is printed.
CHANNEL IDENTIFIER MARKS IN APPLICATIONS
BUSINESS CARDS

RULES
+ The business card should focus on your company and convey that it is the source of the product or service — not Motorola or Motorola Solutions.
+ Place your company’s mark as the primary identity on your business card. The Motorola Solutions Channel identifier must be smaller than your company’s logo.
+ Include only one Motorola Solutions channel identifier mark, and use it only once per application.
+ If using multiple channel identifier marks (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
+ Recommended channel identifier: based on the space constraints on a business card, we recommend you use the standard channel identifier.

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XYZ Solutions
Wireless Network Solutions Channel Partner

Motorola Solutions
standard channel identifier mark
PARTNER TRI-BRANDING

In a situation where multiple partners are coming together to market an event or a solution, where multiple brands are involved, tri-branding of promotional materials may be required.

Motorola as lead brand (where Motorola branded materials are being used, and 2 partners are participating in a Motorola branded piece)

Where one partner’s brand is the lead brand, and Motorola Solutions and a second partner are participating.

**RULES**

+ For tri-branding Motorola-branded materials:
  - Motorola should be the dominant brand
  - Secondary brands should be represented equally through logos and clearly secondary to the Motorola Solutions branding (represented in example on the left above)

+ For tri-branding partner-branded materials:
  - Lead partner’s brand should be dominant brand.
  - Second partner’s brand and Motorola channel identifier (either generic or differentiated) should be secondary brand (represented in example on the right above)

+ Contact your Motorola Solutions representative with any questions
PARTNER BRANDED CHECKLIST

CHECKLIST
Use this checklist to ensure that the materials you have created are using the channel identifier correctly

- Did you choose the appropriate channel identifier which accurately reflects your level and track in the Motorola Solutions partner program? Did you limit the number of channel identifiers to no more than one or at most two?

- Is your company logo the primary identity? Is it larger and more prominent than the Motorola Solutions channel identifier?

- Does a proper amount of clear space surround the channel identifier mark?

- Does the channel identifier mark visually live as a separate entity from the partner company logo without being locked up to any other design elements in the layout?

- Is the Motorola Solutions channel identifier mark separate from your company’s logo? Is it separate from – not locked up with – all other graphic and typographical design elements?

- Is there more than one channel identifier mark (companies other than Motorola Solutions)? Are they all in equal proportion with the appropriate amount of clear space?