

MOTOROLA SOLUTIONS PARTNEREMPOWER BRAND USAGE GUIDELINES

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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 Channel Partner Logos (standard and differentiated) and how to use your choice of the two logos, 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 Channel Partner Logos to create their own unique assets).

These Motorola Channel Partner Logo 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 CHANNEL PARTNER LOGOS

The Motorola Channel Partner Logo 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 MOTOROLA CHANNEL PARTNER LOGOS

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

STANDARD

Motorola Channel Partner Logo



MOTOROLA SOLUTIONS

Value Added Reseller

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.

DIFFERENTIATED

Motorola Channel Partner Logo



MOTOROLA SOLUTIONS

PLATINUM CHANNEL PARTNER

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

When you want to highlight some of the aspects of your relationship that set you apart in the market and from other Motorola partners, you can utilize a **differentiated Motorola Channel Partner Logo**, which indicates your role within the program, your level within the program, or your technology or market focus.

There are also other types of differentiated Motorola Channel Partner Logos 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 logos 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 Motorola Channel Partner Logos. Your Motorola Solutions Channel management representative will manage any regional variations for these logos.

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** Motorola Channel Partner Logo, 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 Motorola Channel Partner Logo.
2. **Develop your own partner-branded materials** using either the **standard** Motorola Channel Partner Logo or more unique **differentiated** Motorola Channel Partner Logo 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 Motorola Channel Partner Logo.

* Modifications to either of these logos 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 Motorola Channel Partner Logo, or no partner logo – it's your choice. Co-branded marketing templates can be found on Co-Branding Wizard or Print-on-Demand.

CO-BRANDED PRINT ADS

STANDARD MOTOROLA CHANNEL PARTNER LOGO

Standard Motorola Channel Partner Logo



Partner company mark

DIFFERENTIATED MOTOROLA CHANNEL PARTNER LOGO

Differentiated Motorola Channel Partner Logo



Partner company mark

LEVERAGING THE MOTOROLA BRAND

CO-BRANDED eDMS

STANDARD MOTOROLA CHANNEL PARTNER LOGO



Standard
Motorola Channel Partner Logo

DIFFERENTIATED MOTOROLA CHANNEL PARTNER LOGO



Differentiated
Motorola Channel Partner Logo

LEVERAGING THE MOTOROLA BRAND

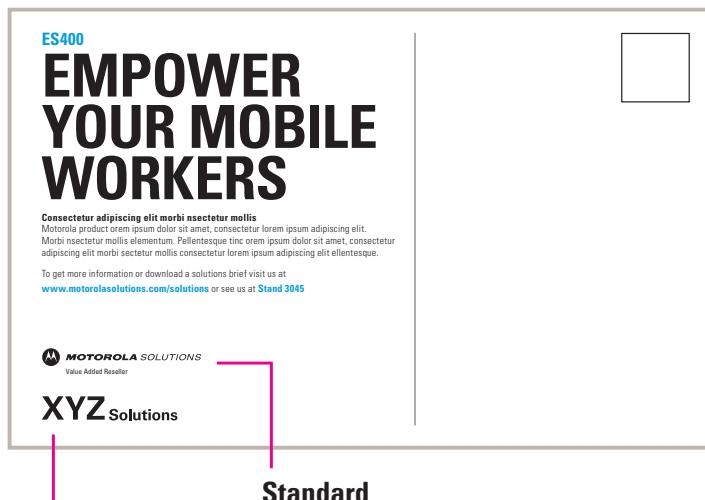
CO-BRANDED POSTCARD

Postcard Front



STANDARD MOTOROLA CHANNEL PARTNER LOGO

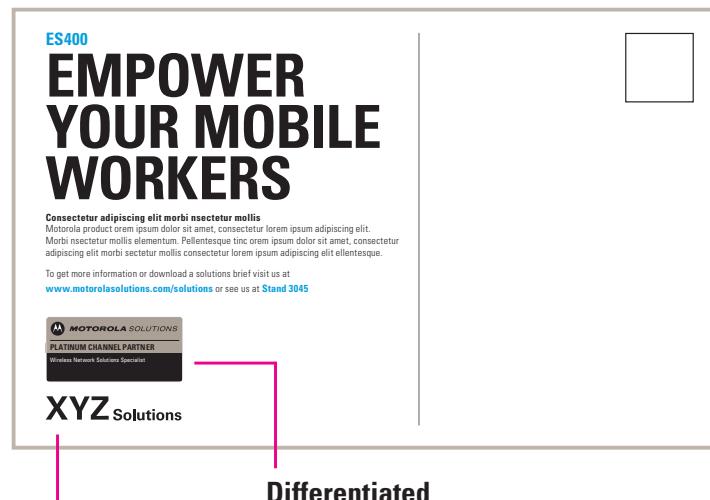
Postcard Back



Partner company mark

DIFFERENTIATED MOTOROLA CHANNEL PARTNER LOGO

Postcard Back



Partner company 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 logo options to choose from. You can use a more generic standard channel partner logo to show your affiliation with Motorola, or you can opt to use a more unique, differentiated channel partner logo, which highlights your expertise and significant investment in Motorola—the choice is yours.

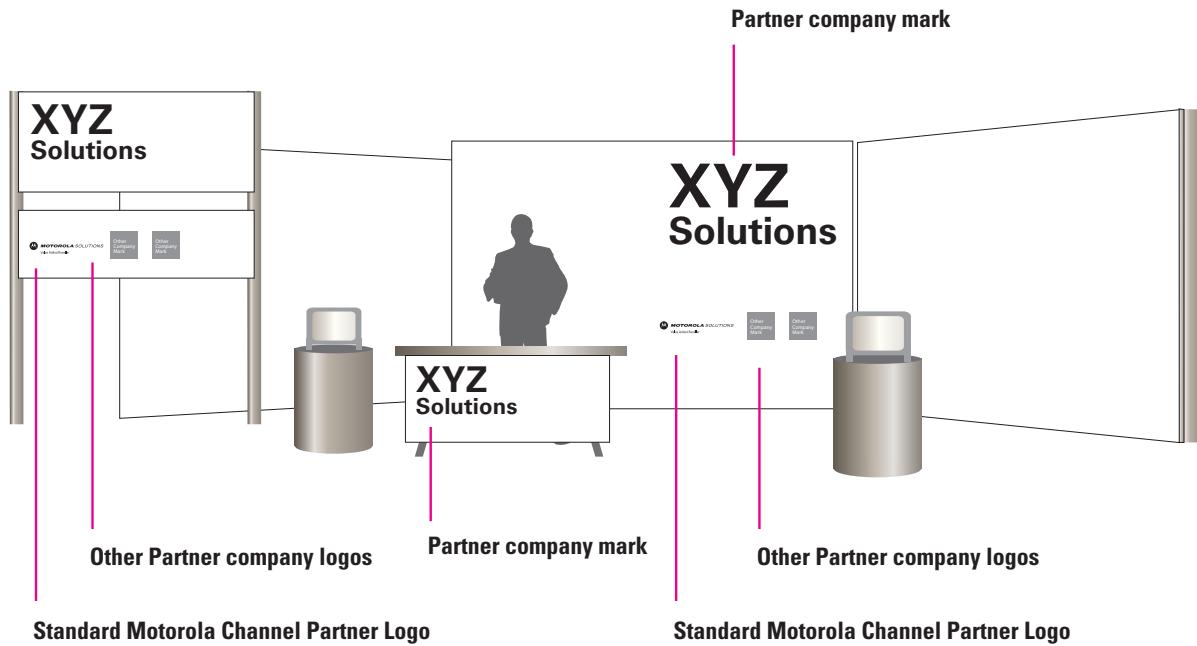
Differentiating your business is imperative to attract customers and we encourage you to use the differentiation PartnerEmpower provides wherever possible. However, we also understand the significant investment you are making when you develop co-branded materials and want to help you protect your investment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

PARTNER-BRANDED PRINT ADS

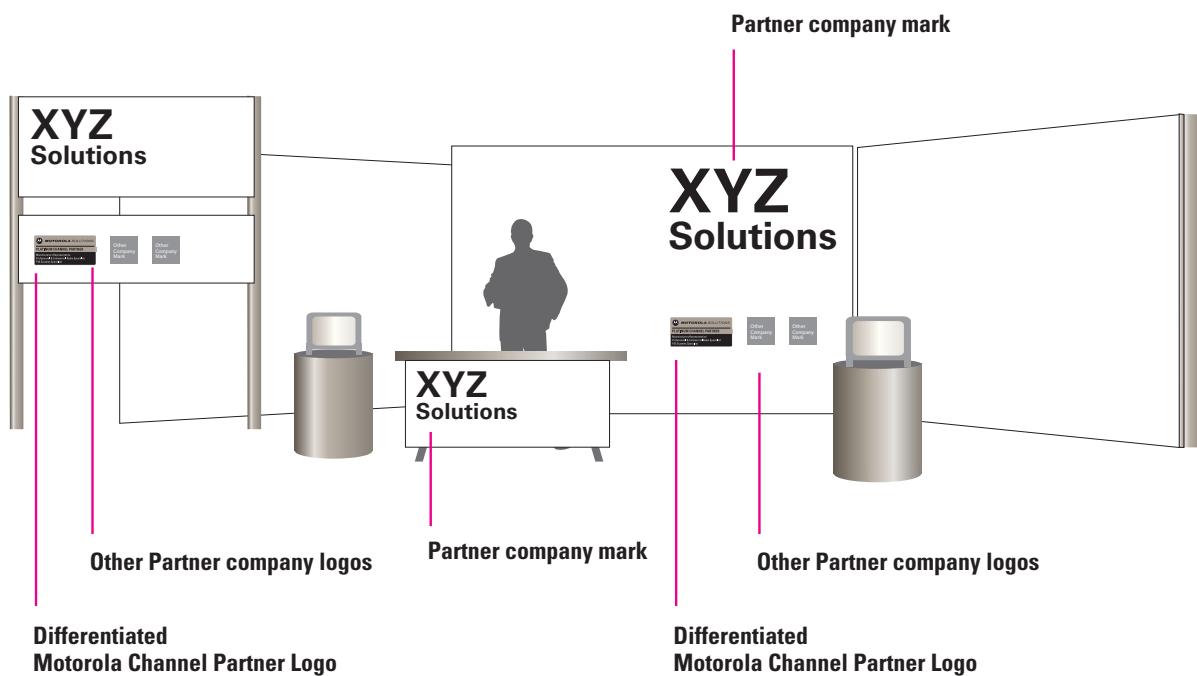


LEVERAGING THE MOTOROLA BRAND

PARTNER-BRANDED TRADE SHOW BOOTH (STANDARD)

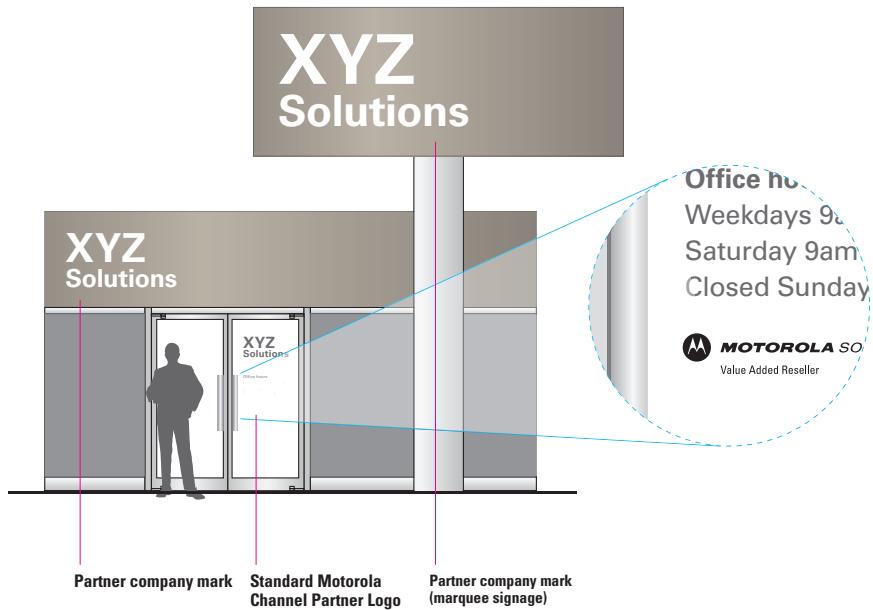


PARTNER-BRANDED TRADE SHOW BOOTH (DIFFERENTIATED)

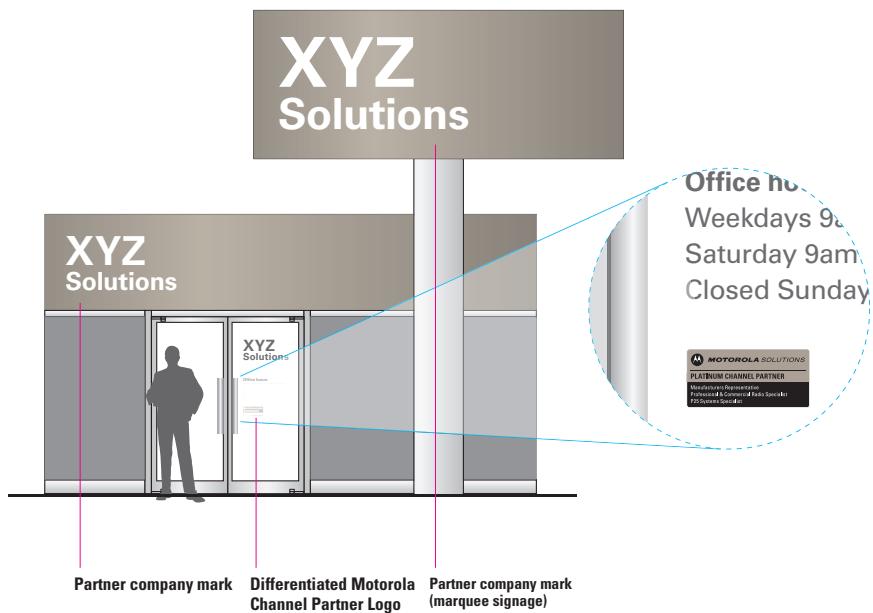


LEVERAGING THE MOTOROLA BRAND

PARTNER-BRANDED STORE FRONT (STANDARD)

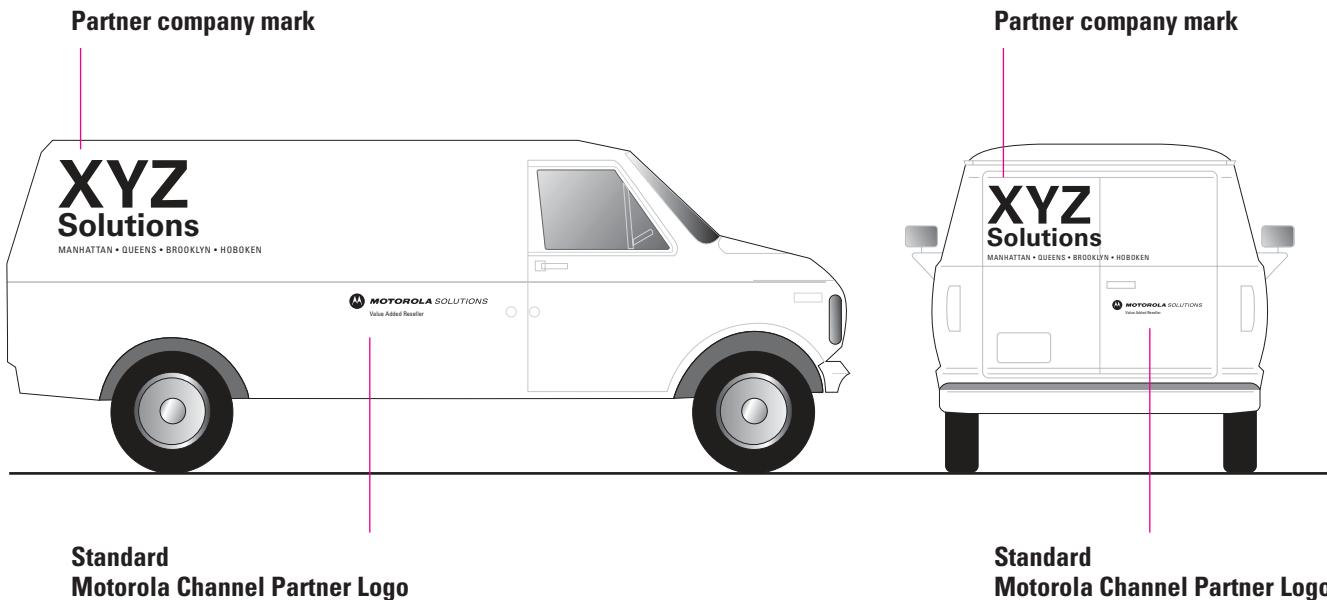


PARTNER-BRANDED STORE FRONT (DIFFERENTIATED)

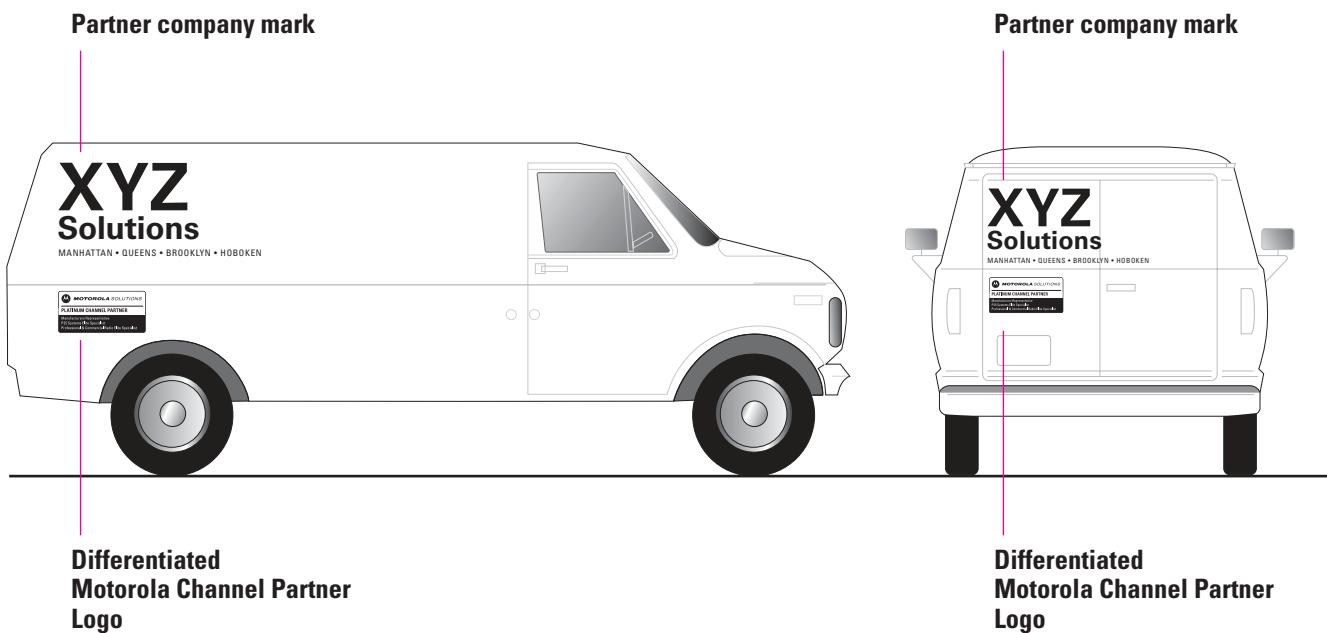


LEVERAGING THE MOTOROLA BRAND

PARTNER-BRANDED VEHICLE SIGNAGE (STANDARD)



PARTNER-BRANDED VEHICLE SIGNAGE (DIFFERENTIATED)

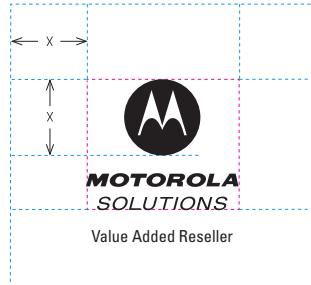


MOTOROLA CHANNEL PARTNER LOGOS

CONFIGURATION - STANDARD MOTOROLA CHANNEL PARTNER LOGO

The **standard** Motorola Channel Partner Logo 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 logo 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 logos. Your Motorola Solutions Channel management representative will manage any regional variations for these logos.



COLORS

The **standard** Motorola Channel Partner Logo will always be black or knockout.



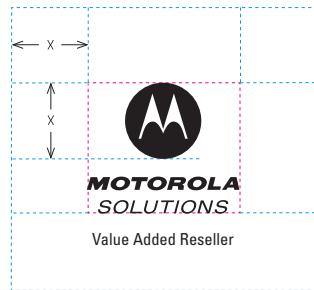
MOTOROLA CHANNEL PARTNER LOGOS

CLEAR SPACE/MINIMUM SIZE

CLEAR SPACE/MINIMUM SIZE

Clear space:

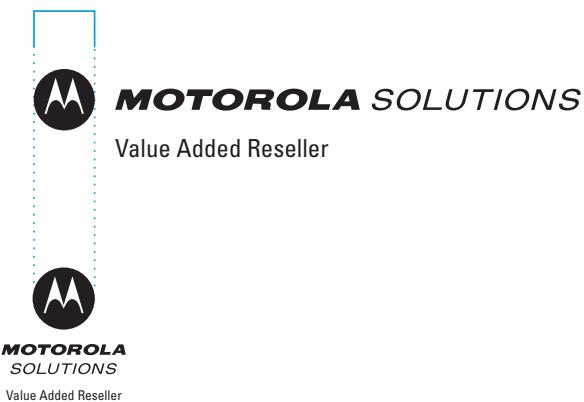
Maintain a clear space of at least 1X (where X equals the height of the stylized M within the Motorola emsignia) on all four sides of the Motorola Channel Partner Logo. Keep this area free of any graphic or typographical elements to ensure readability.



Minimum Size

Never make a Motorola Channel Partner Logo larger than your company's logo. The Motorola Channel Partner Logo functions as a secondary mark that supports the channel partner's company brand. Do not scale the Motorola Channel Partner Logo to smaller than .25" wide. When scaling for low resolution applications, use the appropriate low resolution version of the mark.

0.25"



MOTOROLA CHANNEL PARTNER LOGOS

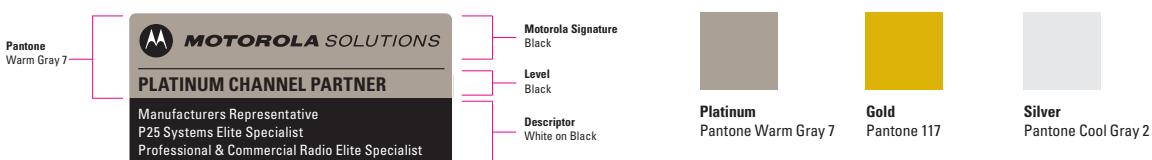
CONFIGURATION - DIFFERENTIATED MOTOROLA CHANNEL PARTNER LOGO

The Motorola Solutions **differentiated** Motorola Channel Partner Logo 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 logo 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 logos. Your Motorola Solutions Channel management representative will manage any regional variations for these logos.



COLORS



Pantone Warm Gray 7



Pantone 117



Pantone Cool Gray 2

MOTOROLA CHANNEL PARTNER LOGOS

COLORS CONTINUED



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 LOGOS ON BACKGROUNDS



White background



Light background



Dark background



Textured background



Gradient background

BLACK AND WHITE ON BACKGROUNDS



White background



Gray background

MOTOROLA CHANNEL PARTNER LOGOS

LANGUAGE

The area of the Motorola Channel Partner Logo 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 Motorola Channel Partner Logo is done by the Motorola Solutions Marketing team. A partner is not permitted to modify the content of the Motorola Channel Partner Logo artwork.

SPANISH



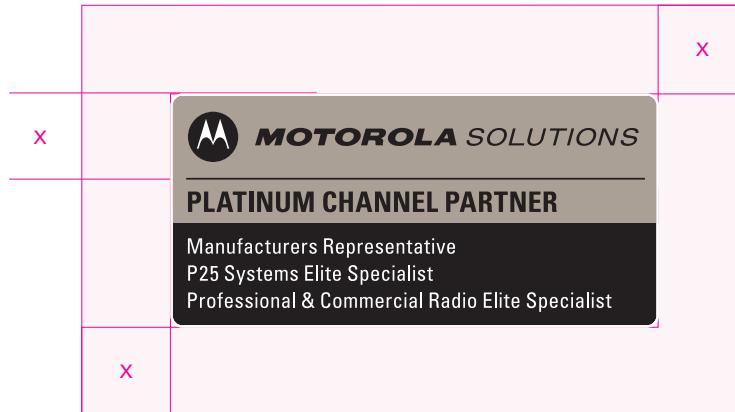
MOTOROLA CHANNEL PARTNER LOGOS

CLEAR SPACE/MINIMUM SIZE

CLEAR SPACE/MINIMUM SIZE

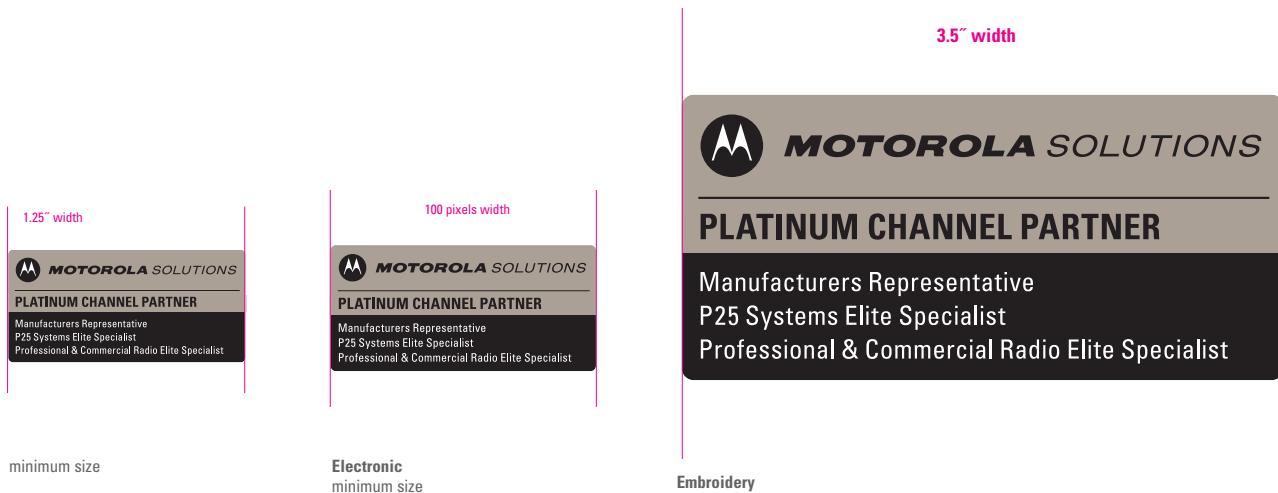
Clear space:

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 Motorola Channel Partner Logo. Keep this area free of any graphic or typographical elements to ensure readability.



Minimum Size

Never make a Motorola Channel Partner Logo larger than your company's logo. The Motorola Channel Partner Logo functions as a secondary mark that supports the channel partner's company brand. Do not scale the Motorola Channel Partner Logo to smaller than 1.25" wide. When scaling for low resolution applications, use the appropriate low resolution version of the mark.



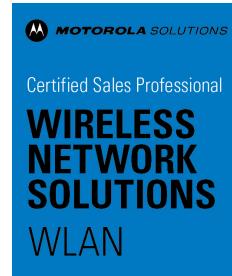
MOTOROLA CHANNEL PARTNER LOGOS

OTHER CHANNEL LOGOS

You may have access to other types of Motorola Channel Partner Logos, such as those that demonstrate your certification achievements or the fact that you have a 'Market Ready Solution'. These logos are displayed below.

CERTIFICATION LOGOS

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 logos:



These logos follow the same usage rules as the channel logos, 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 logos. Contact your Motorola Solutions representative with any questions about Motorola Solutions' Market Ready Solutions program.



MOTOROLA CHANNEL PARTNER LOGOS

Implement the Motorola Channel Partner Logo 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.

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MOTOROLA SOLUTIONS CO-BRANDABLE MARKETING MATERIALS:

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PARTNER-BRANDED MATERIALS (APPLICATIONS FOR MOTOROLA CHANNEL PARTNER LOGOS):

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25 ADVERTISING/TELEPHONE DIRECTORIES/NEWSPAPER ADS)

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30 EMAIL

31 PREMIUMS

32 PRESENTATIONS

33 PROPOSALS

34 STATIONERY

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44 PARTNER TRI-BRANDING

45 PARTNER BRAND CHECKLIST

MOTOROLA CHANNEL PARTNER LOGOS

GENERAL RULES FOR USE ON PARTNER-BRANDED MATERIALS

Follow these general rules when using the standard or differentiated Motorola Channel Partner Logo 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 Motorola Channel Partner Logo being subordinate to the partner company mark.

CLEAR SPACE

Always maintain proper clear space around the channel logo. If using multiple Motorola Channel Partner Logos (for companies other than Motorola Solutions), they should all be in equal proportion with proper clear space.

PLACEMENT

The channel logo should never be in a more dominant position than the partner company mark. The Motorola Channel Partner Logo's placement must clearly convey that the partner company is the source of the product/service.

NUMBER OF LOGOS

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

USING CHANNEL LOGOS IN TEXT

Avoid using Motorola Channel Partner Logos as a read-through within layout body copy. The partner company mark and channel logo 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. © 2012 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 (Co-Branding Wizard or Print-On-Demand).

Here are examples of co-branded marketing materials:

Print Ad



Spec Sheet (page 1)



Spec Sheet (page 2)



Partner company mark

Partner company mark

Motorola Channel
Partner Logo

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

CO-BRANDING WIZARD

Contact your Motorola Solutions Representative for details on accessing Co-Branding Wizard

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

Co-Branding Wizard is an online tool that makes it easy for partners to create high quality, co-branded marketing materials. Through the easy-to-use Co-Branding Wizard 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, Co-Branding Wizard 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 Co-Branding Wizard 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 Channel Partner Logo, 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.

MOTOROLA CHANNEL PARTNER LOGOS 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 Channel Partner Logo must be smaller than your company's logo, but at least 1.25" wide.
- + Include only one Motorola Channel Partner Logo, and use it only once per application.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Recommended Motorola Channel Partner Logo: either standard or differentiated, depending on your business need.

MOTOROLA CHANNEL PARTNER LOGOS IN APPLICATIONS

ADVERTISING (TELEPHONE DIRECTORIES/NEWSPAPER ADS)

Partner company mark



ES400

EMPOWER YOUR MOBILE WORKERS

Consectetur adipiscing elit morbi insectetur mollis
Motorola product lorem ipsum dolor sit amet, consectetur lorem ipsum adipiscing
elit morbi mollis elementum. Pellentesque tincidunt ipsum dolor sit amet,
consectetur adipiscing elit morbi insectetur mollis consectetur ipsum adipiscing.

To get more information or download
an application brief, visit us at
www.motorolasolutions.com/es400
or see us at Stand 3045

MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the stylized M Logo are trademarks or registered trademarks of Motorola Trademark Holdings, LLC and/or its affiliated companies. All other products or service names are the property of their respective owners.

MOTOROLA SOLUTIONS

PLATINUM CHANNEL PARTNER
Manufacturers' Representative
PSI Services & Commercial
Sales & Commercial Radio Site Specialist

XYZ Solutions

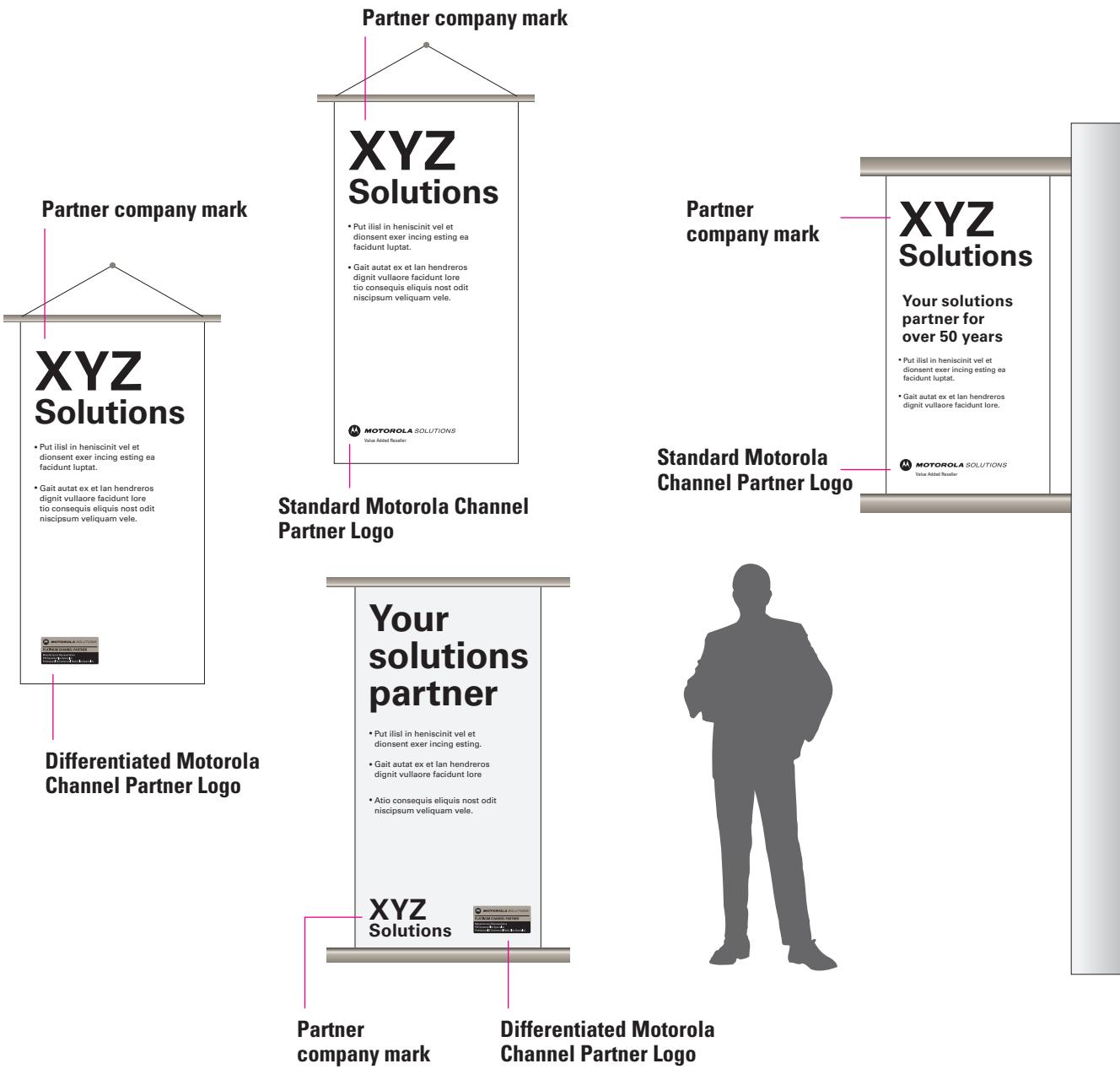
Standard
Motorola Channel Partner Logo

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 Motorola Channel Partner Logo.
- + Place your company's logo as the primary identity. The Motorola Channel Partner Logo must be smaller than your company's mark, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements.
- + Include only 1 Motorola Channel Partner Logo, and only use it once per application.
- + Recommended Motorola Channel Partner Logo: Differentiated

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

EVENT BANNERS

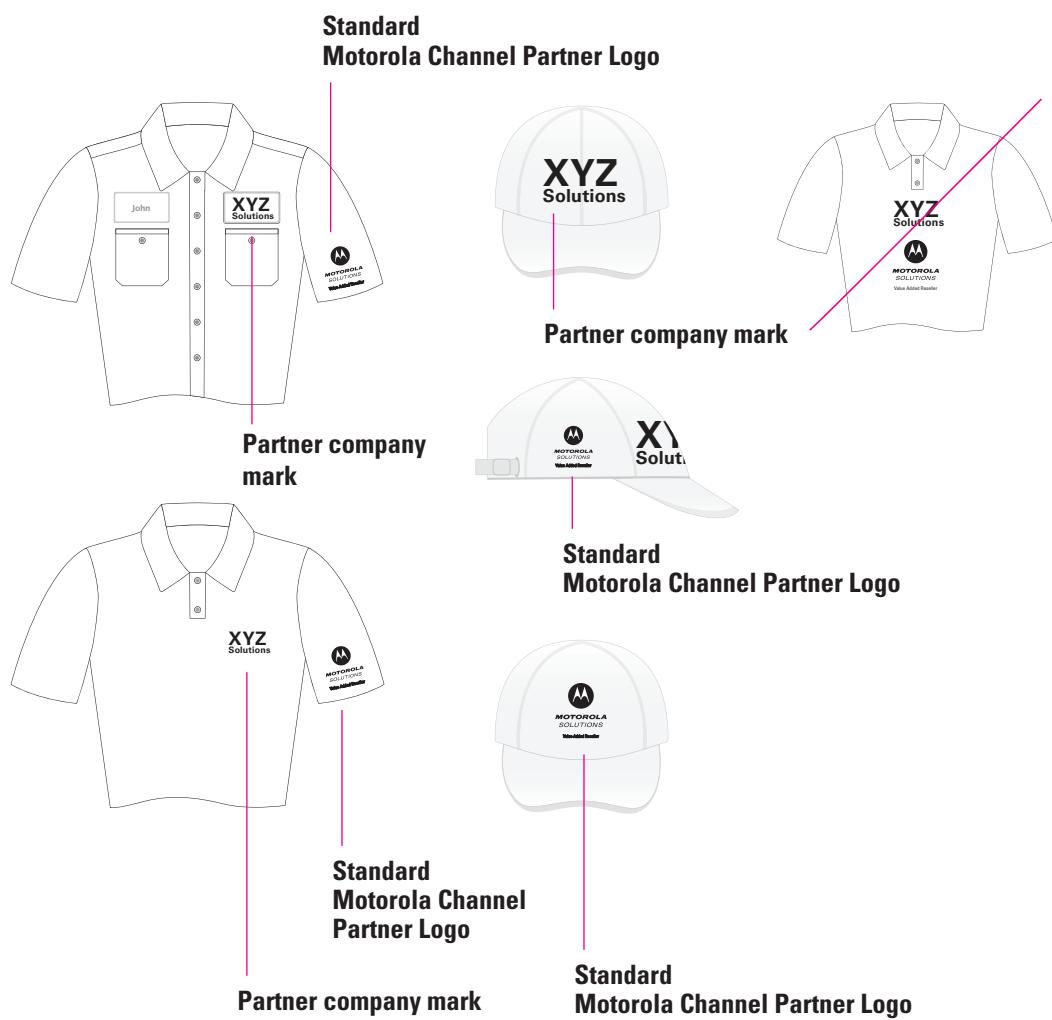


RULES

- + 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 Channel Partner Logo must be smaller than your company's mark, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements.
- + Include only 1 Motorola Channel Partner Logo, and only use it once per application.
- + Recommended Motorola Channel Partner Logo: either standard or differentiated, based on your business need.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

CLOTHING/UNIFORMS



**MOTOROLA SOLUTIONS
CHANNEL LOGO
(EMBROIDERY LOGO)**



**MOTOROLA
SOLUTIONS**
Value Added Reseller

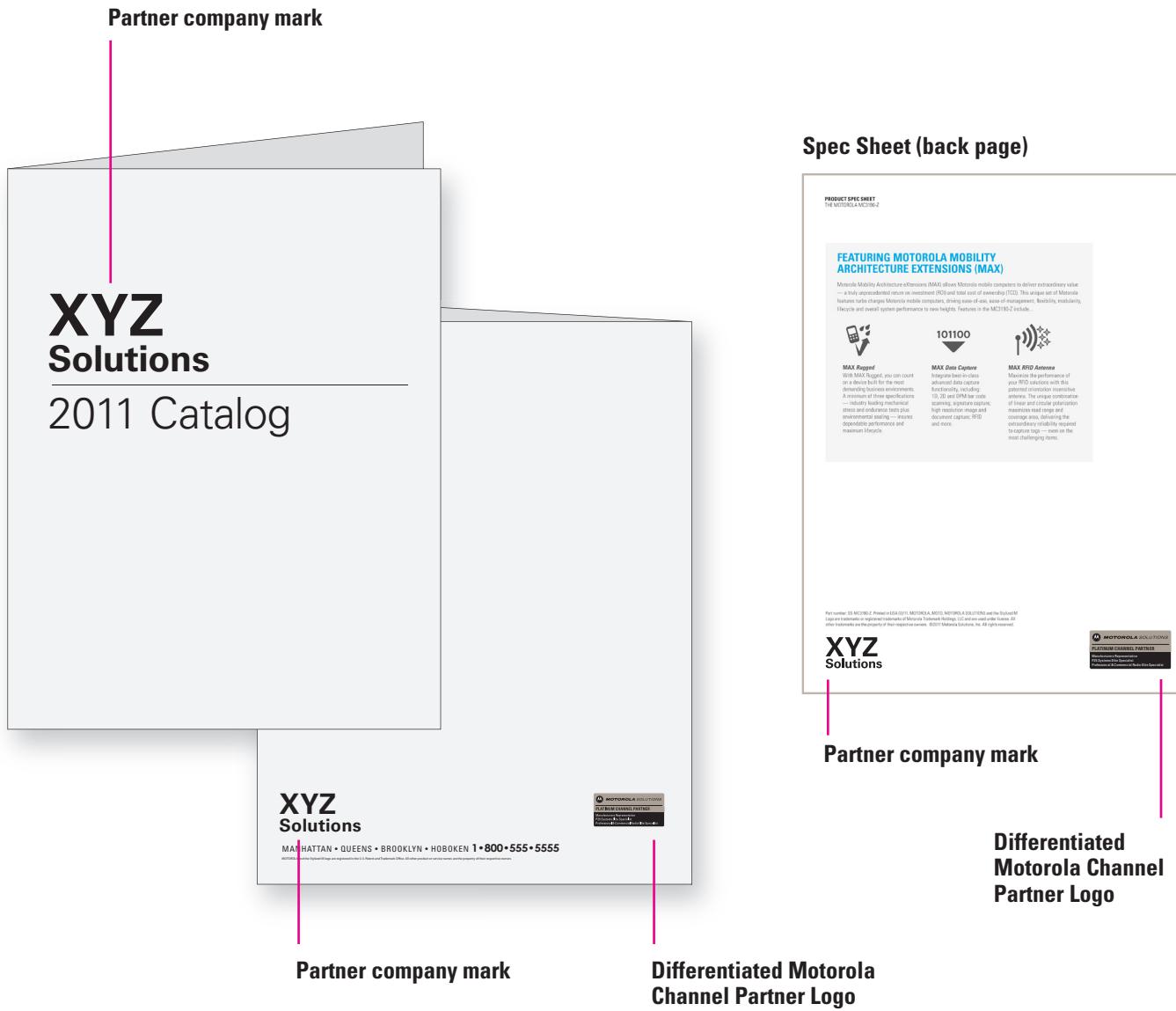
RULES

- + Place your company's logo as the primary identity. The Motorola Channel Partner Logo must be smaller than your company's logo, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements. On apparel, you may place your Motorola Channel Partner Logo wherever you choose, as long as it's not locked up with your company logo.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Recommended Motorola Channel Partner Logo: Standard
- + **We have designed a version of the channel logo 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 logo 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.**

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

COLLATERAL MATERIALS

(BROCHURES, WHITE PAPERS, DATA SHEETS, ETC.)



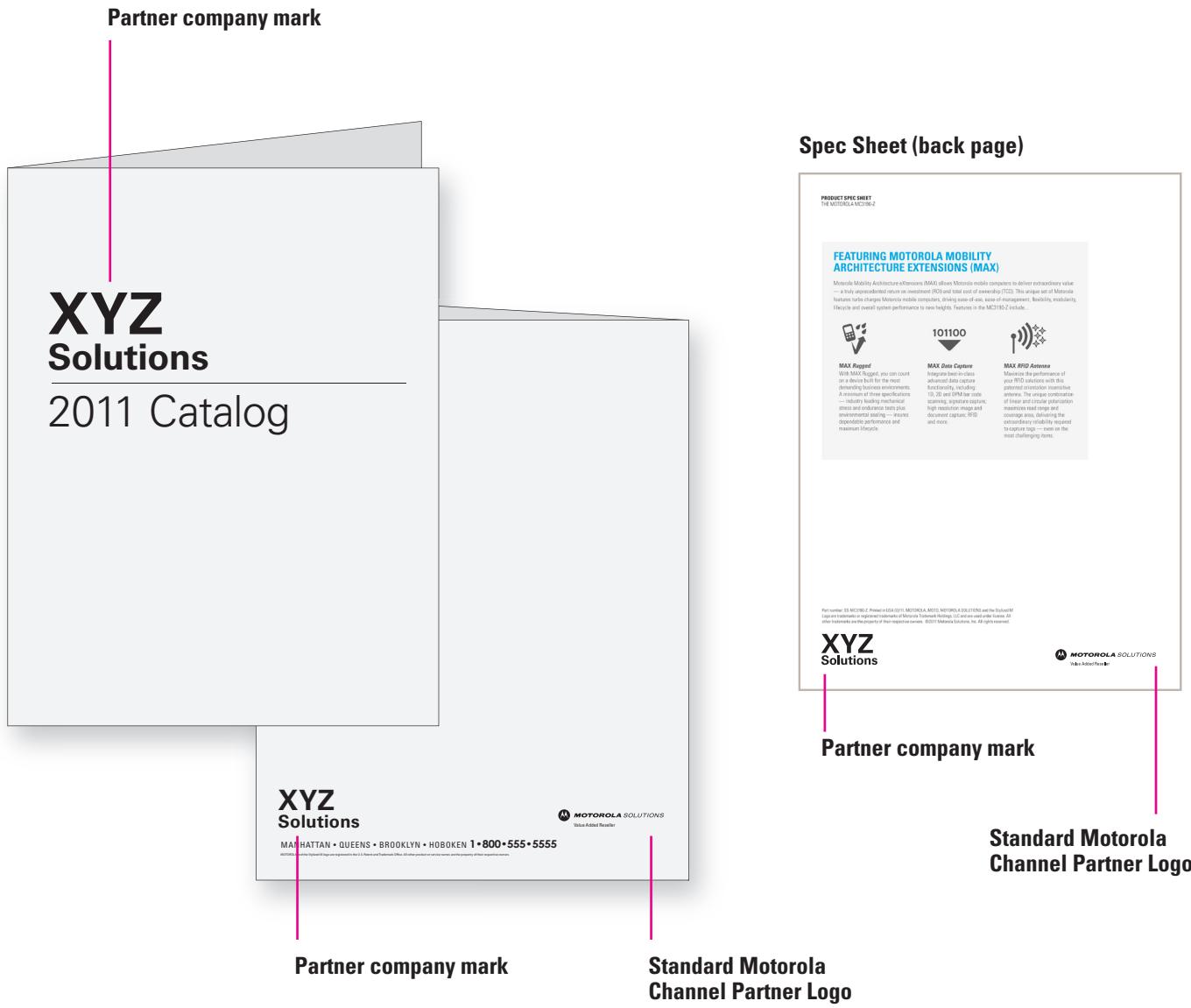
RULES

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

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

COLLATERAL MATERIALS

(BROCHURES, WHITE PAPERS, DATA SHEETS, ETC.)



RULES

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

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS EMAIL

Partner company mark

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

Hi Jane,

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John Smith
XYZ Solutions

XYZ
Solutions

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

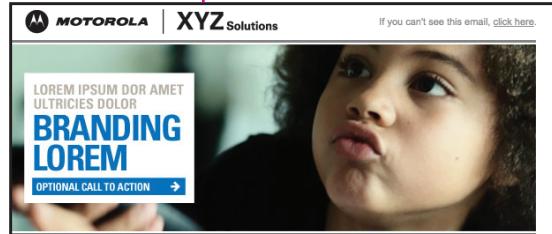


MANHATTAN • QUEENS • BROOKLYN • HOBOKEN 1•800•555•5555



**Differentiated
Motorola Channel Partner Logo**

Partner company mark



LOREM IPSUM TITLE.
SUBTITLE ESTIBULUM RUTRUM SAPIEN EGEST MOLLIS
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[Optional Call to Action Goes Here](#)



ADDITIONAL INFORMATION

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(updated Jan 9, 2010 | PDF 700 KB)

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(updated Jan 9, 2010 | PDF 700 KB)

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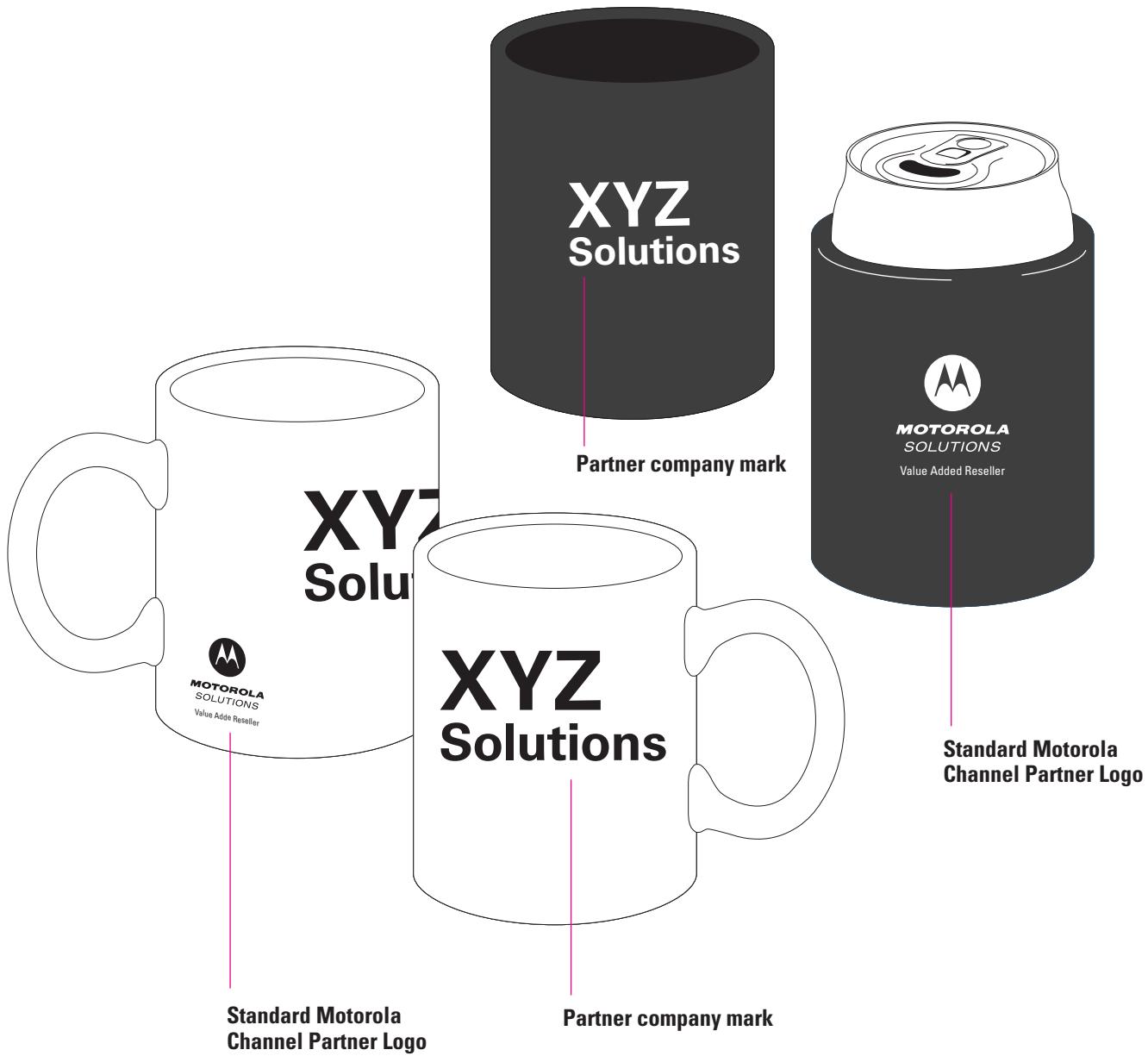
**Differentiated
Motorola Channel Partner Logo**

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 Channel Partner Logo must be smaller than your company's logo, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements.
- + Include only one Motorola Channel Partner Logo, and only use it once per application.
- + If using multiple channel logos(companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Recommended Motorola Channel Partner Logo: on partner-branded emails, either the standard or differentiated logo is recommended, based on your business need. On Motorola-branded emails, the differentiated logo is recommended

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

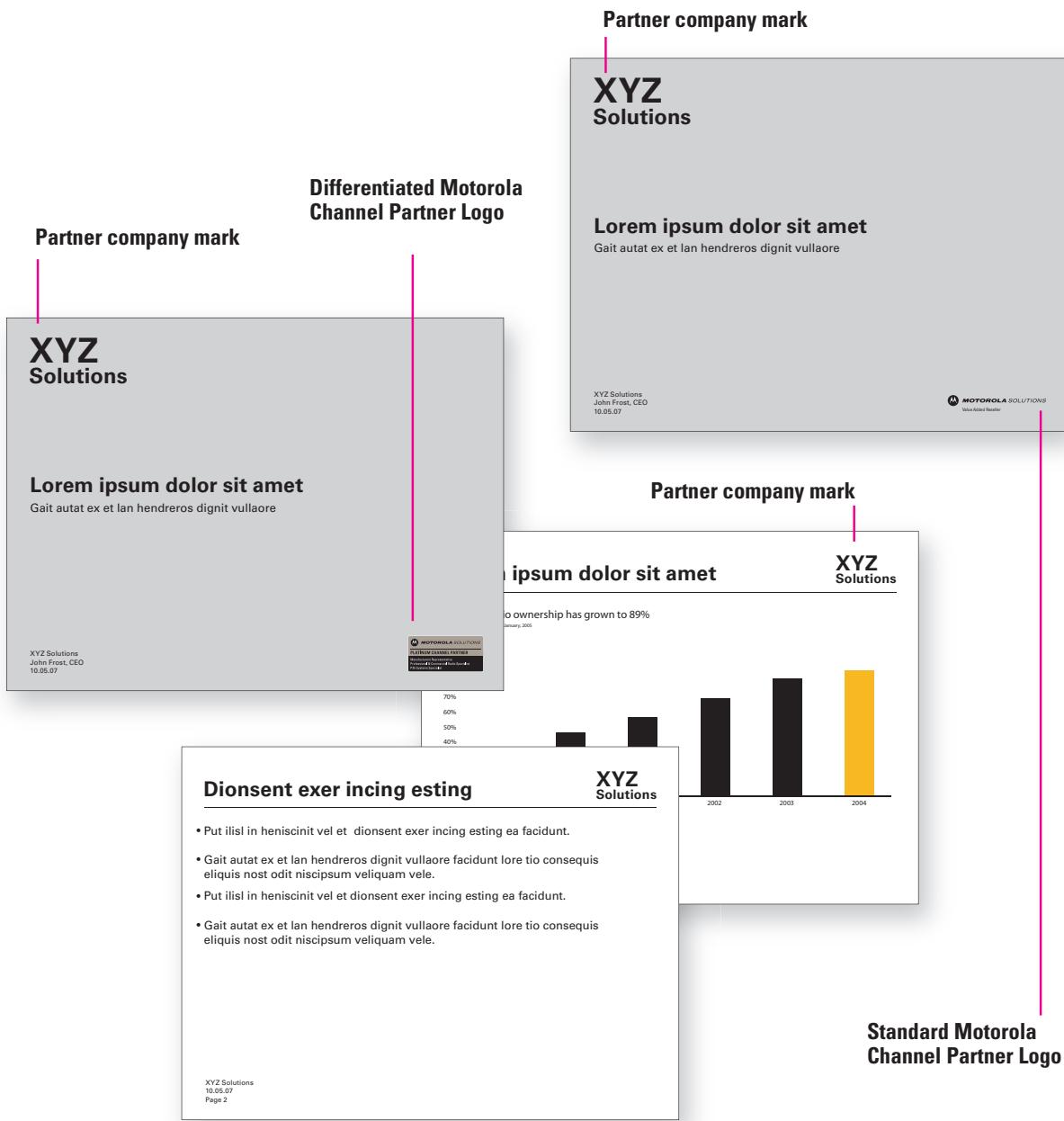
PREMIUMS



RULES

- + Place your company's logo as the primary identity. The Motorola Channel Partner Logo must be smaller than your company's logo, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Recommended Motorola Channel Partner Logo: Standard

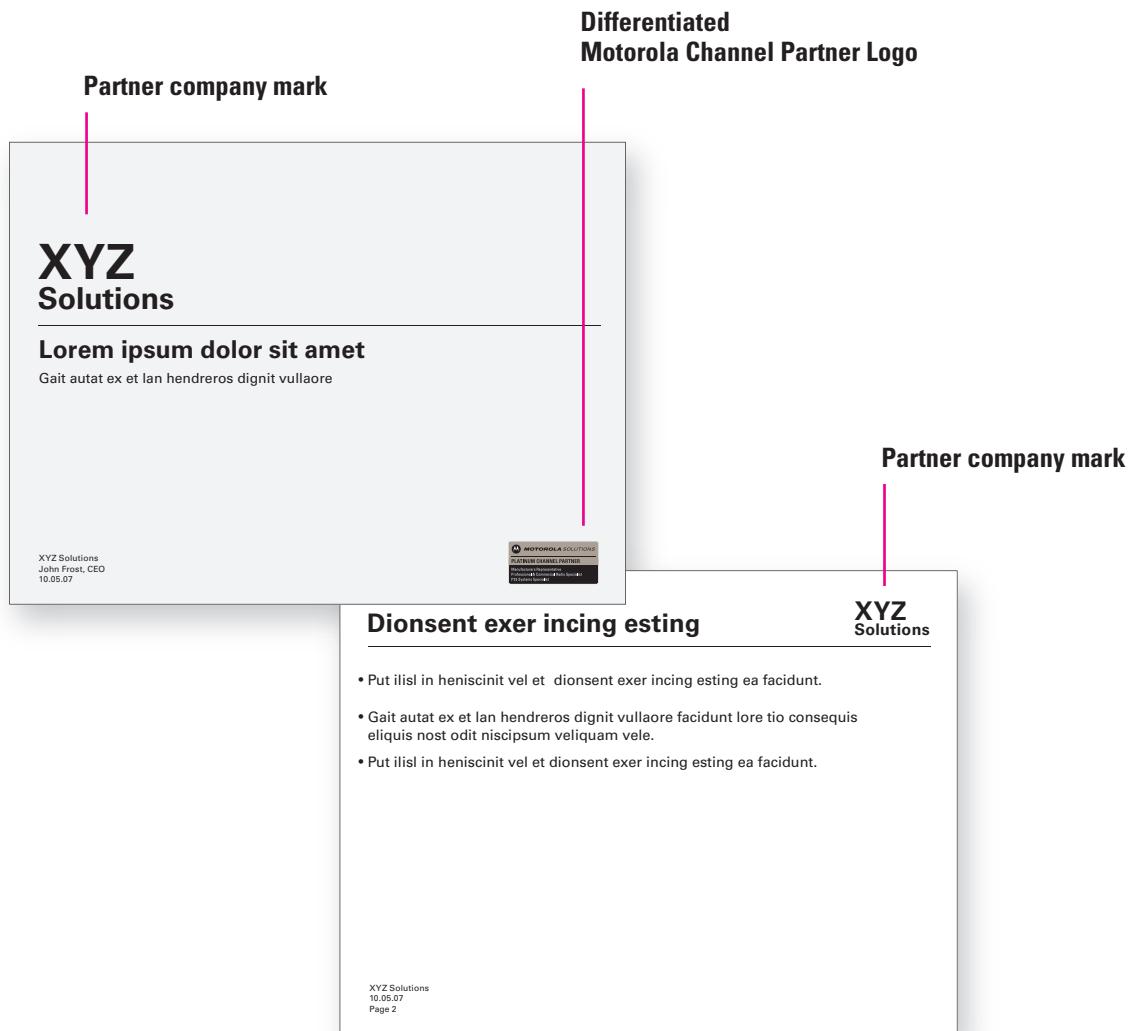
MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS PRESENTATIONS



RULES

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

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS PROPOSALS

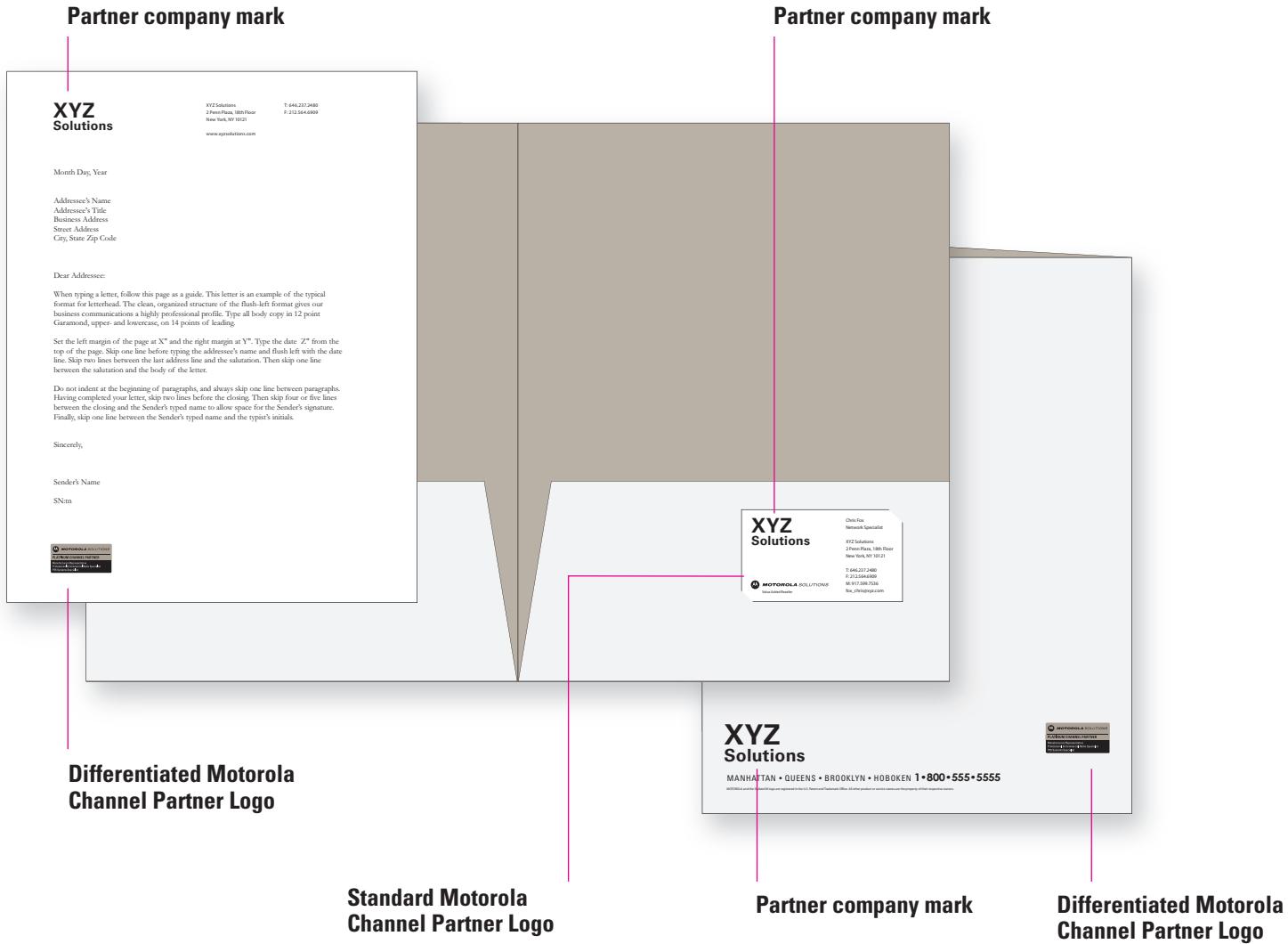


RULES

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

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

STATIONERY

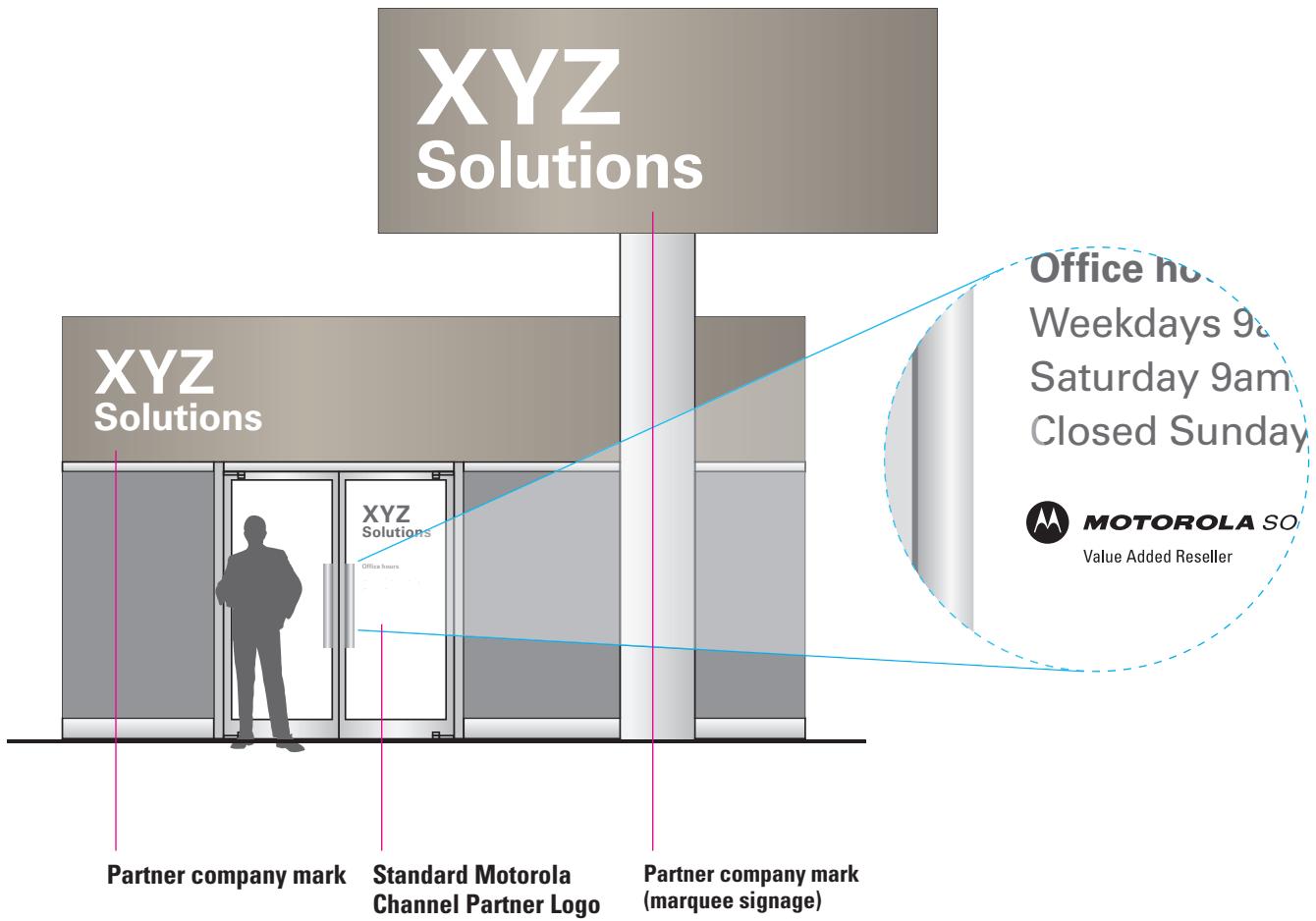


RULES

- + Use your own design layout for letterhead, business cards and folders.
- + Place your company's mark as the primary identity. The Motorola Channel Partner Logo must be smaller than your company's mark but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo 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 Channel Partner Logo, and use it only once per application.
- + Recommended Motorola Channel Partner Logo: either the differentiated or standard channel logo, depending on your business need.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

STOREFRONT SIGNAGE

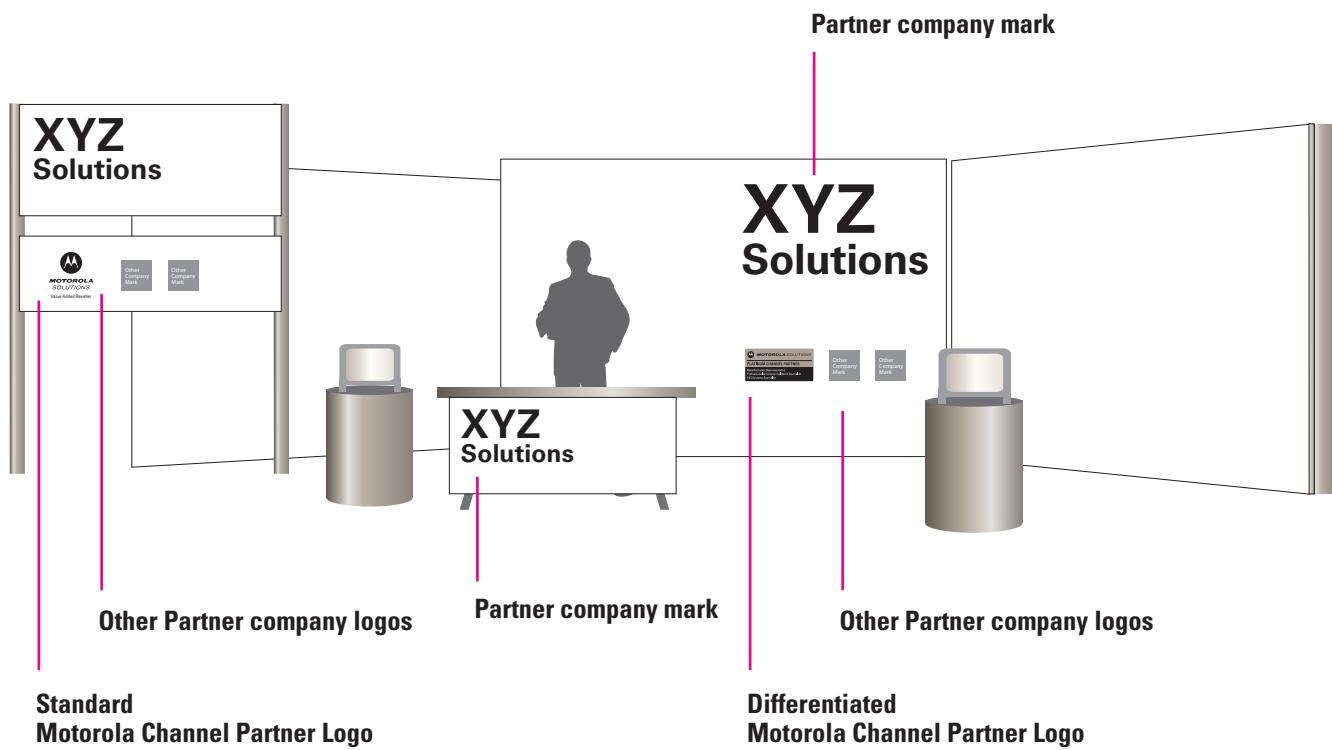


RULES

- + Place your company's mark as the primary identity. The Motorola Channel Partner Logo must be smaller than your company's mark but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo 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 Channel Partner Logo, and use it only once per application.
- + We strongly recommend you use a non-permanent method to adhere your Motorola Channel Partner Logo to any storefront signage, to avoid unnecessary removal costs should your relationship with Motorola Solutions end.
- + Recommended Motorola Channel Partner Logo: Choose either the differentiated or standard channel logo, depending on your business need.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

TRADE SHOWS

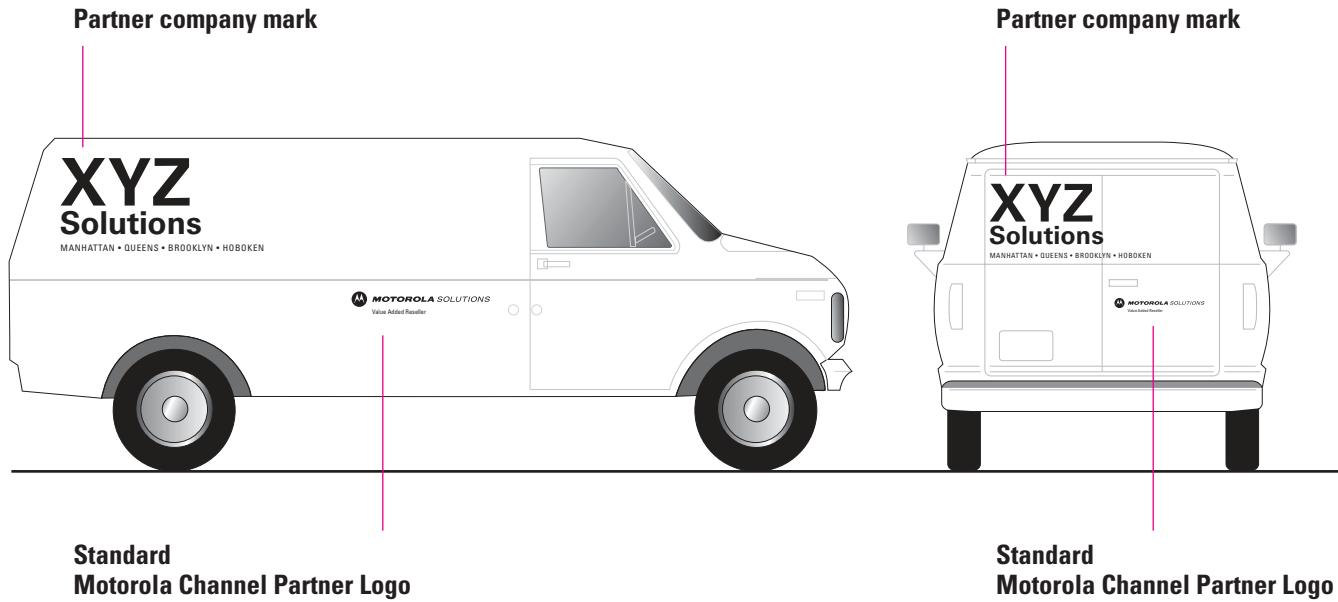


RULES

- + Place your company's logo as the primary identity. The Motorola Channel Partner Logo must be smaller than your company's logo, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space
- + Recommended Motorola Channel Partner Logo: Choose either the differentiated or standard channel logo, depending on your business need.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

VEHICLES

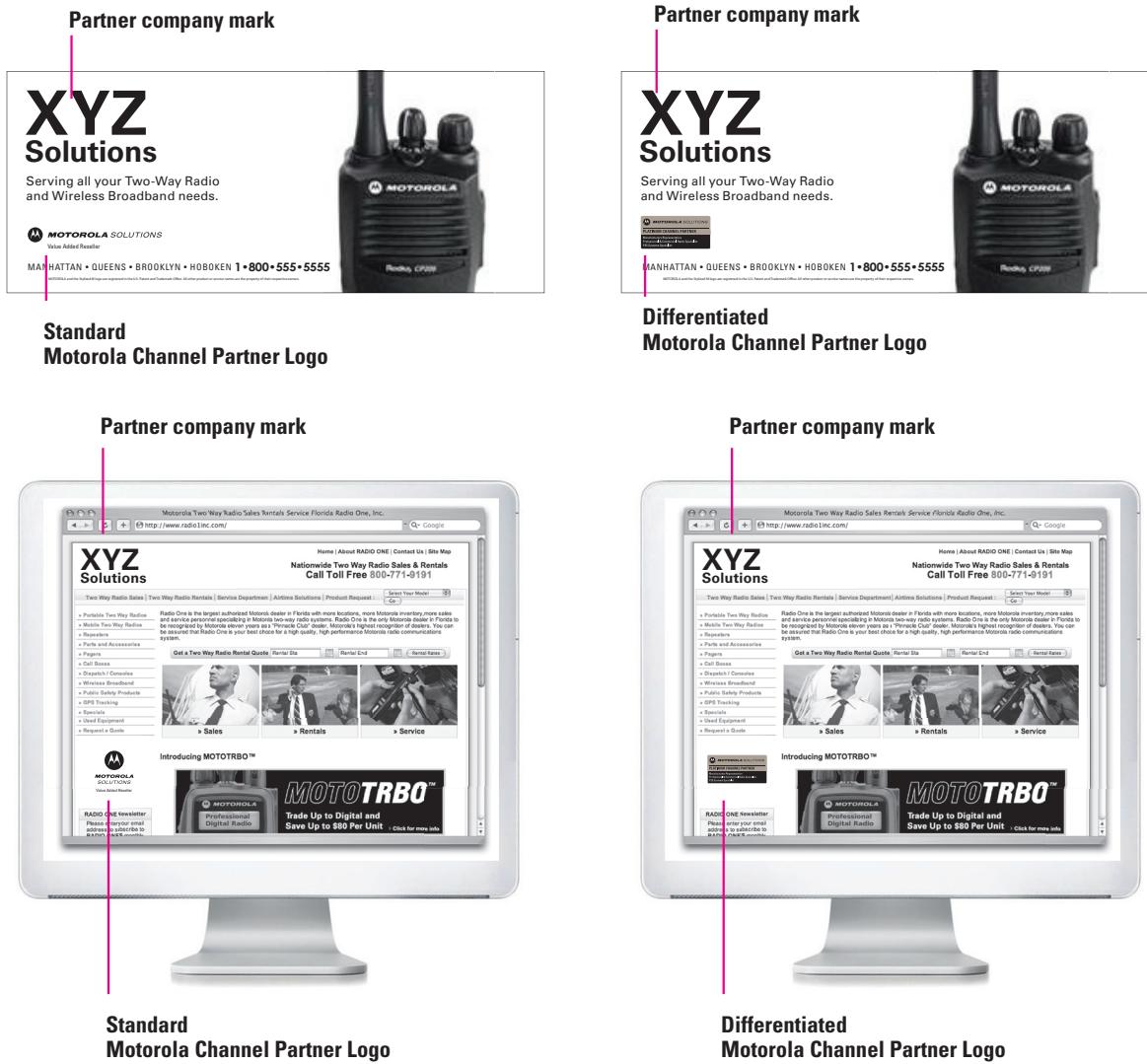


RULES

- + Place your company's logo as the primary identity to convey that your company is the source of the product/service. The Motorola Channel Partner Logo must be smaller than your company's logo. **Do not place the Motorola Channel Partner Logo directly above or below your Company mark. (i.e do not stack).**
- + Do not lock up the Motorola Channel Partner Logo with your company's logo or other layout elements.
- + If using multiple channel logos (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 Channel Partner Logo to any vehicle signage, to avoid unnecessary removal costs should your relationship with Motorola Solutions end.
- + Recommended Motorola Channel Partner Logo: The standard channel logo is the recommended channel logo to use on vehicles.

MOTOROLA CHANNEL PARTNER LOGO 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 Channel Partner Logo must be smaller than your company's logo, but at least 1.25" wide.
- + Do not lock up the Motorola Channel Partner Logo with your company logo or other layout elements.
- + Include only one Motorola Channel Partner Logo per application, and use it only once.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Please follow these guidelines for web and email: The name MOTOROLA, MOTO, MOTOROLA SOLUTIONS and the Stylized M Logo are trademarks of Motorola Trademark Holdings, LLC and cannot be used as part of your internet domain name, web address or e-mail address.
- + Recommended Motorola Channel Partner Logo: The differentiated channel logo is the recommended channel logo on your website, to best showcase your strong affiliation with Motorola Solutions and competency with our products.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS BILLBOARDS



**Standard
Motorola Channel Partner Logo**

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 Channel Partner Logo must be smaller than your company's logo.
- + Include only one Motorola Channel Partner Logo, and use it only once per application.
- + If using multiple channel logos (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 Motorola Channel Partner Logo: the standard channel logo is recommended for use on billboards.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS POSTER



**Standard
Motorola Channel Partner Logo**

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 Channel Partner Logo must be smaller than your company's logo
- + Include only one Motorola Channel Partner Logo, and use it only once per application.
- + If using multiple channel logos (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 Motorola Channel Partner Logo: the standard channel logo is recommended for use on posters

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

DIRECT MAIL

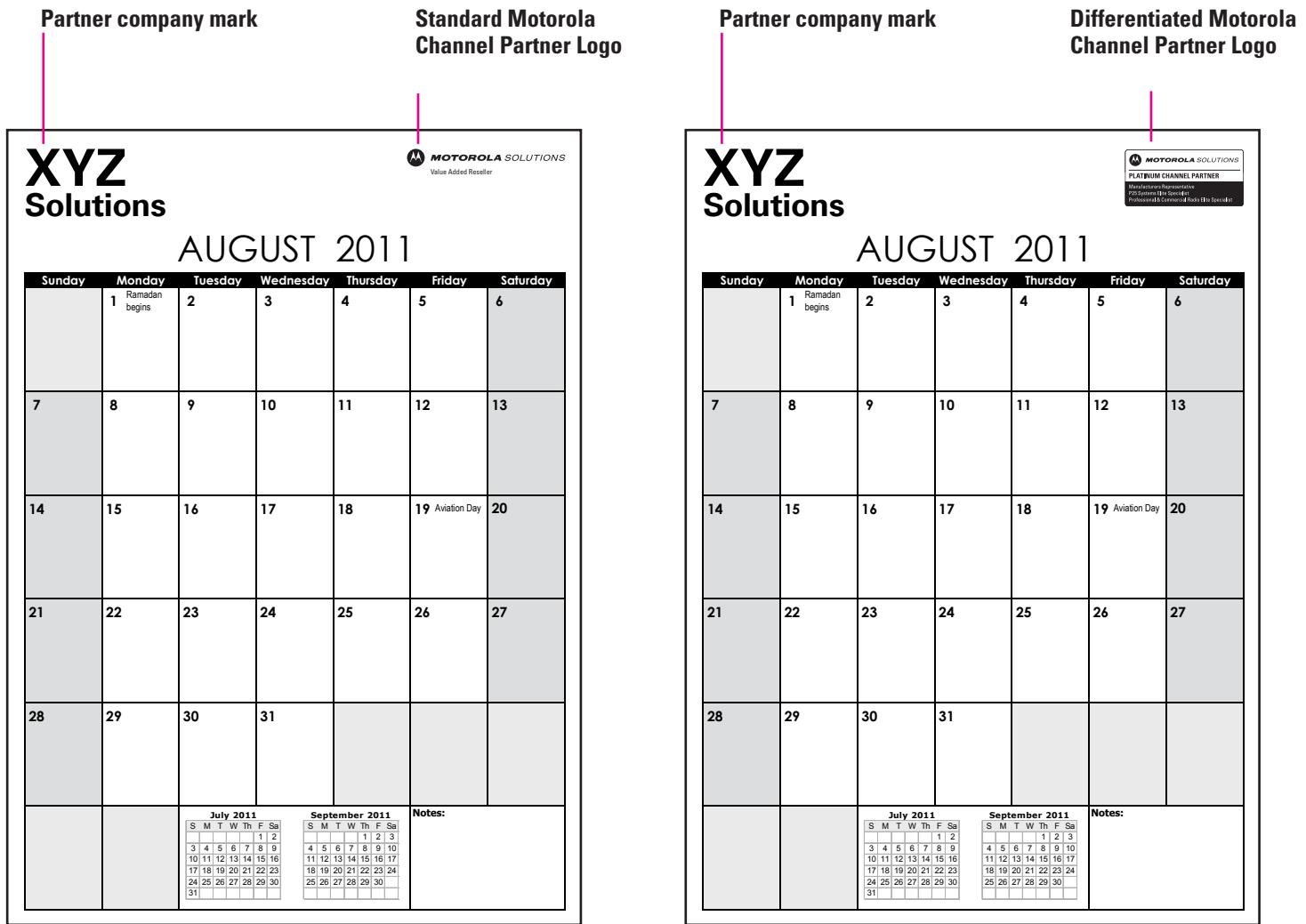


RULES

- + 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 Channel Partner Logo must be smaller than your company's logo.
- + Include only one Motorola Channel Partner Logo, and use it only once per application.
- + If using multiple channel logos (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 Motorola Channel Partner Logo: the standard channel logo is recommended for use on partner-branded direct mail pieces. On Motorola Solutions direct mail, the differentiated channel logo is the recommended logo to use.

MOTOROLA CHANNEL PARTNER LOGO 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 Channel Partner Logo must be smaller than your company's logo.
- + Include only one Motorola Channel Partner Logo, and use it only once per application.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Recommended Motorola Channel Partner Logo: choose either the standard channel logo or differentiated channel logo, depending on your business need at the time the calendar is printed.

MOTOROLA CHANNEL PARTNER LOGO IN APPLICATIONS

BUSINESS CARDS



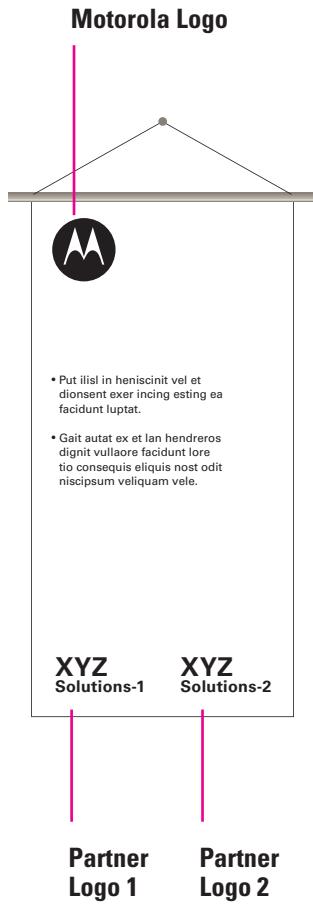
RULES

- + 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 Channel Partner Logo must be smaller than your company's logo
- + Include only one Motorola Channel Partner Logo, and use it only once per application.
- + If using multiple channel logos (companies other than Motorola Solutions), make sure they are in equal proportion to each other and have the proper amount of clear space.
- + Recommended Motorola Channel Partner Logo: based on the space constraints on a business card, we recommend you use the standard Motorola Channel Partner Logo

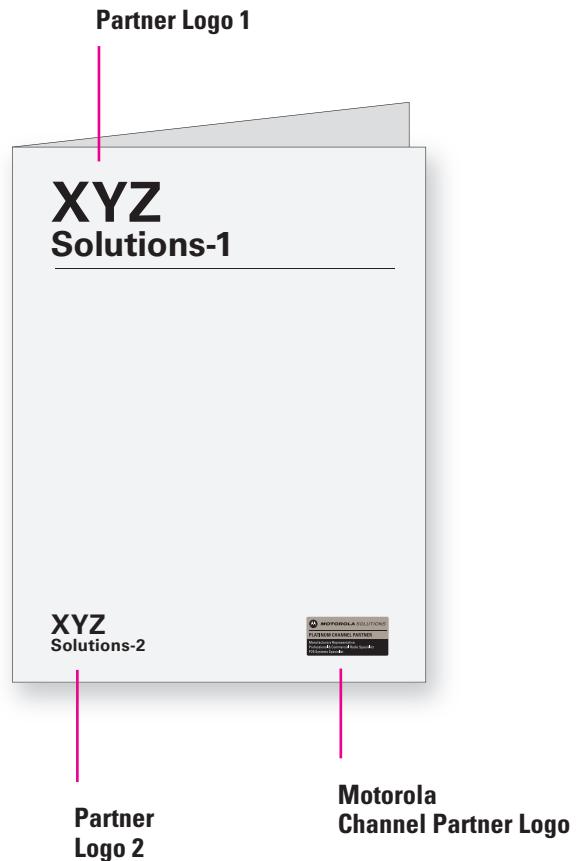
PARTNER TRI-BRANDING

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 Partner Logo (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 Motorola Channel Partner Logo correctly

- Did you choose the appropriate Motorola Channel Partner Logo which accurately reflects your level and track in the Motorola Solutions partner program? Did you limit the number of Motorola Channel Partner Logo 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 Channel Partner Logo?
- Does a proper amount of clear space surround the Motorola Channel Partner Logo?
- Does the Motorola Channel Partner Logo 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 Channel Partner Logo 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 logo (companies other than Motorola Solutions)? Are they all in equal proportion with the appropriate amount of clear space?

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