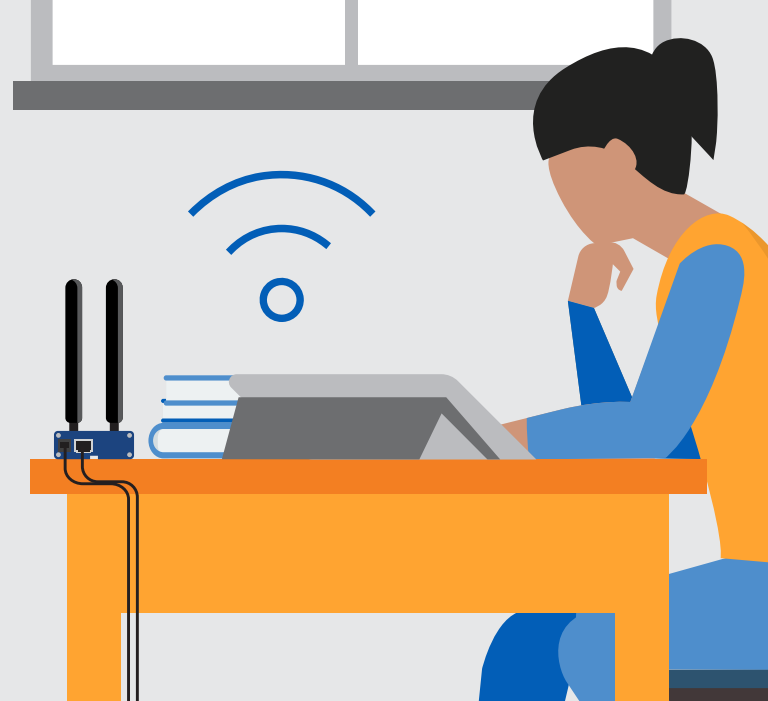
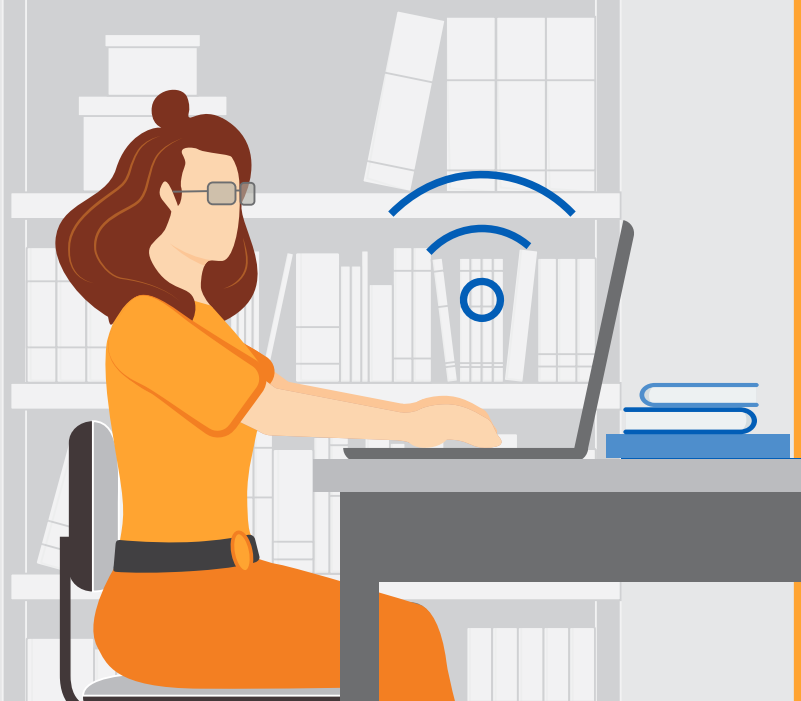




NARRATIVE ILLUSTRATION GUIDELINES FOR DESIGNERS

V1 | AUGUST 2020





These guidelines are designed to help Motorola Solutions designers and external contractors and agencies create on-brand, consistent and high-quality narrative illustrations.

GUIDANCE FOR REQUESTERS

If you are a requester or marketing content creator, please refer to the Illustration Guidelines for Requesters document which provides more information on the request process, lead times and other considerations when requesting a new narrative illustration.

WHERE TO FIND ASSETS & EXAMPLES

The Brand Creative team has created a [Google Drive library](#) of existing vector assets that can be reused and reworked into new vignettes and use cases for efficiency.

At the time these guidelines are published, this library is being updated on an as-needed basis, but a collection of prepared vector elements may be outsourced to a design contractor or agency in future, to build a more complete collection.

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GLOSSARY OF TERMS

NARRATIVE ILLUSTRATION

A creative combination of vector elements (people, devices and environments) designed to depict a scene or tell a visual story.

VIGNETTE

One individual scene depicted in narrative illustration format which will not be published as part of a multi-scene set.

USE CASE

A set of scenes which, when shown together, depict products and solutions being used in a chronological workflow or narrative to solve a particular challenge.

LEVEL

Levels serve to provide structure and differentiation between the main subject of a scene, its associated people or objects, and the scene background.

Each vignette typically includes Level 1, Level 2 and Level 3 elements, each of which require different considerations and styling (outlined on page 7).

MAIN SUBJECT

Center of activity within a vignette. A person, device or software interface — or combination thereof — can be featured as the main subject.

DEVICE

Refers to tangible products (eg. radios, cameras) and generic third-party hardware that displays software interfaces (eg. monitors, smartphones).

TWO TONE COLOR

Two tone color treatment divides a vignette element, such as a person or device, into two shades within the same color range. This adds dimension and stylistic flair and serves to bring attention to key elements within our narrative illustrations. Level 1 elements should use two tone style.

SOLID COLOR

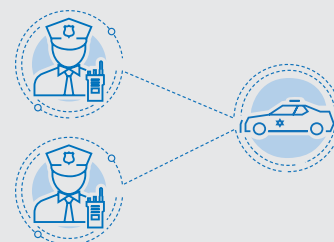
Solid color treatment is not divided into different shades. Level 2 elements should use solid color style.

Narrative illustrations are just one of the types of vector graphics used throughout Motorola Solutions design materials. Other common vector elements include:



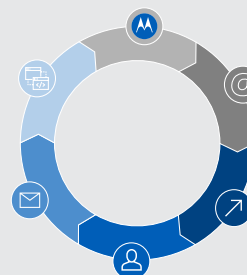
ICONS

Icons provide a clean and simple way to represent or highlight concepts throughout a design. Choose from over 700 icons using the [MSI Icon Library](#), which also provides guidelines for how to use and build icons.



NETWORK DIAGRAMS

Network diagrams are detailed visual representations — built with a consistent set of outlines and fills — that illustrate solutions, features or functionalities. Refer to the [Network Diagram Guidelines](#) for more details.



INFOGRAPHICS

Infographics use creative visual arrangements of vector graphics in combination with icons and text to explain a concept in an engaging way.

COLOR PALETTE

Our narrative illustration color palette includes the core Motorola Solutions brand colors and has also been extended to include lighter and darker variations, for maximum flexibility and differentiation within use cases.

The extended 50% shades, 10% tint shades, skin tones and hair colors are to be used for narrative illustrations only — all other illustrations, as well as the documents narrative illustrations are placed into, must use only brand colors.

Prioritize RGB colors for digital use, while being aware of potential print needs.

50% SHADE	30% SHADE	CORE	70% TINT	30% TINT	10% TINT
C:100 M:95 Y:60 K:20 R:39 G:46 B:77 #272E4E	C:100 M:84 Y:22 K:7 R:0 G:66 B:129 #004281	C:99 M:50 Y:0 K:0 R:0 G:94 B:184 #005EB8	C:69 M:36 Y:0 K:0 R:77 G:142 B:205 #4D8ECD	C:99 M:50 Y:0 K:0 R:179 G:207 B:234 #B3CFEA	C:12 M:5 Y:0 K:0 R:220 G:230 B:245 #DBE6F5
C:100 M:75 Y:50 K:14 R:16 G:74 B:99 #104A63	C:90 M:49 Y:21 K:2 R:0 G:114 B:157 #00729D	C:86 M:8 Y:0 K:0 R:0 G:163 B:224 #00A3E0	C:60 M:4 Y:2 K:0 R:77 G:191 B:233 #4DBFE9	C:27 M:0 Y:1 K:0 R:179 G:227 B:246 #B3E3F6	C:15 M:0 Y:0 K:0 R:212 G:239 B:252 #D4E9FC
C:70 M:57 Y:100 K:60 R:48 G:54 B:20 #303614	C:62 M:49 Y:100 K:43 R:76 G:79 B:32 #4C4F20	C:34 M:12 Y:91 K:54 R:109 G:113 B:46 #6D712E	C:42 M:29 Y:66 K:3 R:153 G:156 B:109 #999C6D	C:17 M:11 Y:25 K:0 R:211 G:212 B:192 #D3D4C0	C:6 M:4 Y:16 K:1 R:234 G:232 B:212 #EAE7D3
C:60 M:55 Y:100 K:27 R:98 G:91 B:43 #625B2B	C:52 M:33 Y:100 K:11 R:128 G:134 B:11 #80860B	C:26 M:1 Y:100 K:10 R:183 G:191 B:16 #B7BF10	C:23 M:6 Y:82 K:0 R:205 G:210 B:88 #CDD258	C:9 M:1 Y:35 K:0 R:233 G:236 B:183 #E9ECB7	C:4 M:0 Y:20 K:0 R:244 G:246 B:213 #F5F7D5
C:40 M:88 Y:100 K:30 R:124 G:50 B:32 #7C3220	C:23 M:71 Y:100 K:12 R:179 G:91 B:0 #B35B00	C:0 M:60 Y:100 K:0 R:255 G:130 B:0 #FF8200	C:0 M:40 Y:78 K:0 R:255 G:168 B:77 #FFA84D	C:0 M:16 Y:30 K:0 R:255 G:218 B:179 #FFDAB3	C:0 M:16 Y:30 K:0 R:255 G:234 B:213 #FFEBD6
C:50 M:100 Y:95 K:40 R:99 G:23 B:28 #63171C	C:28 M:96 Y:85 K:28 R:142 G:36 B:41 #8E2429	C:2 M:97 Y:85 K:7 R:203 G:51 B:59 #CB333B	C:11 M:69 Y:44 K:0 R:219 G:112 B:118 #DB7076	C:4 M:27 Y:14 K:0 R:239 G:194 B:196 #EFC2C4	C:1 M:12 Y:6 K:0 R:249 G:226 B:225 #F8E2E1
C:100 M:100 Y:45 K:60 R:13 G:5 B:50 #0D0531	C:99 M:100 Y:35 K:48 R:25 G:13 B:67 #190D43	C:100 M:100 Y:0 K:22 R:36 G:19 B:95 #24135F	C:69 M:71 Y:18 K:3 R:102 G:90 B:143 #665A8F	C:25 M:24 Y:7 K:0 R:189 G:184 B:207 #BDB8CF	C:10 M:11 Y:1 K:0 R:225 G:220 B:235 #E0DCEB
C:65 M:85 Y:85 K:72 R:45 G:17 B:11 #2C100A	C:54 M:66 Y:67 K:53 R:76 G:55 B:50 #4C3732	C:21 M:56 Y:49 K:60 R:109 G:79 B:71 #6D4F47	C:40 M:45 Y:45 K:6 R:153 G:128 B:126 #99847E	C:17 M:18 Y:16 K:0 R:211 G:202 B:200 #D3CAC8	C:8 M:10 Y:8 K:0 R:231 G:223 B:223 #E7DFDF
	C:100 M:100 Y:100 K:100 R:0 G:0 B:0 #000000	C:0 M:0 Y:0 K:70 R:77 G:77 B:77 #4D4D4D	C:0 M:0 Y:0 K:50 R:128 G:128 B:128 #808080	C:0 M:0 Y:0 K:30 R:179 G:179 B:179 #B3B3B3	C:0 M:0 Y:0 K:10 R:231 G:230 B:230 #E7E6E5

SKIN TONES

For use in narrative illustrations only.

C:62 M:70 Y:68 K:76 R:41 G:28 B:26 #291C1A	C:55 M:69 Y:66 K:60 R:66 G:46 B:44 #422E2C
C:49 M:70 Y:68 K:54 R:79 G:51 B:47 #4F332F	C:46 M:63 Y:64 K:33 R:110 G:79 B:72 #6E4F48
C:36 M:65 Y:76 K:27 R:132 G:84 B:63 #84543F	C:32 M:54 Y:65 K:11 R:162 G:117 B:94 #A2755E
C:22 M:58 Y:69 K:5 R:190 G:120 B:92 #BE785C	C:17 M:45 Y:53 K:0 R:208 G:150 B:123 #D0967B
C:0 M:24 Y:41 K:0 R:254 G:201 B:156 #FEC99C	C:0 M:16 Y:30 K:0 R:254 G:217 B:181 #FED9B5

HAIR COLORS

For use in narrative illustrations only.

C:100 M:100 Y:100 K:100 R:0 G:0 B:0 #000000	C:0 M:0 Y:0 K:70 R:77 G:77 B:77 #4D4D4D
C:21 M:56 Y:49 K:60 R:109 G:79 B:71 #6D4F47	C:40 M:45 Y:45 K:6 R:153 G:132 B:126 #99847E
C:40 M:88 Y:100 K:30 R:124 G:50 B:32 #7C3220	C:23 M:71 Y:100 K:12 R:179 G:91 B:0 #B35B00
C:23 M:44 Y:96 K:0 R:201 G:148 B:52 #C99434	C:9 M:17 Y:55 K:0 R:233 G:204 B:135 #E9CC87
C:0 M:0 Y:0 K:30 R:179 G:179 B:179 #B3B3B3	C:0 M:0 Y:0 K:10 R:231 G:230 B:230 #E7E6E5

TRANSLUCENT PROTECTIVE BARRIERS & SHIELDS

For use in narrative illustrations only.

50% TRANSPARENCY C:0 M:0 Y:0 K:30 R:179 G:179 B:179 #B3B3B3	50% TRANSPARENCY C:0 M:0 Y:0 K:10 R:231 G:230 B:230 #E7E6E5
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FILE NAMING & STORAGE

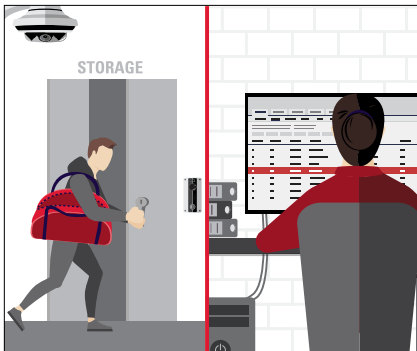
Vector working files for individual vignette elements are filed in the Brand Creative Google Drive and are available upon request to internal Motorola Solutions design teams and approved contractors and agencies.

FILE TYPE

Use Adobe Illustrator software to create use cases or individual scene elements and save them in .ai file type.

Since various team members may also work with your file for their projects, ensure any layers you set up are labelled and easy to follow.

When exporting final, approved use cases for document designs or online use, save them in .png file type.



SafeHospital_UC_CriticalInventoryTheft_vl.ai

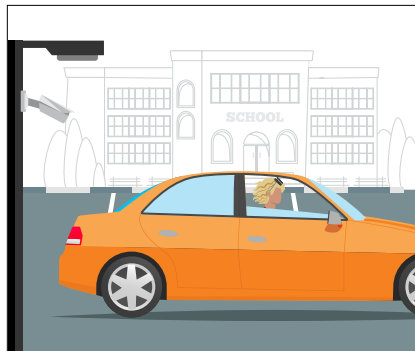
FILE NAMING

Finished use case filenames should reflect the campaign, vignette or vertical they have been created to support, as well as the activity or scenario they showcase:

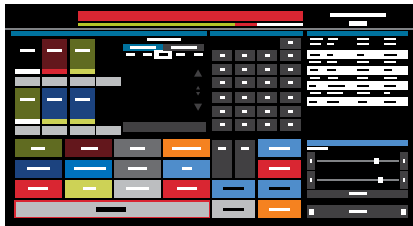
Campaign_UC_Scenario_MMYI_initials

The filenames of individual illustration elements like devices and software interfaces should reflect the product name and any specific feature or technology being shown:

Product_Feature_MMYI_initials



SafeSchool_UC_PerimeterAlert_0720_ic.ai



AVTEC Interface_Vector_0720_ck.ai



LEX_L11_Mockup_0620_mm.ai

STOCK VECTOR ELEMENTS

Vector elements downloaded from royalty-free stock image websites can be used for some use cases in order to provide context and create more realism in a scene.

Never use stock vector elements to represent Motorola Solutions products or software — these should always be specifically designed to match the appearance and features of individual products.

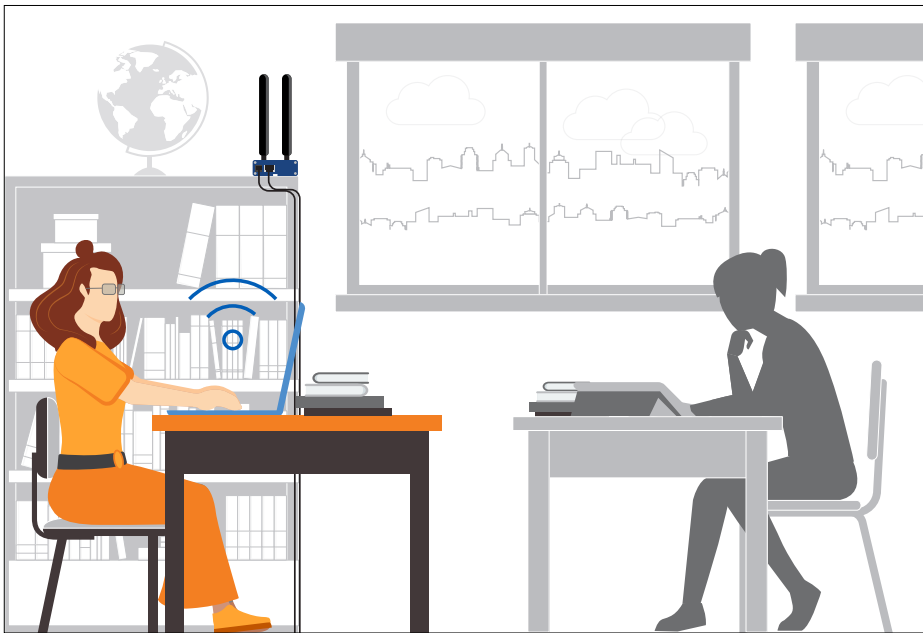
Stock elements must still follow the same look and feel as our approved narrative illustration style, by adjusting corner and edge finishing, updating colors and applying two-tone effects when applicable.



LEVELS – OVERVIEW

Narrative illustrations rely on their environment to help set the scene for their subject(s). Without proper guidelines, the illustration as a whole may look too busy and distracting. Creating a clear separation between levels of environment elements and the subject helps ensure that the illustration looks clean, clear and consistent.

Our narrative illustration guidelines include three clearly-defined levels.



SAMPLE USE CASE ILLUSTRATION:

- Level 1 – Main subject (teacher), device connected to a broadband network and elements in direct contact with the main subject (desk and chair)
- Level 2 – Elements and subjects in proximity to the main subject, but not in direct contact (bookshelf, globe, student at desk)
- Level 3 – City outlines and far background landscape

CROPPING & SCENE FOCUS

Because of the variety of possible scenes that can be depicted in a vignette, the amount of white space and background detail will vary.

For example, the school room scene on this page has a more basic, clean background than a scene showing spectators sitting in a football stadium.

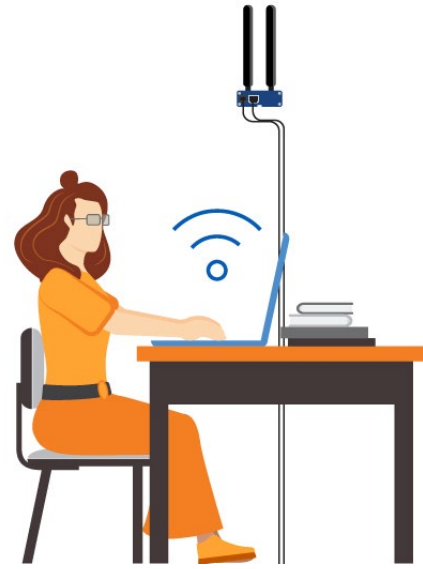
In order to maintain balance and interest in all areas of a scene, never leave more than 0.125" (1/8 inch) white space around the edges of a vignette.

LEVELS – CHARACTERISTICS

LEVEL 1: FEATURE ELEMENTS

Feature elements include the main subject of the scene, the products or technologies being showcased and any elements that the main subject is in direct contact with. Level 1 should draw the viewer's attention and can include a variety of different elements depending on the intent of the scene.

- Only level 1 elements should be designed in color. The main subject and featured technology should use two tone color treatment, while less-essential level 1 elements can use solid color treatment.
- Level 1 elements should consist of filled vector shapes with no outlines (except when representing intangible technologies, like the WiFi icon shown).
- There can be multiple level 1 elements in one illustration.
- Every use case illustration must include level 1 elements.



LEVEL 2: SURROUNDING ELEMENTS

Level 2 includes elements in close proximity to — but not in direct contact with — the main subject. These elements help define the setting of the main focus and are used to create context.

- Level 2 elements should be designed in greyscale, using solid color treatment. No illustration should use more than 3 greyscale tints.
- Uses a combination of filled vector shapes and outlines to help define objects and add interest and variety without color, as well as to differentiate from level 3.
- Required in all narrative illustrations where a scene is being depicted.



LEVEL 3: BACKGROUND ELEMENTS

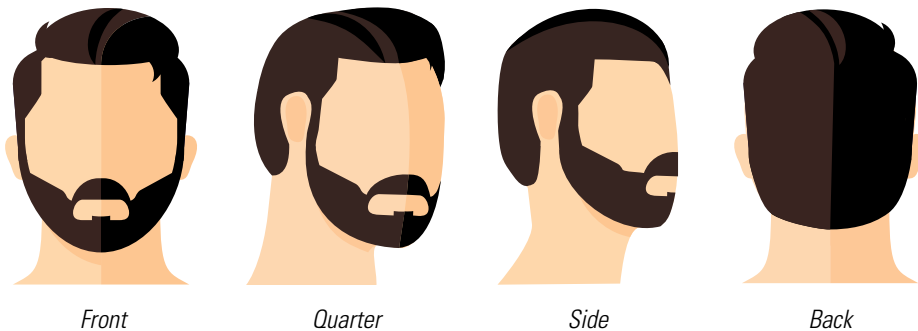
Level 3 contains elements that are far away from the main focus. This gives further definition to the overall setting and creates depth in the scene.

- Level 3 elements are not always required — if a narrative illustration requires a tight close-up on the main subject and won't add value to how the scene is being viewed, level 3 can be omitted.
- Level 3 elements should be designed in greyscale, using outlines only. No illustration should use more than 3 greyscale tints.
- Different line weights can be used sparingly to show varying distance between background elements. No illustration should use more than 3 different line weights.
- Level 3 should not be overly complex or detailed.



PEOPLE – APPEARANCE

Heads and faces should be realistic and minimalistic in design, with very limited features to convey the basic look and feel of the person.

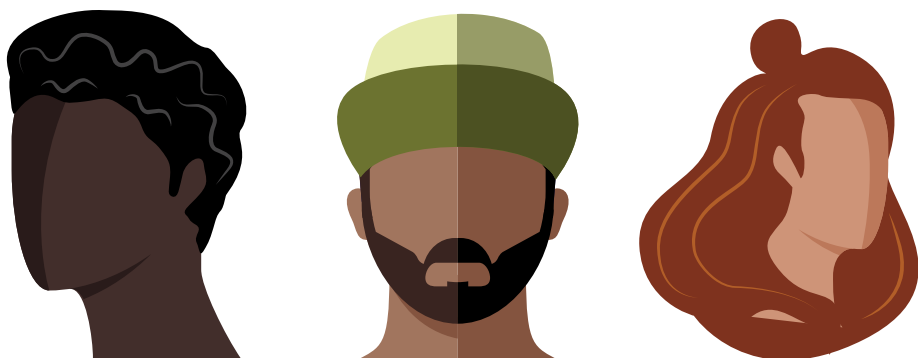


FACIAL FEATURES

Faces will be kept blank with the exception of facial hair and accessories. Our illustrations use blank faces to allow for an approachable look while maintaining a serious undertone that fits the Motorola Solutions brand.

COLOR

Color is based on our skin tone palette. The left side of the face will be the primary shade while the right side will use a 30% darker tint. Hair and facial hair should be the same color and use the approved hair color palette.



HAIR

People have a wide variety of hairstyles and you are encouraged to utilize that across the different people featured in your illustrations. Hair should be realistic and versatile, with darker or lighter shades used to indicate different styles or hair direction. Hair coloration is limited to the hair color palette. Hairstyles should complement the skin tones without being too stereotypical.

ACCESSORIES

Hats, headgear and similar accessories can be used to help differentiate individuals. They should be purposeful and realistic. Special care should be used when depicting religious headpieces or garments, in order to be respectful of the culture they represent. Accessories should be relatively simple and follow all the same rules of the layer they are associated with.

SKIN TONES

C:62 M:70 Y:68 K:76	C:55 M:69 Y:66 K:60
R:41 G:28 B:26	R:66 G:46 B:44
#291C1A	#422E2C
C:49 M:70 Y:68 K:54	C:46 M:63 Y:64 K:33
R:79 G:51 B:47	R:110 G:79 B:72
#4F332F	#6E4F48
C:36 M:65 Y:76 K:27	C:32 M:54 Y:65 K:11
R:132 G:84 B:63	R:162 G:117 B:94
#8A543F	#A2755E
C:22 M:58 Y:69 K:5	C:17 M:45 Y:53 K:0
R:190 G:120 B:92	R:208 G:150 B:123
#BE785C	#D0967B
C:0 M:24 Y:41 K:0	C:0 M:16 Y:30 K:0
R:254 G:201 B:156	R:254 G:217 B:181
#FEC99C	#FED9B5

HAIR COLORS

C:100 M:100 Y:100 K:100	C:0 M:0 Y:0 K:70
R:0 G:0 B:0	R:77 G:77 B:77
#000000	#4D4D4D
C:21 M:56 Y:49 K:60	C:40 M:45 Y:45 K:6
R:109 G:79 B:71	R:153 G:132 B:126
#6D4F47	#99847E
C:40 M:88 Y:100 K:30	C:23 M:71 Y:100 K:12
R:124 G:50 B:32	R:179 G:91 B:0
#7C3220	#B35B00
C:23 M:44 Y:96 K:0	C:9 M:17 Y:55 K:0
R:201 G:148 B:52	R:233 G:204 B:135
#C99434	#E9CC87
C:0 M:0 Y:0 K:30	C:0 M:0 Y:0 K:10
R:179 G:179 B:179	R:231 G:230 B:230
#B3B3B3	#E7E6E5

PEOPLE – POSITIONING

A variety of body shapes and poses are used throughout narrative illustrations. Body language is important to help tell a story and should come across as realistic as possible.



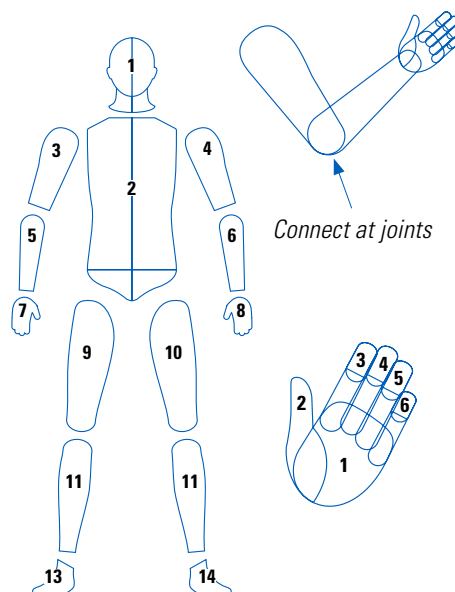
Rule of thirds example

POSING BODIES

Body templates are designed to make posing easy and efficient. Templates are broken down into approximately 14 different segments to provide a wide range of possible poses.

Bodies can be placed into any position by rotating and moving body parts at the joint. When adjusting body parts, it is important that lines and angles visually match up to create a seamless transition.

Making your own poses will help create custom and unique scenes — however, a group of pre-positioned models have been created for your convenience and are available in our bodies library.

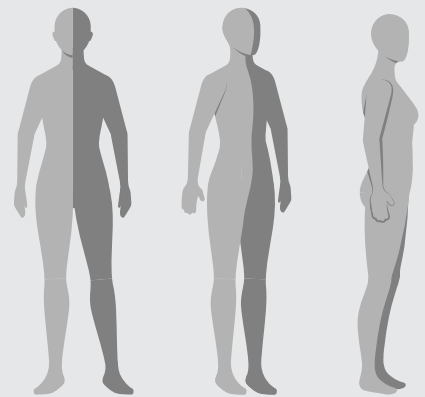


PLACEMENT & SIZE

When placing bodies, consider the rule of thirds. This will help direct the viewer's eye to the main subject(s). Close-ups of the main subject(s) can be used, but avoid cutting off heads and limbs.

VIEWS & ANGLES

A variety of body angles have been created to add complexity to our use case scenes. Designers can choose from front, side, 3/4 and back angles. To avoid scenes that look staged or stiff, we recommend using more than one angle when there are multiple people placed on level 1.



HANDS

Like our body templates, hands have been designed for easy adjusting. Six different segments allow for custom positioning. This is especially useful when one of our Motorola Solutions devices is being held.

Always consider the body's position and angle when selecting an appropriate hand position. A group of pre-posed hands are available in our Bodies Library for quick use.



CLOTHING

Clothing choices are helpful in building a narrative within narrative illustrations. Clothing design should be kept as simple as possible while still including enough detail to provide context for each subject.



CIVILIANS

- Civilians can be portrayed wearing casual or professional clothing, depending on their setting or role.
- Use your best judgement to decide whether it's more appropriate to choose gender-specific or gender-neutral clothing for each person.
- Adjust all clothing elements to appropriately fit either male or female body templates.



UNIFORMED WORKERS

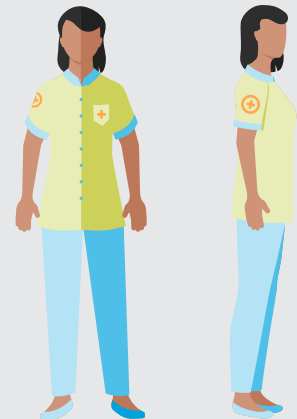
- Uniformed workers should be portrayed wearing the same clothing, regardless of gender.
- Adjust all uniform elements to appropriately fit either male or female body templates.

TEXT & ACCESSORIES

Certain clothes may require written text in order to clearly define the person's role:

- Use all-caps Univers Bold Condensed
- Text should be in white, black or one of your 3 chosen clothing colors.
- Text uses solid color treatment, never two tone color.
- No limitations on font size as long as it is readable.

Although it is preferred to keep clothing simple, some scenes require highly-detailed clothing accessories to provide more context in the scene (such as a bulletproof police vest or a fireman's helmet). Only use intricate pieces when needed.



COLOR CHOICES

Use a maximum of 3 colors:

- 1 primary color
- 1 secondary color
- 1 accent color for clothing details (badges, logos, etc.)

Clothing elements should use two tone color treatment:

- There should be 30% tint or shade difference between each tones.
- For side-facing models, where you don't see a direct tonal split, use lighter tones for the foreground clothing and darker tones for the background clothing.

COLOR CONTRAST

Clothing elements of the same color will often overlap each other, causing them to blend and become unidentifiable. To create contrast, use the color's 30% darker shade and create a shadow between the elements to show separation.



Creating contrast between sleeve and torso

DIVERSITY & RESPECT

Narrative illustrations require us to depict hypothetical and often serious security and public safety situations and assign characteristics to the various citizens, personnel and responders involved. It is our responsibility to consider whether the characteristics we assign to certain use case roles contribute to misleading or harmful stereotypes.



DIVERSITY

Motorola Solutions has a global marketing reach and customers around the world. It's important to portray a diverse cast of people in roles that uphold racial and cultural equality across various roles and skill sets.

- Introduce a range of skin colors for the people in the scenes you create to represent visible minority populations in different types of roles.
- Do not uphold harmful stereotypes about minority groups — avoid casting only non-white people in criminal or rule-breaking roles or in low-income professions.
- Unless essential for context or intended for a specific regional application, avoid culture- or religion-specific clothing. If adding specific clothing or appearances is helpful for a certain audience, do your best to reflect the cultural or religious elements with sensitivity and accuracy.
- Consider casting people of varying ages (young adult, middle-aged, senior) or varying abilities (like people who use a wheelchair) in “civilian” roles when appropriate.

GENDER

Think outside of gendered assumptions about different jobs, industries and roles as depicted in a use case. Aim for a realistic and progressive depiction of roles within your vignettes:

- Consider including female figures in roles like firefighter, construction worker and sports event attendee.
- Consider including male figures in roles like restaurant server, front desk attendant and child caregiver.

RESPECT

Always use your best judgement and consideration when representing diverse skin colors, appearances and abilities in narrative illustrations. Our goal is to achieve a diverse and inclusive balance, where our customers and partners feel seen and respected, without tokenism.

In addition to watching out for ways to positively represent diversity and culture, try to also be mindful of negative symbolism like that used by gangs or extremist groups. When in doubt, trust the feedback of reviewers on negative symbols in their region.



DEVICES

Vector representations of Motorola Solutions devices should be as detailed and easily-recognizable as possible when included in a use case scene.



DEVICE DETAILS

Any text, logos or detailed iconography within the device interface should be represented by simplified shapes like circles, squares and rectangles. No actual text should be shown, other than an optional software title or the Motorola Solutions logo as outlined below.

The intention is to provide enough detail that devices can be recognized and matched to other image elements throughout Motorola Solutions collateral.

Finally, an integral aspect of our devices is their silhouettes. In order to accurately represent our brand, please trace a direct photo reference of the device so you retain as much detail as possible for the final illustration.

COLORS

Use color formulas from these guidelines whenever possible, with rare exceptions for products that require a signature color for brand recognition. Examples of this signature color treatment include High Impact Green Radios and accessories used in extreme circumstances. These signature colors can be referenced [here on Google Drive](#).

When the logo is included on a device, please adhere to the logo color guidelines on our Brand Central website.

PLACEMENT

Devices should be an active part of the scene and a large part of the main focus. Devices can be held by a person, but should always be as unobstructed as possible so they are distinguishable. Devices should be easily visible and recognizable, no matter the final size of the illustration or use case.

DEVICE EXAMPLE

When creating devices, try to remain as accurate and close to the device's appearance as possible. This will help with brand consistency and customer expectations.



APX NEXT in two tone

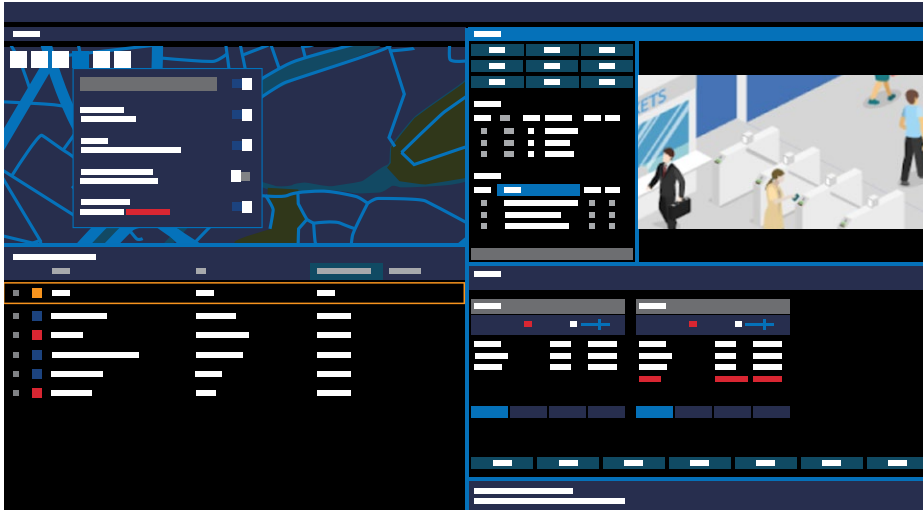


APX NEXT in solid color

Two color options can be used for devices — two tone color should be used in the foreground of a scene (Level 1), while solid color is applicable in background scene elements (Level 2).

SOFTWARE & SERVICES

Vector representations of Motorola Solutions software interfaces should be as detailed and easily-recognizable as possible when included in a use case scene.



INTERFACE DETAILS

Any text, logos or detailed iconography within a software interface should be represented by simplified shapes like circles, squares and rectangles.

No actual text should be shown, other than an optional software/technology title (see sidebar).

The intention is to provide enough detail that a software interface can be recognized and matched to real software screenshots throughout Motorola Solutions collateral.

COLORS

Use the color formulas on page 4 whenever possible, with rare exceptions for products that require a signature color for brand recognition.

Examples of this signature color treatment include yellow, red and teal to represent specific analytics functionality in Avigilon video management software.

These signature colors can be referenced [here on Google Drive](#).

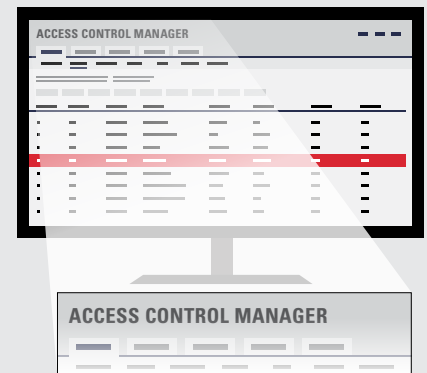
PLACEMENT

Software interfaces should always be shown in context on an appropriate device, such as a computer monitor, command center screen, smartphone or mobile device.



SOFTWARE/TECHNOLOGY TITLE

When it is important for a specific software interface or technology to be showcased within a use case, a text title can be added to the upper “task bar” of the vector version.



Example with title



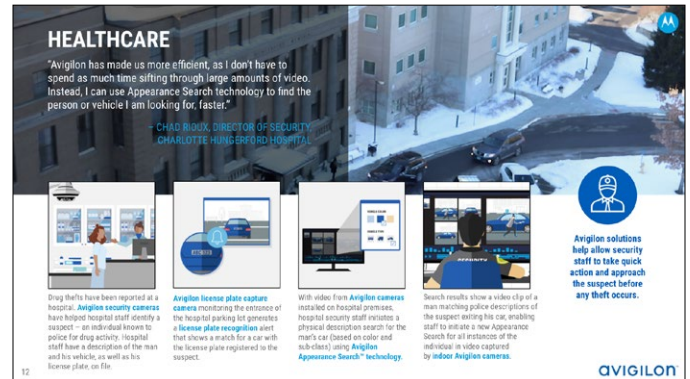
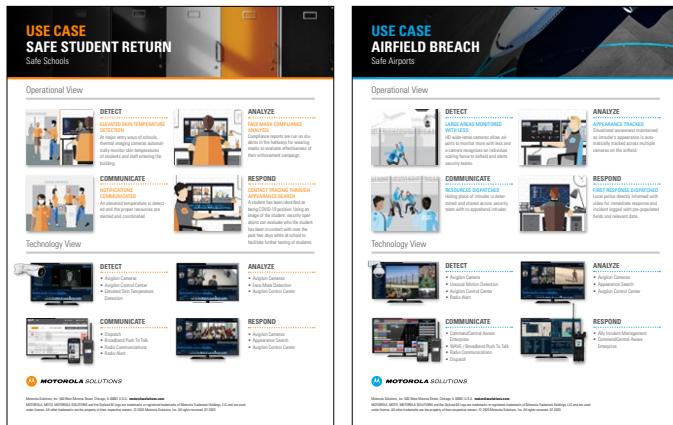
Example without title

Software/technology titles must always:

- Be used in designs/applications that support clear readability. If the title is too small to be readable at its final size, please revert to the non-title interface.
- Use Univers Bold Condensed font.
- Use a neutral color like white, black or grey, that aligns with the color palette of the software interface represented.
- Be left-aligned.
- Be placed within an expanded/ exaggerated “task bar” area of the software interface represented.
- Include safe space (both above and below the title text) which is equal to the height of the title text.

FINISHED EXAMPLES

Use cases are an excellent way to showcase the functionality of Motorola Solutions products and technologies in hypothetical scenarios. This makes them ideal visual elements for:



USE CASE BRIEFS

Condensed, 1–2 page hypothetical or instructional scenario showcasing how one or several Motorola Solutions products can be deployed to solve a particular challenge for an audience or industry.

PRESENTATIONS

Sales, marketing or meeting presentation decks when the priority is visually explaining a particular use case or customer narrative.



SOLUTION BRIEFS

In-depth document explaining how a combination of technologies can be deployed to solve a particular challenge for a target audience or industry. Solution briefs prioritize the targeted nature of the solutions to show customers we're committed to solving the challenges they face.



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