



# Motorola Illustration

Case Study

Illustration usage across Motorola materials varies greatly in style and implementation

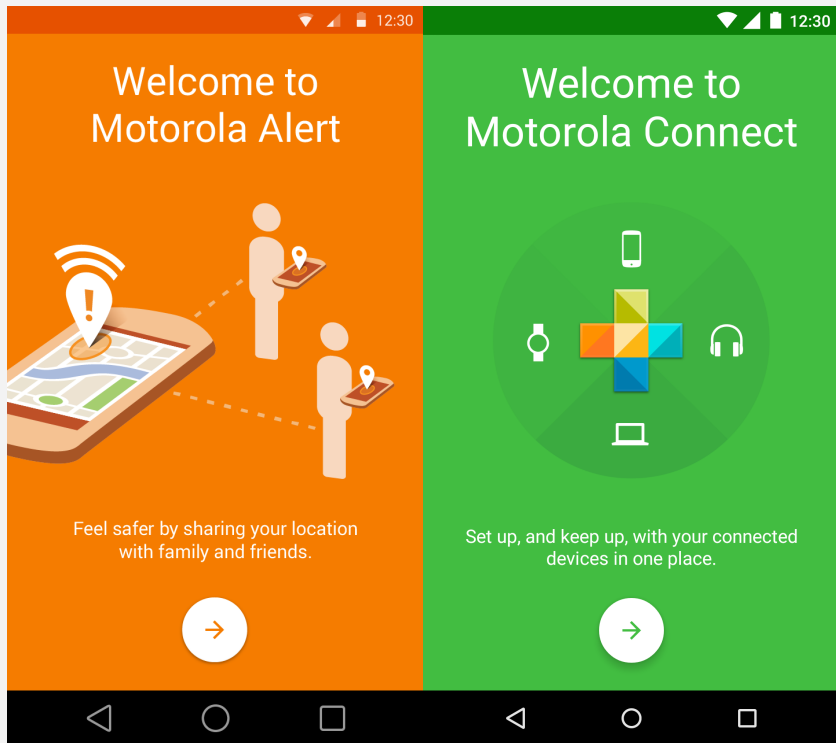
Motorola illustration



This audit will document the current state of Motorola's illustration approach, compare it with competitors and emerging trends and recommend an approach to achieve cohesiveness.

Current approach

# App splash illustration



Motorola apps have a splash screen which summarizes the function of the app with a primary illustration.

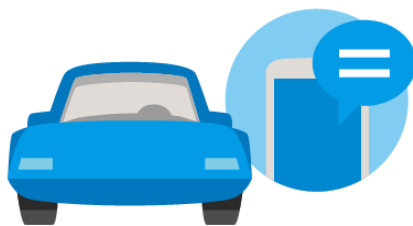
**Similarities:**

- Limited color palette, based on app
- Flat, graphic approach

**Differences:**

- Varied stylistic depictions, utilizing iconography, infographic and scenic depictions

# In-app illustration



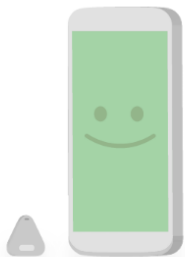
In-app illustrations depict app features and generally match the splash illustration style.

## Similarities:

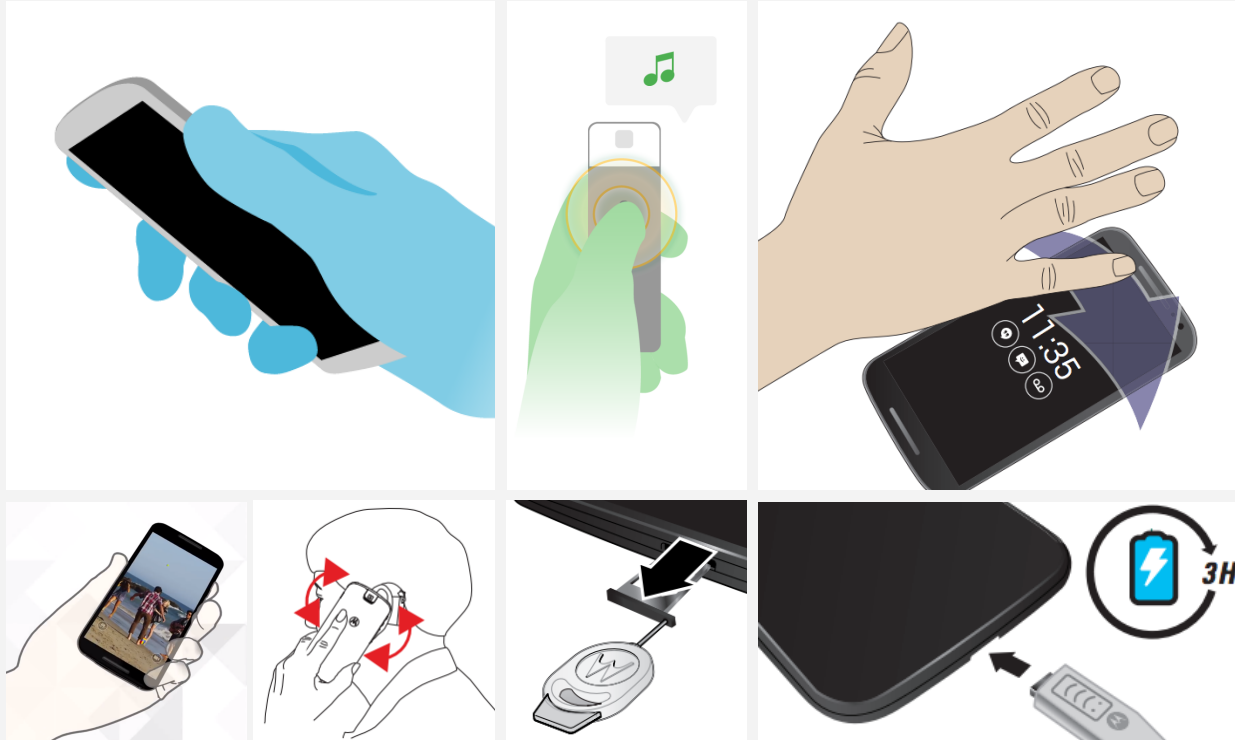
- Limited color palette, based on app
- Flat, graphic approach

## Differences:

- Varied stylistic depictions, utilizing iconography, infographic and scenic depictions
- Differing tones, from playful to pragmatic



# Instructional illustration



Instructional illustration explain device operation and appear in software and in online and print documentation.

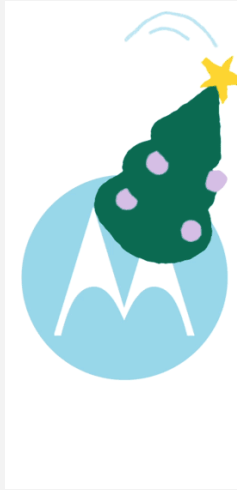
**Similarities:**

- None

**Differences:**

- Varied stylistic depictions, utilizing line, shape and inclusion of photography
- Varied use of color, from naturalistic to stylistic and vibrant to subdued

# Brand illustration



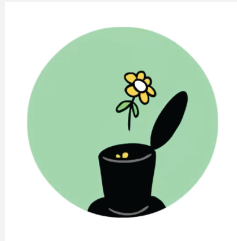
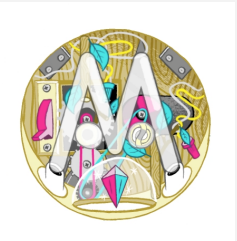
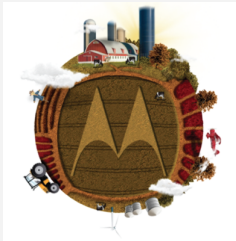
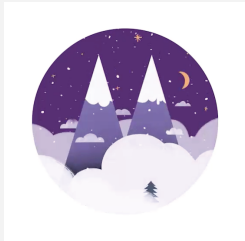
The Motorola logo is illustrated in ads, device startup sequences and retail environments.

**Similarities:**

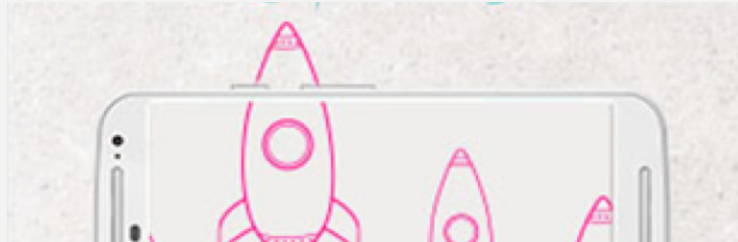
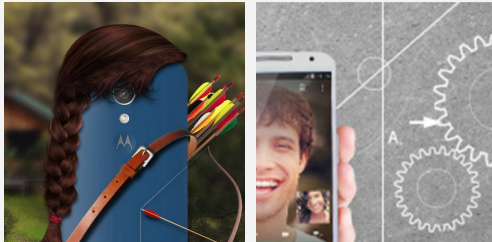
- Use of Motorola logo elements as base

**Differences:**

- Varied stylistic depictions
- Differing tones



# Product illustration



Motorola products are usually presented in renderings and photography, but are sometimes embellished with illustration.

## Similarities:

- Often incorporates rendering or photography as a base

## Differences:

- Varied stylistic depictions, from line to shape and photo collage

# Competitive analysis

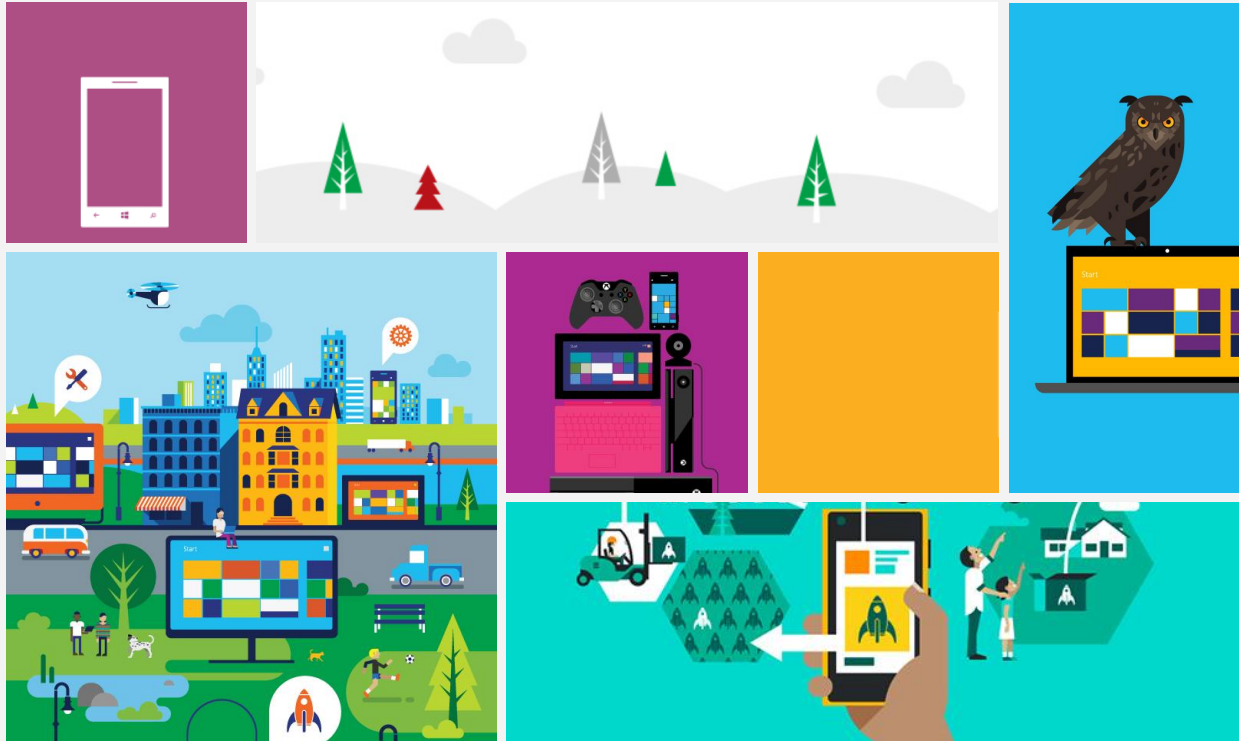
# Google



Illustration is a key component of the Google visual brand, starting from the Google Doodles on the Google main page. The Doodles are known for their stylistic diversity, but the illustrations beyond that are largely consistent and recognizable.

Key distinguishers are an adherence to a flat, graphic style and the use of primary colors found in the Google logo.

# Microsoft



Microsoft is not known exclusively for illustration, but they do use it often in their interfaces and marketing.

The most recognizable distinguisher is the iconographic style used in their Metro interface, with sharply geometric forms and white fills reversed out of strong color backgrounds. This has been occasionally extended into full illustrations.

# Apple



Outside of iconography, Apple does not generally use an illustrative approach, relying largely on product renderings and photography in their visual presentations. They do use limited illustration for instructional purposes and a few software features.

The key distinguisher is a clean, linear style with limited color.

Trends

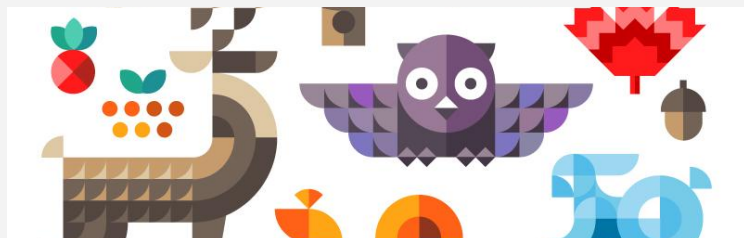
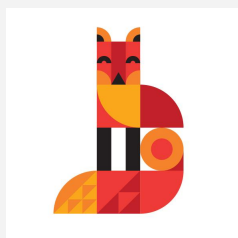
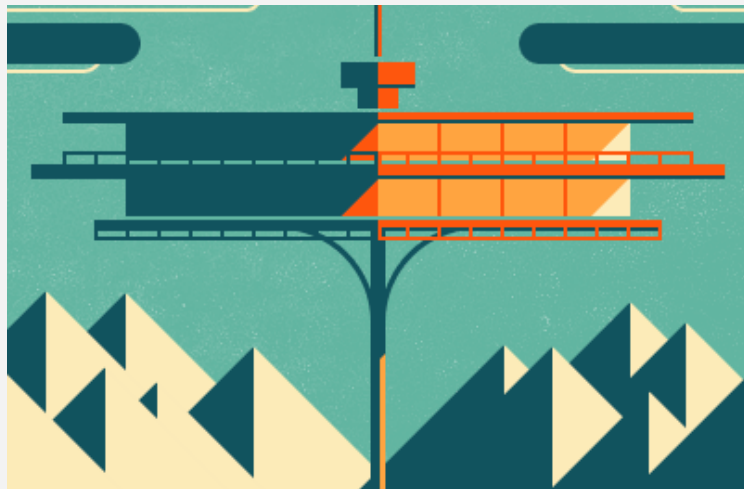
# Flat



The flat style is the most prominent trend in modern tech illustration. It is distinguished by a primary use of geometric shapes and flat color fills. Naturalistic textures and perspective are eschewed in favor of highly stylized dimension and layouts.

Depth is sometimes depicted in this style, but often through the use of sharp, exaggerated shadows.

# Geometric



The geometric style is an extension of the flat style, but is often restricted the repeated use of geometric primitives to build iconic representations of objects and concepts.

This style often utilizes elements of tiled patterning to build texture and shape.

# Low poly



The low poly style evokes the limited facets of 3D primitives to build more complicated objects and scenes.

Although it is rooted in 3D rendering, many pieces are illustrated, often from photographic references.

# Line



Although line has long been the basis of drawn illustrations, modern tools have given rise to a style defined by a uniform line with limited weights.

Shapes and joins are often constructed from geometric primitives and limited color fills are used for focus.

# Recommendations

Illustration is a prominent visual element in many of Motorola's products and marketing. While there is some level of consistency between the illustrations within a specific medium or product, there is a clear lack consistency across the broader system.

More importantly, there is no distinguishing feature that makes them uniquely identifiable to the Motorola brand. Although a strict style may not be possible across all implementations and media, we should define a distinct approach to illustration that creates a distinct and coherent visual brand, in any context.

# Goals

Motorola illustrations should be:

## **Coherent across every touchpoint**

Appropriate for each medium but remain visually related

## **Distinctly recognizable as Motorola**

Stand out from competitors and embody Motorola brand values

## **Reproducible and flexible**

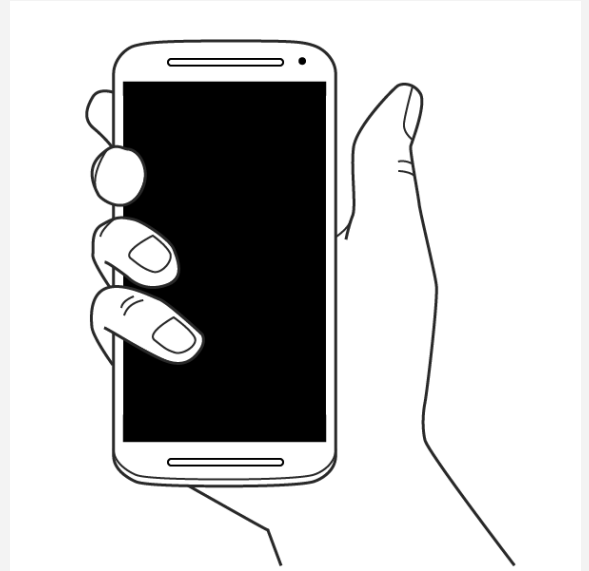
Simple enough to communicate basic style to creative talent but complex enough to offer them the creative freedom to keep pieces fresh and relevant

# Explorations

# Style comparison



Current app style



Current print styles

# Style studies



Geometric

# Style studies



Low poly

# Style studies



Line



Materials & Texture



Final

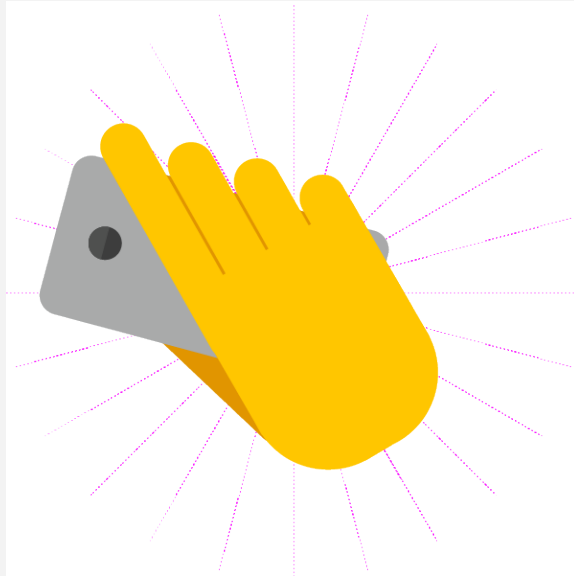
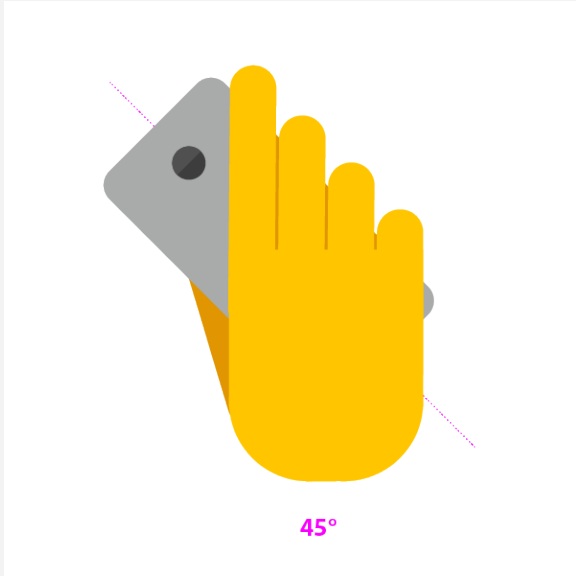
Final

# Proposed style



Proposed style

# Proposed style



## Angle

A primary element of an illustration should align along a 45° axis.

When this is undesirable, the axis can be adjusted by 15° increments (15°, 30°, 45°, 60°, etc.)

# Products



Renders



Illustrations

## Translation

Products should be translated into a straight-on view in illustration.

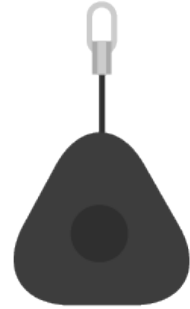
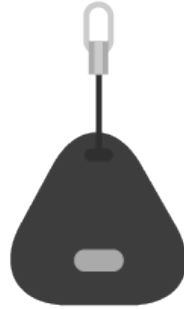
Clean line and shape should be applied with simpler geometry, but the basic silhouette must be maintained. Don't force the product into a presentation that is unrecognizable.

Final

# Products: Keylink



Render



Product illustration

Final

# Products: Power Pack Micro



Render



Product illustration



Final

# Products: Moto 360



Render



Product illustration



Final

# Products: Pulse



Render



Product illustration



Final

# Products: Surround



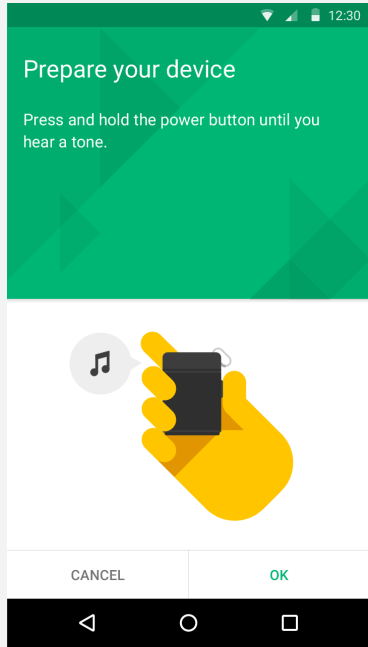
Render



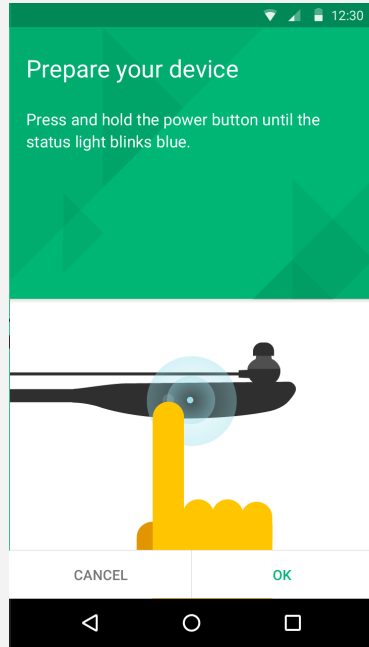
Product illustration



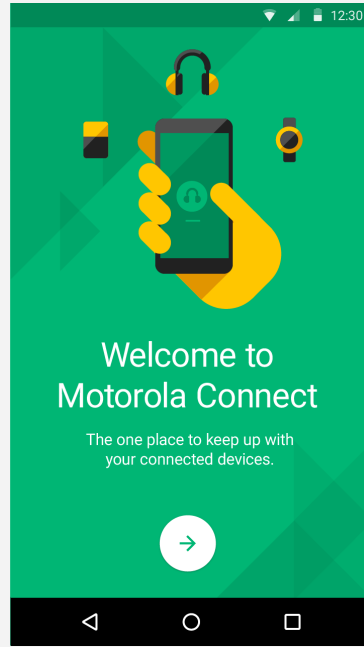
# Usage



Instructional



Featured



## Context

Complexity of the illustration and background should vary based on context.

In instructional flows, the imagery should be as clear as possible.

In a feature flow, the illustration can be richer.

# Thanks!

See more samples of my work at  
[www.stationzero.org/kylehoyt](http://www.stationzero.org/kylehoyt)