Motorola Chile Brand Guidelines

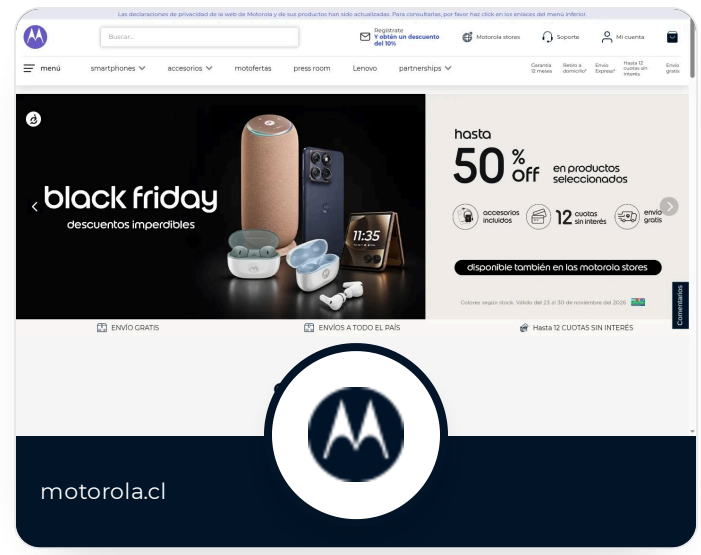
Unofficial · read from motorola.cl

Celulares, accesorios y ofertas exclusivas

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What are Motorola Chile's brand colors and fonts?

Motorola Chile uses Montserrat for both headings and body text. Its website is built on navy **#011428**, white **#FFFFFF** and gray **#979899**. No single brand color stands out on the homepage, apart from a blue **#559EEA** accent on its links. Read from motorola.cl on 26 November 2026.



VISUAL IDENTITY

Brand	Motorola Chile
Website	motorola.cl ↗
On Gravity	Motorola Chile's Gravity profile →
Main color	None stands out
Palette	9 colors
Headings	Montserrat
Body text	Montserrat
Logo	PNG · JPG
Favicon	PNG
Mode	Light
Read on	26 November 2026
Status	Unofficial

Motorola Chile Logo: Transparent PNG and SVG Download

The Motorola Chile logo read from motorola.cl is available here as transparent PNG and JPG. It is displayed at 50 × 50 px in the site's header, about 1.0 times wider than it is tall. The site's favicon is provided as PNG.

On white

On black

No background · dark

No background · light

Icon

The checkered tiles show the logo with no background. PNG files have a transparent background and measure 200 × 200 px. The Motorola Chile name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Motorola Chile.

Motorola Chile Brand Colors: Palette and HEX Codes

Motorola Chile's website is built on navy **#011428**, white **#FFFFFF**, gray **#979899** and black **#000000**. No single brand color stands out on the homepage, apart from a blue **#559EEA** accent on its links.

HEX	Color	RGB	HSL	CMYK	Observed use
#011428	**Navy** Ink	1, 20, 40	211°, 95%, 8%	98, 50, 0, 84	Background, border, fill, text
#FFFFFF	**White** Background	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, border, button, link
#559EEA	**Blue** Accent	85, 158, 234	211°, 78%, 63%	64, 32, 0, 8	Link, text
#979899	**Gray** Surface	151, 152, 153	210°, 1%, 60%	1, 1, 0, 40	Background, fill, text
#000000	**Black** Text	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Button
#131417	**Dark gray**	19, 20, 23	225°, 10%, 8%	17, 13, 0, 91	Background, border, button, icon
#E9EAF2	**Light gray**	233, 234, 242	233°, 26%, 93%	4, 3, 0, 5	Background, fill
#384DDD	**Blue**	56, 77, 221	232°, 71%, 54%	75, 65, 0, 13	Text
#D2D2D2	**Light gray**	210, 210, 210	0°, 0%, 82%	0, 0, 0, 18	Fill

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

Motorola Chile Fonts

On its homepage, Motorola Chile sets both its headings and its body text in Montserrat.

Aa

Montserrat

Used for: headings, subheadings, body text, buttons, menu

Regular 400 · Medium 500 · SemiBold 600 · Bold 700

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa

Moto Sans

Loaded by the site, with no identified use on the homepage

Regular 400

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Export the Motorola Chile Brand Kit

Motorola Chile's colors and fonts read from motorola.cl are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-ink: #011428;           /* navy */
  --color-background: #FFFFFF;    /* white */
  --color-accent: #559EEA;        /* blue */
  --color-surface: #979899;       /* gray */
  --color-text: #000000;          /* black */
  --color-dark-gray: #131417;     /* dark gray */
  --color-light-gray: #E9EAF2;    /* light gray */
  --color-blue: #384DDD;          /* blue */
  --color-light-gray-2: #D2D2D2;  /* light gray */
  --font-heading: Montserrat;
  --font-body: Montserrat;
}
```

Design tokens (JSON)

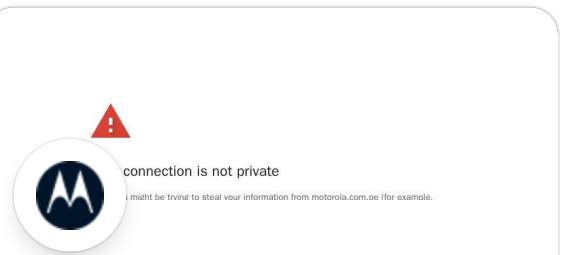
```
{
  "color": {
    "ink": {
      "$value": "#011428",
      "$type": "color"
    },
    "background": {
      "$value": "#FFFFFF",
      "$type": "color"
    },
    "accent": {
      "$value": "#559EEA",
      "$type": "color"
```

Tailwind CSS

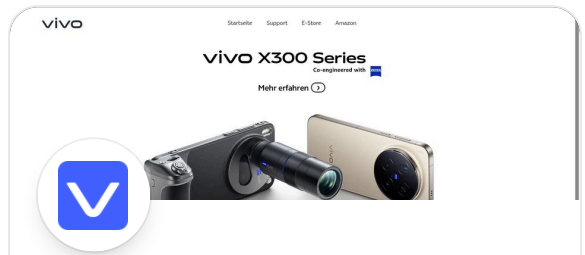
```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        motorola: {
          ink: '#011428',
          background: '#FFFFFF',
          accent: '#559EEA',
          surface: '#979899',
          text: '#000000',
          'dark-gray': '#131417',
          'light-gray': '#E9EAF2',
```

Motorola Chile Competitors and Similar Brands

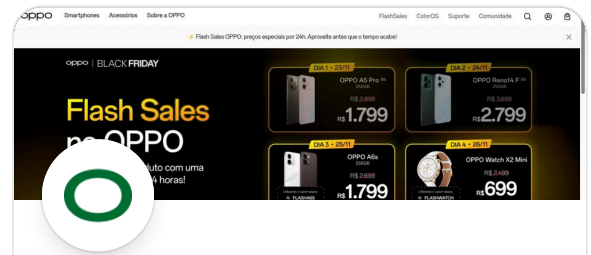
The brands closest to Motorola Chile are motorola.com.pe, vivo and Loja Oficial OPPO, according to Gravity's similarity score.



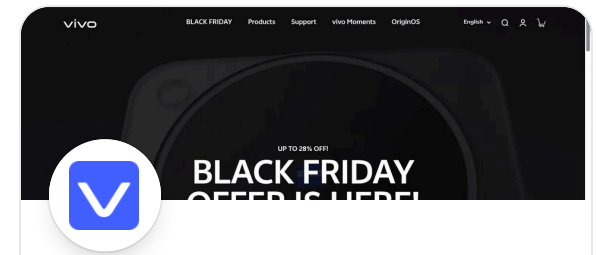
motorola.com.pe
Telecommunications
272.1k visits / month · similarity 78



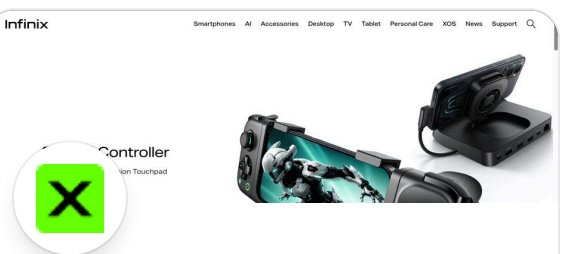
vivo
Consumer electronics
13.6M visits / month · similarity 73



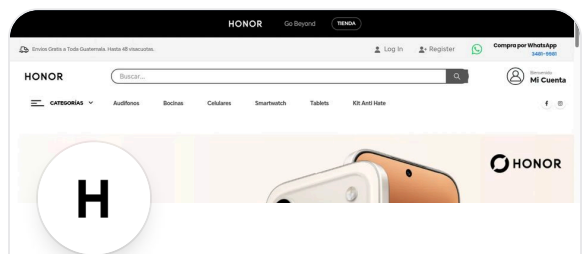
Loja Oficial OPPO
E-commerce & shopping
154.7k visits / month · similarity 72



vivo
Telephony · AT
313.4k visits / month · similarity 71



infinixmobility.com
Computers electronics & technology
1.3M visits / month · similarity 71



HONOR GT
tiendahonorgt.com
115k visits / month · similarity 71

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

Motorola Chile's Visual Identity in Use

Home Products About Contact

Celulares, accesorios y ofertas exclusivas

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¡Hasta 12 cuotas sin interés + envío gratis!

Discover | Learn more | Contact us | A link to a page

ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**Montserrat**	Regular 400	16 px	#011428	line-height 18.4px
Subheadings	**Montserrat**	Bold 700	16 px	#001428	line-height 18.4px
Body text	**Montserrat**	Regular 400	10 px	#000000	line-height 11.5px
Buttons	**Montserrat**	SemiBold 600	14 px	#ffffff	line-height 14px
Menu	**Montserrat**	Regular 400	12 px	#131417	line-height 14px
Button 1	background **#131417**		text #ffffff		radius 21px · border #131417
Button 2	background **#000000**		text #ffffff		radius 4px · border #ffffff
Button 3	background **transparent**		text #011b34		radius 0px

Motorola Chile Brand Guidelines FAQ

What are Motorola Chile's brand colors and fonts?

Motorola Chile uses Montserrat for both headings and body text. Its website is built on navy **#011428**, white **#FFFFFF** and gray **#979899**. No single brand color stands out on the homepage, apart from a

blue **#559EEA** accent on its links. Read from motorola.cl on 26 November 2026.

What does the Motorola Chile logo look like?

The Motorola Chile logo read from motorola.cl is available here as transparent PNG and JPG. It is displayed at 50 × 50 px in the site's header, about 1.0 times wider than it is tall. The site's favicon is provided as PNG.

How do I download the Motorola Chile logo?

The Motorola Chile logo can be downloaded on this page as transparent PNG and JPG. The “Download all” button bundles every file into one.

Can I use the Motorola Chile logo?

The Motorola Chile name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Motorola Chile's own brand guidelines or ask the company before any commercial use.

What are Motorola Chile's brand colors?

Motorola Chile's website is built on navy **#011428**, white **#FFFFFF**, gray **#979899** and black **#000000**.
No single brand color stands out on the homepage, apart from a blue **#559EEA** accent on its links.

What is Motorola Chile's main color HEX code?

No single brand color stands out on Motorola Chile's homepage. Its main text color is navy **#011428** and its background is white **#FFFFFF**.

What font does Motorola Chile use?

On its homepage, Motorola Chile sets both its headings and its body text in Montserrat.

Is Motorola Chile's font free to use?

Montserrat is hosted by Motorola Chile's own website and its license is not known: check with the type foundry before using it.

Who are Motorola Chile's competitors?

The brands closest to Motorola Chile are motorola.com.pe, vivo and Loja Oficial OPPO, according to Gravity's similarity score.

How do I use Motorola Chile's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the motorola.cl homepage on 26 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Motorola Chile's internal brand book.

Who are the Motorola Chile brand guidelines for?

This page brings together Motorola Chile's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Motorola Chile team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Motorola Chile without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Motorola Chile that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Motorola Chile with the logo and colors used on its website.

Retailers and marketplaces: present Motorola Chile's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Motorola Chile builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Motorola Chile's permission: see the notice at the bottom of this page.

Motorola Chile (motorola.cl) presents itself as: “Encuentra lo más nuevo y exclusivo de motorola en nuestra tienda oficial. ¡Hasta 12 cuotas sin interés + envío gratis!” This page gathers its visual identity as it appears on the site: 9 colors with their codes, 2 fonts and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the motorola.cl homepage.

Brand guidelines read automatically from **motorola.cl** on 26 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary…) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Motorola Chile name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Motorola Chile.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from Motorola Chile's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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