

Motorola drops the Droid

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Motorola has been building up the Droid brand since 2009, however, with the release of the Moto Z2 Play the Droid name has completely disappeared. The previous Moto offering still had the Droid name on the back, however the past couple generations from Motorola have seen the Droid name become smaller and smaller and have been focusing on the Moto name instead. When Motorola started pushing the Droid name it gained huge brand recognition very quickly so it has people scratching their heads why Motorola is abandoning it. [The Verge has the details.](#)

Verizon is the exclusive US carrier of Motorola's new Moto Z2 Play, but if you take a close look at the phone, you'll notice something missing: there's no Droid branding anywhere. Motorola has been Verizon's closest partner on the Droid family of products for years. Just take a look at this history.

But not this time.

On last year's Moto phones, the Droid logo had a prominent position right beneath the camera lens. But it's nowhere to be found on the Moto Z2 Play, and none of the marketing material from Motorola (or Verizon) make any mention of the long-running brand.