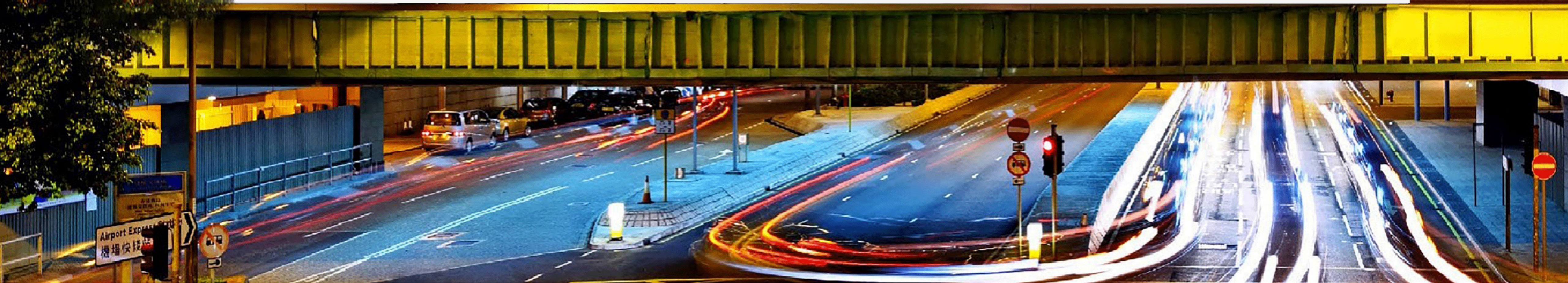SAMSUNG

Galaxy Ring Toolkit V2.1

July 2024

SAMSUNG

Galaxy Ring
Galaxy AI ✨ is here

AI features track data and require compatible phone, Samsung Health app and Samsung Account.

Welcome to the Galaxy Ring 2024 campaign visual guidelines. Our visuals highlight the product's concave design, defining a new world for this category. Unique design and benefit of wellness are exemplified throughout product and lifestyle visuals. Refer to this guide to build a cohesive and dynamic launch for the first AI-powered health ring.

Guideline versions

Version	Date	Content
V1.0	5/1/2024	Toolkit shell started. Added product images.
V1.1	6/24/2024	Added cover images, main KV, animated KV, product logos, iconography and updated product color swatches.
V2.0	7/15/2024	Added lifestyle images, adapting KVs section and updated various pages.

Table of contents

5

01
Campaign assets

Campaign assets

Campaign asset overview

Main product KV
(p. 10)
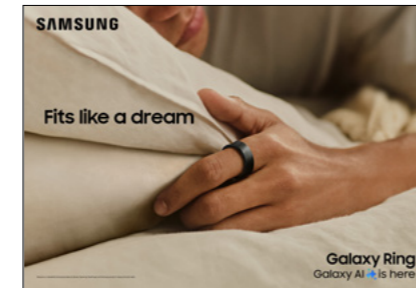

Ring

Animated visuals
(p. 12)

Ring and Ring Cradle (:05)

Ecosystem visuals
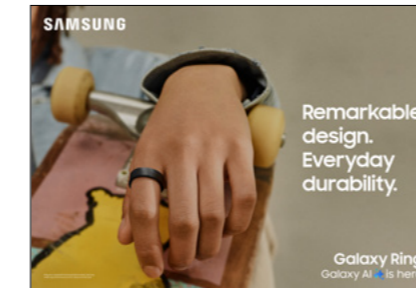(p. 13)

T/K in V2

Ring

Lifestyle visuals
(pp. 15 – 16)

Sleep (Male)

Sleep (Female)

Skateboarding

Product logos and lock-ups (p. 34)

Galaxy Ring

Galaxy
Ring

SAMSUNG
Galaxy Ring

Product images (pp. 18 – 20)

Brand assets
See the Resources chapter (p. 30) for
details on brand asset use.

SAMSUNG

Lettermark

ABCabc
ABCabc
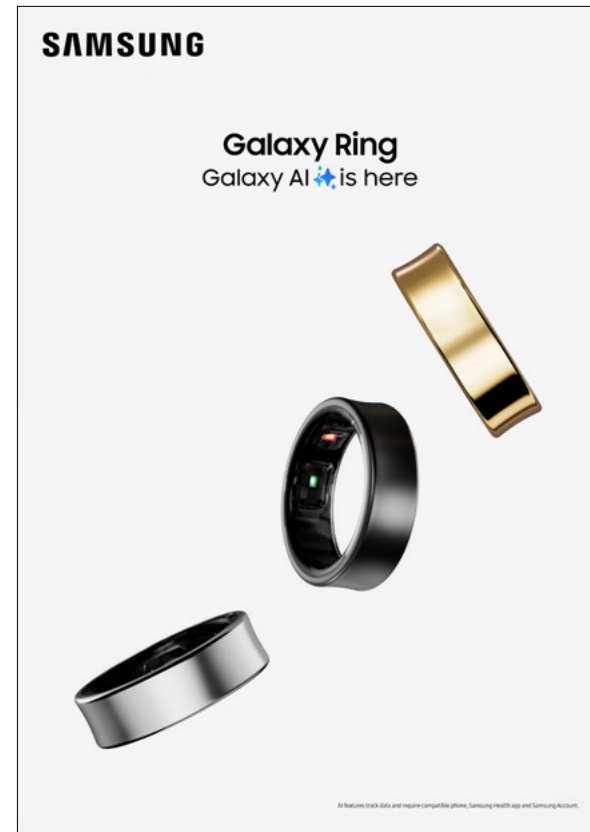
Fonts

Color

Product KVs

Ring KV

1P

2P

1x1

Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

Animated visuals

Galaxy Ring – Animated visuals

Galaxy Ring KV (:06)

Horizontal (16x9)

Vertical (9x16)

Square (1:1)

Ecosystem KVs

FPO

Lifestyle visuals

Galaxy Ring lifestyle visuals

Sleep (Male)

1P

2P

Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

Sleep (Female)

1P

2P

Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.
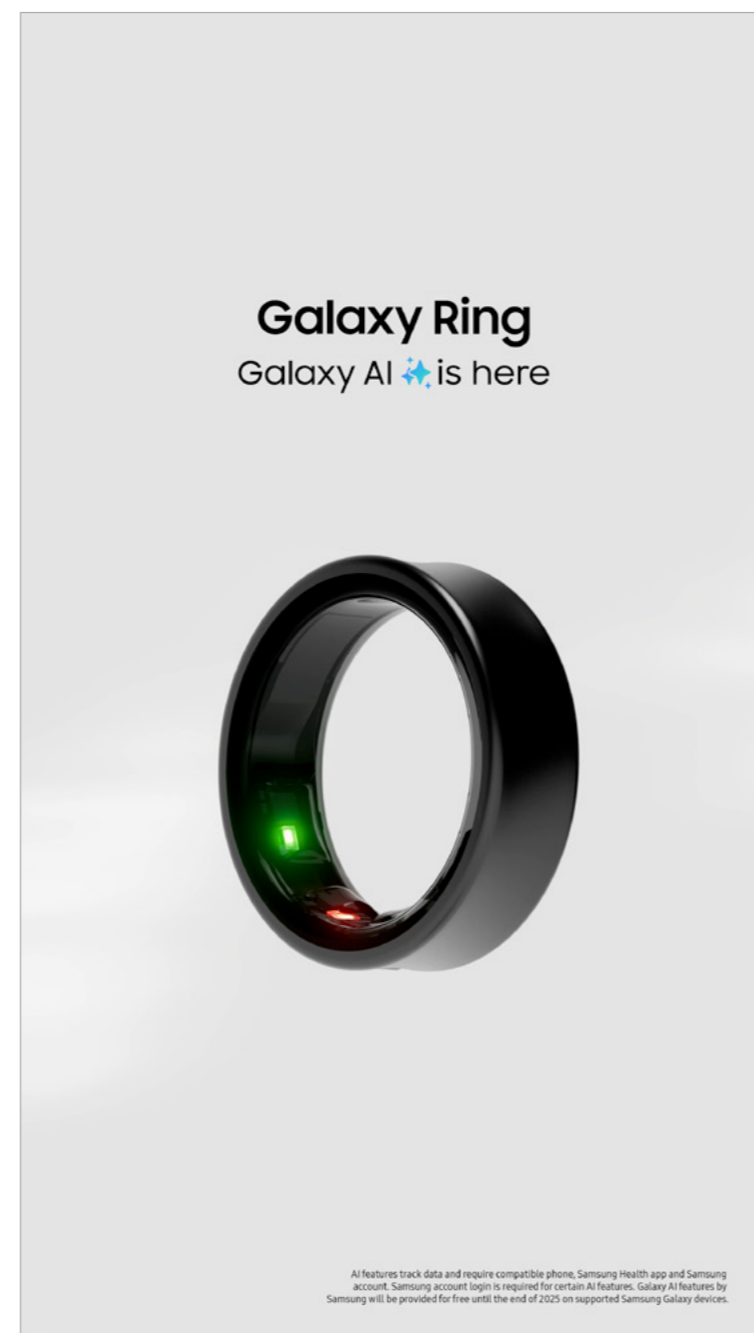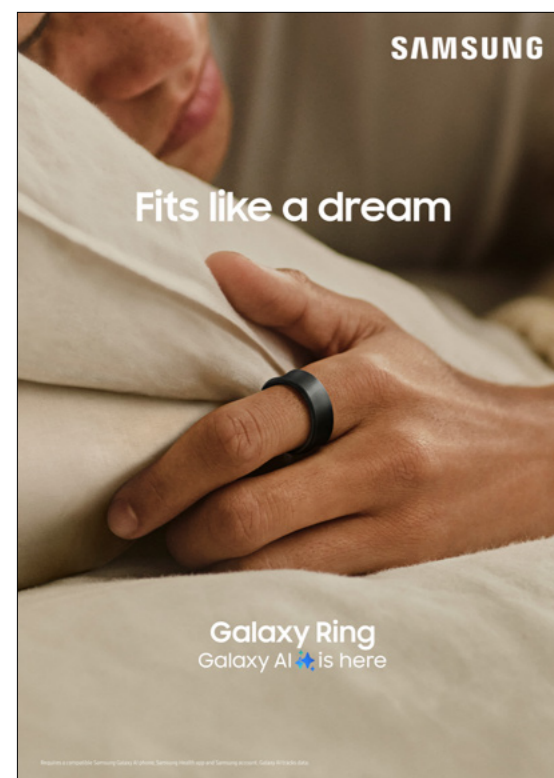
Galaxy Ring lifestyle visuals (cont.)
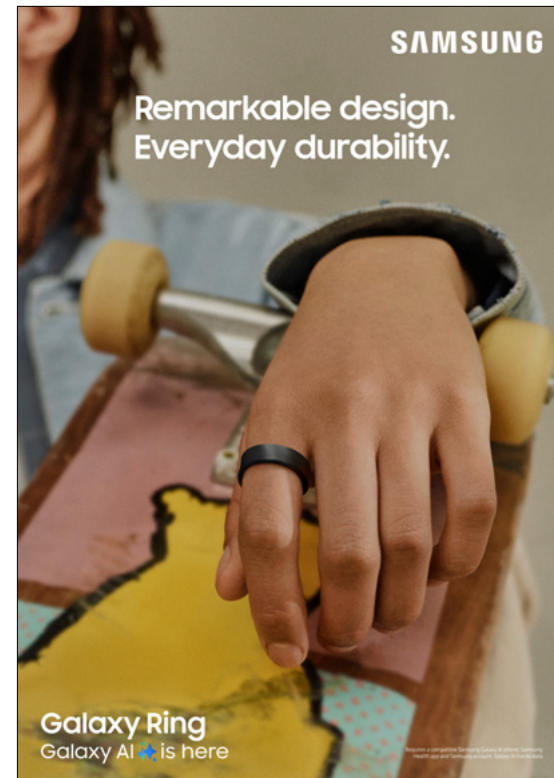
Skateboarding

1P

2P

Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

Product images

Galaxy Ring basic product images – Titanium Black

Product images are used instead of KVs when the product must be shown on a white background or partner-color background.

Use product images for touchpoints such as:

- dot-com buy pages
- retail flyers
- partner co-op layouts

Front

Back

Side

Top

Craddle Closed Back

Craddle Closed

Craddle Open

All basic product images available in: ● Titanium Black ● Titanium Gold ● Titanium Silver

Galaxy Ring basic product images – Titanium Gold

Product images are used instead of KVs when the product must be shown on a white background or partner-color background.

Use product images for touchpoints such as:

- dot-com buy pages
- retail flyers
- partner co-op layouts

Front

Back

Side

Top

Craddle Closed Back

Craddle Closed

Craddle Open

All basic product images available in: ● Titanium Black ● Titanium Gold ● Titanium Silver

Galaxy Ring basic product images – Titanium Silver

Product images are used instead of KVs when the product must be shown on a white background or partner-color background.

Use product images for touchpoints such as:

- dot-com buy pages
- retail flyers
- partner co-op layouts

Front

Back

Side

Top

Craddle Closed Back

Craddle Closed

Craddle Open

All basic product images available in: ● Titanium Black ● Titanium Gold ● Titanium Silver

02
# Application and design

Adapting product KVs

This section explains how to adapt KV artwork to fit layouts that are different from our four standard print formats.

Updated layout and logo basics

As of April 24, 2024, Brand VI Principles have been updated.

① Grid
Every layout uses a grid for sizing lettermark and placing elements.

② Margin
Determine margins using this equation:
(width + height) ÷ 55 = margins

Example using the equation:
580 (mm/pixels) + 400 mm/pixels = 980
980 ÷ 55 = 17.81 (round up or down)
Margins = 18 (mm/pixels)

③ Columns
Column tables for print, OOH and OLA are shown in the latest Samsung Brand Application Advertising guide, which is available from the GMC Brand VIS site.

④ Lettermark placement
Width equals 1.5x column, preferred placement on the right side of the layout.

⑤ Separated product logo placement
It may be placed anywhere in the creative area (blue box). The product logo cannot be larger than 90% of the lettermark and must be at least 0.5 S-height below the lettermark.

Or

⑥ Lock-up product logo placements
Position within creative area using aesthetic balance.

Grid and lettermark

SAMSUNG ④ **SAMSUNG**

① ③ ②

🚫 **SAMSUNG** 🚫 **SAMSUNG**
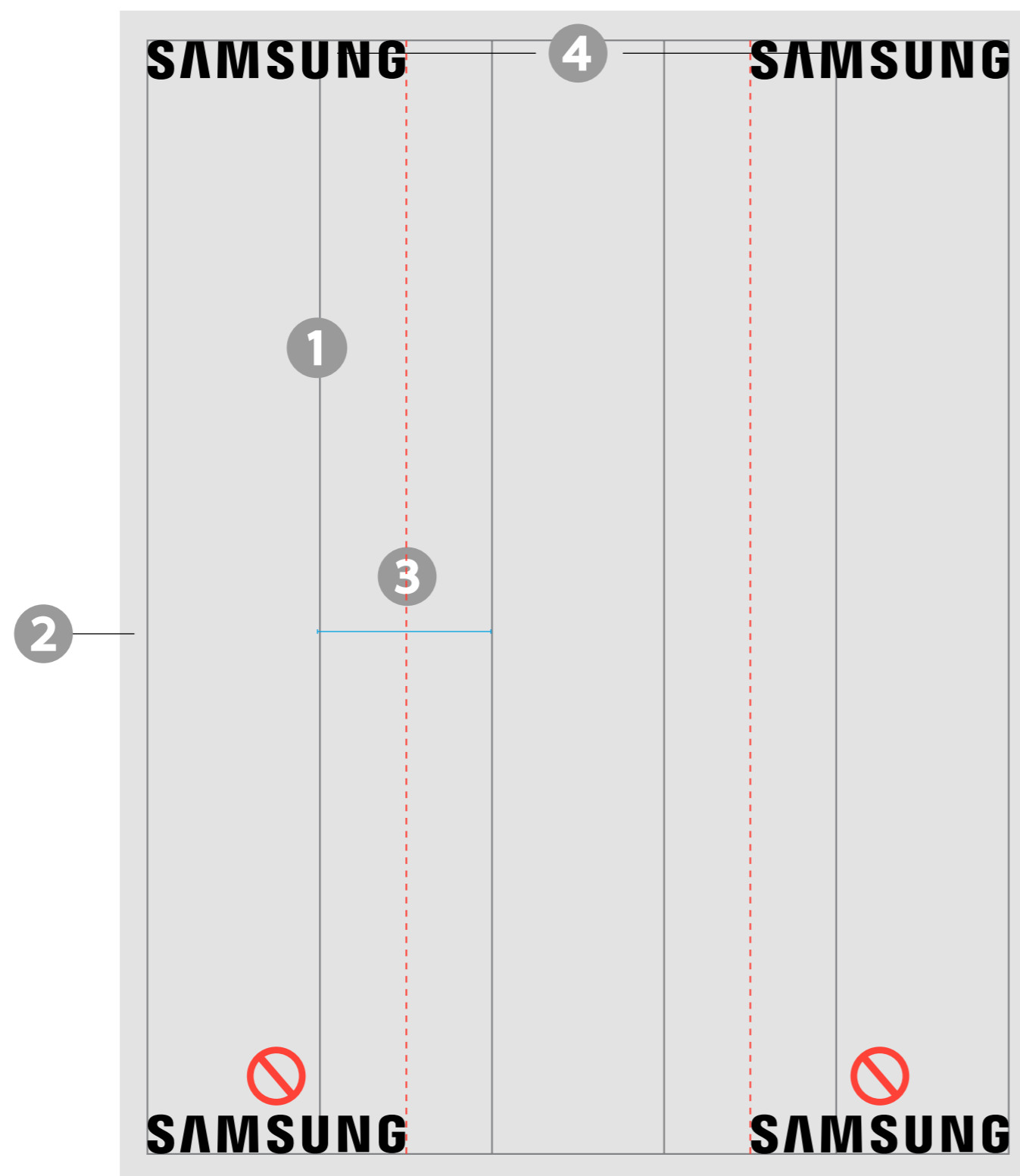
The grid size effects the lettermark and product logo size. Consider the distance at which the layout will be viewed.

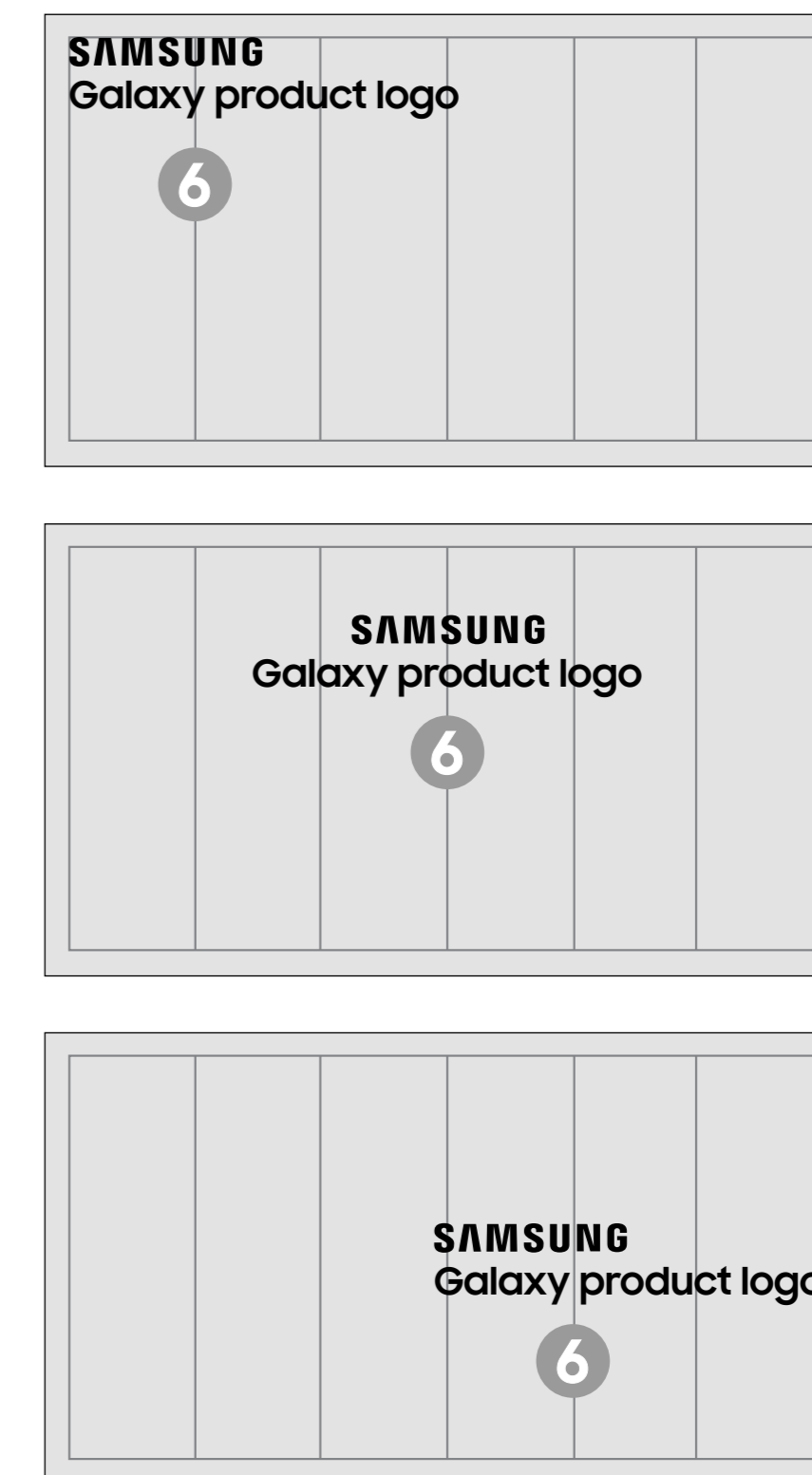**Do not** place the lettermark in any of the bottom corners of the layout.

Creative area product logo placement

SAMSUNG

⑤

Galaxy product logo
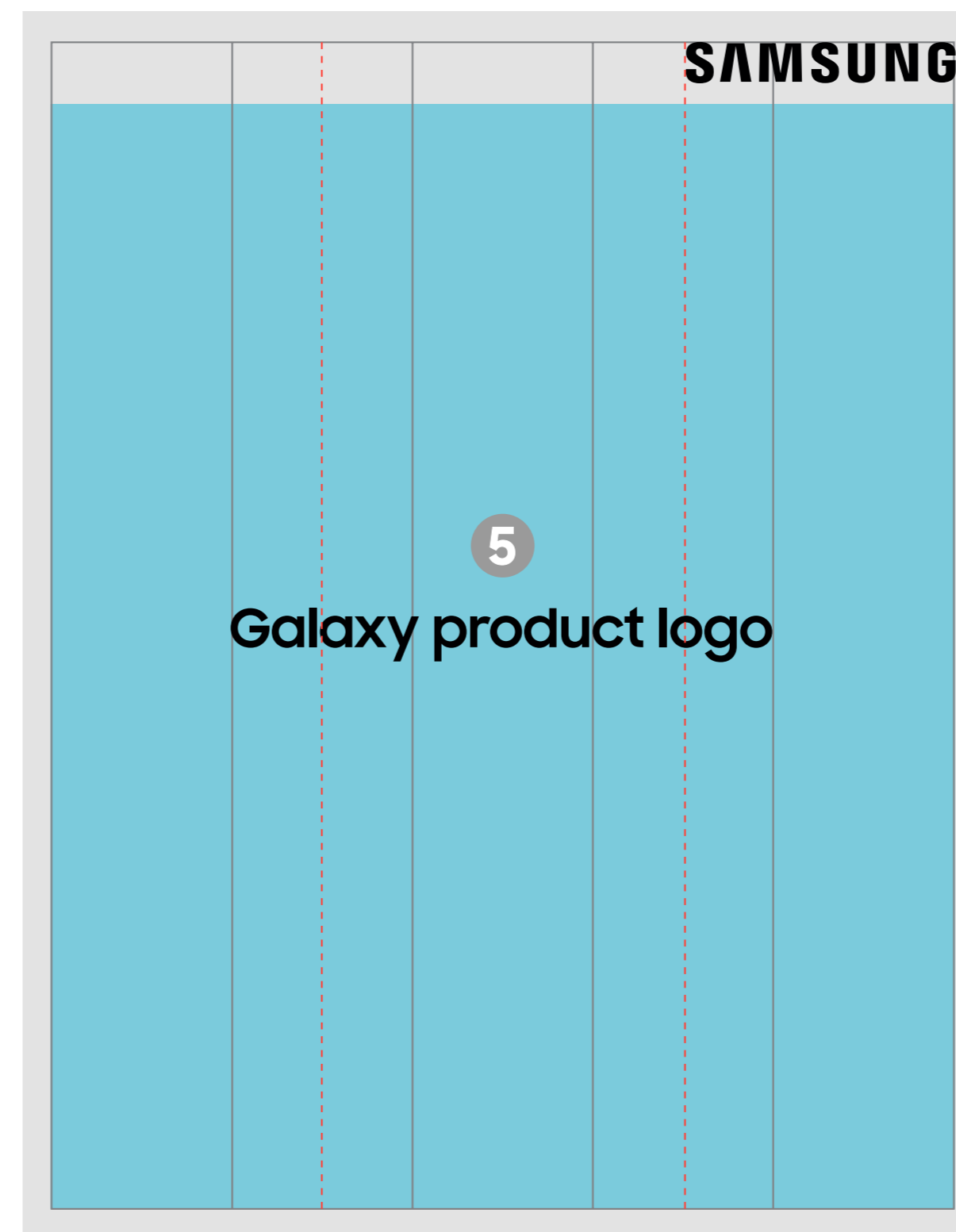
Creative area product logo size
No larger than 90% of the lettermark S-height.

S-height **SAMSUNG**

Lock-up product logo placement examples

SAMSUNG
Galaxy product logo
⑥

SAMSUNG
Galaxy product logo
⑥

SAMSUNG
Galaxy product logo
⑥

Lock-up product logo size
No larger than 90% of the lettermark S-height.

Updated layout and logo basics (cont.)

As of April 24, 2024, Brand VI Principles have been updated.

① Product logo size
The height of the product logo should not exceed 90% of the lettermark s-height.

② Galaxy AI line size
The height of the Galaxy AI line should be set to 70% of the product logo's cap-height.

③ Samsung.com size
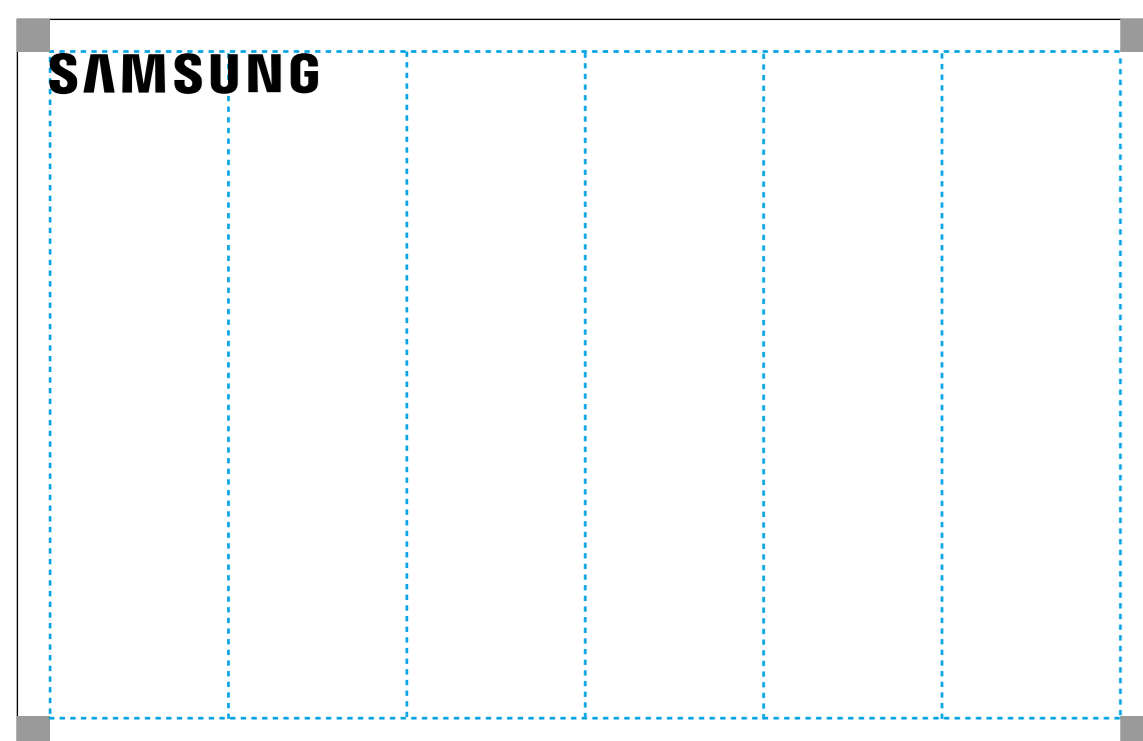The height of the samsung.com should be set to 30% of the product logo's cap-height.

Product logo and AI line size ratios

S

SAMSUNG

① 0.9 S **Galaxy Ring** G

② Galaxy AI ✦ is here 0.7 G

Samsung.com size ratio

G **Galaxy Ring**
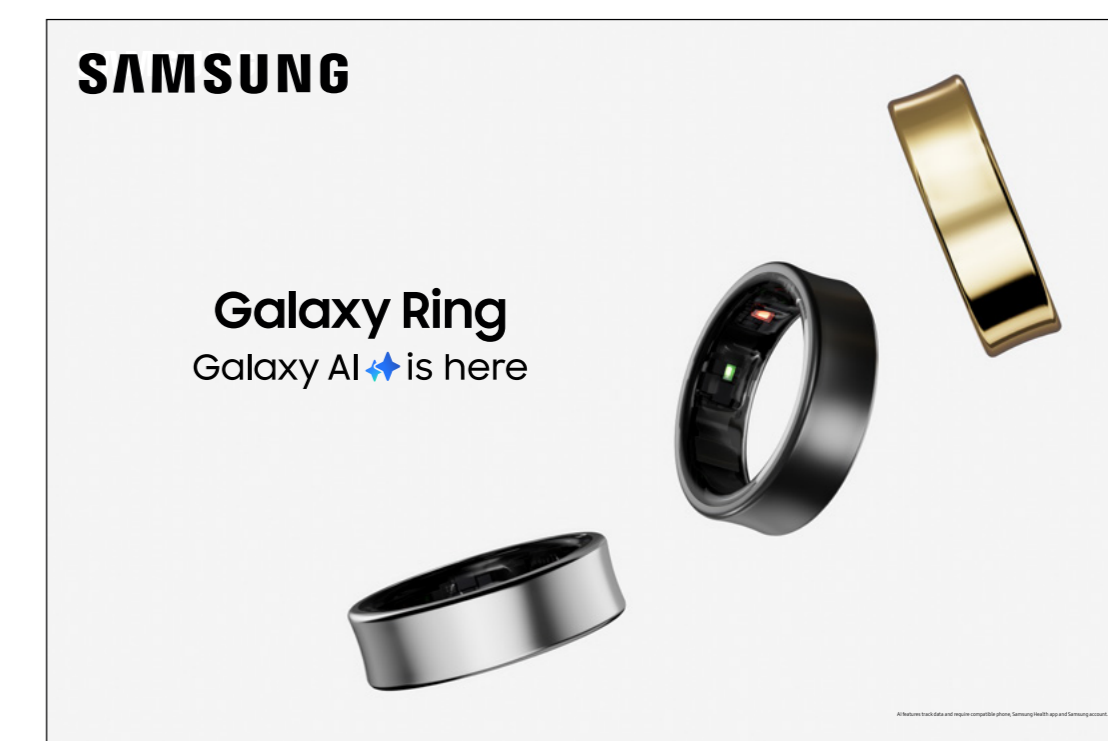
③ 0.3 G samsung.com

Adapting horizontal KVs

1. Use a grid from the GMC Brand VIS site or build a grid by following the margin and column guidance found in the Samsung Brand Application Advertising guide.

2. Start with the horizontal print format (2P or OOH-H) that looks most like the shape of your new layout.

   Center the KV in the middle of the new layout and enlarge or reduce the KV to fit the new layout.
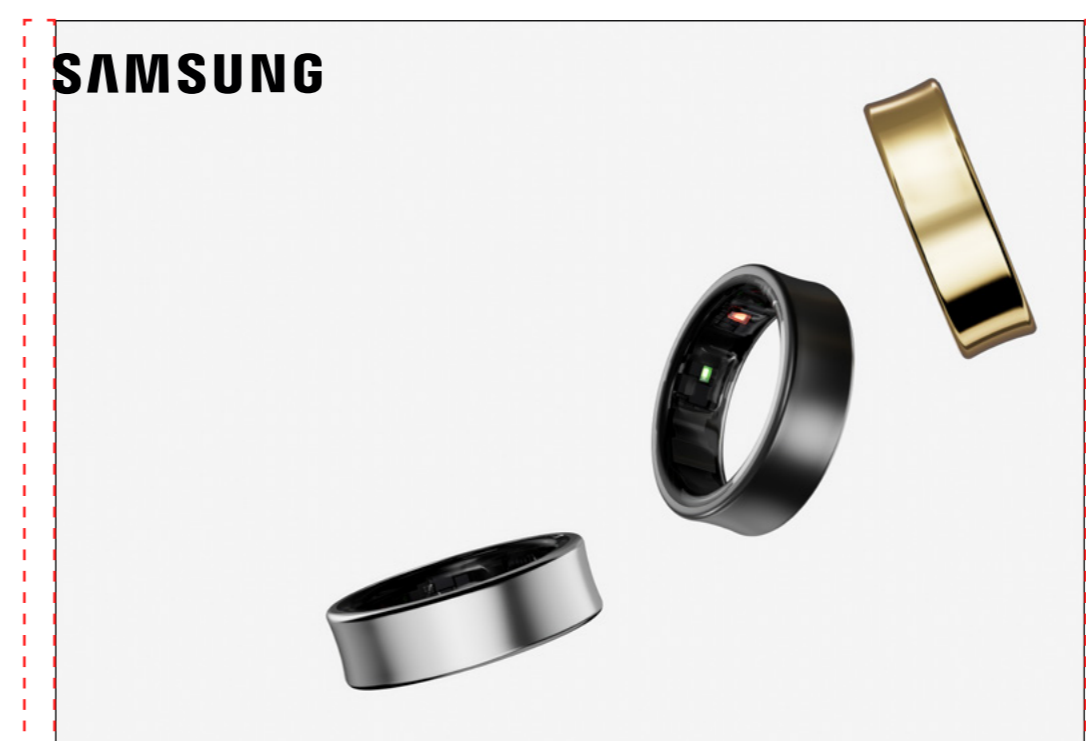
3. Crop, add background and reposition elements as needed, being mindful not to alter the original art layout significantly.

4. Size the product logo and Galaxy AI line to the required percentage and place the logo similarly to the original format.

   Consult with your local legal counsel and add a legal disclaimer if needed.

Note: The product logo, Galaxy AI line with stars and product lock-ups cannot be decoupled. Product logo and Galaxy AI line with stars must stay with the device itself in the same aspect ratio and size as the Main KVs. **Do not** place the product logo and Galaxy AI line in separate frames.

Adapting vertical KVs

1. Use a grid from the GMC Brand VIS site or build a grid by following the margin and column guidance found in the Samsung Brand Application Advertising guide.

2. Start with the vertical print format (1P or OOH-V) that looks most like the shape of your new layout.
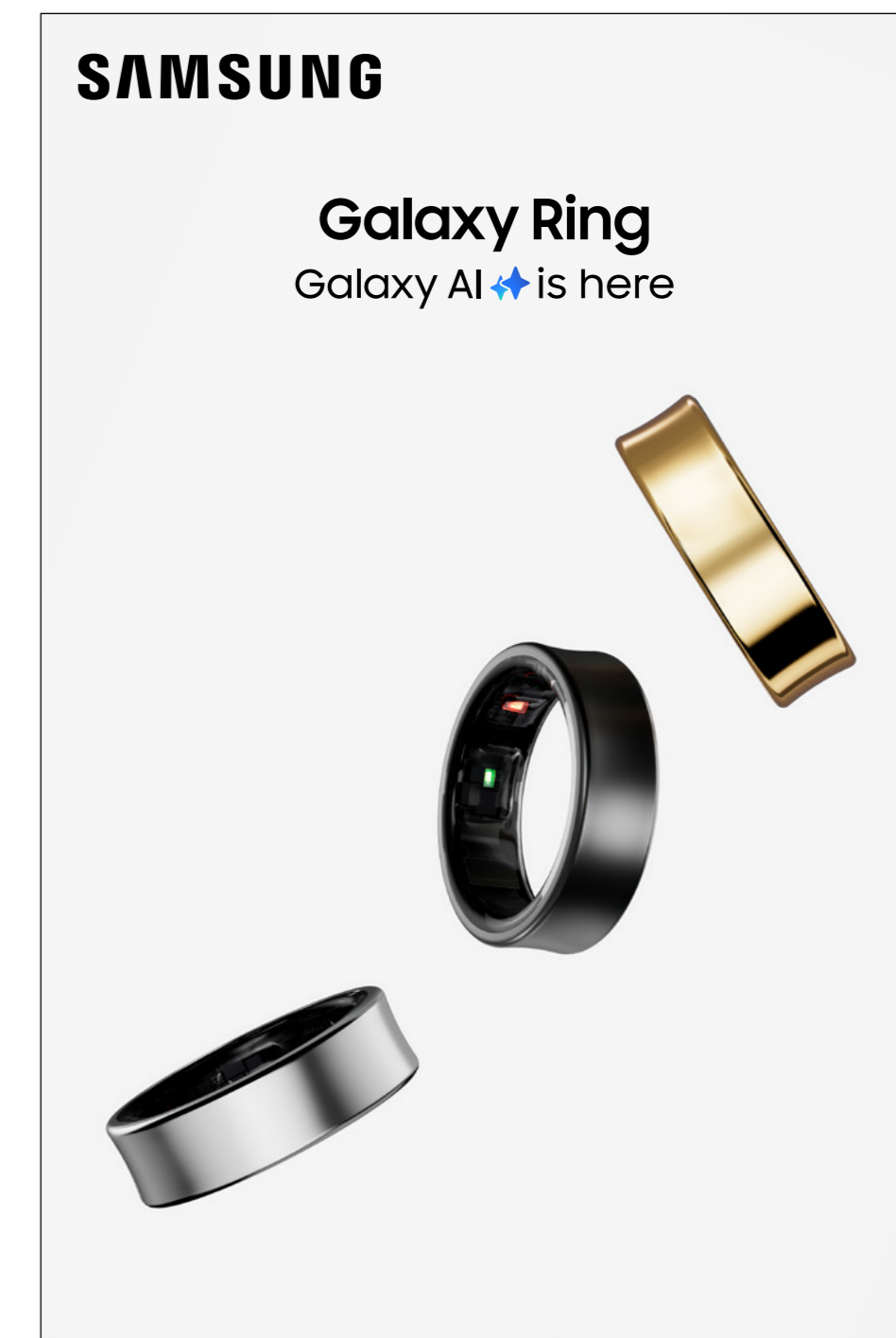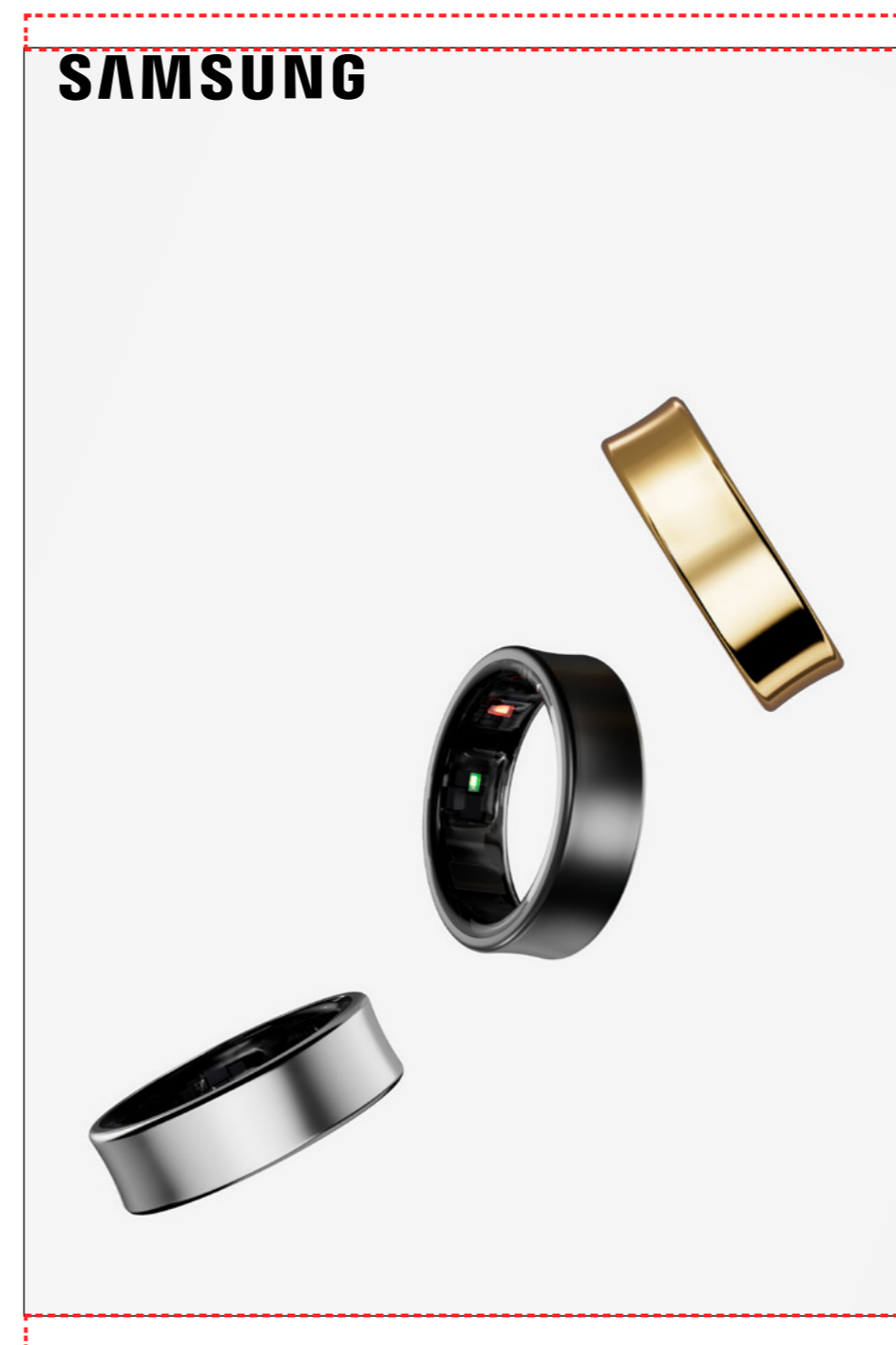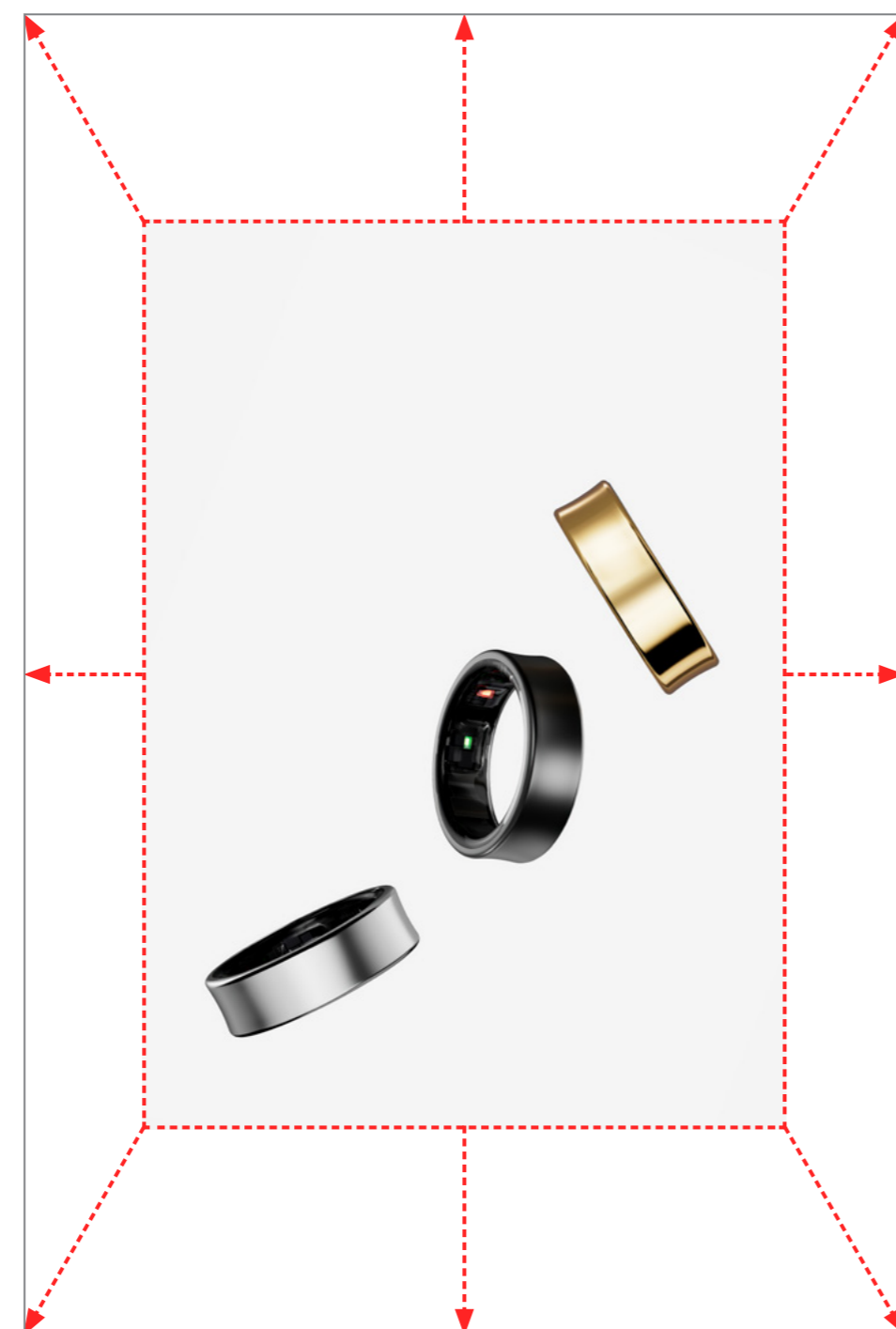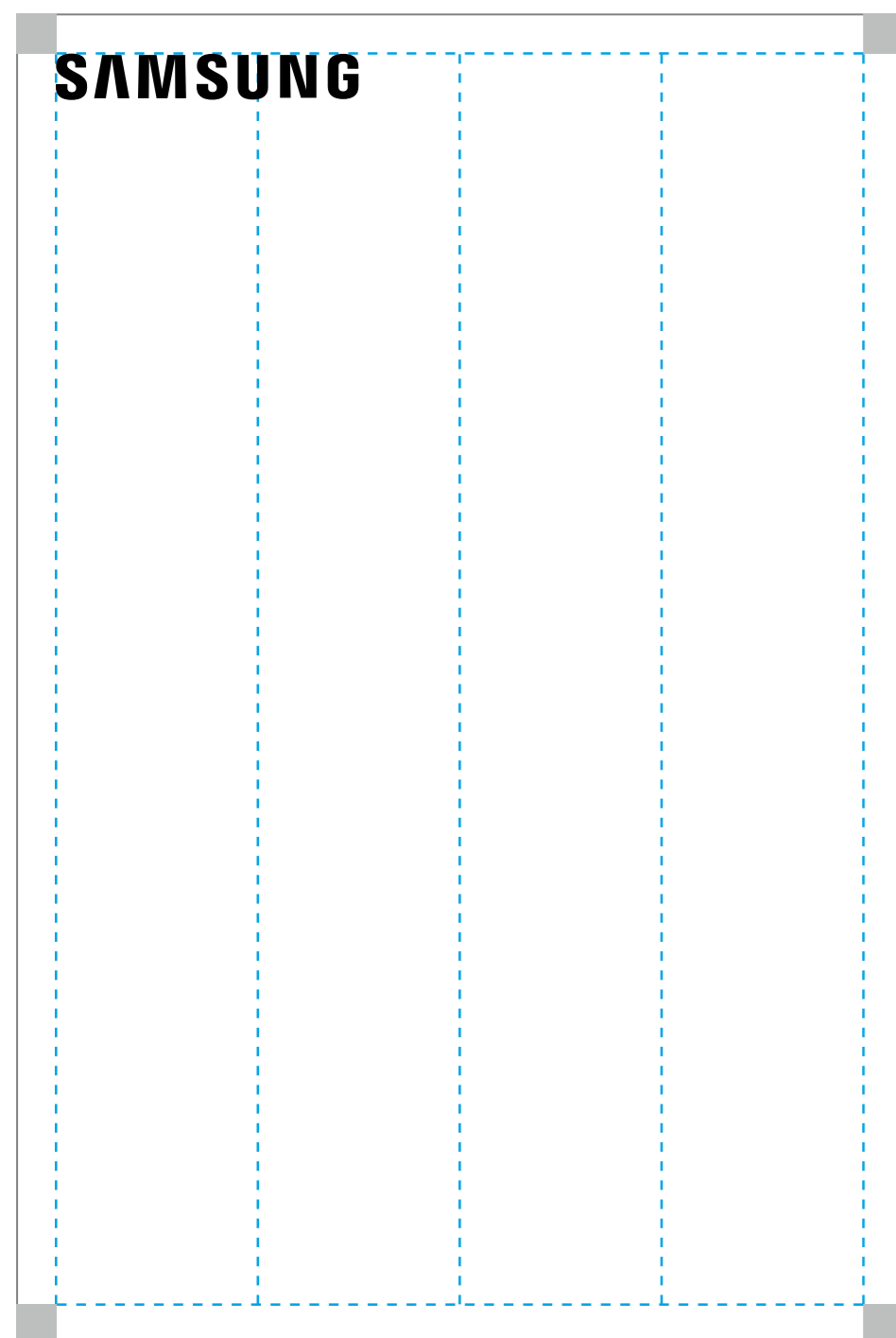
3. Crop, add background and reposition elements as needed, being mindful not to alter the original art layout significantly.

   Secure lettermark clear space of 0.5 s-height

4. Size the product logo and Galaxy AI line to the required percentage and then center it above the product.

   Consult with your local legal counsel and add a legal disclaimer if needed.

Note: The product logo, Galaxy AI line with stars and product lock-ups cannot be decoupled. Product logo and Galaxy AI line with stars must stay with the device itself in the same aspect ratio and size as the Main KVs. **Do not** place the product logo and Galaxy AI line in separate frames.

Product KV do nots

Apply to all product KVs

T/K in V2

Do not change the composition.

T/K in V2

Do not alter colors.

T/K in V2

Do not crop products in ways that make them unrecognizable.

T/K in V2

Do not change background.

T/K in V2

Do not rotate the composition.

T/K in V2

Do not use black and white.

T/K in V2

Do not stretch the image.

OLV

FPO

03
Resources

Iconography

Galaxy Ring iconography

Icons have been created to align with the primary and secondary features of Galaxy Buds3 Pro and Buds3.

Icons can be used within retail and dot-com experiences and should align with the final product messaging hierarchy, including priority order and descriptions.

Promaryl features

Auto Workout
Detection

Cycle
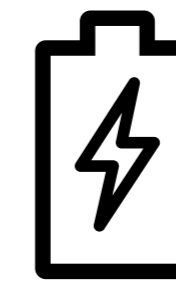Tracking

Design for All
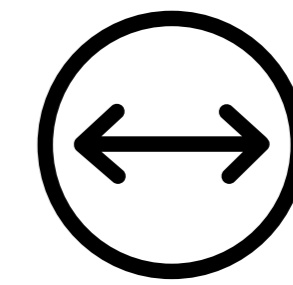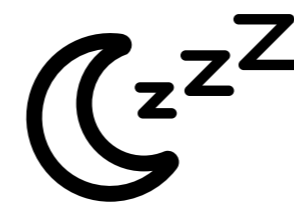Day Wear

Durability
– Water
Resistant

Energy
Score

Heart Rate
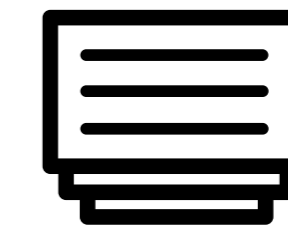Tracking

Long Lasting
Battery Life

Sizing
Kit

Sleep Tracking
Coaching

Sleep Tracking
Sleep Apnea

Wellness
Tips

Logos

Ring product logos and lock-ups

Primary logo use
1-line or multi-product logos are the primary way to identify products. Refer to Layout and logo basics p. 24 for placement guidance.

Exception logo use
2- and 3-line logos and product lock-ups are used only for small spaces or extreme layouts, such as digital or vertical OOH.

Note: Use the same clear-space and minimum-size rules for all product logos and lock-ups.

1-line logo

Galaxy Ring

1-line lock-up

SAMSUNG Galaxy Ring

2-line logo

Galaxy Ring

2-line lock-up

SAMSUNG Galaxy Ring

2-line lock-up

SAMSUNG Galaxy Ring

Clear space

Galaxy Ring .65x / x

SAMSUNG Galaxy Ring .65x / x

Galaxy Ring .65x / x

SAMSUNG Galaxy Ring .65x / x

SAMSUNG Galaxy Ring .65x / x

Minimum size

Galaxy Ring

Galaxy Ring

SAMSUNG Galaxy Ring

SAMSUNG Galaxy Ring

SAMSUNG Galaxy Ring

Print = 3mm height
Digital = 8px height

Lettermark

Lettermark

The lettermark is our master Samsung brand logo and is our most valuable brand asset.
We use it consistently throughout all communications — both consumer-facing and internal touchpoints.

SAMSUNG

Five principles of lettermark

① Use only the official lettermark. Always download from the official source when using the lettermark.

② **Do not** manually alter the lettermark form or spacing. Use the lettermark as an image, keeping the height-to-width ratio.

③ Always adhere to the clear-space rules around the lettermark for clear visibility.

④ The official lettermark colors are Samsung Blue (PMS 286 C), black and white.

⑤ Do not lock up any other names or symbols with the lettermark.

Specification

1. The lettermark is one single image. It is not a combination of individual letters.
2. Use the given image file. Never distort or modify.
3. Never type out or create letters separately.
4. Cross-check with below specifications when you double-confirm whether your lettermark application is precisely executed.
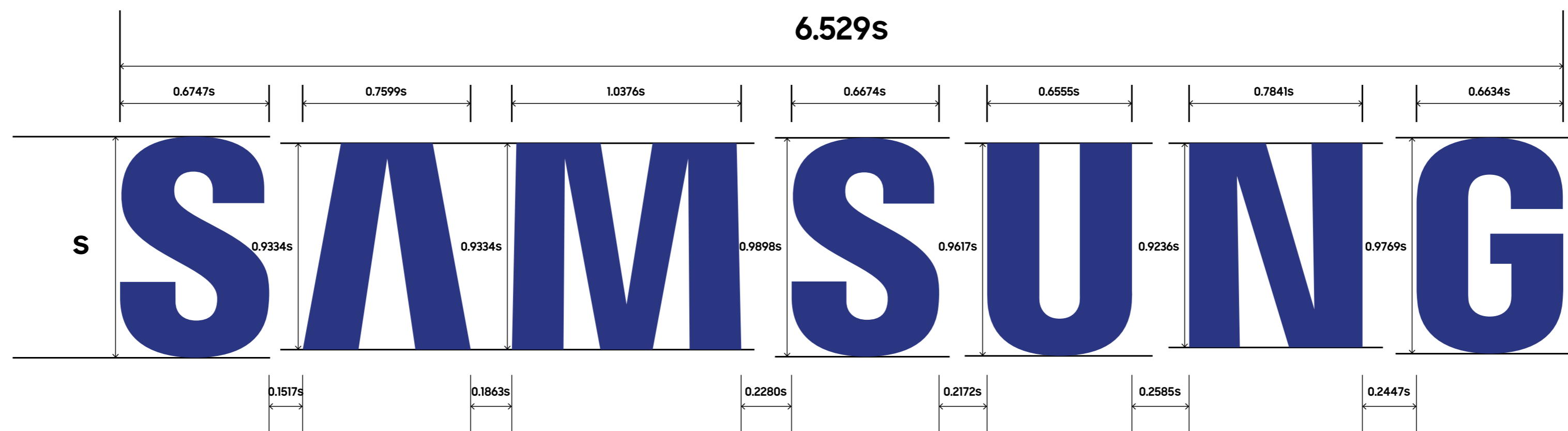
The S-height is the distance between the baseline and the top line of the first letter S of the lettermark.

Incorrect-lettermark identification
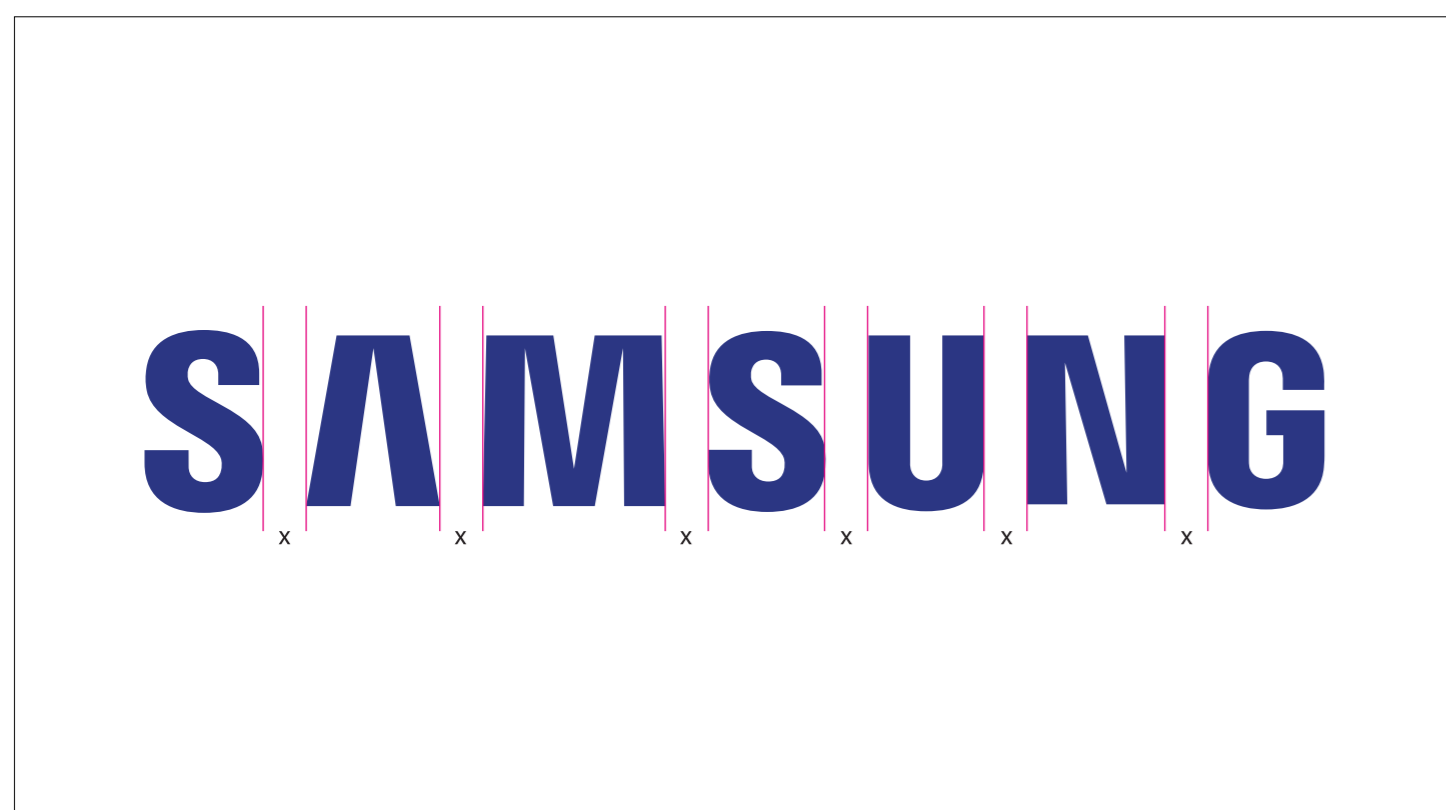
When spaces between characters are equal

When the height of all characters is the same

When all characters share the same baseline

Correct lettermark

Correct lettermark
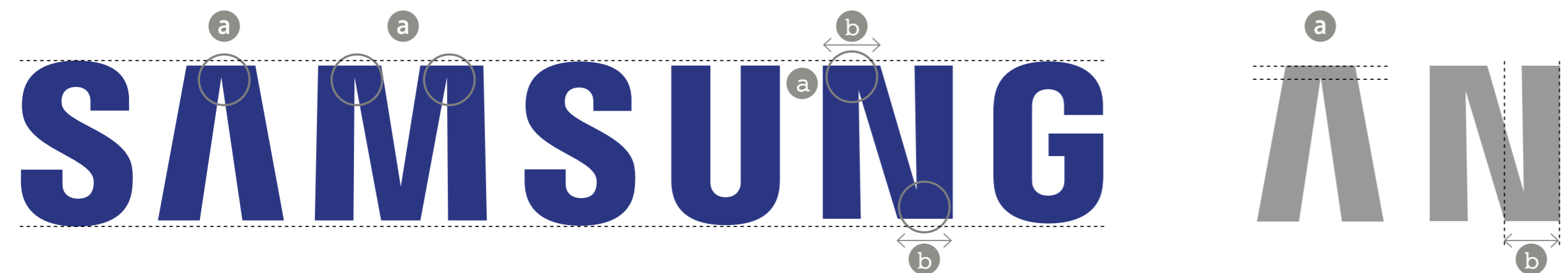
Incorrect (old) lettermark

① There are many incorrect and outdated lettermarks in use. Use this page to help identify the correct version of the lettermark.

② **Check for**
ⓐ Sharper angles in the apex of letters A, M and N
ⓑ Wider top left and bottom right of the letter N

③ **Do not** use lettermarks that have been acquired from unknown sources or downloaded from unofficial Samsung websites.

Clear space and size

Minimum clear space

0.5s

s

0.5s

0.5s

Minimum size

SAMSUNG —————— Print = 3mm height

SAMSUNG —————— Digital = 8px height

① Clear space around the lettermark should be protected at all times from other elements.

② At least a minimum required space should be secured when space is limited.

③ **Do not** use the lettermark smaller than 3mm in height for print and 8 pixels in height for digital to ensure the legibility of the lettermark.

Writing out Samsung

Articles

"Samsung has achieved an amazing feat—we've become one of the world's most respected brands."

Web page

① When writing out the word "Samsung," use only sentence case and never write in all capital letters.

DO NOT
"SAMSUNG has achieved an amazing feat — we've become one of the world's most respected brands."

Do nots
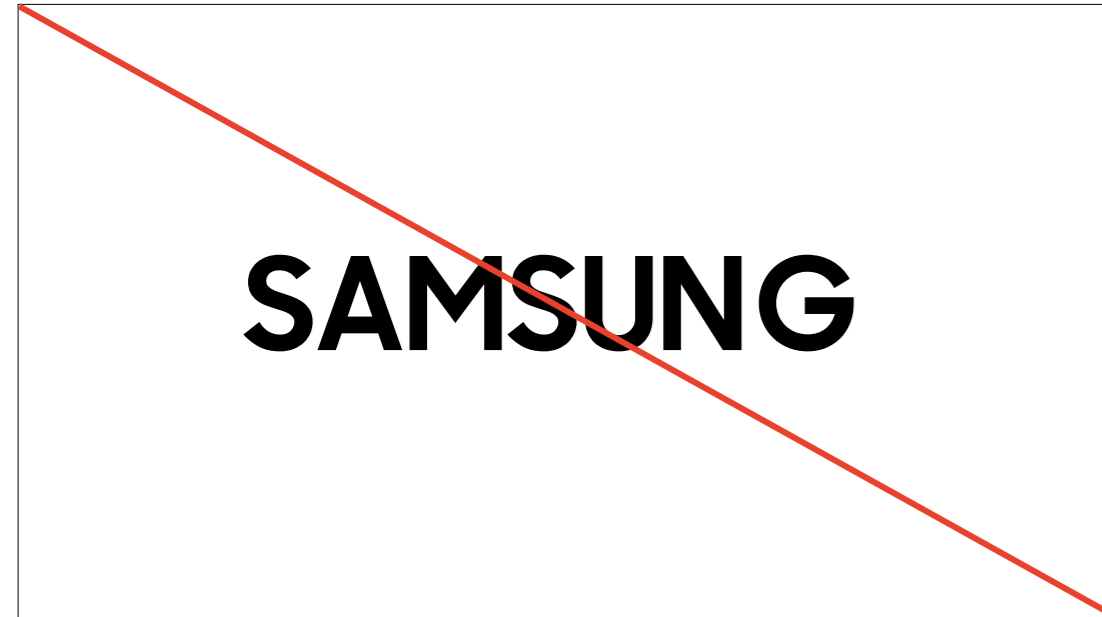
Do not recreate art for the lettermark.
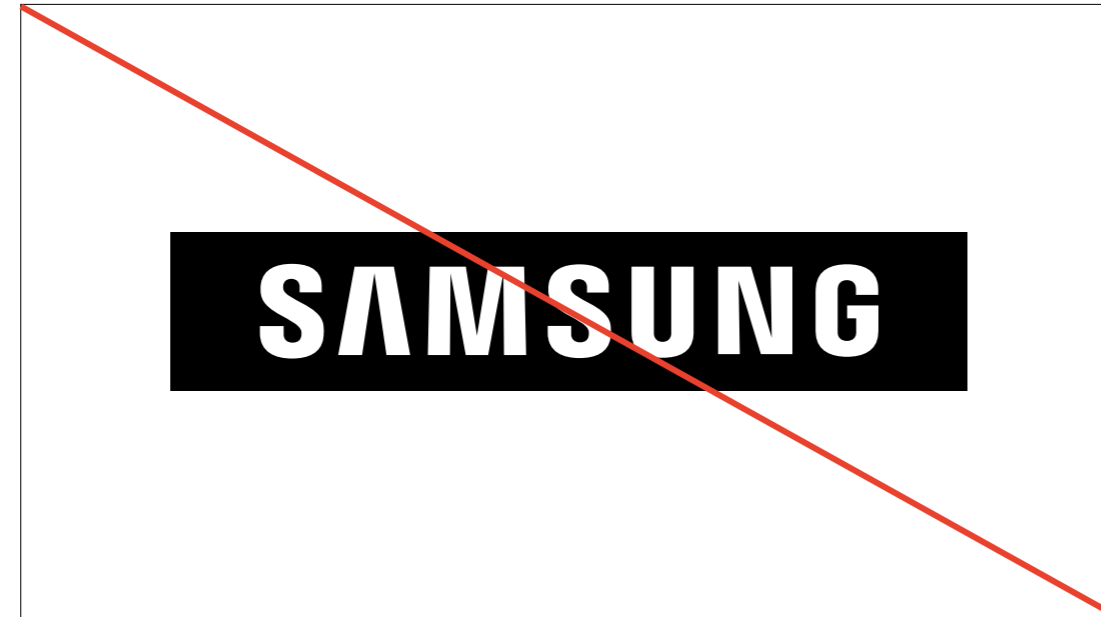
Do not add box around the lettermark.
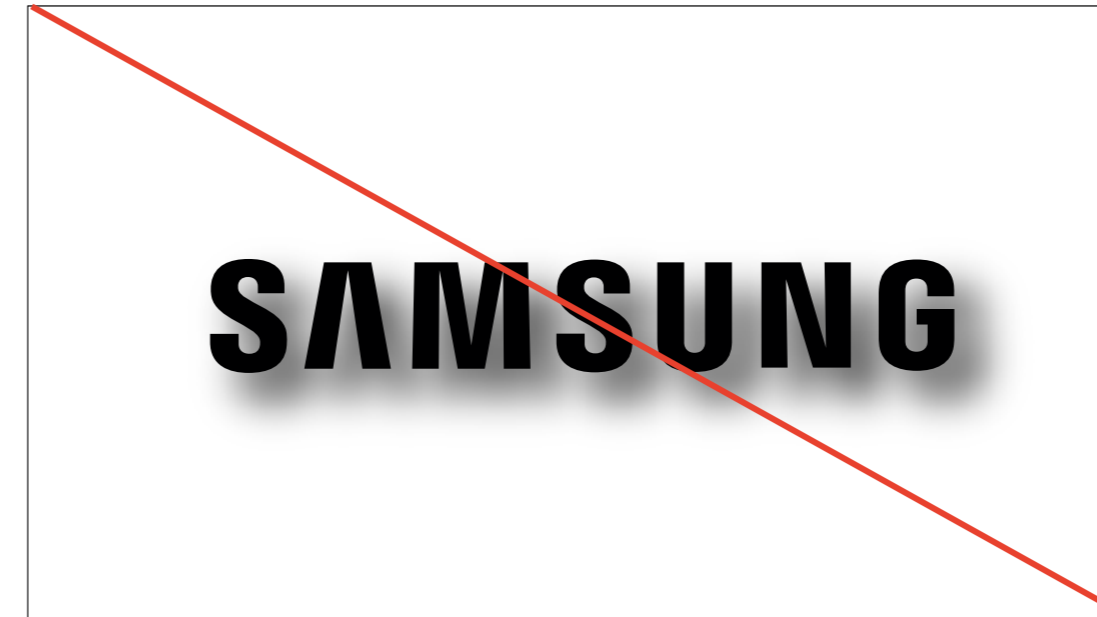
Do not add drop shadows.

Do not apply special effects.
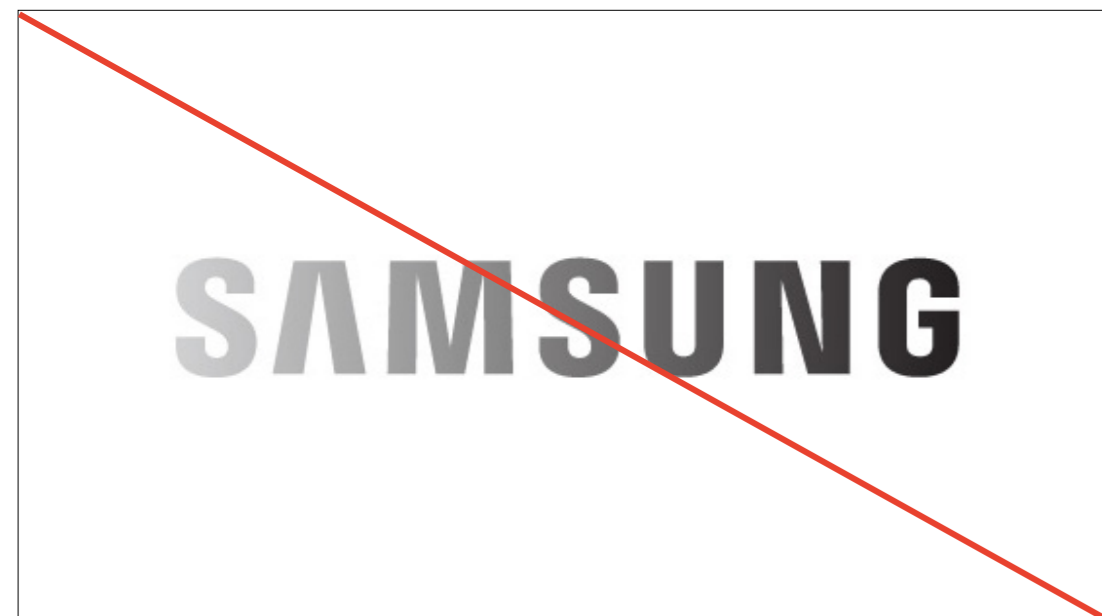
Do not apply gradients.

Do not outline.

Do not place the lettermark on photographs or backgrounds with insufficient contrast.
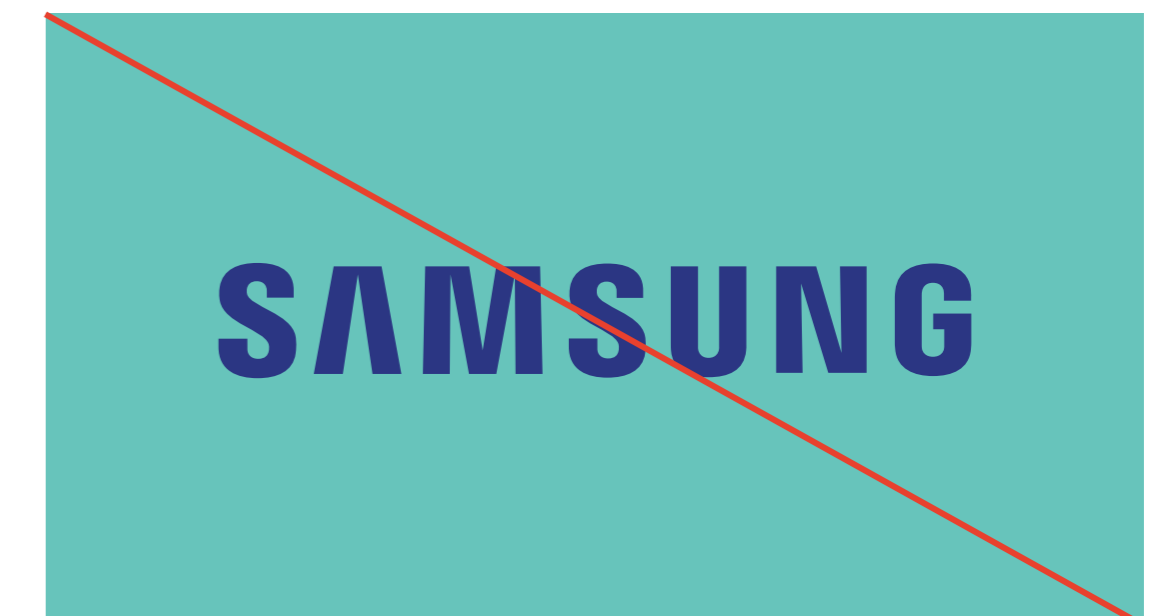
Do not place the blue lettermark on a solid color background that conflicts with our primary color palette.

Color

Color

Lettermark color options

Samsung Blue

PMS 286 C
CMYK - 100/80/0/0
RGB - 20/40/160
HEX - 1428A0

Black

CMYK - 0/0/0/100
RGB - 0/0/0
HEX - 000000

White

CMYK - 0/0/0/0
RGB - 255/255/255
HEX - FFFFFF

White

CMYK - 0/0/0/0
RGB - 255/255/255
HEX - FFFFFF
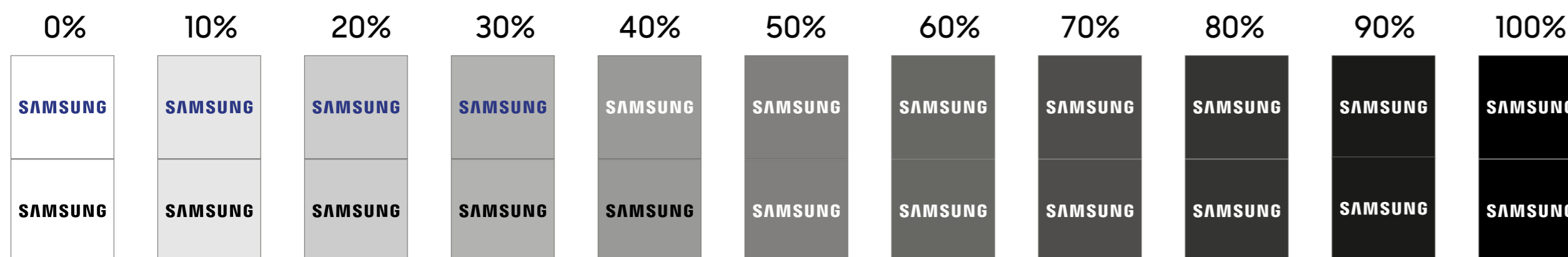
① The lettermark is available in Samsung Blue (PMS 286 C), black and white.

② The blue lettermark is our primary mark; however, the black and white lettermarks may also be used.

③ The gradient chart at the bottom left is representative of tonal possibilities within flat backgrounds and photography.

Contrast guidance

0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%

Brand color palette

Samsung Blue

Black and white

Illustrative colors

Samsung Blue

Samsung Blue is one of our most valuable assets.
This is our signature color used for brand moments.

PMS 286 C
CMYK – 100/80/0/0
RGB – 20/40/160
HEX – 1428A0

Black and white

The contrast of black and white expresses the boldness of our brand.

CMYK – 0/0/0/100
RGB – 0/0/0
HEX – 000000

CMYK – 0/0/0/0
RGB – 255/255/255
HEX – FFFFFF

Illustrative colors

These colors express a touch of playfulness and add vibrancy to the brand.

Sky Blue	Sea Blue	Teal	Lavender	Clover	Saffron	Coral
PMS 3005 C	PMS 306 C	PMS 3265 C	PMS 7452 C	PMS 2285 C	PMS 1365 C	PMS Warm Red C
CMYK – 100/34/2/0	CMYK – 80/0/4/0	CMYK – 66/0/39/0	CMYK – 55/37/0/0	CMYK – 40/0/90/0	CMYK – 0/28/73/0	CMYK – 0/80/70/0
RGB – 0/119/200	RGB – 0/179/227	RGB – 0/195/178	RGB – 128/147/220	RGB – 151/214/83	RGB – 255/181/70	RGB – 255/67/55
HEX – 0077C8	HEX – 00B3E3	HEX – 00C3B2	HEX – 8093DC	HEX – 97D653	HEX – FFB546	HEX – FF4337

Typography

Our typography is bold and unmistakable. It is the visualization of our brand voice across every touchpoint – from video to print and from social to instructional.

AaBbCc

Typography

Samsung Sharp Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?•*

Samsung Sharp Sans Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?•*

SamsungOne 700

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?•*

SamsungOne 400

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?•*

SamsungOne 400C

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?•*

Type application

Headlines are set in Samsung Sharp Sans Bold

- Use auto leading or tighter leading when headlines look too open.
- Tracking is set at +10 or more in smaller spaces for legibility.
- Digital environments (e.g., dot-com, digital banners, etc.) may be set in Samsung Sharp Sans Medium.

Subheads are set in Samsung Sharp Sans Medium

- Use auto leading with no tracking.

Body copy is set in Samsung Sharp Sans Medium.

- Use auto leading with no tracking.
- Ideal body copy is brief and concise — two to four sentences in length.

Dense or highly informational copy may be set in SamsungOne 400 with 700 for subheads.

Legal copy is set in SamsungOne 400C.

- Use auto leading with no tracking.
- This font may be used for digital environments (e.g., dot-com, digital banners, sale sheets, etc.).

EYEBROW HEADS

- An eyebrow head functions as starter or sign-off only within digital environments (e.g., dot-com, CDM, etc.).
- Eyebrow heads are set in Samsung Sharp Sans Medium.
- Samsung Sharp Sans Bold is allowed when type is set over imagery instead of solid backgrounds.
- Tracking is set at +300.

Left aligned

In most cases, auto leading is used in headlines.

Centered

Center type in layouts such as OLA where space is limited.

Typesetting details

When setting type, consider the details needed to ensure that communications are easy to read.

Legibility
Use black or white to maximize the boldness of our typography.

Kerning
Always use metric (not optical) kerning, and turn ligatures off.

Leading
When formatting headlines, start with auto leading and adjust as needed depending on your content.

Hang quotes
Punctuation and round letterforms at the edge of a paragraph can cause a block of copy to feel misaligned. By optically aligning your copy, you can achieve a cleaner edge.

Headline leading ✗

Lineet anona et an aerorevo om nae ununem vain.

When there are no ascenders or descenders, use less leading.

Linyet pagon arojrelim lit.

When ascenders and descenders almost touch, use more leading.

Headline leading ✓

Lineet anona et an aerorevo om nae ununem vain.

Leading has been decreased here.

Linyet pagon arojrelim lit.

Leading has been increased here.

Hang quotes ✗

"Pudanist a duci que sequam reic tem in perum."

Punctuation can make a block of copy appear misaligned.

Hang quotes ✓

"Pudanist a duci que sequam reic tem in perum."

Hang quote marks and asterisks outside of margins for a cleaner-looking paragraph.

53

Writing style

Sentence case ✓

Switching to Galaxy couldn't be easier.

Use sentence case in headlines, subheads and body copy.

All caps ✓

INTRODUCING

All caps are allowed only for eyebrow headlines within digital environments.

✗

Switching To Galaxy Couldn't Be Easier.

Do not use title case.

✗

SWITCHING TO GALAXY COULDN'T BE EASIER.

Do not use all caps in headlines, subheads or body copy.

Writing the brand name

When writing out the name "Samsung," use sentence case and never all caps.

No one does 5G better than Samsung

Periods

Periods are not used in campaign lines.

Periods are not used on headlines or subheads unless they are made up of two sentences or more.

Do bigger things

Upgrade now and get 6 months of free Spotify

Enough room for all your tunes

Commas

Serial commas are not used in copywriting.

Buy a Galaxy Note20 5G, and trade in a Galaxy Note 10, 10+, S20, S20+ or S20 Ultra.

Exclamation points and ampersands

Avoid using exclamation points or ampersands.

Buyouts

FPO

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Legal

Legal disclaimers

Always consult and share all creative with your local legal counsel prior to utilizing in your market.

KV	Disclaimer (set in Samsung One 400C)
Ring Product KV (Static)	AI features track data and require compatible phone, Samsung Health app and Samsung account.
Ring Product KV (Animated)	AI features track data and require compatible phone, Samsung Health app and Samsung account. Samsung account login is required for certain AI features. Galaxy AI features by Samsung will be provided for free until the end of 2025 on supported Samsung Galaxy devices.
Ring Lifestyle KVs	Requires a compatible Samsung Galaxy AI phone, Samsung Health app and Samsung account. Galaxy AI tracks data.

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