

SAMSUNG

Galaxy S24 FE Toolkit V1.1

August 2024



Samsung proprietary and confidential

Welcome to the Galaxy S24 FE Campaign visual guidelines. Our campaign imagery reflects the inviting and friendly tone of FE, its premium design and the life-enhancing Galaxy AI experience. S24 FE is positioned as the entry point to S24 Series, so now everyone can benefit from the flagship experience. Use this guide to help launch a dynamic campaign for the S24 FE.

To keep things simple, this guide is divided into four sections.

01 Strategy

Visual approach

02 Campaign assets

Product KVs, product images

03 Application and design

Design guidance for adapting and creating assets

04 Resources

Logos, lettermark, color and typography resources, legal and buyouts; and SEA team contacts

Using the guideline

Galaxy S24 FE campaign visual guidelines Samsung proprietary and confidential

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01 Strategy

S24 FE visual approach

Maintains S24 flagship DNA

using bold and confident crops and angles



Highlight color story

featuring a variety of colors, ownable to FE



Tell the Camera CXP story

with on-screen images showing the power of FE camera capabilities



Note: The images shown above are for internal reference and inspiration purposes only and can never be used in any consumer-facing campaign materials.

A range of campaign assets work together to communicate the S24 FE story

Lead assets

Main product KV (Color combo)

The primary campaign visual focuses on product design and color story in an inviting tone.

Use for: All channels (OOH, digital, CRM, retail, S.com and Partners.com)



Secondary product KV (Single)

Each single KV highlights one product color and is used for carriers / retailers that offer only one color.

Use for: Digital, retail, S.com and Partners.com.



Supporting assets

Main animated product KV

The two combo product animated visuals (:06 or :15) celebrate product design through movement.

Use for: DOOH (:15 only, size 100m² ↓), digital and retail

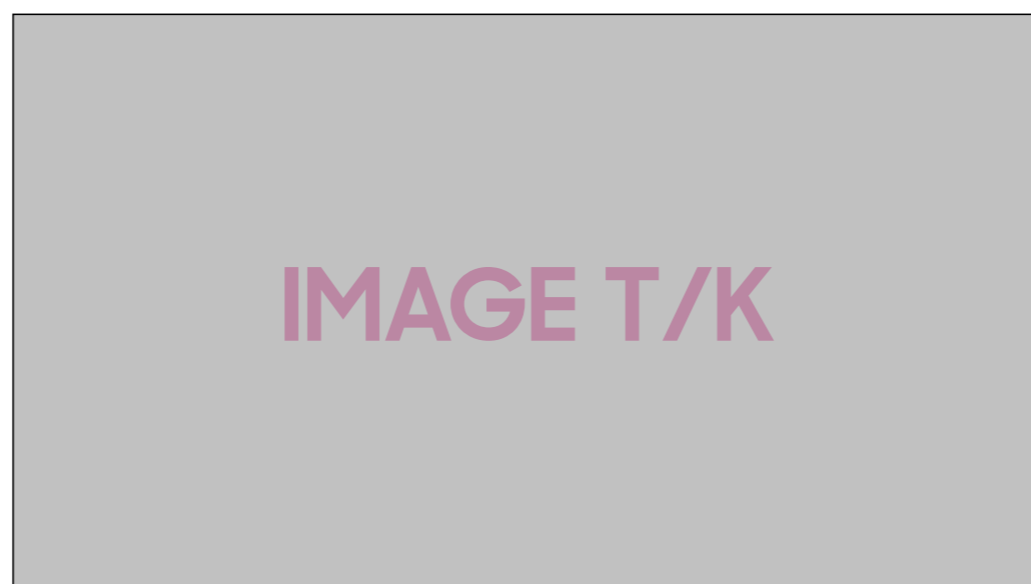
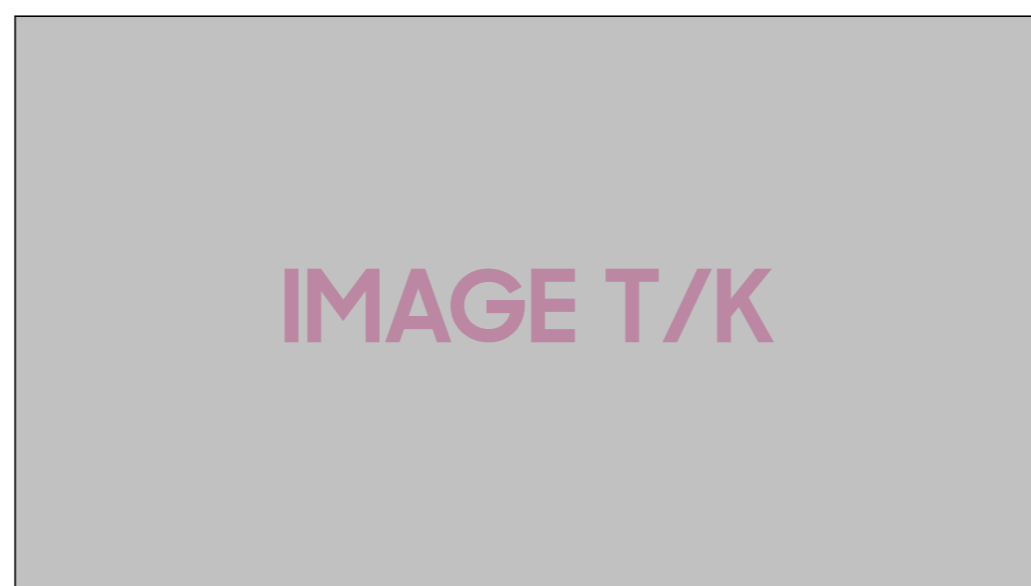
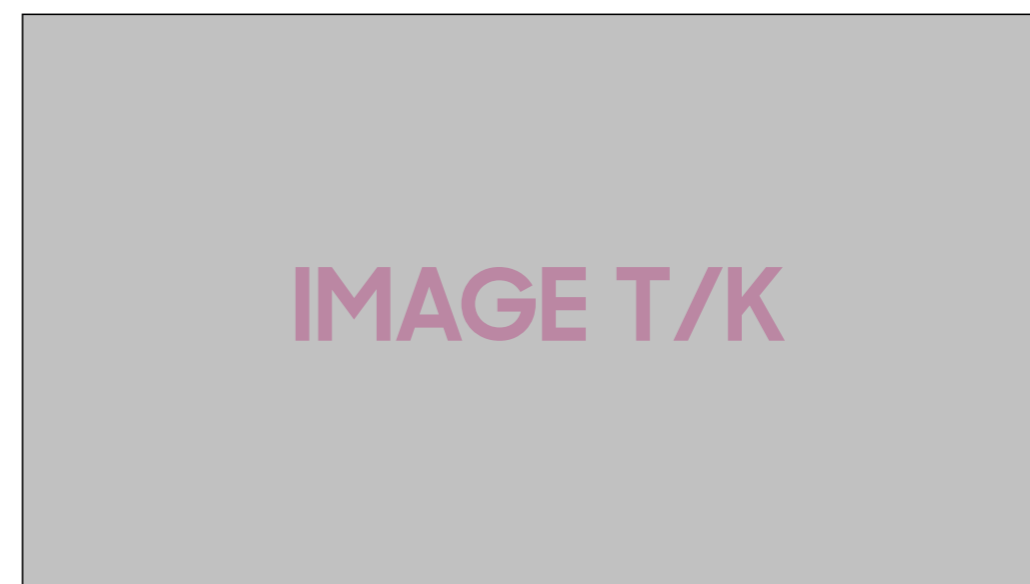
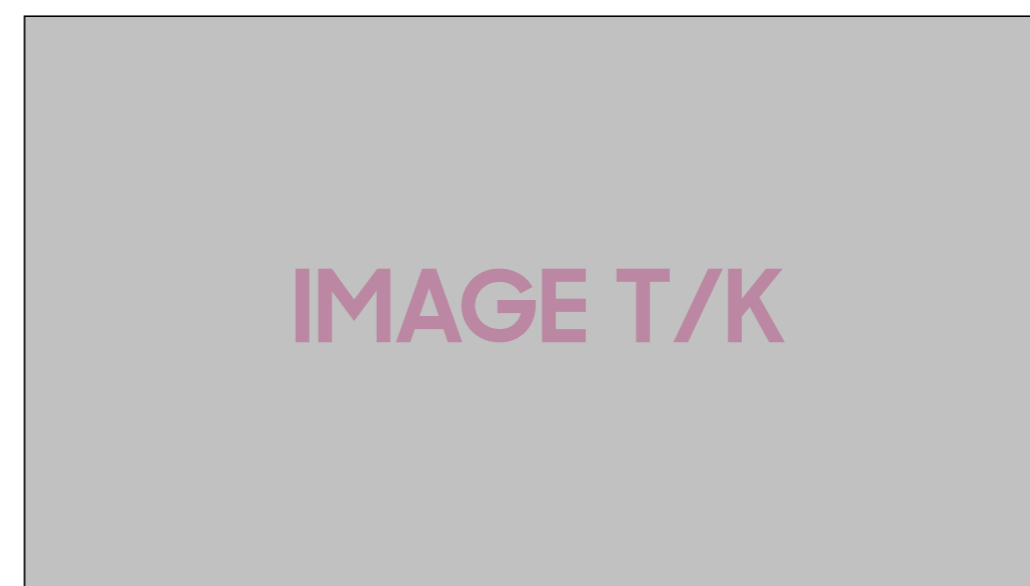


Photo Assist animated visuals

New animated visual assets reinforce Camera CXP, leading with Photo Assist.

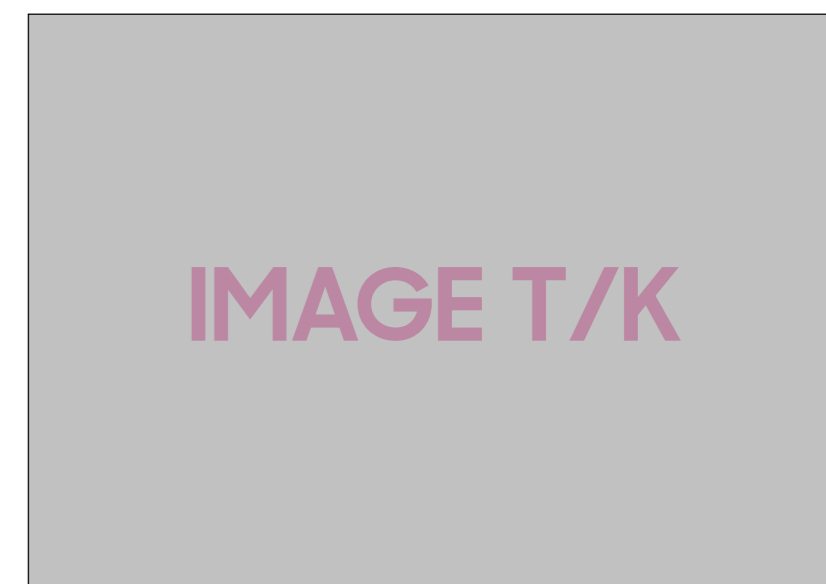
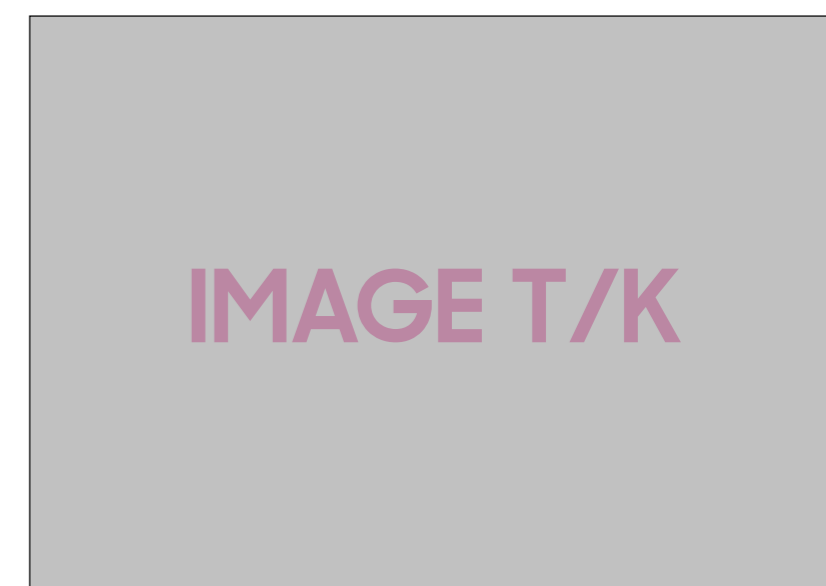
Use for: digital, retail, S.com and Partners.com



Feature visuals

Images showcase product benefits in a simple and intuitive way.

Used to supplement Product KVs in digital, CRM and S.com.



02

Campaign assets

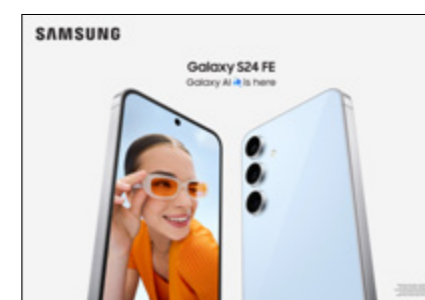
Campaign assets overview

Main product KV (p. 13)



S24 FE Color combo KV

Secondary product visuals (pp. 15 - 18)



S24 FE Single KV — Blue (Hero)



S24 FE Single KV — Graphite



S24 FE Single KV — Gray



S24 FE Single KV — Mint

Main animated KV (p. XX)



S24 FE animated KV (:06)



S24 FE animated KV (:15)

Photo Assist animated visuals (pp. XX - XX)



S24 FE Photo Assist animated KV (:06)



S24 FE Photo Assist animated KV (:06)



S24 FE Photo Assist animated KV (:06)



S24 FE Photo Assist animated KV (:06)



S24 FE Photo Assist animated KV (:06)

Feature visuals (pp. XX - XX)



Night Portrait



Circle to Search



Live Translate



Display



Performance



Battery

Product logos and lock-ups (pp. 46 - 47)

Galaxy S24 FE
SAMSUNG
Galaxy S24 FE

Product photography (p. 19)



Brand assets

See the [Resources chapter, p. 44](#), for details on brand asset use.

SAMSUNG

Lettermark

ABCabc
ABCabc

Fonts



Color

Product KVs

Product KV use principles

Do not change or localize on-screen images.

Main product KV

Use as the main visual across all channels.

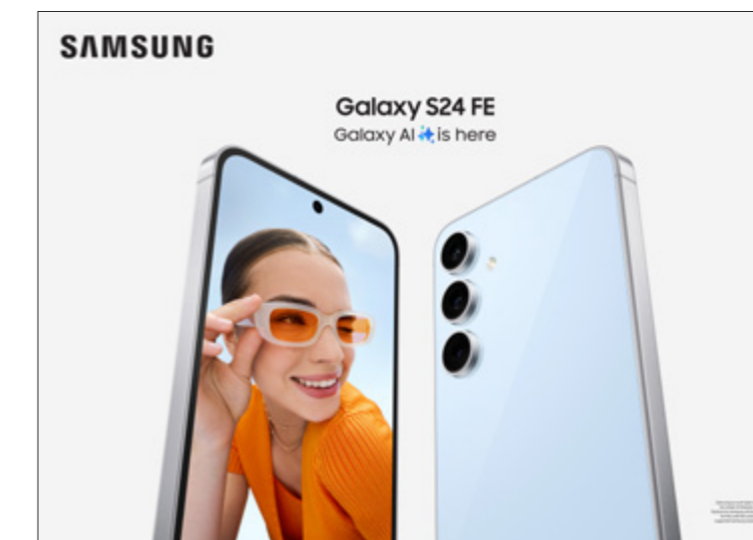


S24 FE Color combo KV

Secondary product KVs

Use only for retailers or carriers that offer only one device color.

- Do not use as a substitute for the main product KV.
- Do not place Single KVs next to the main product KV.



S24 FE Single KV – Blue (Hero)



S24 FE Single KV – Graphite



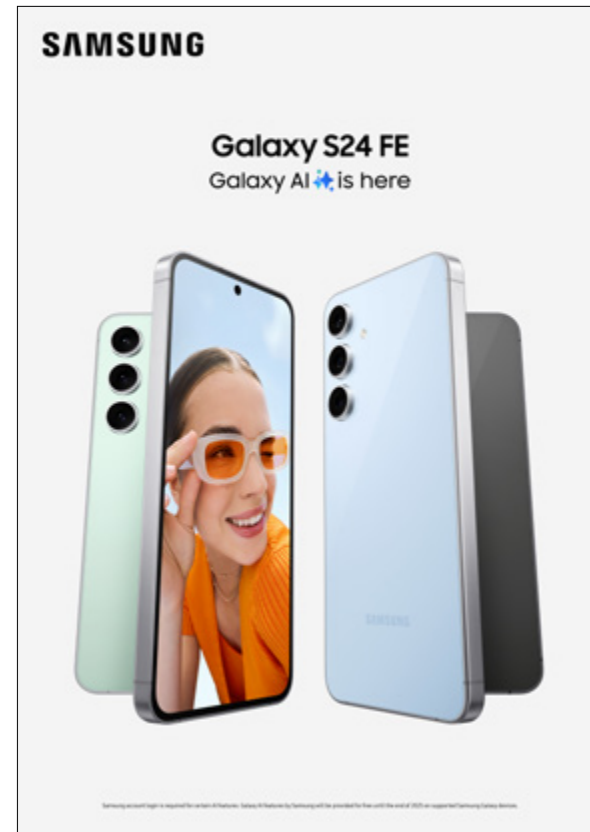
S24 FE Single KV – Gray



S24 FE Single KV – Mint

S24 FE Main product KV (Color combo)

1P



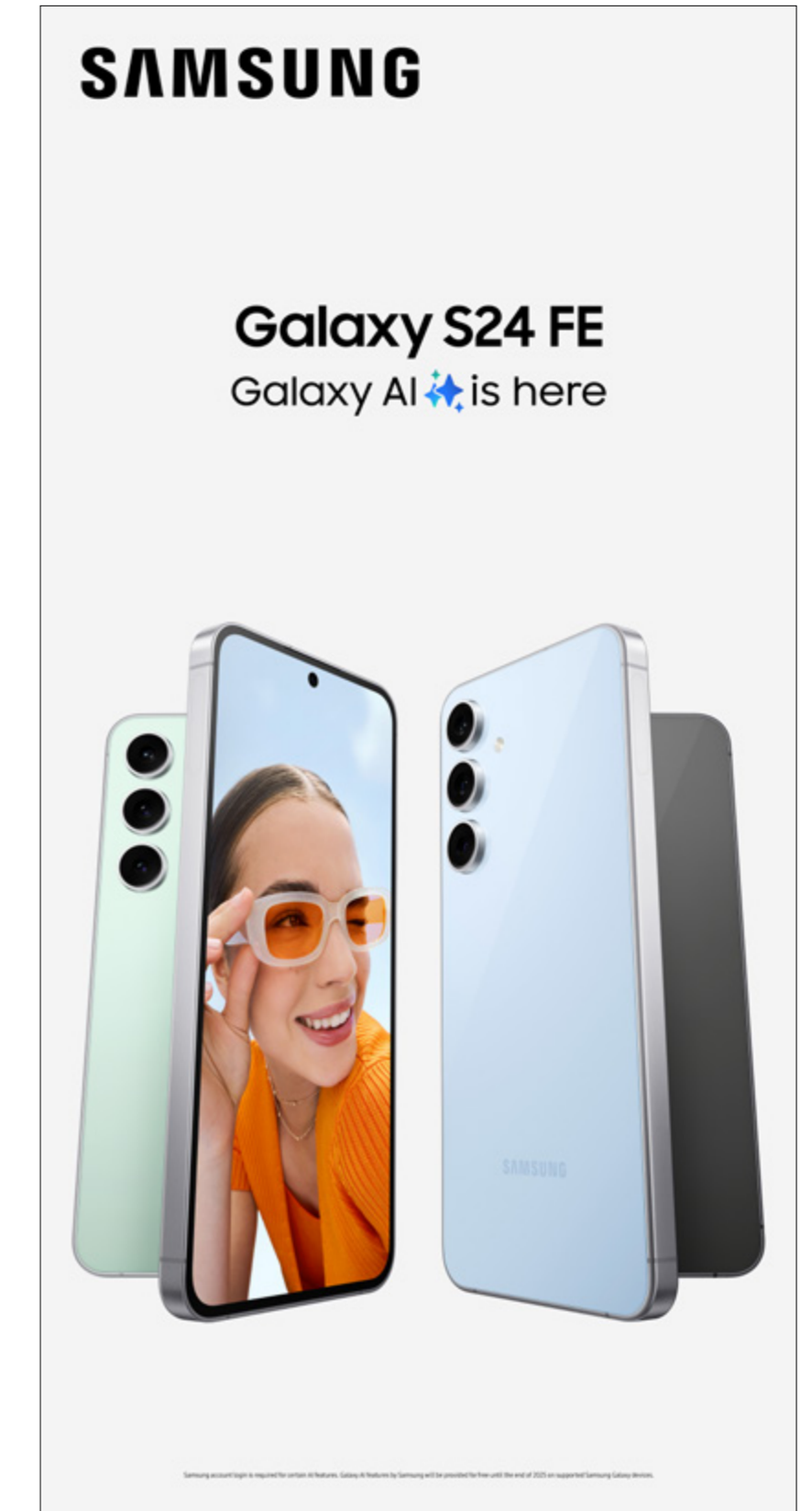
2P



OOH-Horizontal



OOH-Vertical

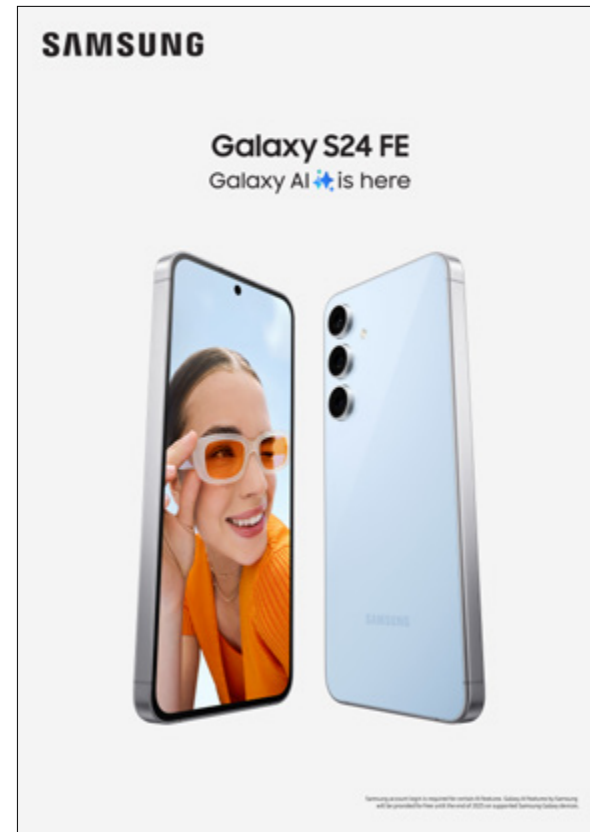


Note: All KVs with the "Galaxy AI is here" line must include the following legal line: "Samsung account login is required for certain AI features. Galaxy AI features by Samsung will be provided for free until the end of 2025 on supported Samsung Galaxy devices." Please refer to page 64 for the latest legal disclosures for each KV.

Secondary product visuals

S24 FE secondary product KV (Blue)

1P



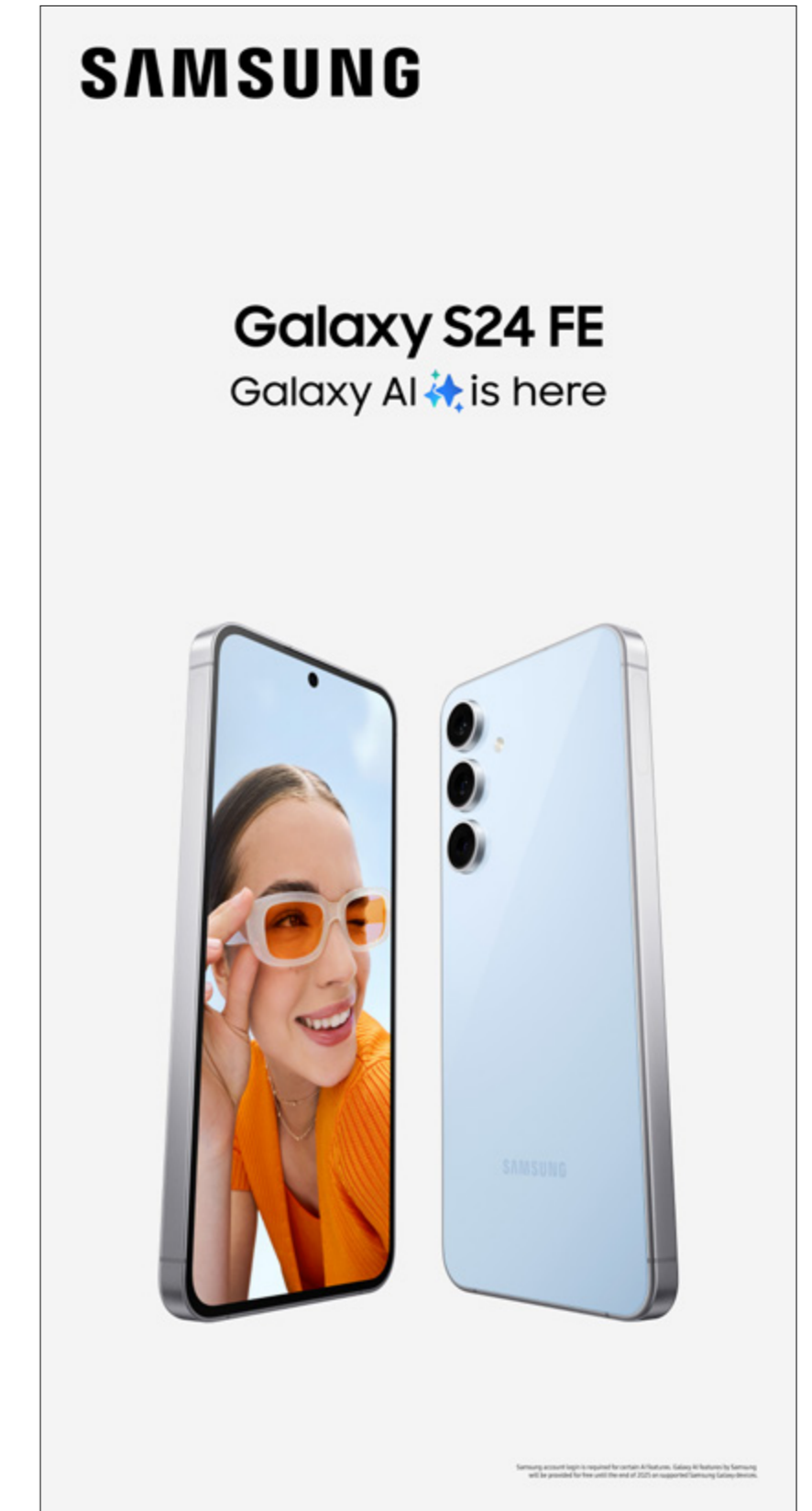
2P



OOH-Horizontal



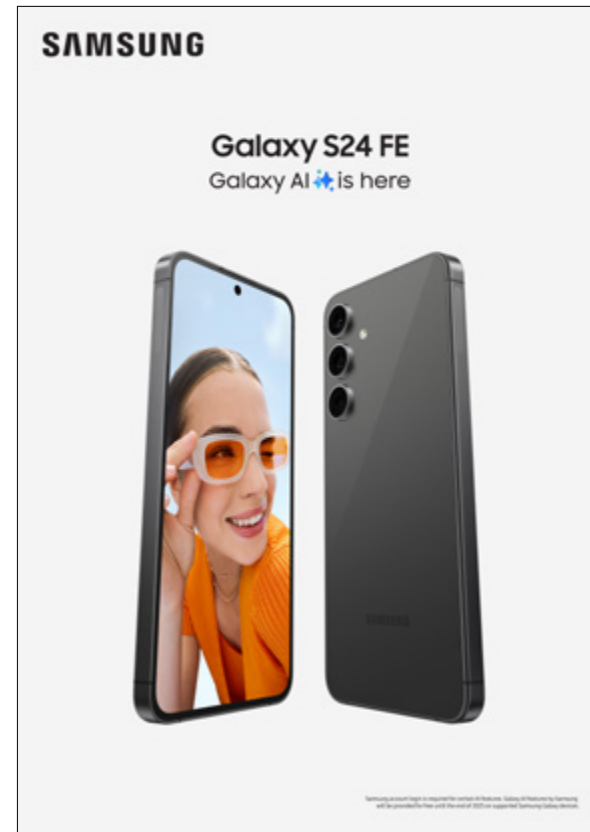
OOH-Vertical



Note: All KVs with the "Galaxy AI is here" line must include the following legal line: "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." Please refer to page 64 for the latest legal disclosures for each KV.

S24 FE secondary product KV (Graphite)

1P



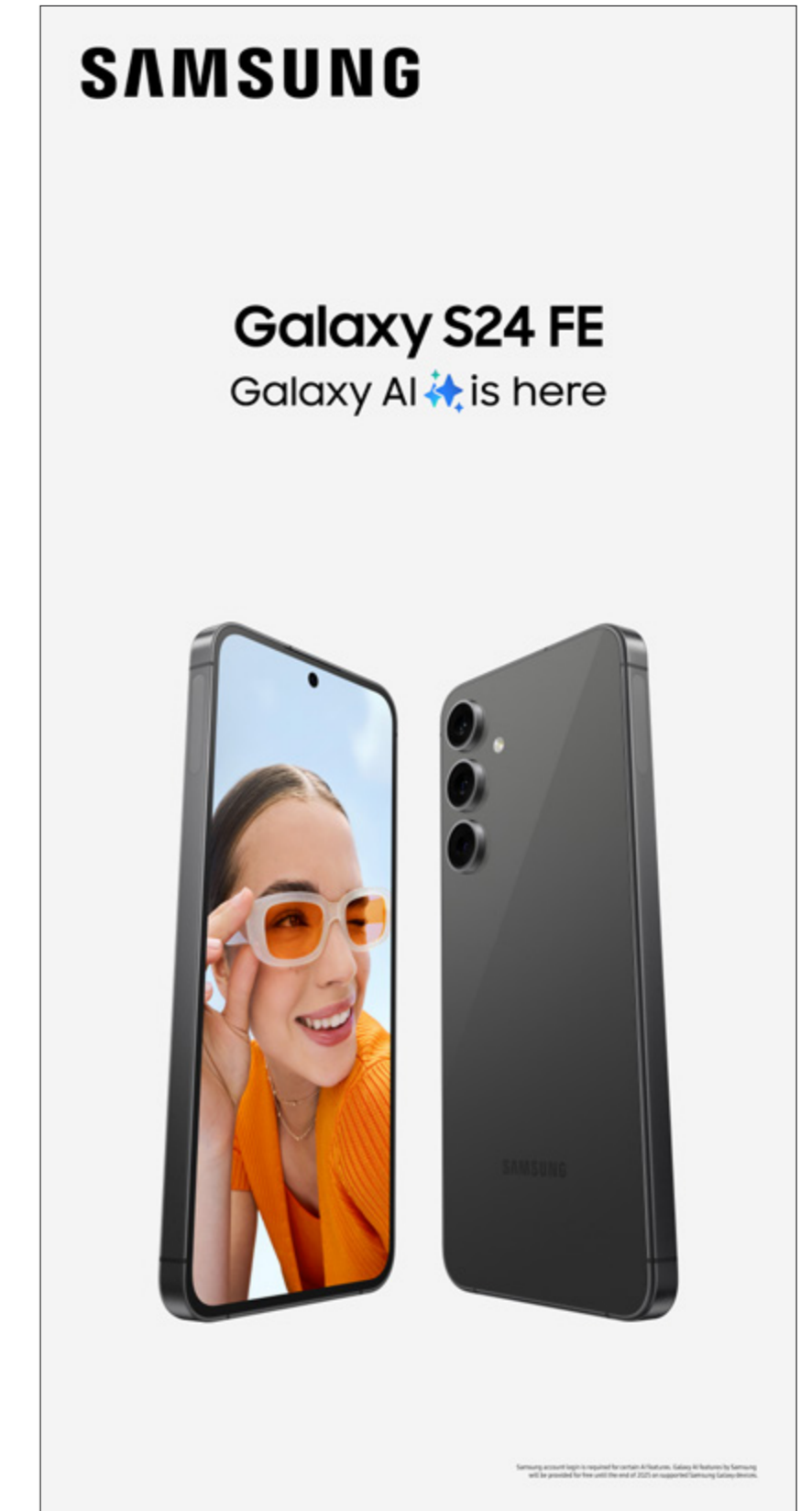
2P



OOH-Horizontal



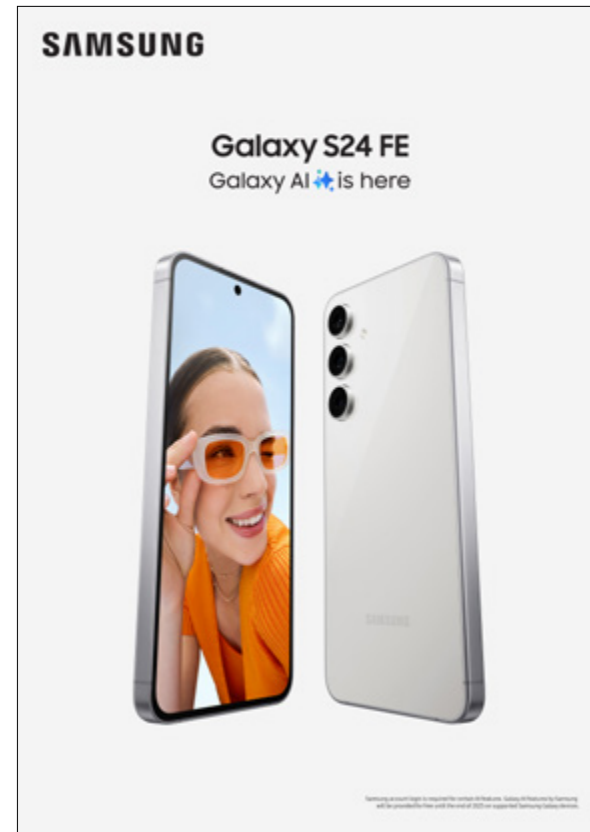
OOH-Vertical



Note: All KVs with the “Galaxy AI is here” line must include the following legal line: “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.” Please refer to page 64 for the latest legal disclosures for each KV.

S24 FE secondary product KV (Gray)

1P



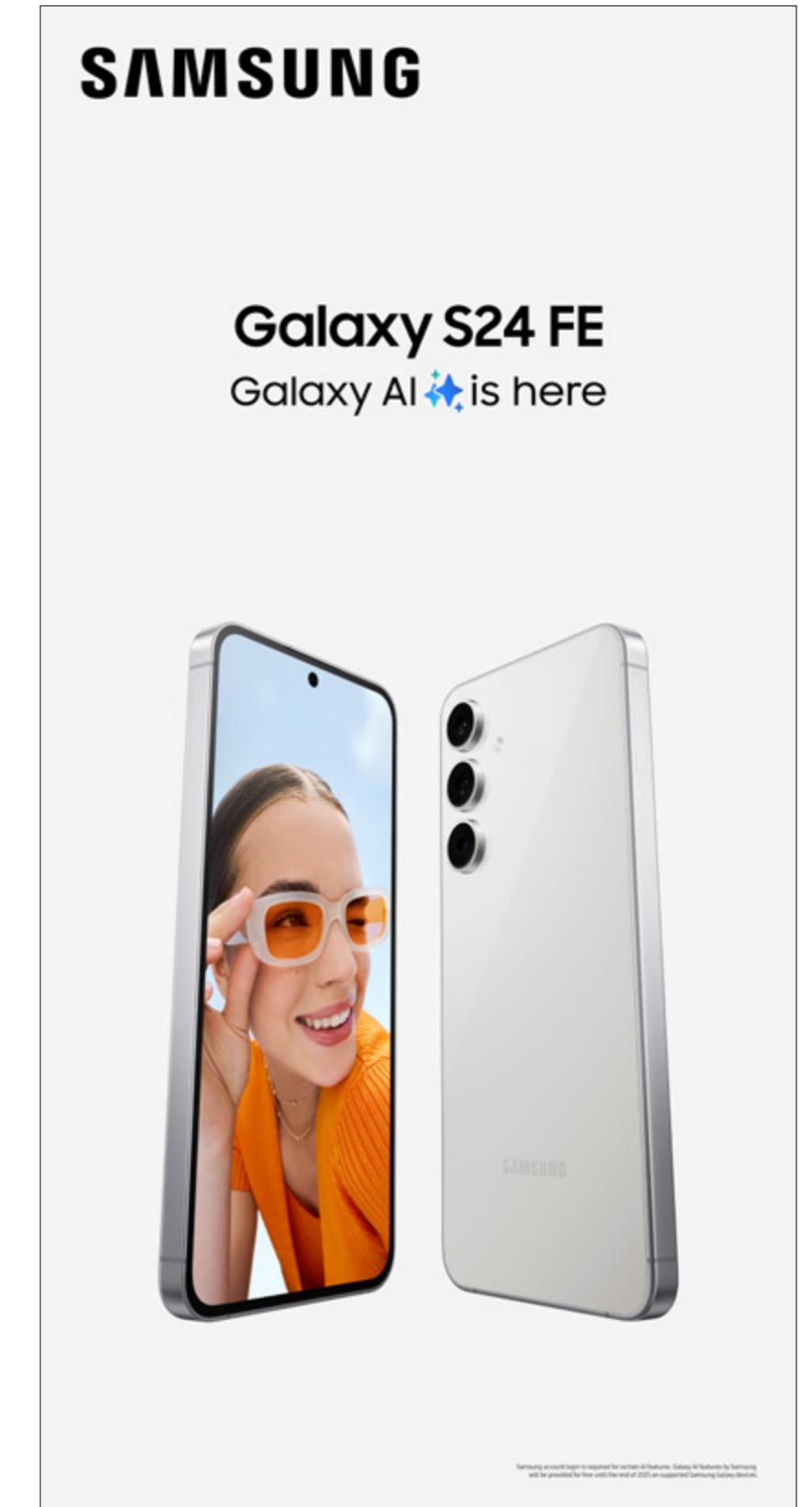
2P



OOH-Horizontal



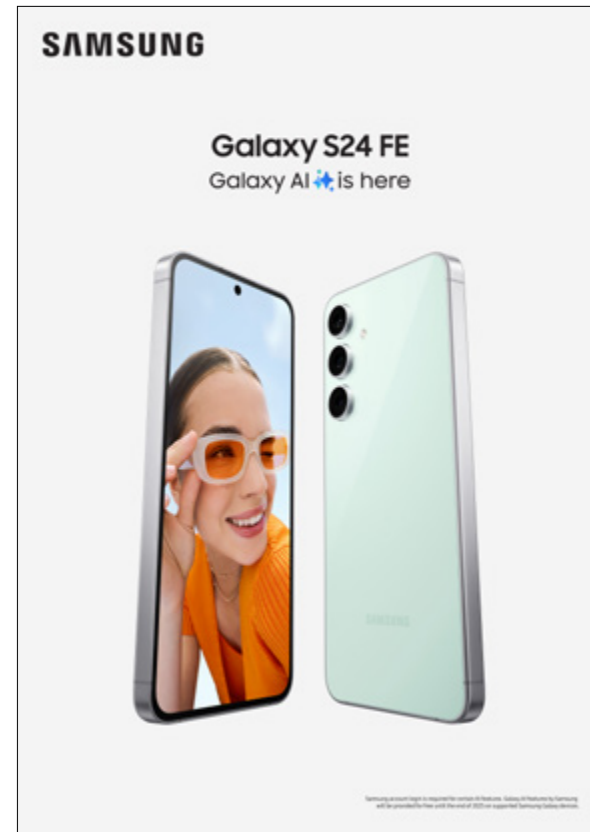
OOH-Vertical



Note: All KVs with the “Galaxy AI is here” line must include the following legal line: “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.” Please refer to page 64 for the latest legal disclosures for each KV.

S24 FE secondary product KV (Mint)

1P



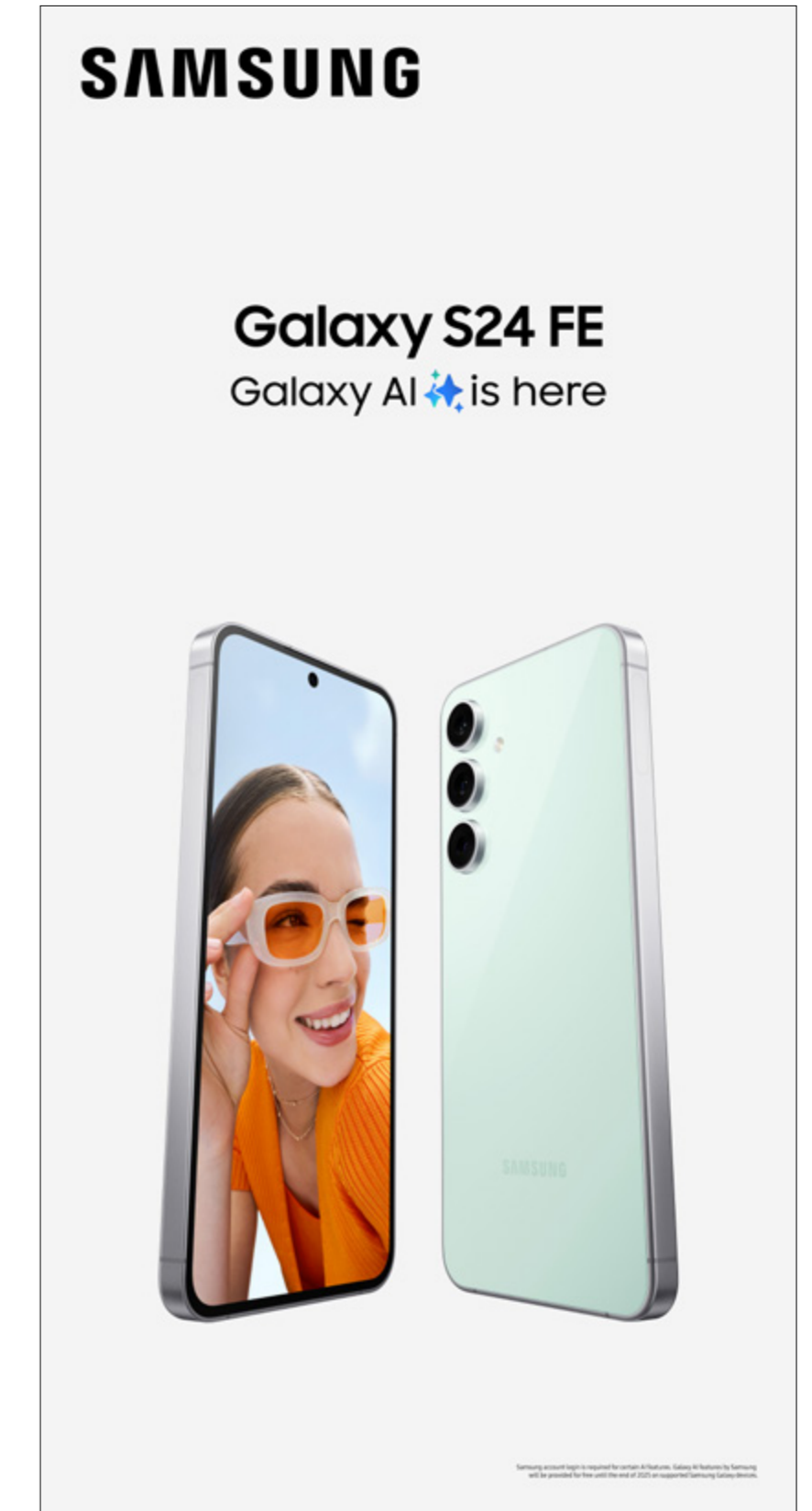
2P



OOH-Horizontal



OOH-Vertical



Note: All KVs with the “Galaxy AI is here” line must include the following legal line: “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.” Please refer to page 64 for the latest legal disclosures for each KV.

Product images

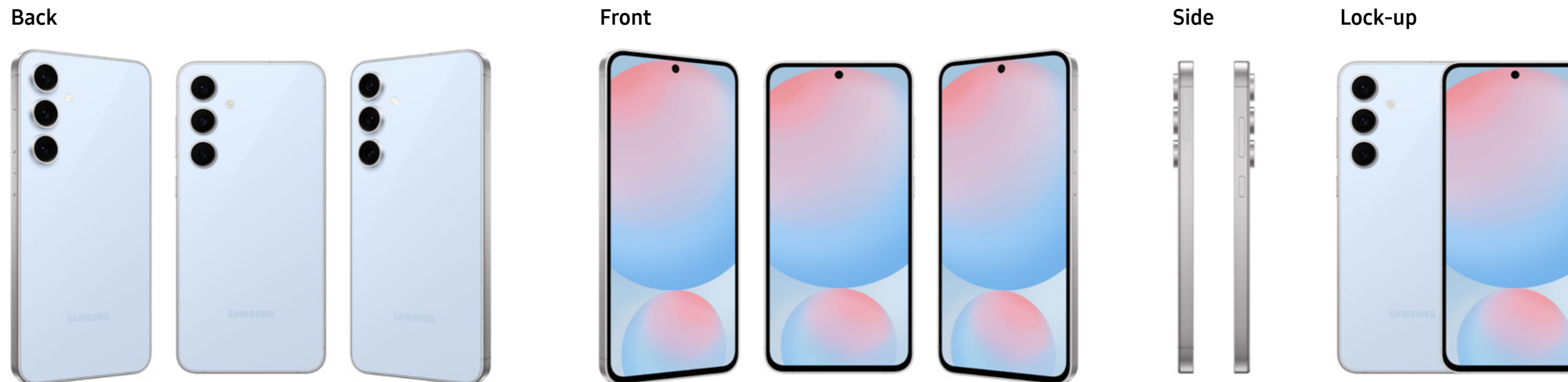
S24 FE product images

Product images are used instead of a KV when the product must be shown on a white background or partner color. They can be paired and angled in a variety of ways to create more dynamic layouts. See next page for pairing examples.

Refer to the Co-op section (p. 34) for examples of product images in use.

Use product images for touchpoints such as:

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



All basic product images available in:

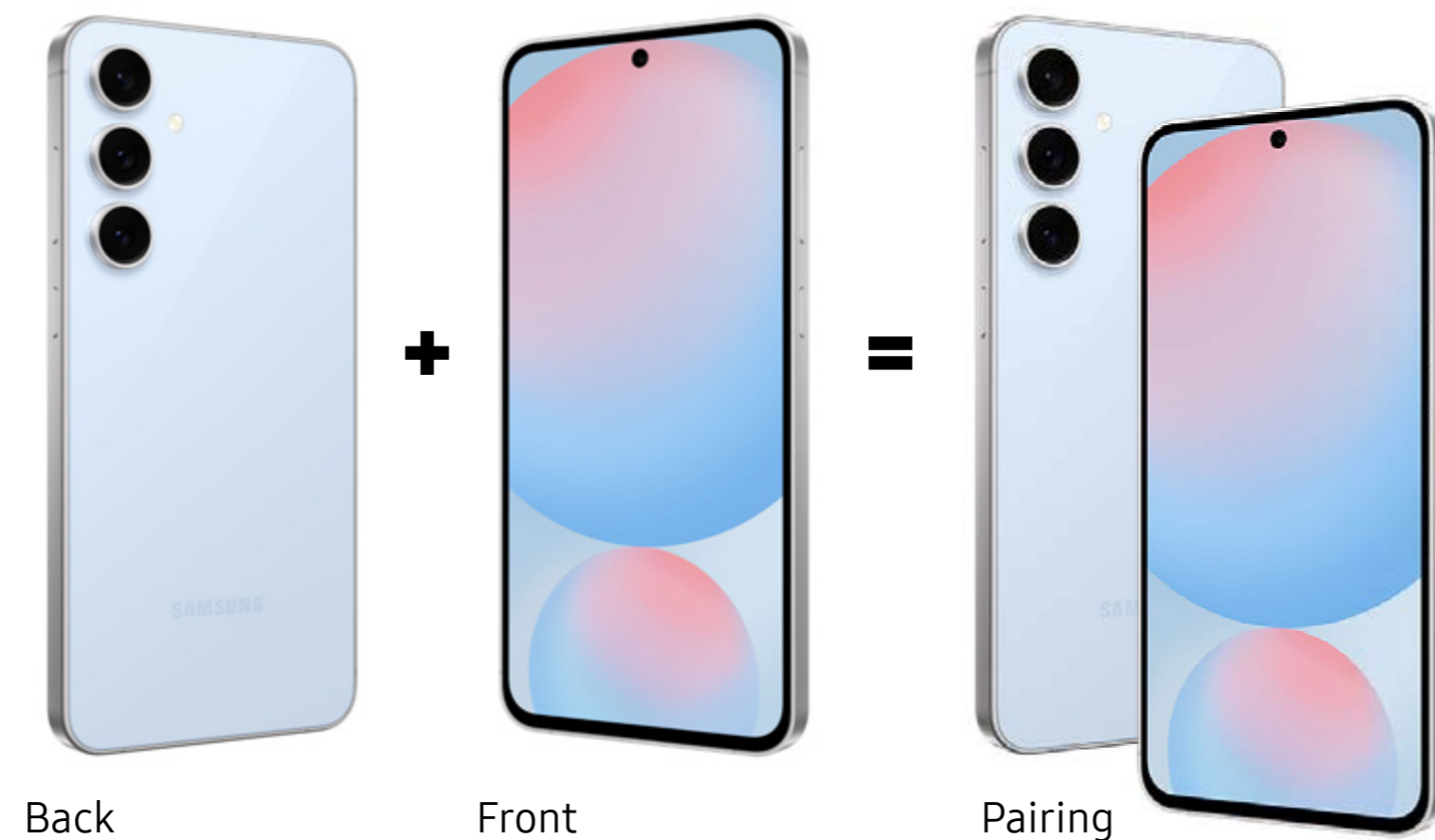
Blue	Graphite	Gray	Mint
Pantone 14-4005 TPG	19-5002 TPG	14-4203 TPG	12-5209 TPG
RGB 188 / 213 / 234	68 / 72 / 75	197 / 195 / 195	199 / 233 / 226
Hex / HTML BCD5EA	44484B	C5C3C3	C7E9E2
CMYK 20 / 9 / 0 / 8	9 / 4 / 0 / 71	0 / 1 / 1 / 23	15 / 0 / 3 / 9

Product images – S24 FE pairing examples

Product images are used instead of the S24 FE KV when the S24 FE product must be shown on a white background or partner color.

Refer to partner-led layouts in the Co-op section (p. 34) for an example of product image pairings in use.

Creating pairing examples



Pairing 1



Pairing 2



Pairing 3



Note: Imagery shown above is for reference only and will not be released.

03

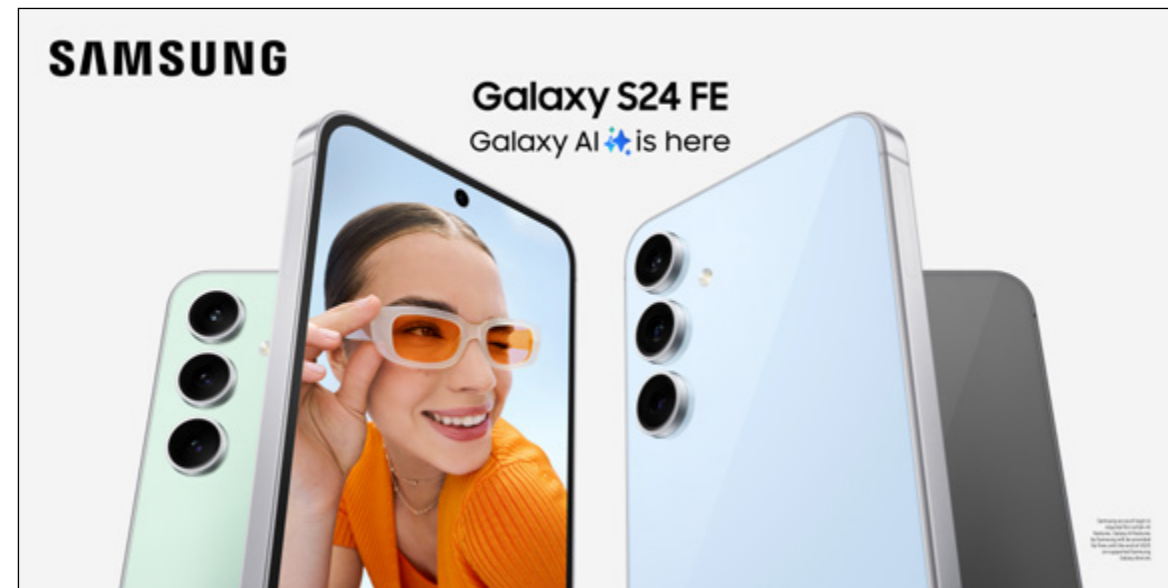
Application and design

Adapting product KVs

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

Our standard KV formats are easily adapted to new formats across campaign touchpoints

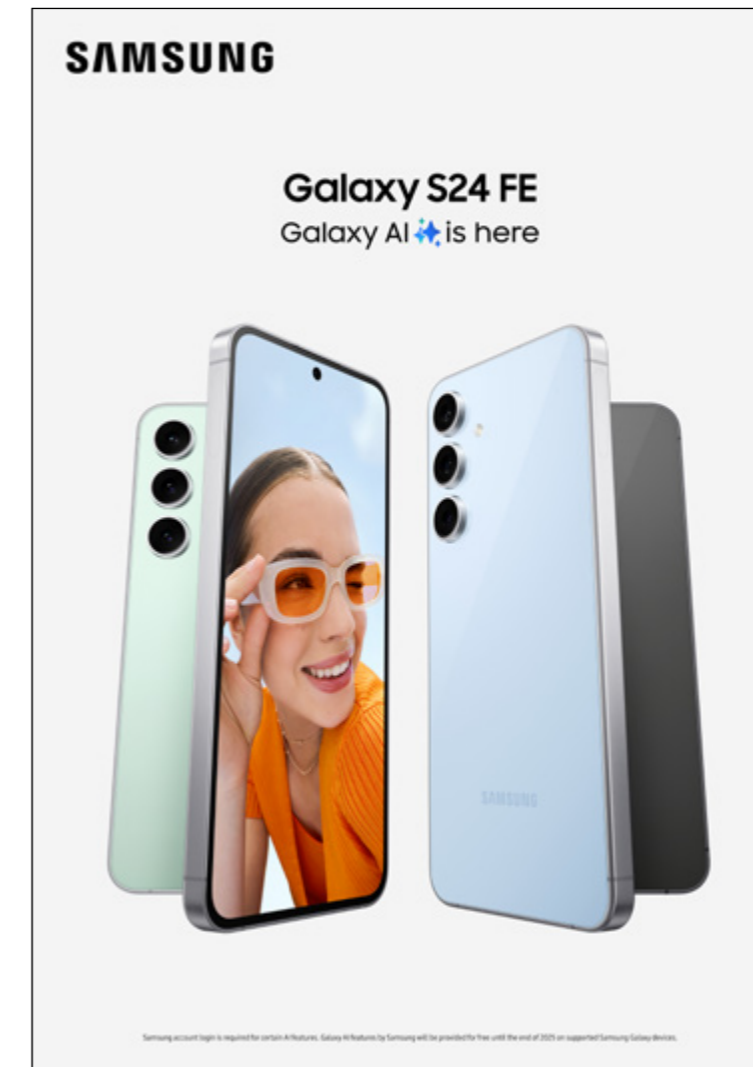
OOH-H



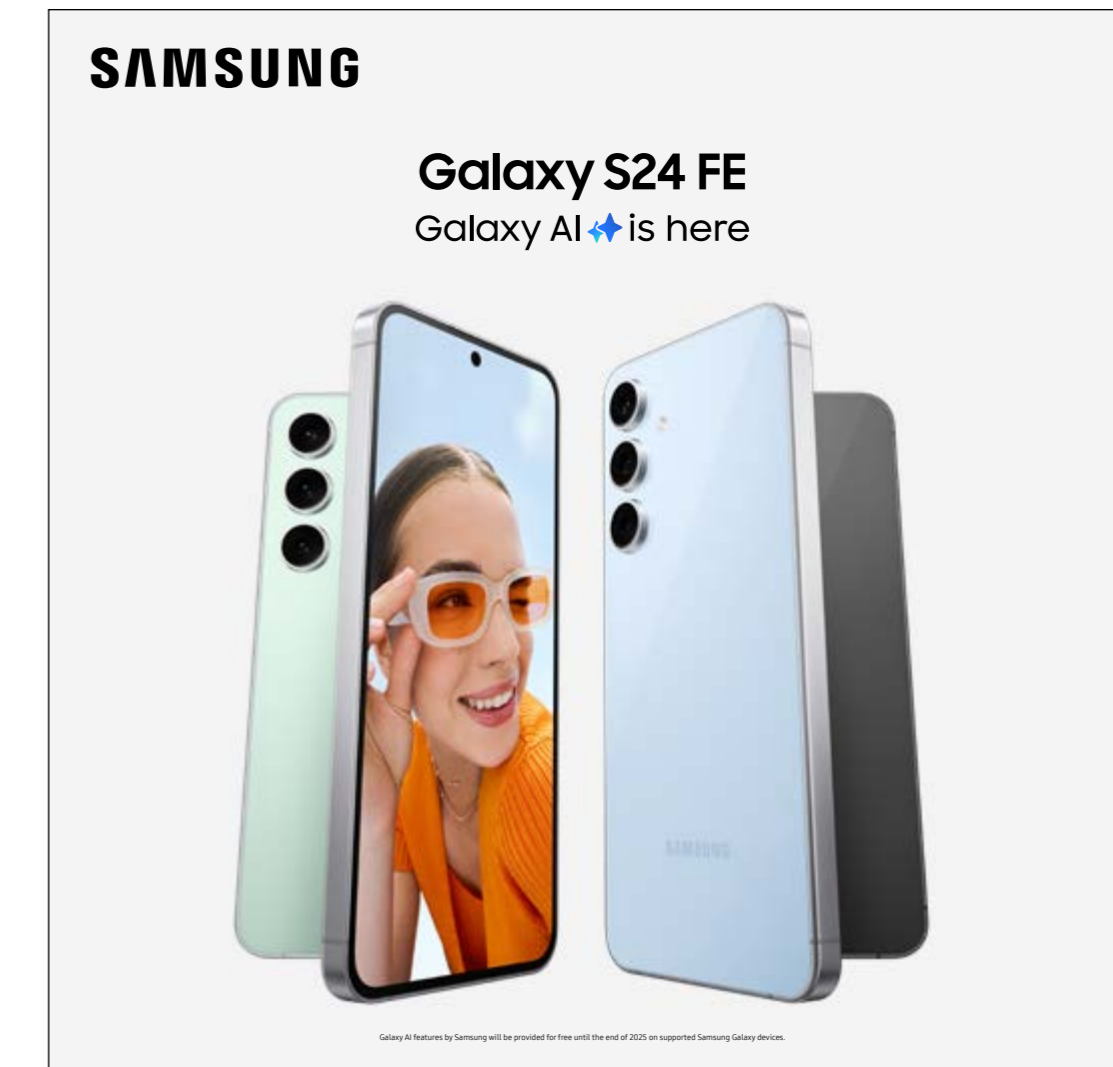
Wide poster (3:1)



1P



Square poster



Do not use a vertical phone image in horizontal layouts or a horizontal phone image in vertical layouts, as each layout uses a different perspective.

Note: The examples shown here are not final artwork and for demonstration purposes only.

Product KV sizing and placement basics

Applies to all product KVs

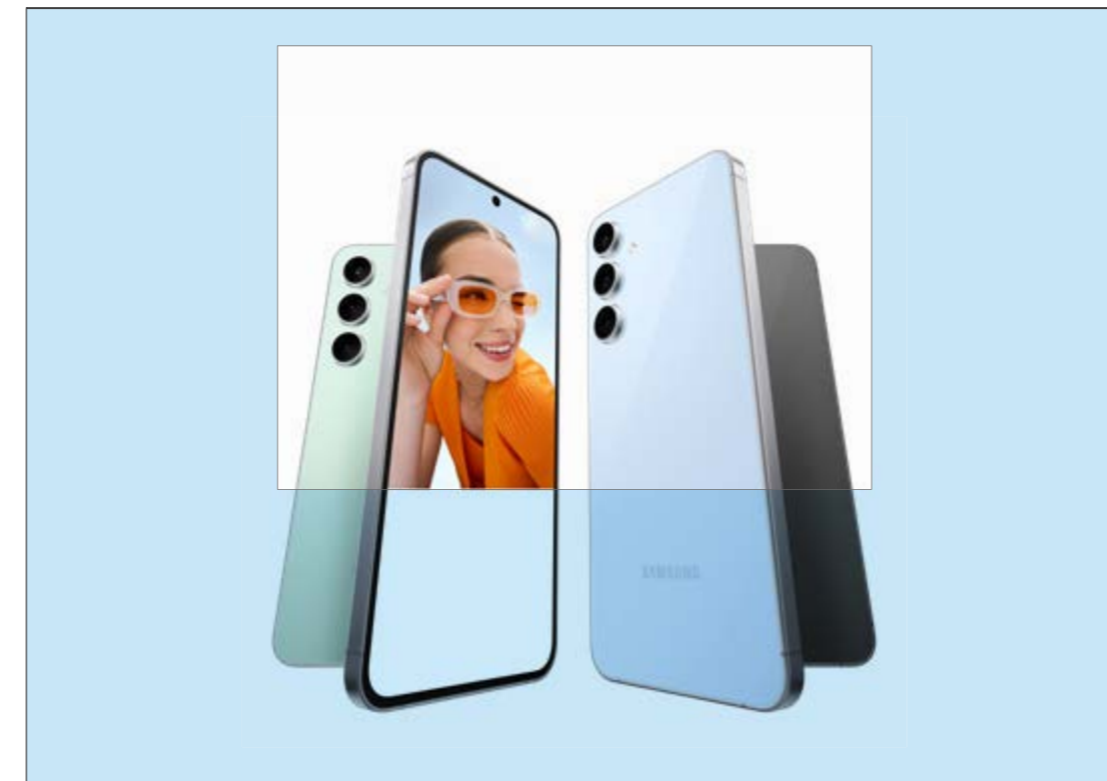
Hero products

Hero products by sizing them for maximum impact. Products use 70% – 90% of horizontal or vertical layout space.



Cropping

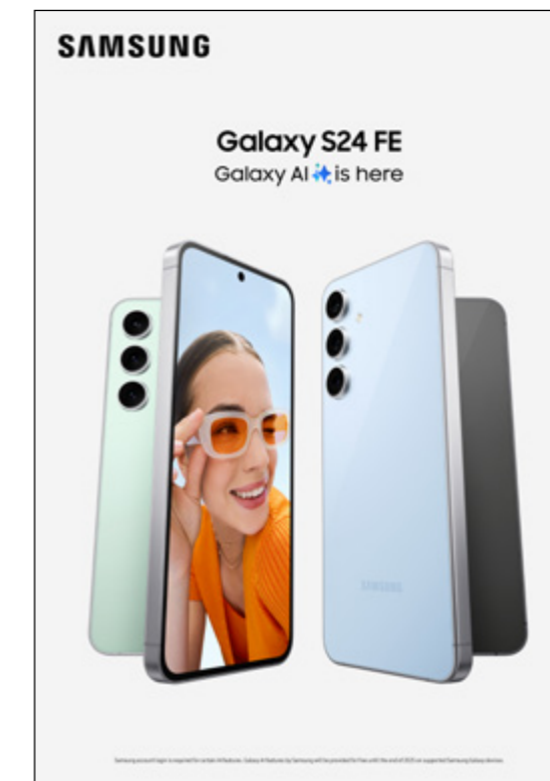
Layouts communicate power and performance by boldly cropping the product.



See [p. 32](#) for cropping examples for each KV.

Product image orientation

There are vertical and horizontal product images, and each image has a different perspective. Use only the image that matches the orientation of the new layout.



Vertical format



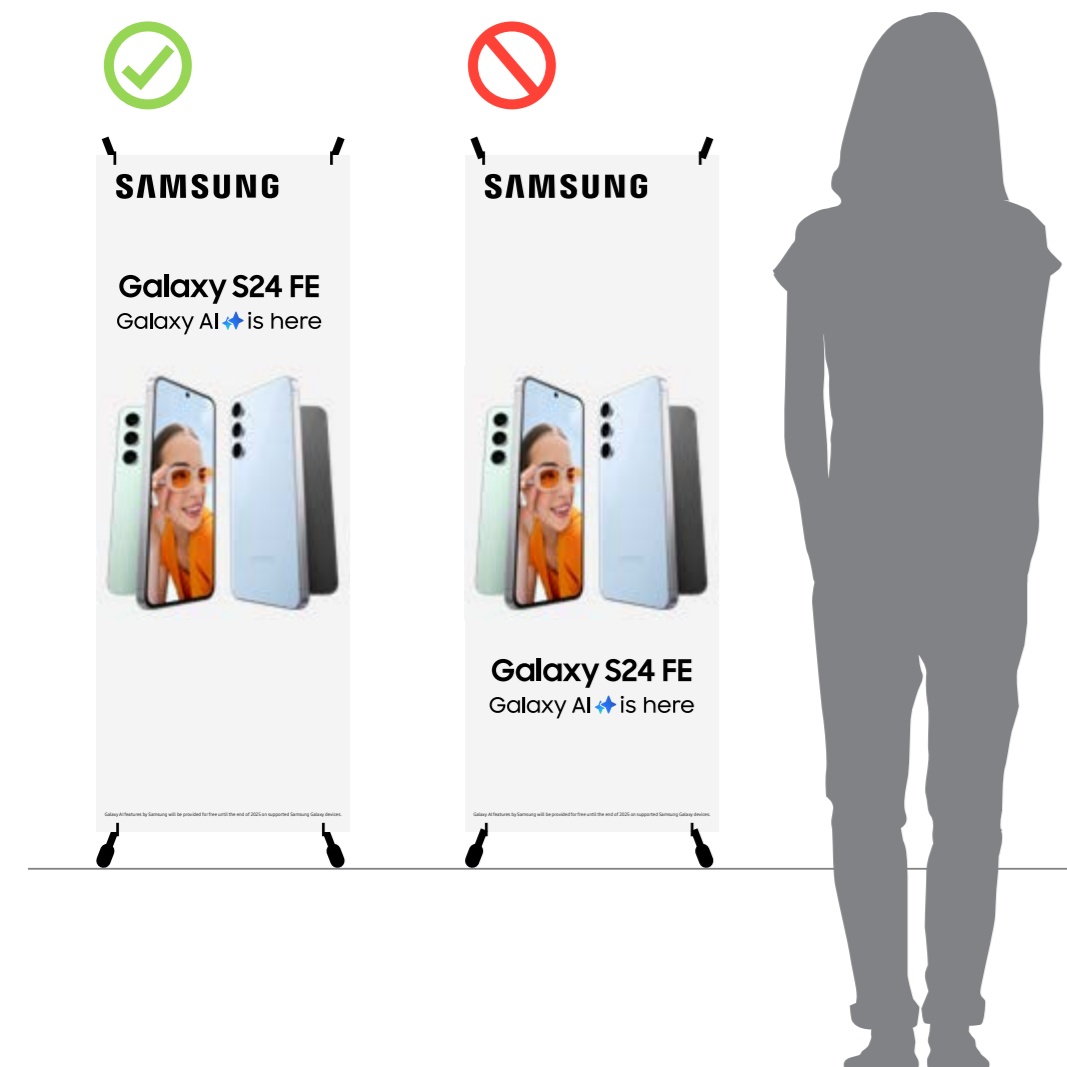
Horizontal format

Do not use a vertical phone image in horizontal layouts or a horizontal phone image in vertical layouts, as each layout uses a different perspective.

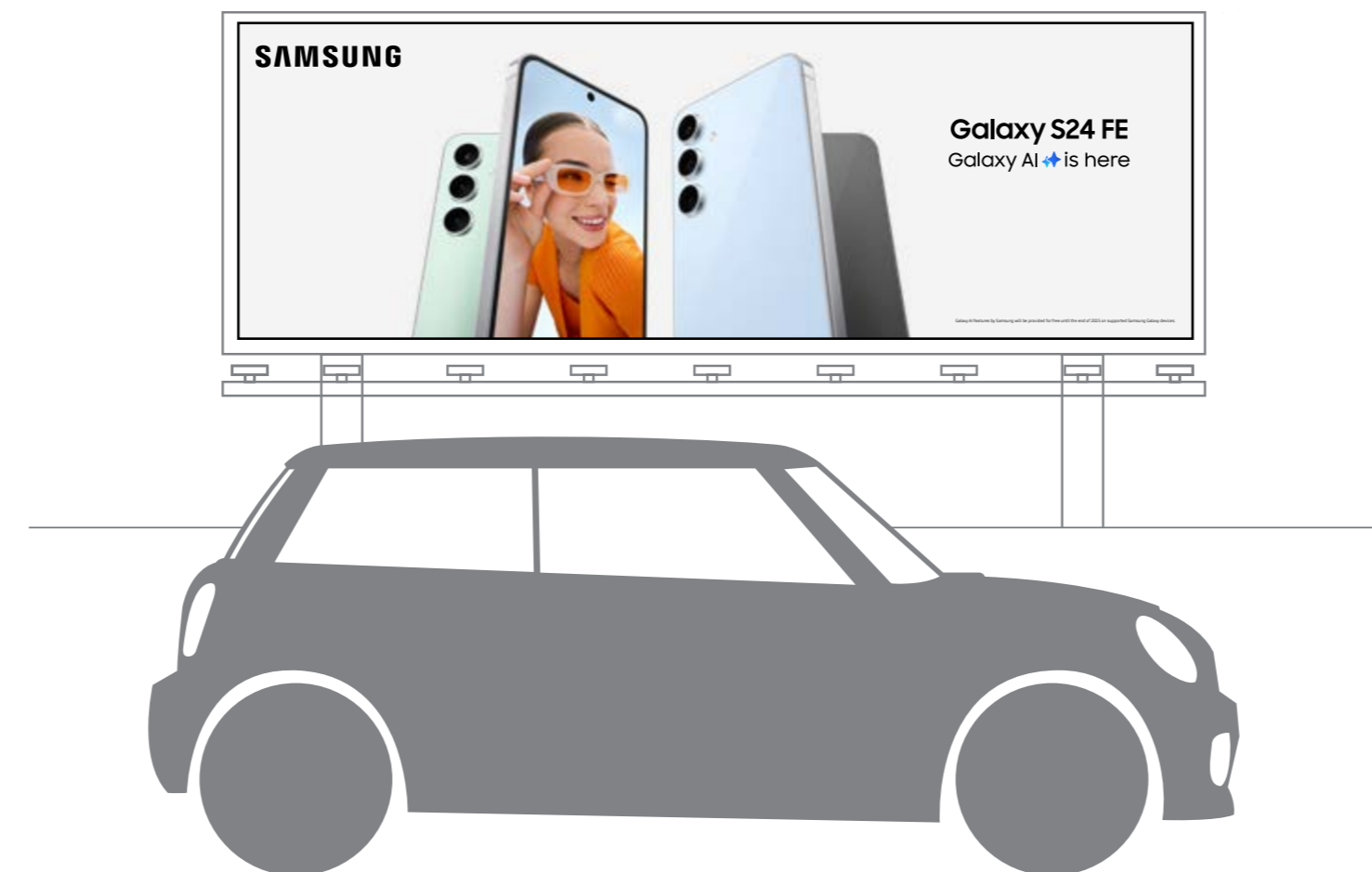
Note: The product logo, Galaxy AI line with stars and product lock-ups cannot be decoupled. Product logo and Galaxy AI line with stars must stay with the device itself in the same aspect ratio and size as the Main KVs. **Do not** place the product logo and Galaxy AI line in separate frames.

Determining logo size and placement

For retail signs, position product logos so they can be seen from a distance and aren't blocked by other signs or displays.



The product logo position should move to the side for formats wider than 2:1 to maximize the product image size.



Adjust product logos with "Galaxy AI is here" line so they are the same size and in the same position when multiple layouts are placed near each other.



Note: The examples shown here are not final artwork and are for demonstration purposes only.

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:
 $(\text{width} + \text{height}) \div 55 = \text{margins}$
Example using the equation:
 $580 \text{ (mm / pixels)} + 400 \text{ mm / pixels} = 980$
 $980 \div 55 = 17.81$ (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](#).

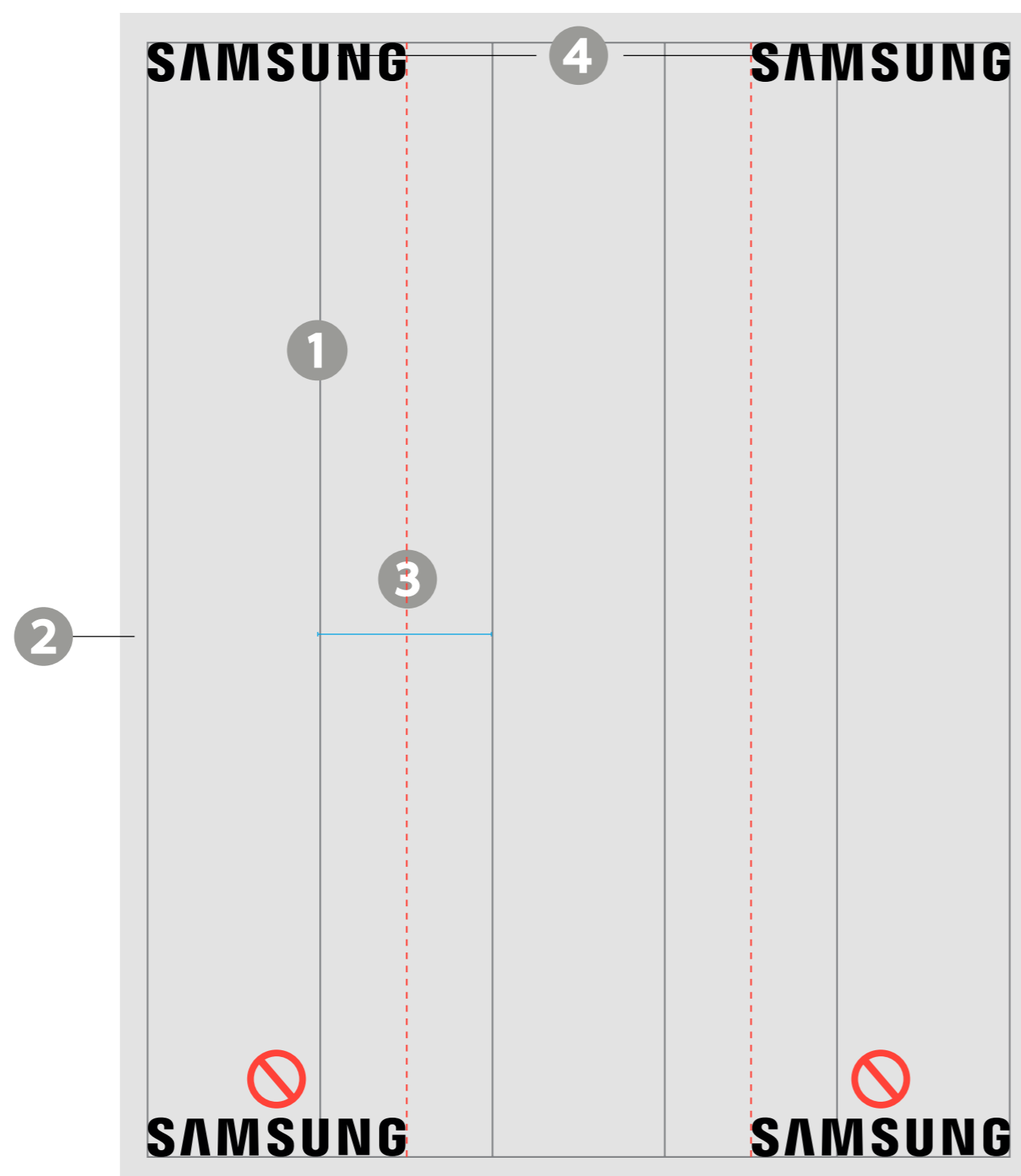
- 4 Lettermark placement**
Width equals 1.5x column, preferred placement on the right side of the layout.

- 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.

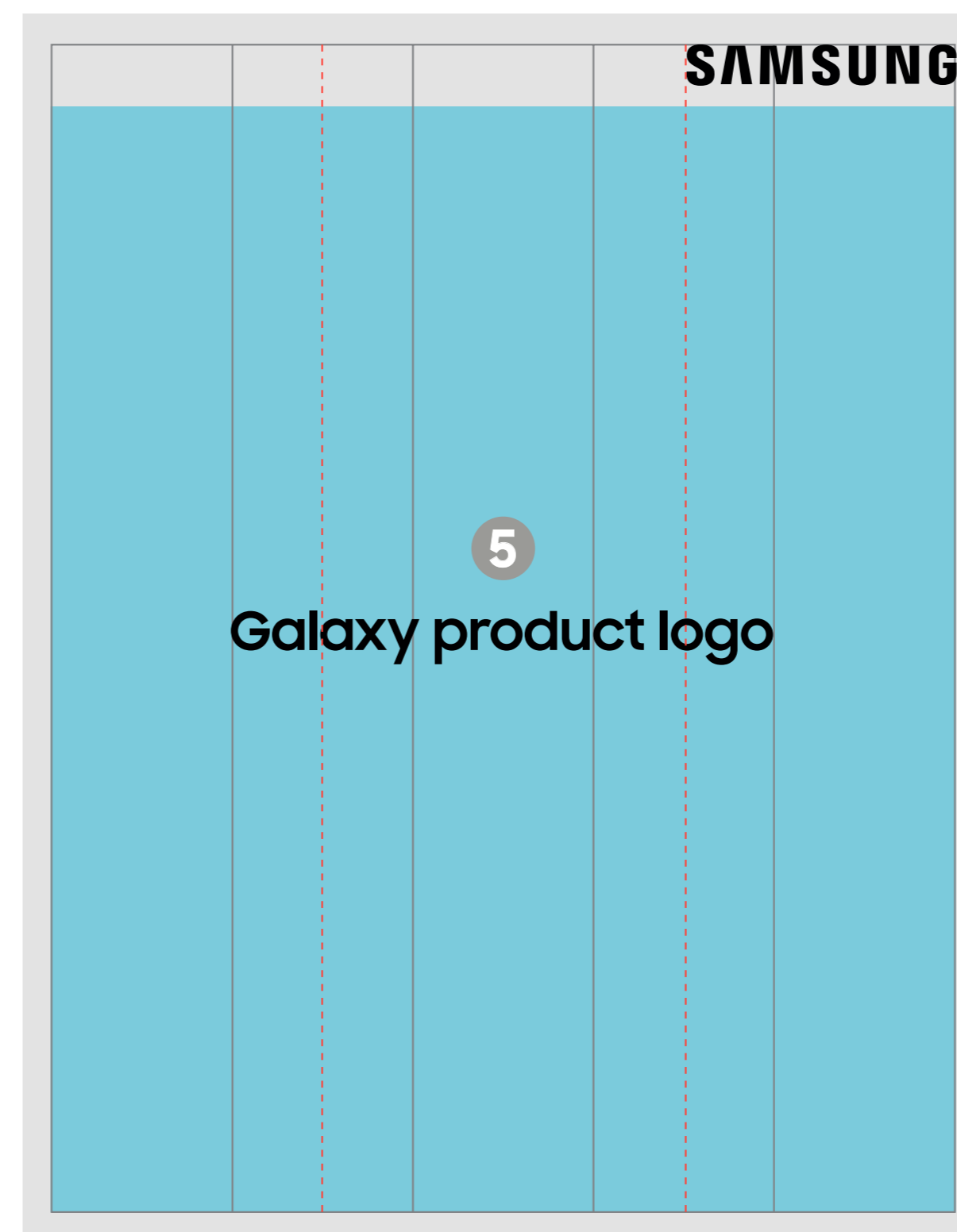
Grid and lettermark



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.

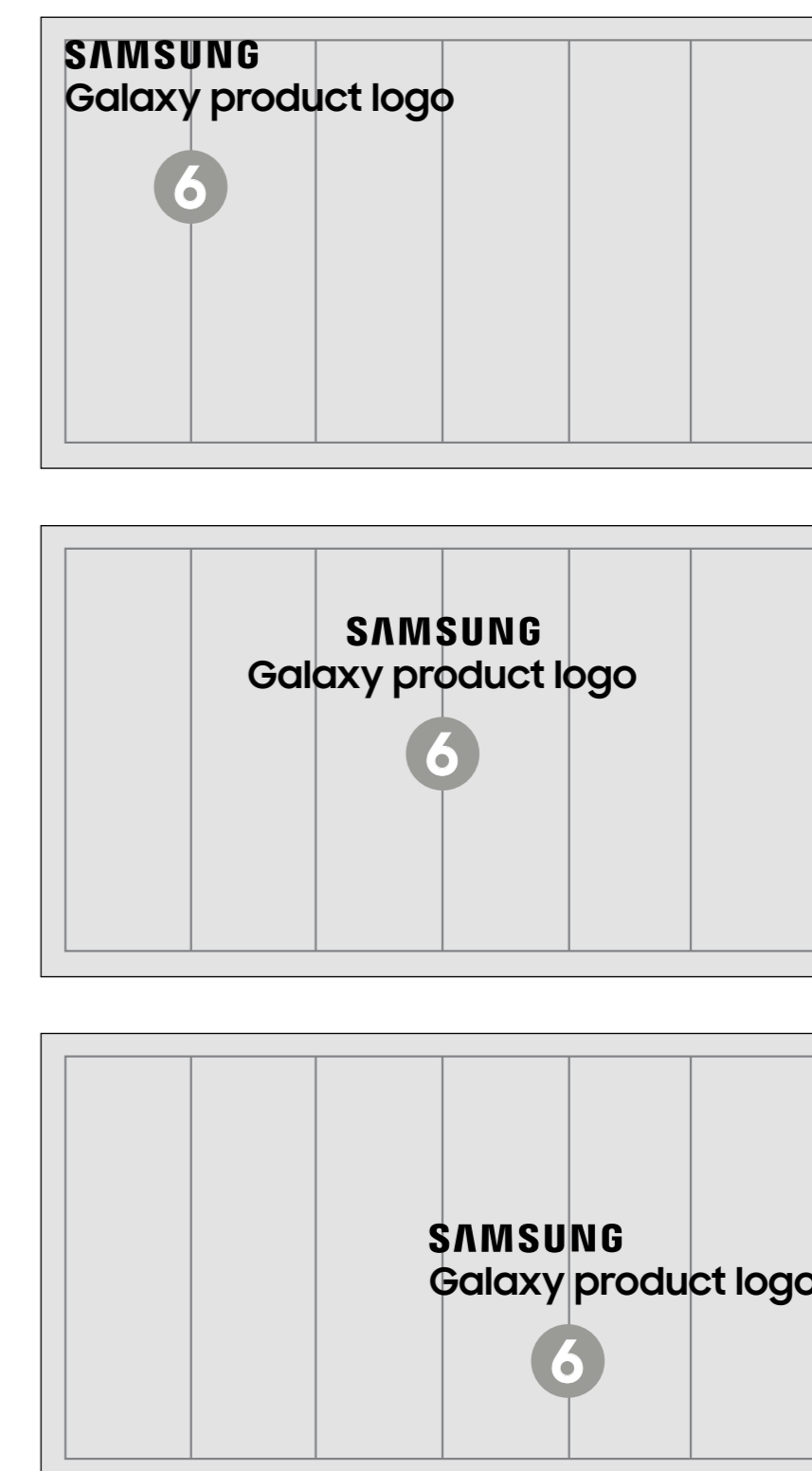
Creative area product logo placement



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

S-height **SAMSUNG**

Lock-up product logo placement examples



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

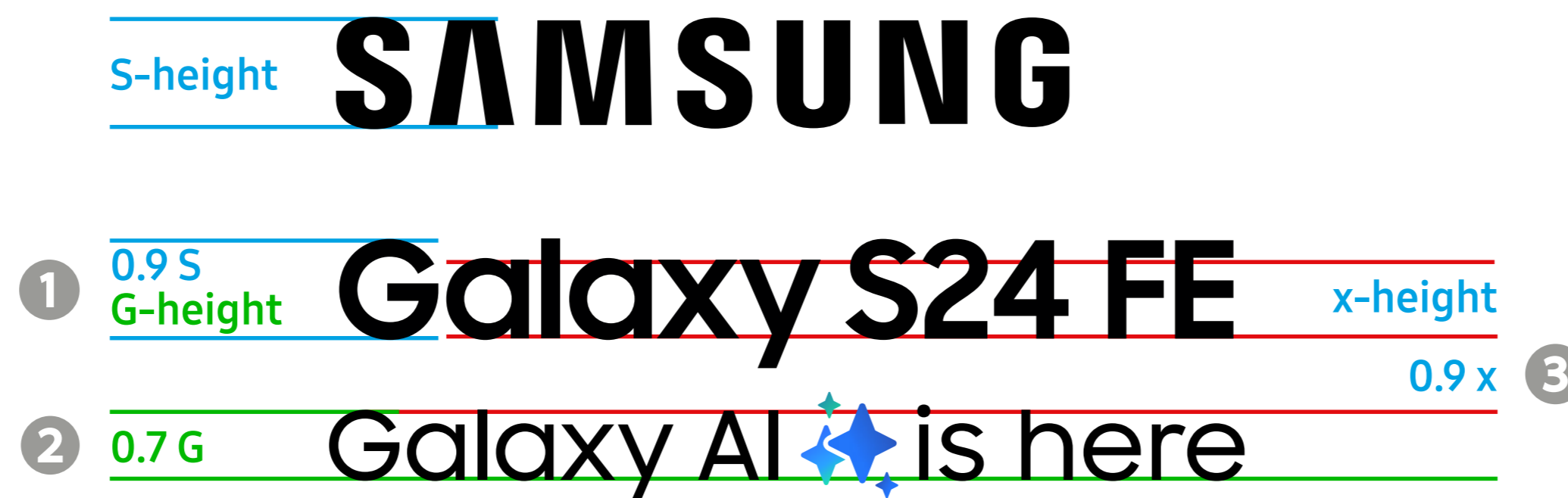
Updated layout and logo basics (cont.)

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

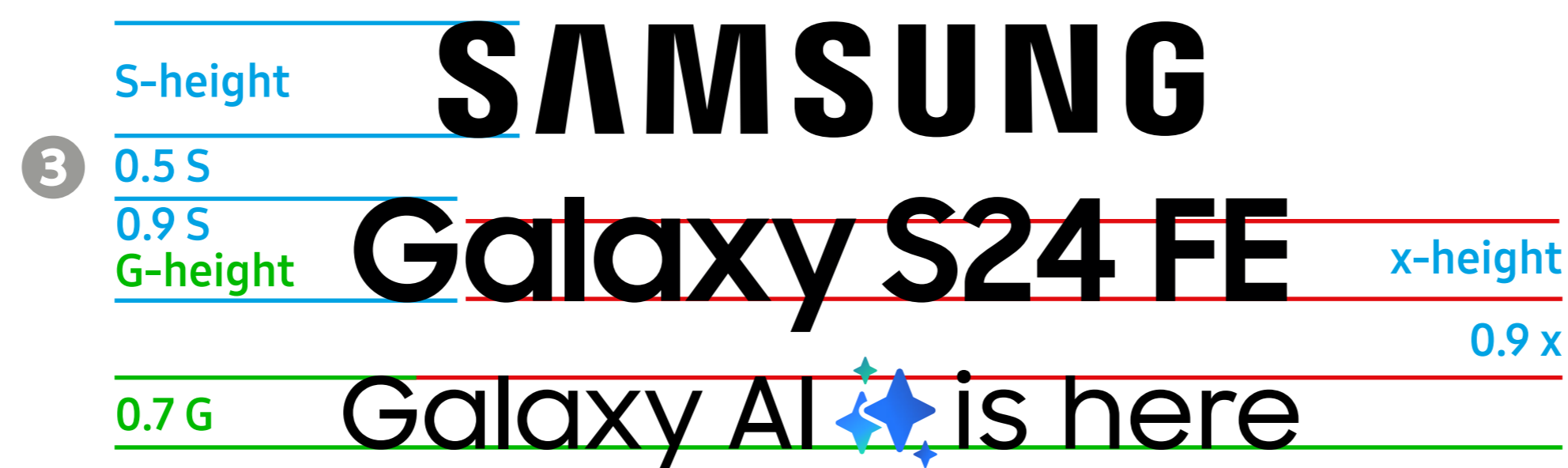
- 1 Product logo size**
 The height of the product logo should not exceed 90% of the lettermark s-height.
- 2 Galaxy AI line size**
 The height of the Galaxy AI line should be set to 70% of the product logo's g-height.
- 3 Spacing**
 The line spacing between the product logo and the Galaxy AI line should be set to 90% of the product logo's x-height.

 The line spacing for the lettermark lock-up is 50% of the s-height between the lettermark and the product logo.

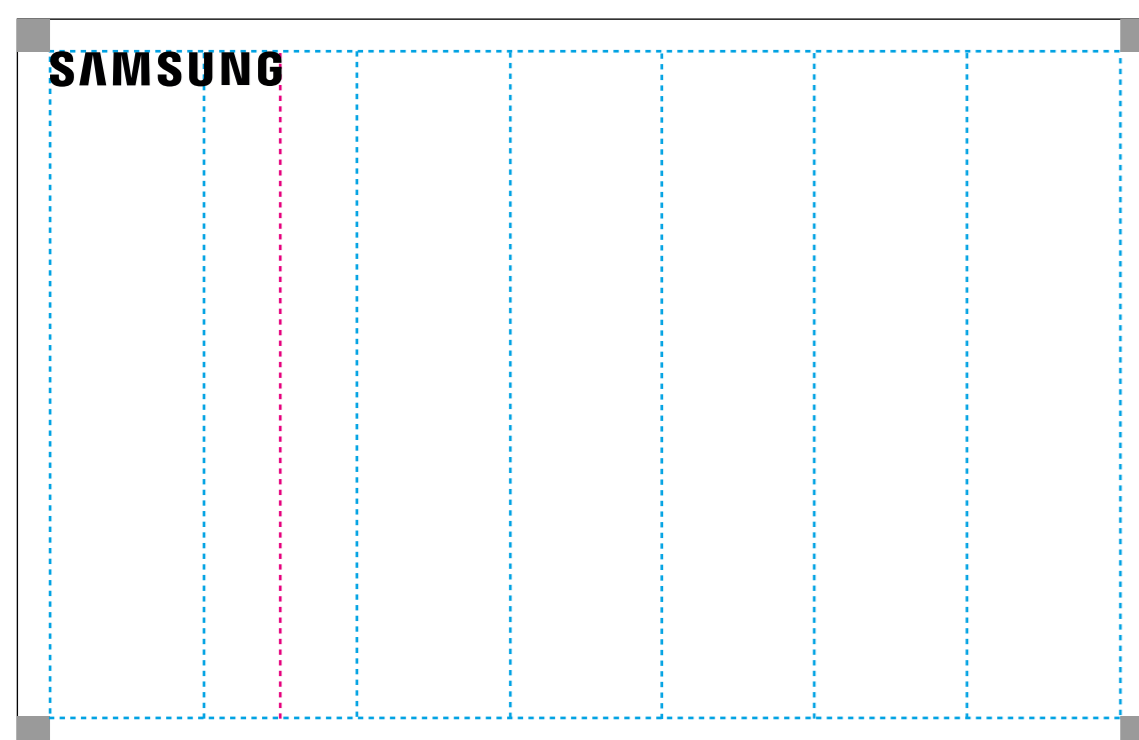
Product logo and AI line size ratios



Lock-up example spacing



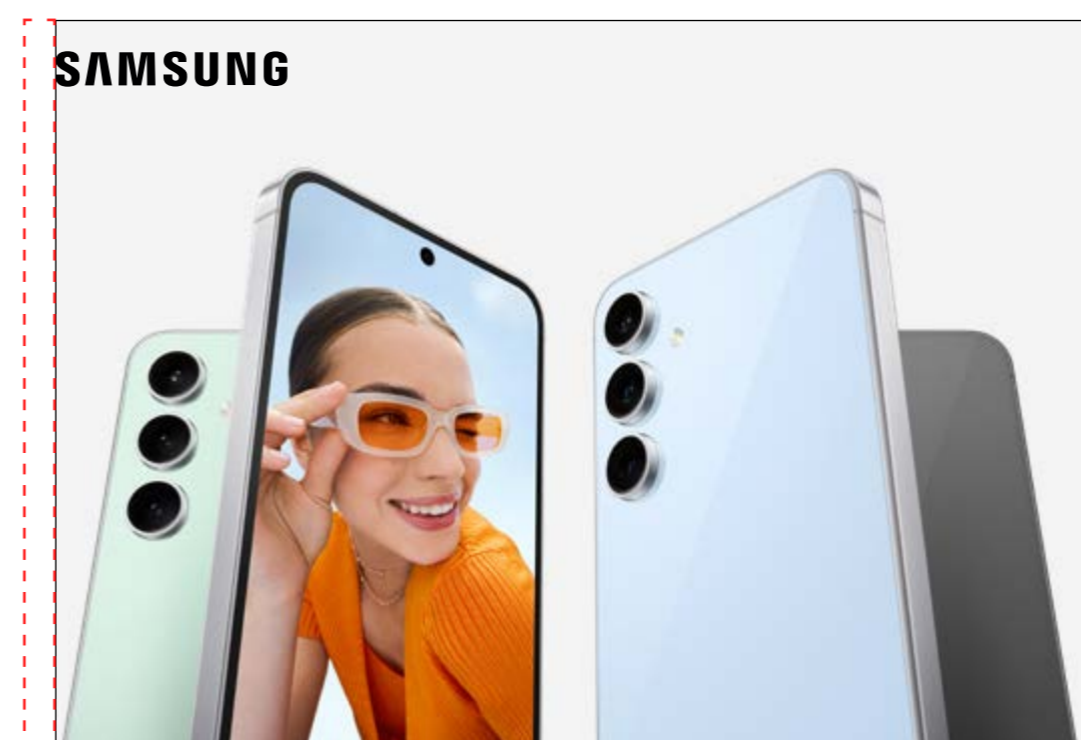
Adapting horizontal S24 FE KVs



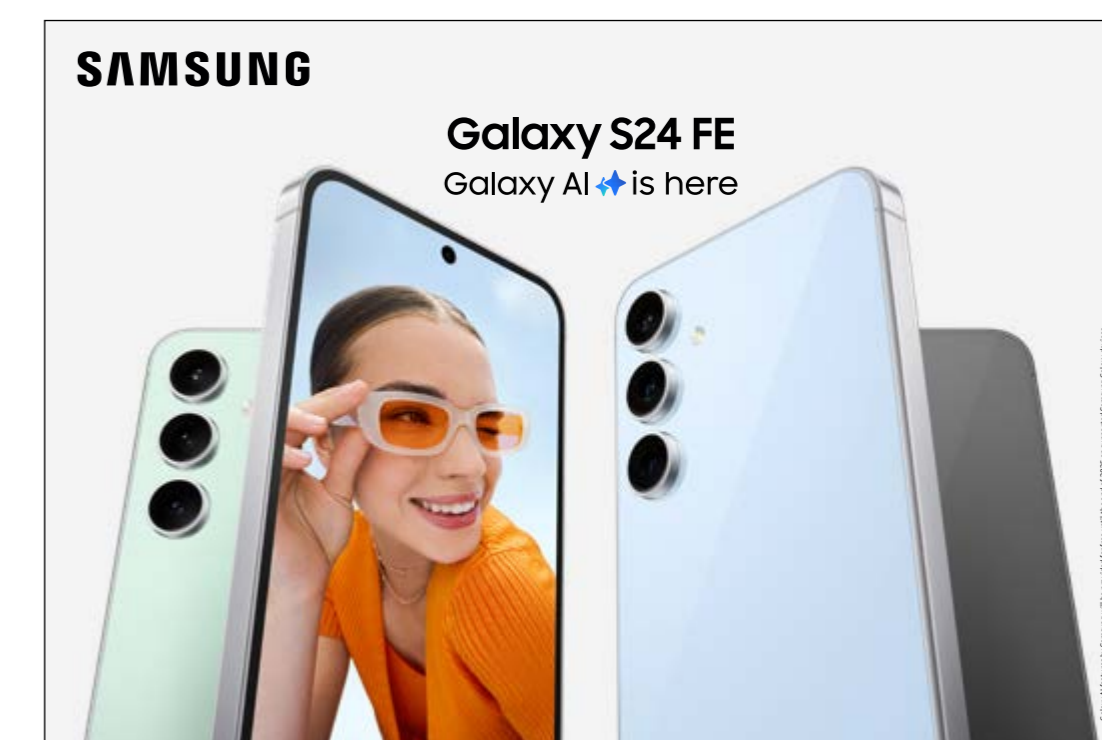
1. Use a grid from the [GMC Brand VIS](#) site or build a grid by following the margin and column guidance found in the Samsung Brand Application Advertising guide.



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



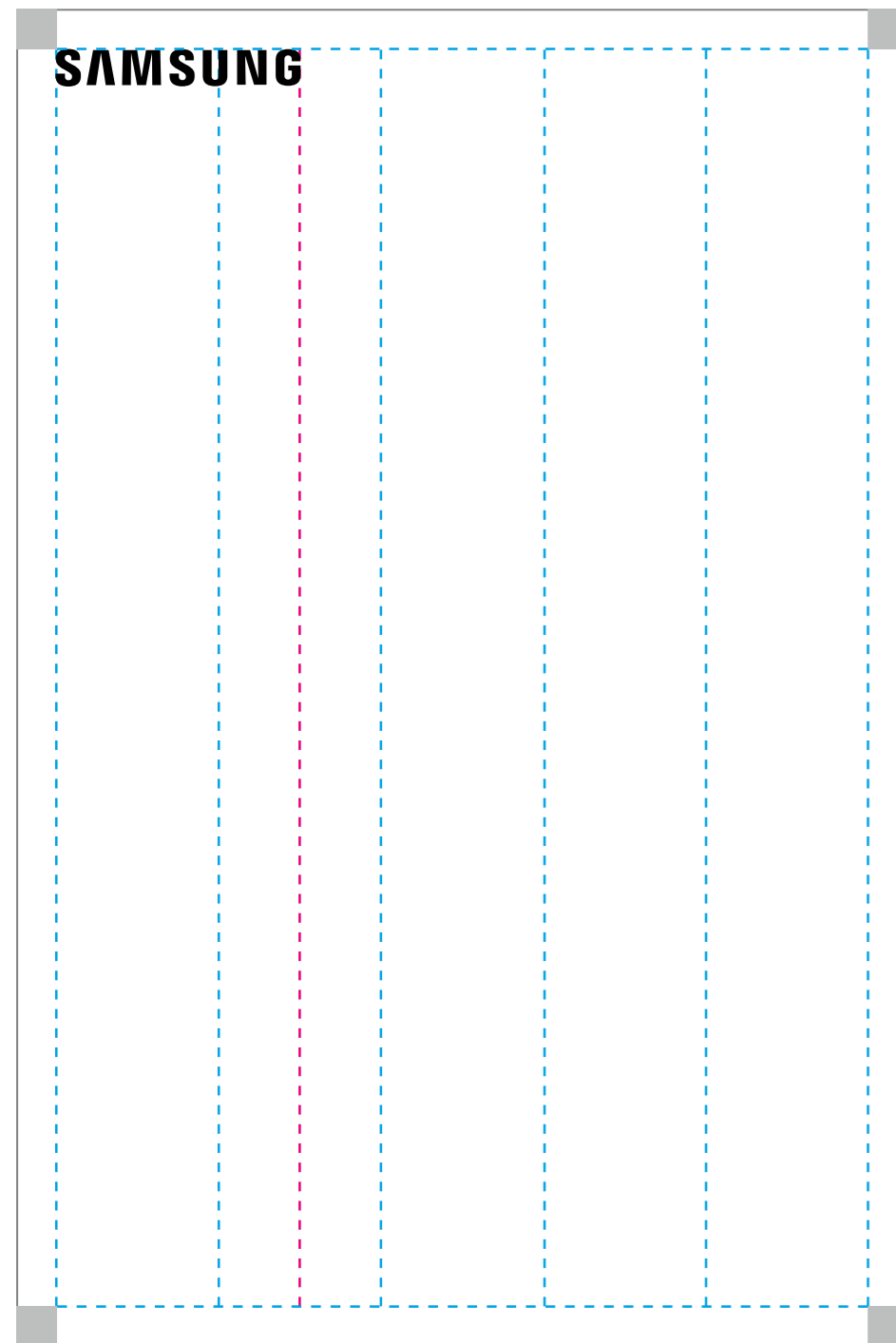
3. Crop, add background and reposition elements as needed, being mindful not to alter the original art layout significantly.



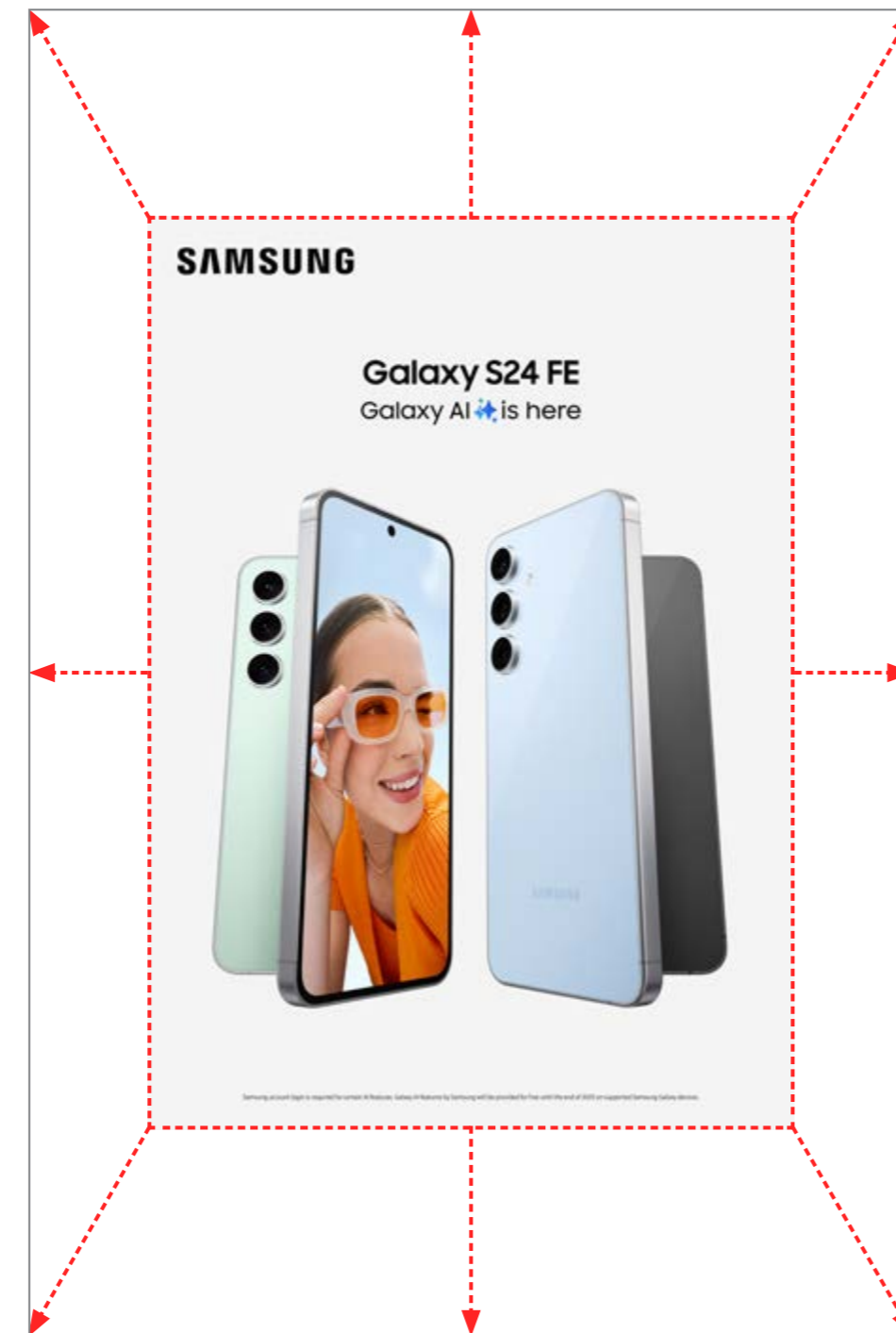
4. Size the product logo and campaign line to the required percentage and place them above the product. Size and position the URL using the S.com URL guidance. Consult with your local legal counsel and add a legal disclaimer if needed.

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 S24 FE 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.



4. Size the product logo and campaign line to the required percentage and place them above the product.

Size and position the URL using the S.com URL guidance.

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.

Cropping S24 FE KVs

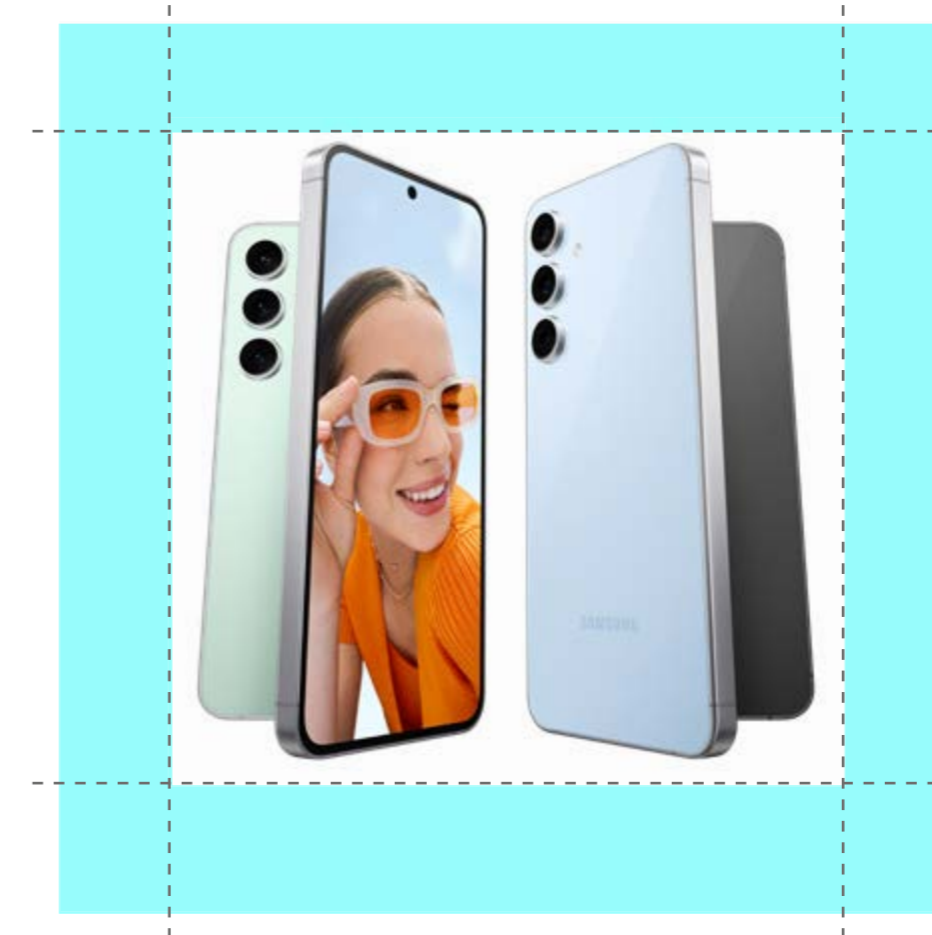
These examples show the maximum amount that horizontal and vertical KV images can be cropped.

Do not use a vertical phone image in horizontal layouts or a horizontal phone image in vertical layouts, as each layout uses a different perspective.

Horizontal KV image cropping



Vertical KV image cropping



Product KV do nots

Apply to all product KVs.



Do not crop out important device details like the camera lens.



Do not use a vertical phone image in horizontal layouts or a horizontal phone image in vertical layouts, as each layout uses a different perspective.



Do not delete or add phones.



Do not add devices or create new Ecosystem visuals.



Do not change the background color.



Do not change the screen lifestyle image.



Do not use the old lettermark size or make product logos larger than 0.9 S-height.



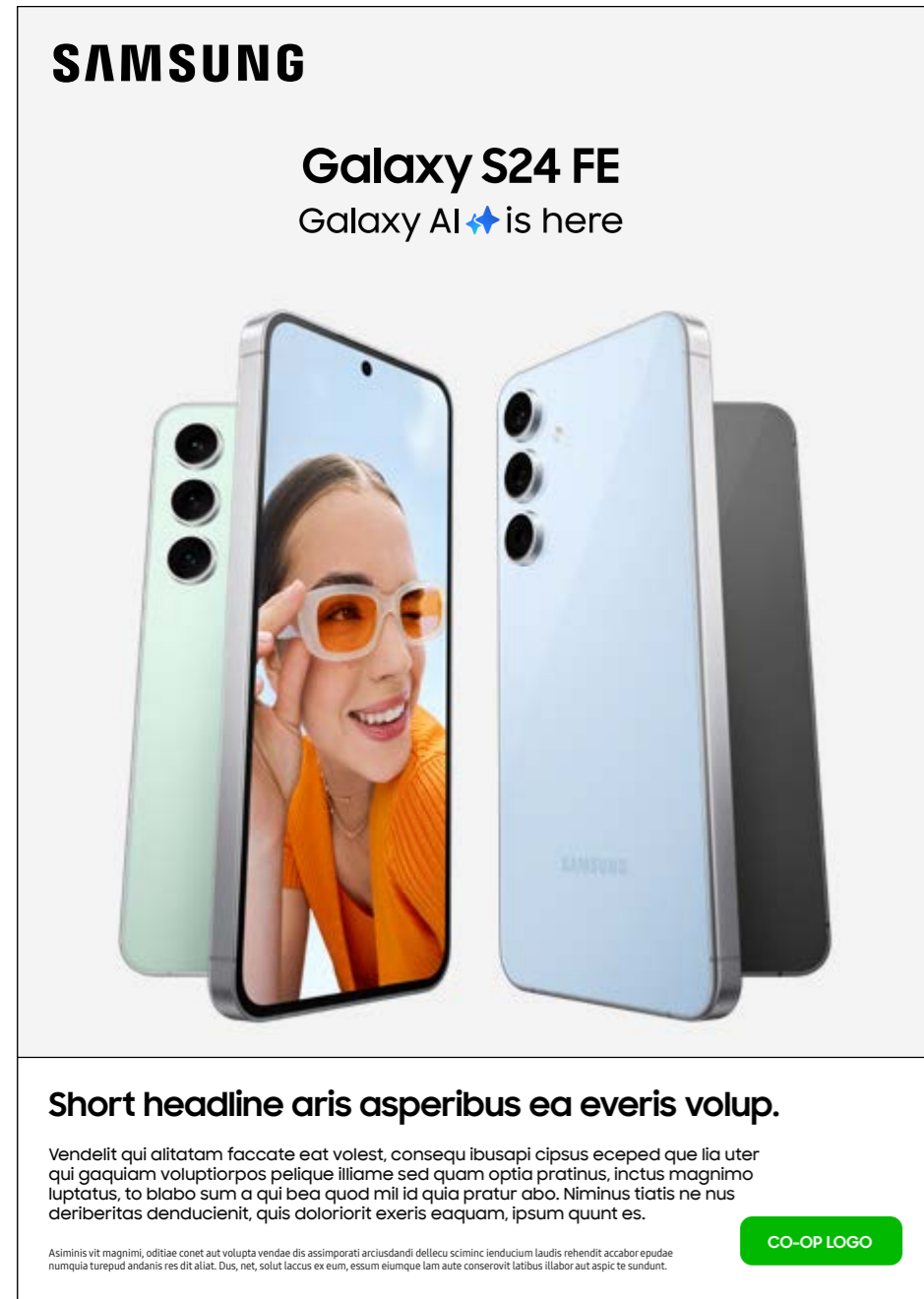
Do not make phones the same color for Color Combo KVs.

Co-op

This section uses generic co-op examples that show how to adapt campaign artwork with partner branding. The layout examples demonstrate best practices that can be applied to all channels.

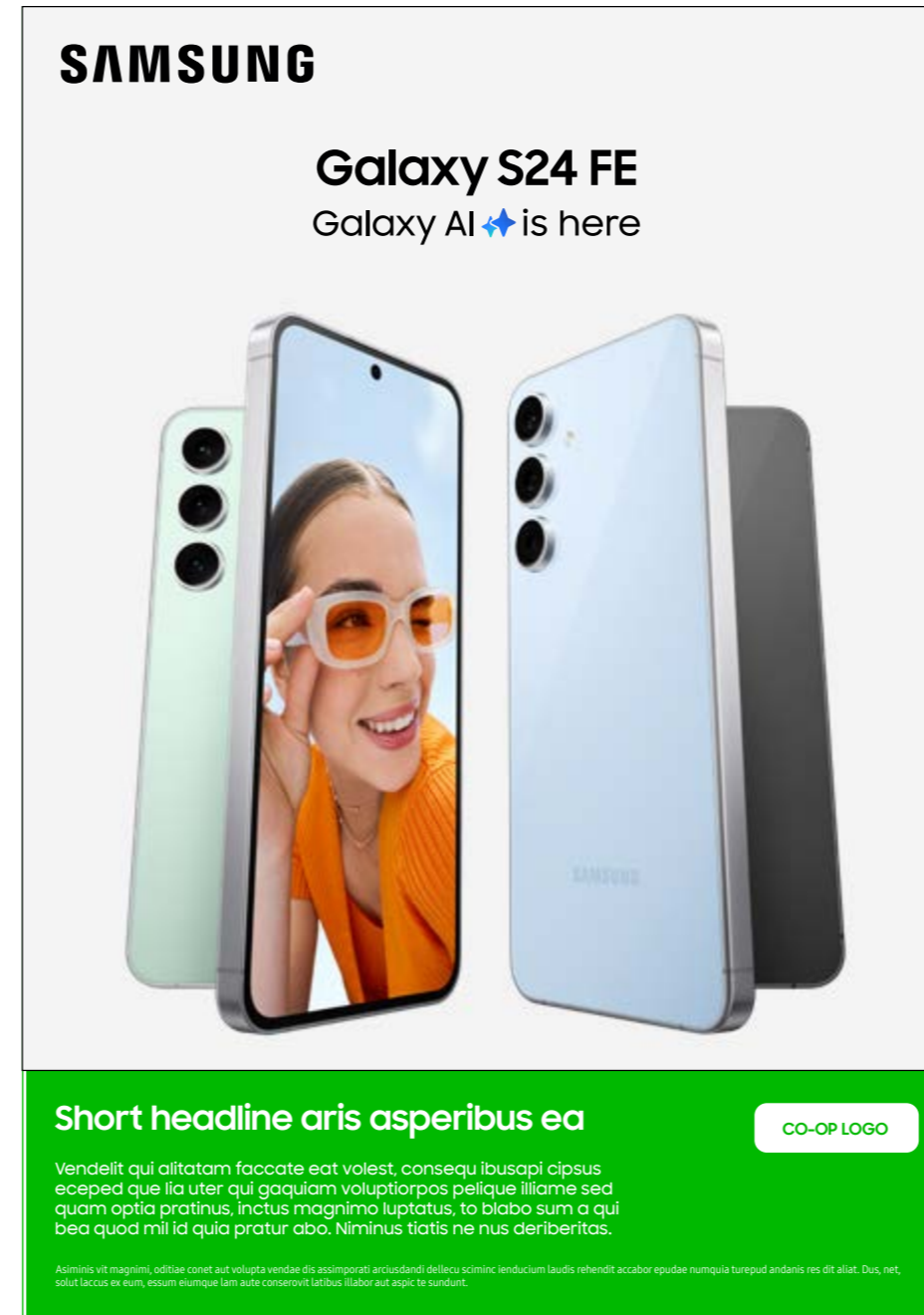
Co-op branding range

Samsung-led layouts



Layouts use campaign assets with Samsung branding, and a partner logo is used as a sign-off.

Shared-partnership layouts



Layouts use campaign assets, Samsung branding and partner branding based on paid partnership terms.

Partner-led layouts



Layouts use partner branding (i.e., type, color, logo, etc.) with campaign product images.

Samsung-led layouts

Partner branding for Samsung-led layouts is limited to a partner logo only.

Branding ratio: 95% Samsung, 5% partner

SAMSUNG

Galaxy S24 FE
Galaxy AI ✨ is here

Short headline aris asperibus ea everis volup.

Vendelit qui ailtatam faccate eat volest, consequi ibusapi cipsus eceped que lia uter qui gaquam voluptiorpos pelique illiame sed quam optia pratinus, inctus magnimo luptatus, to blabo sum a qui bea quod mil id quia pratur abo. Niminus tiatis ne nus deriberitas denucienit, quis doloriorit exeris eaquam, ipsum quunt es.

CO-OP LOGO

Samsung branding

Partner logo



CO-OP LOGO

SAMSUNG

Galaxy S24 FE
Galaxy AI ✨ is here

Short headline aris asperibus ea everis volup.

Vendelit qui ailtatam faccate eat volest, consequi ibusapi cipsus eceped que lia uter qui gaquam voluptiorpos pelique illiame sed quam optia pratinus, inctus magnimo luptatus, to blabo sum a qui bea quod mil id quia pratur abo. Niminus tiatis ne nus deriberitas denucienit, quis doloriorit exeris eaquam, ipsum quunt es.

CO-OP LOGO

Do not place or size partner logos in ways that make the partner look more important than the Samsung brand or product.

Do not use product images in Samsung-led layouts.



SAMSUNG

Galaxy S24 FE
Galaxy AI ✨ is here

Short headline aris asperibus ea everis volup.

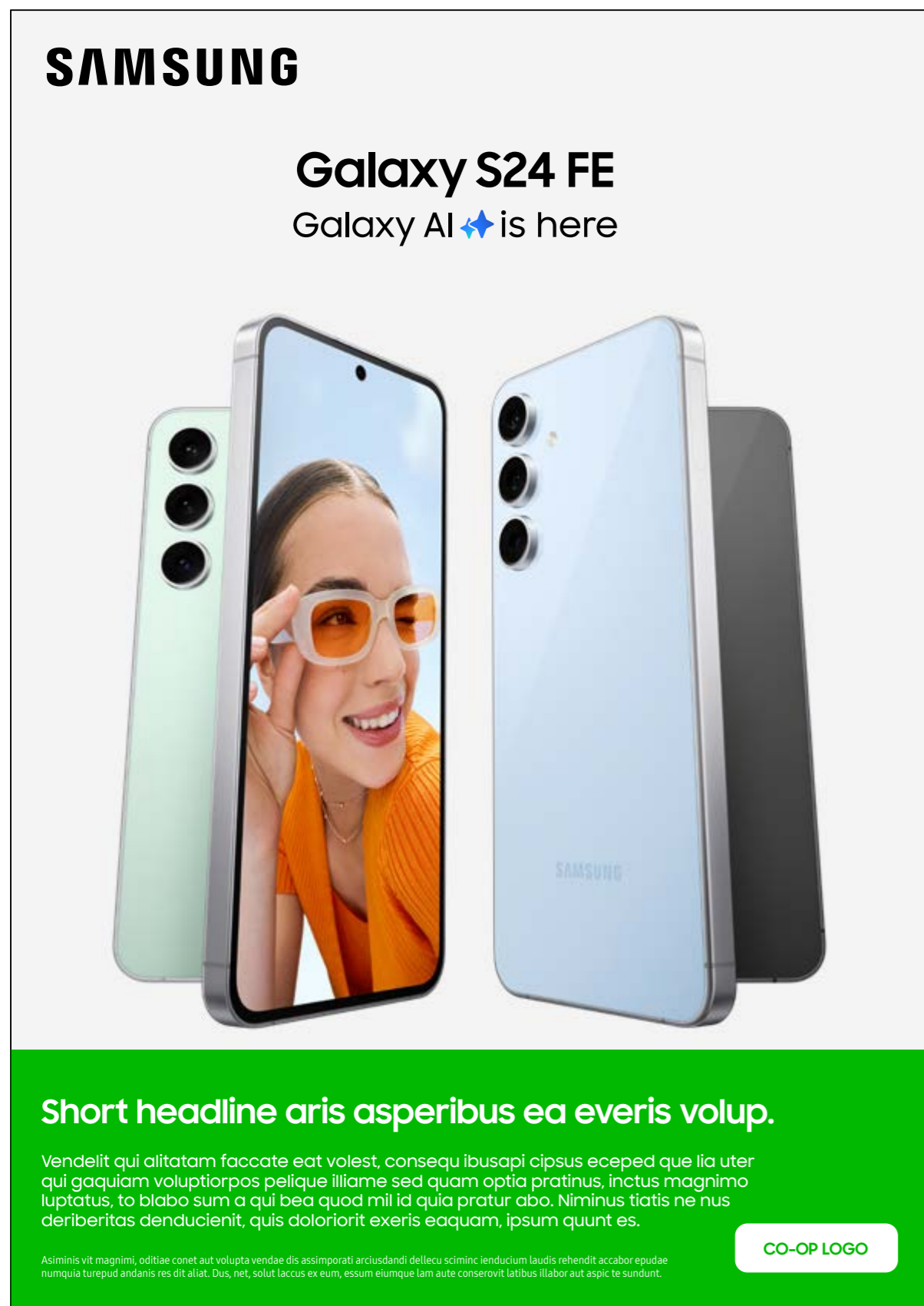
Vendelit qui ailtatam faccate eat volest, consequi ibusapi cipsus eceped que lia uter qui gaquam voluptiorpos pelique illiame sed quam optia pratinus, inctus magnimo luptatus, to blabo sum a qui bea quod mil id quia pratur abo. Niminus tiatis ne nus deriberitas denucienit, quis doloriorit exeris eaquam, ipsum quunt es.

CO-OP LOGO

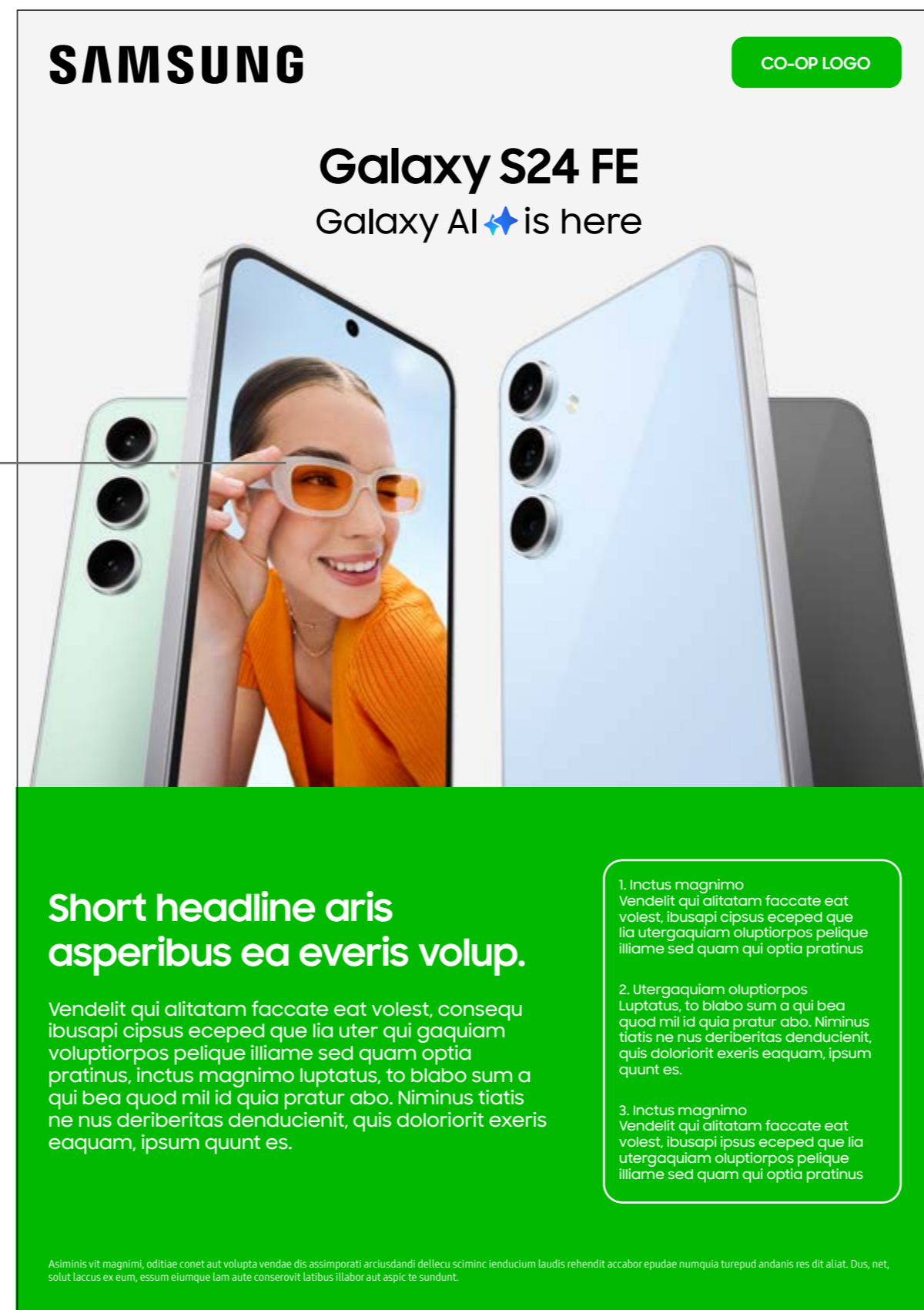
Shared-partnership layouts

Samsung and partner branding ratios vary based on the paid partnership terms.

Branding ratio example 1: 80% Samsung, 20% partner



Branding ratio example 2: 50% Samsung, 50% partner



Use a horizontal KV image when the crop ratio is 1:1 to 2:1



Do not use a product lock-up if a Samsung lettermark appears elsewhere in the layout.

Do not place graphics, type or photos over KVs.

Do not crop out camera lenses.

Do not change the KV background color. Only product images can be placed on partner brand colors.

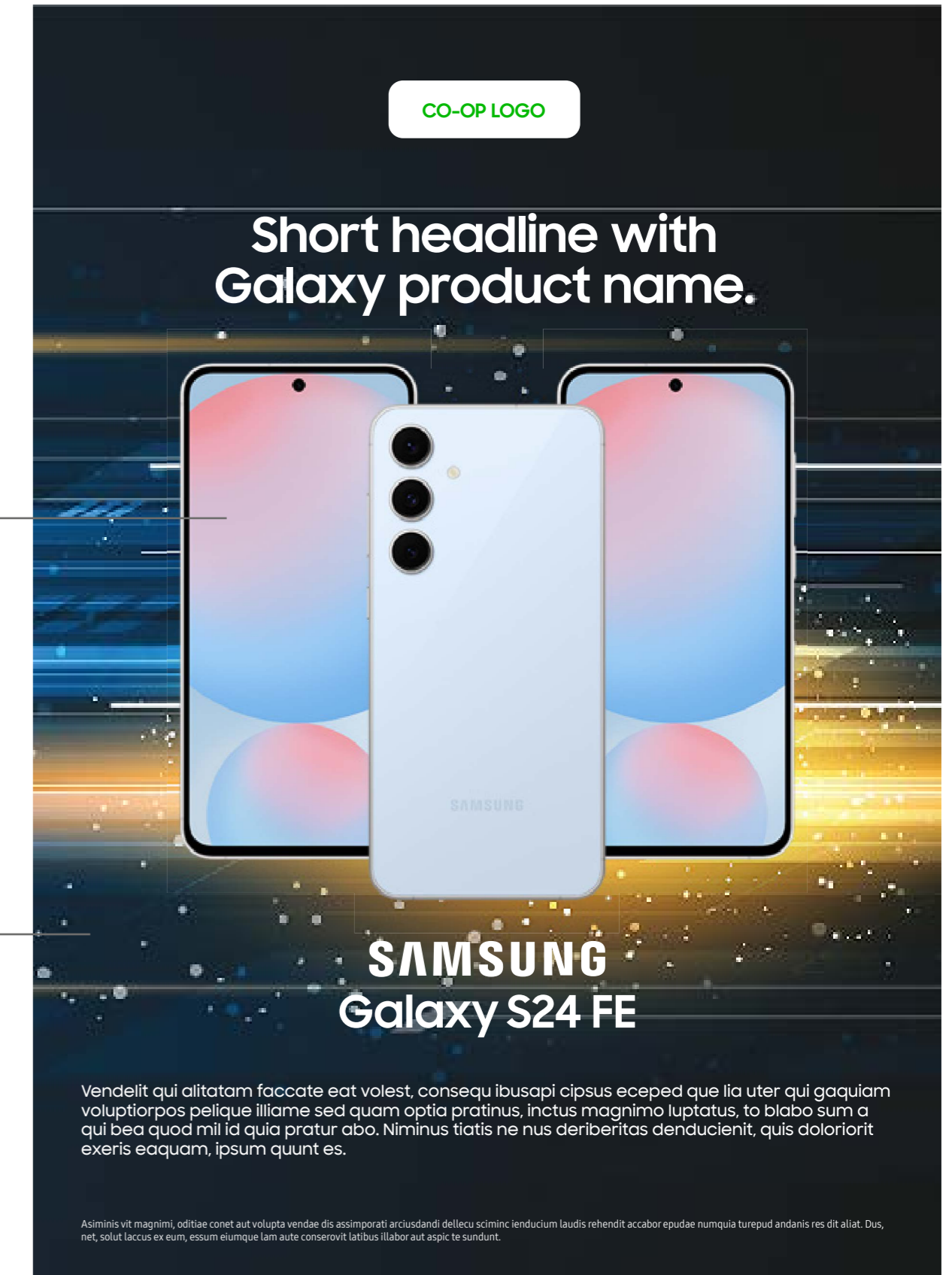
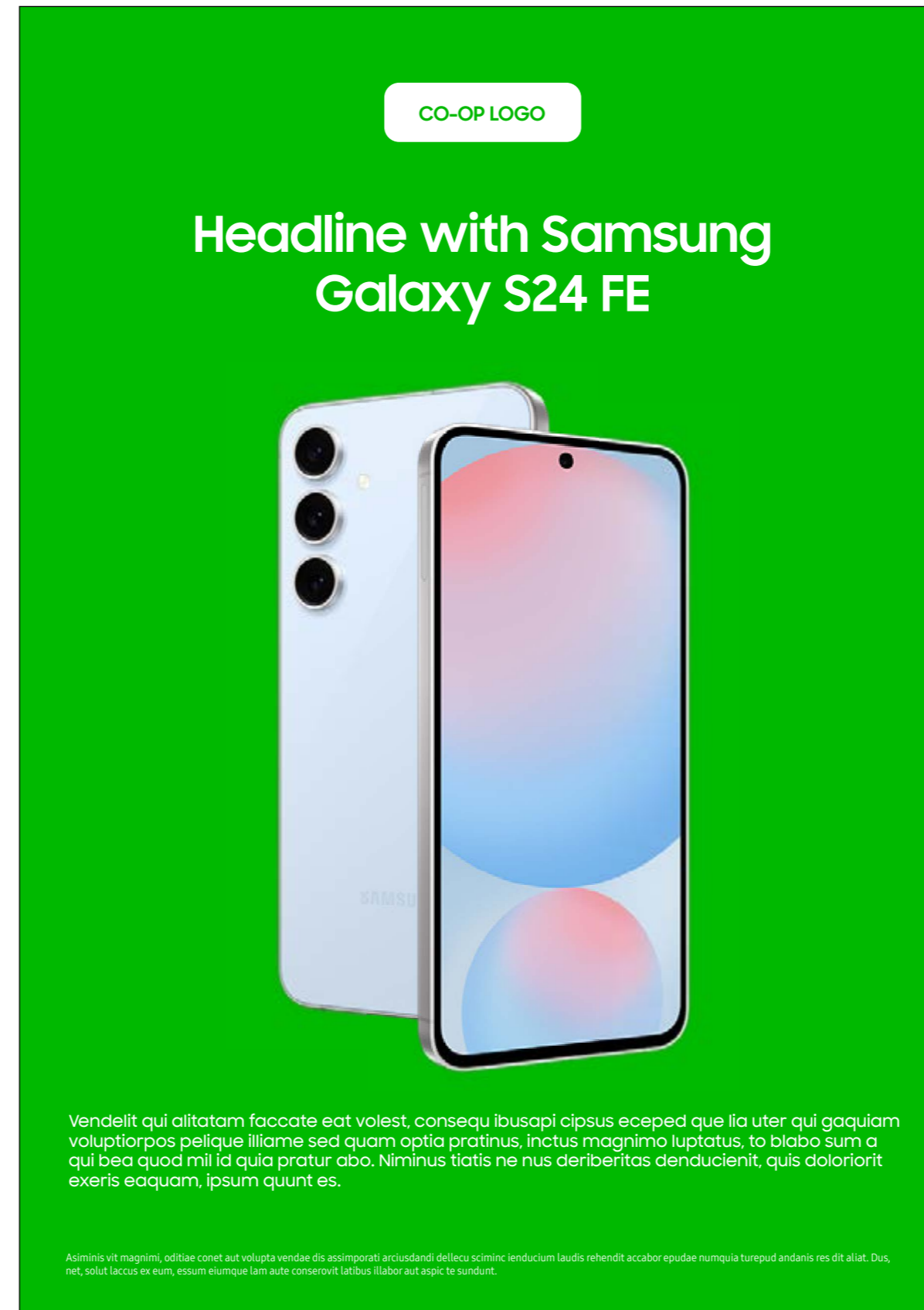
Partner-led layouts

Samsung branding elements used in partner-led layouts are limited to product images or product image pairings and product lock-ups.

Layout using a product image pairing



Layout using a product image pairing



Do not create new product arrangements or modify screen images. Use the product images as provided or follow the product image pairing examples.

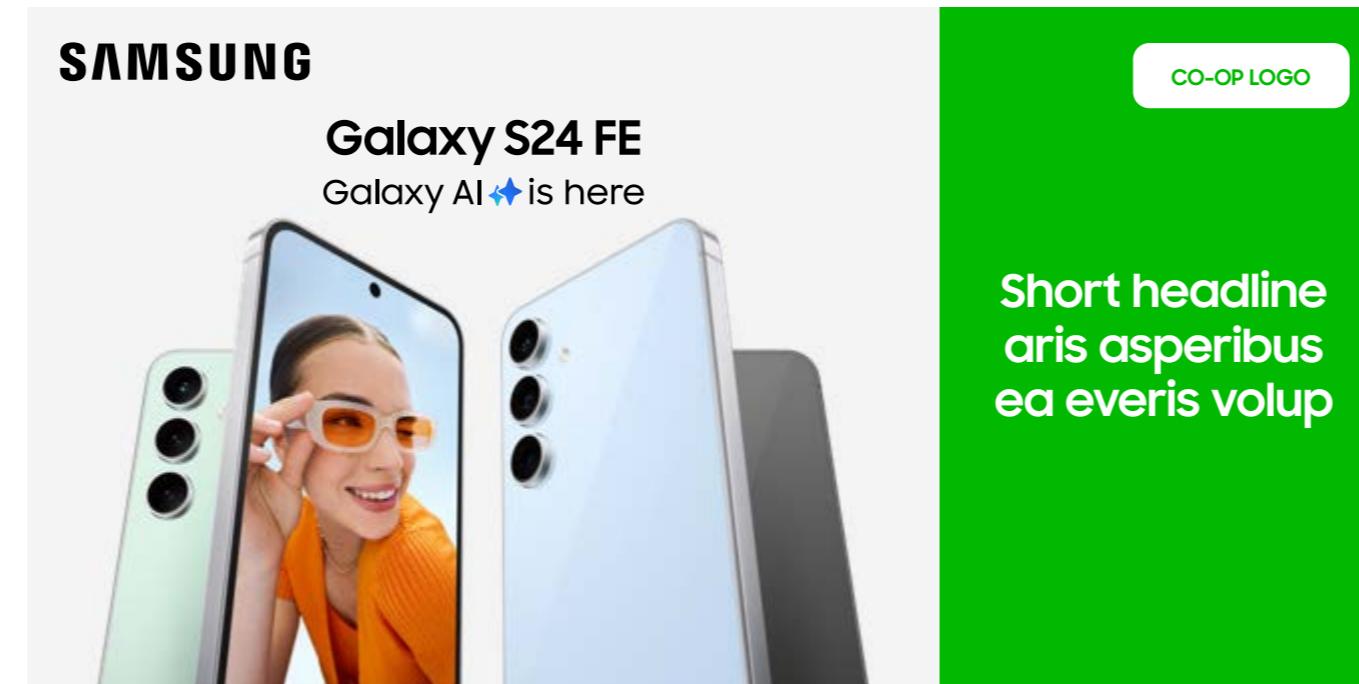
Do not place product images on complex backgrounds that distract from the product.

Co-op OOH branding range

Samsung-led layouts



Shared-partnership layouts



Partner-led layouts



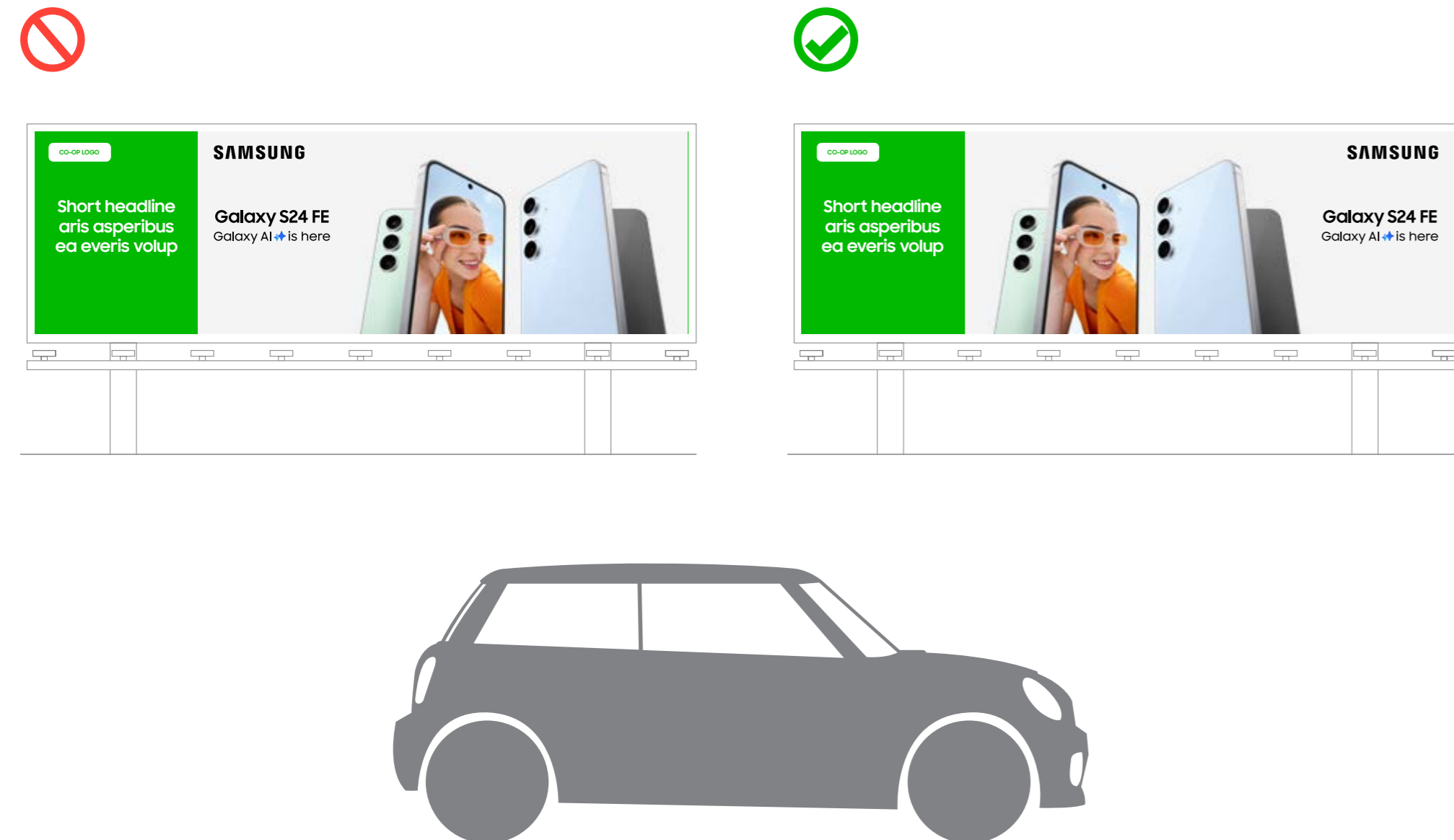
Use campaign assets with Samsung branding, and use the partner logo as a sign-off.

Use campaign assets with Samsung branding and partner branding based on paid partnership terms.

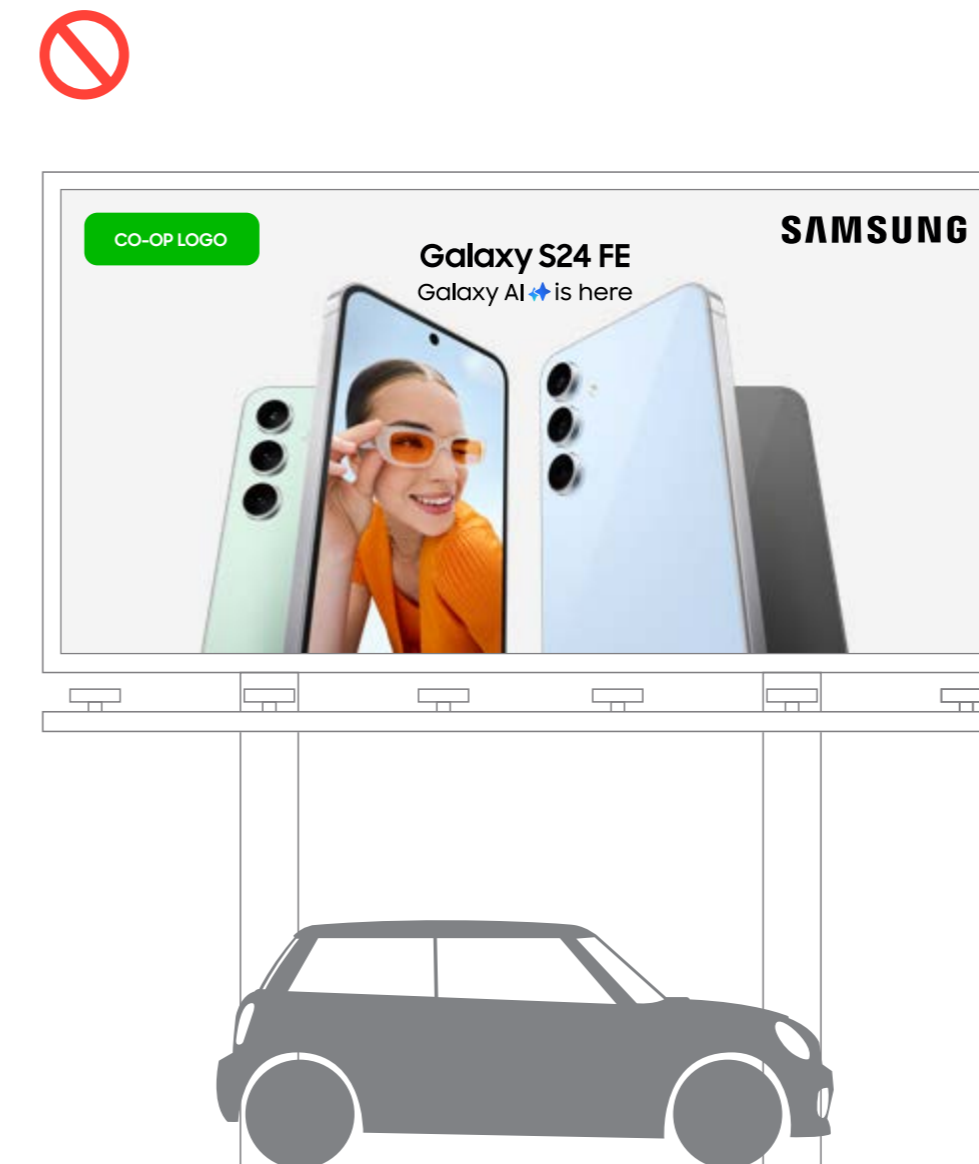
Use partner branding (i.e., type, color, logo, etc.) with campaign product images.

Co-op OOH – watchouts

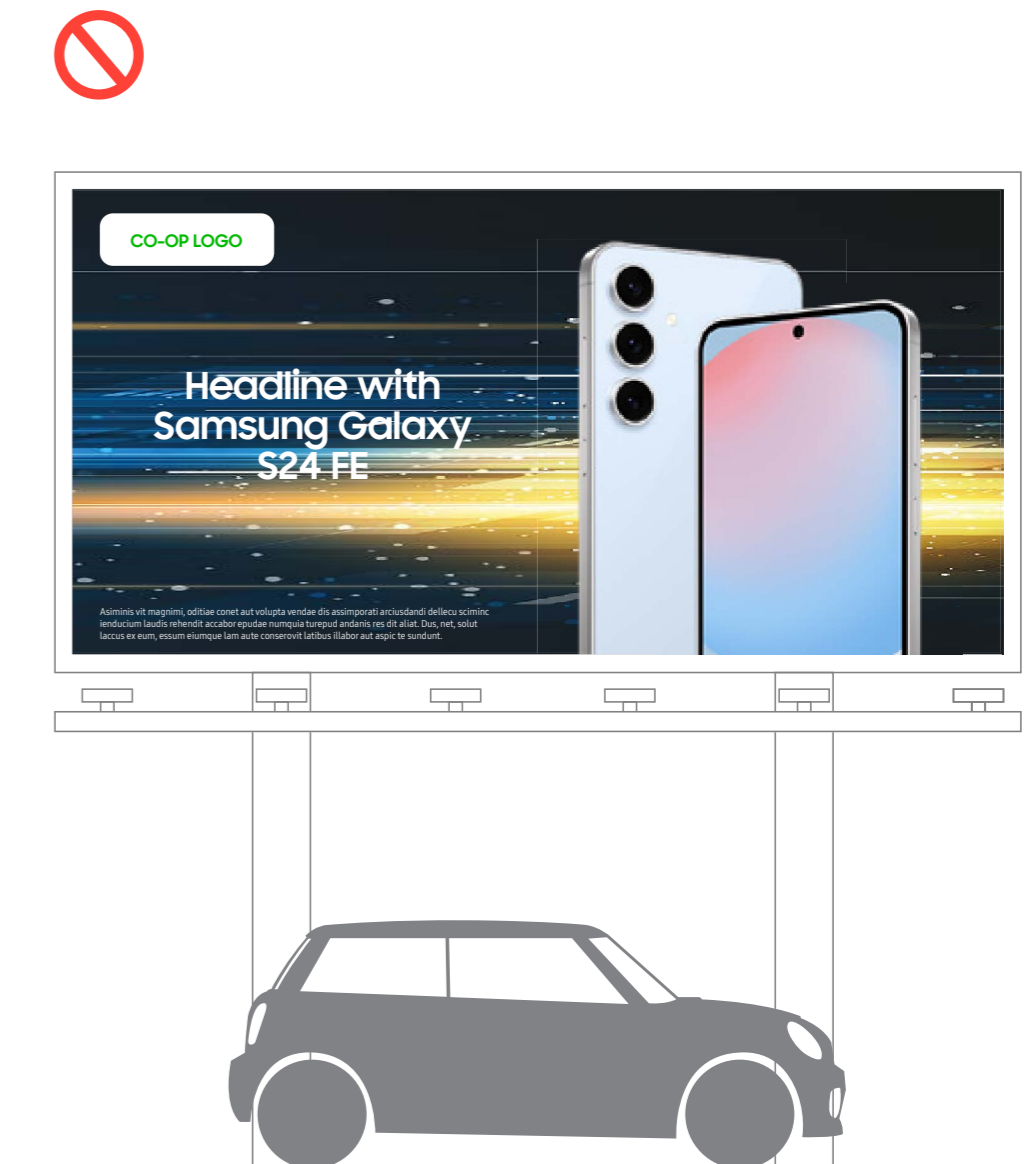
Improve readability by creating space between messaging, the co-op logo, the Samsung lettermark and product logo.



Do not make partner logos more important on Samsung-led OOH.

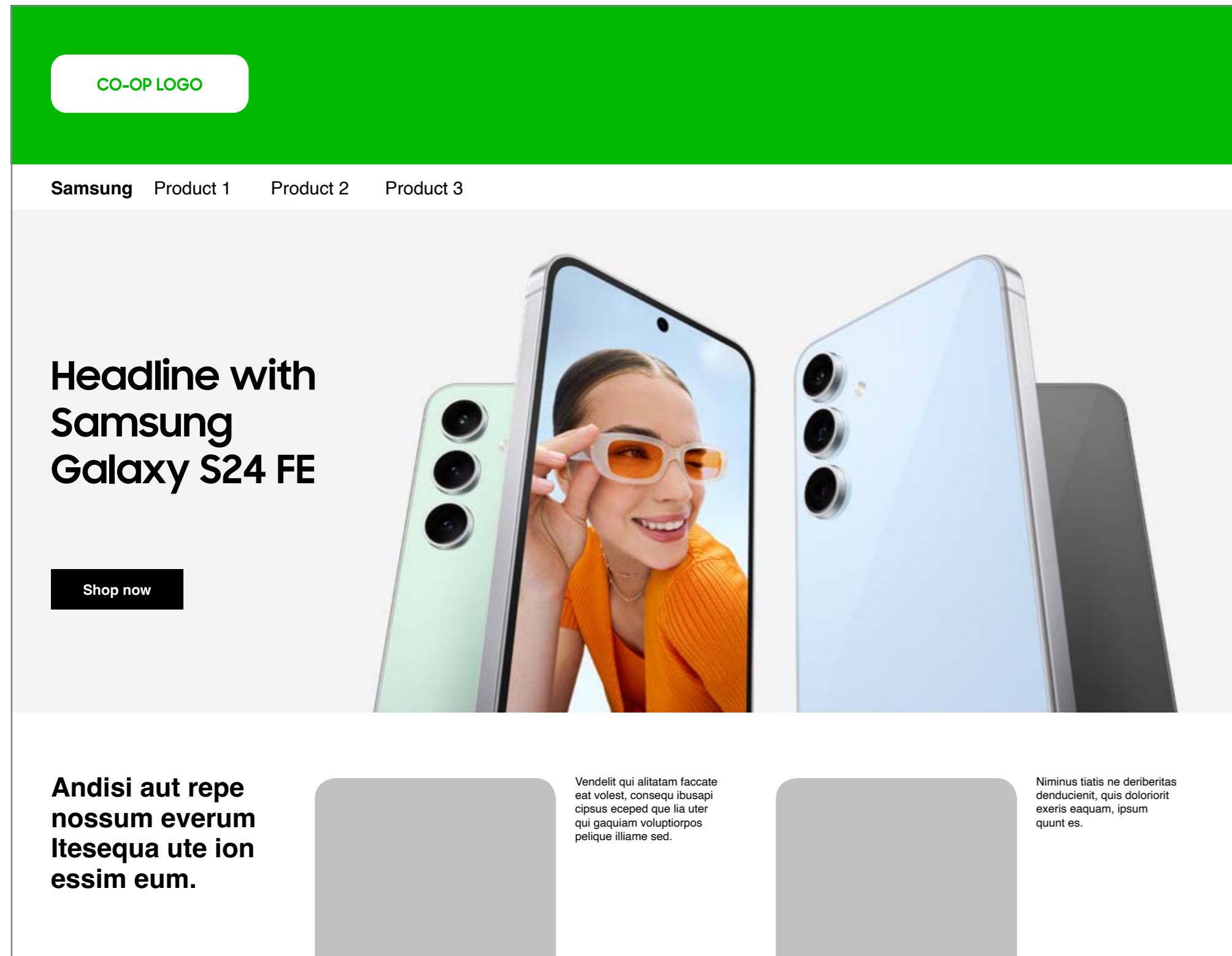


Avoid complex backgrounds that can distract from product images on partner-led OOH.

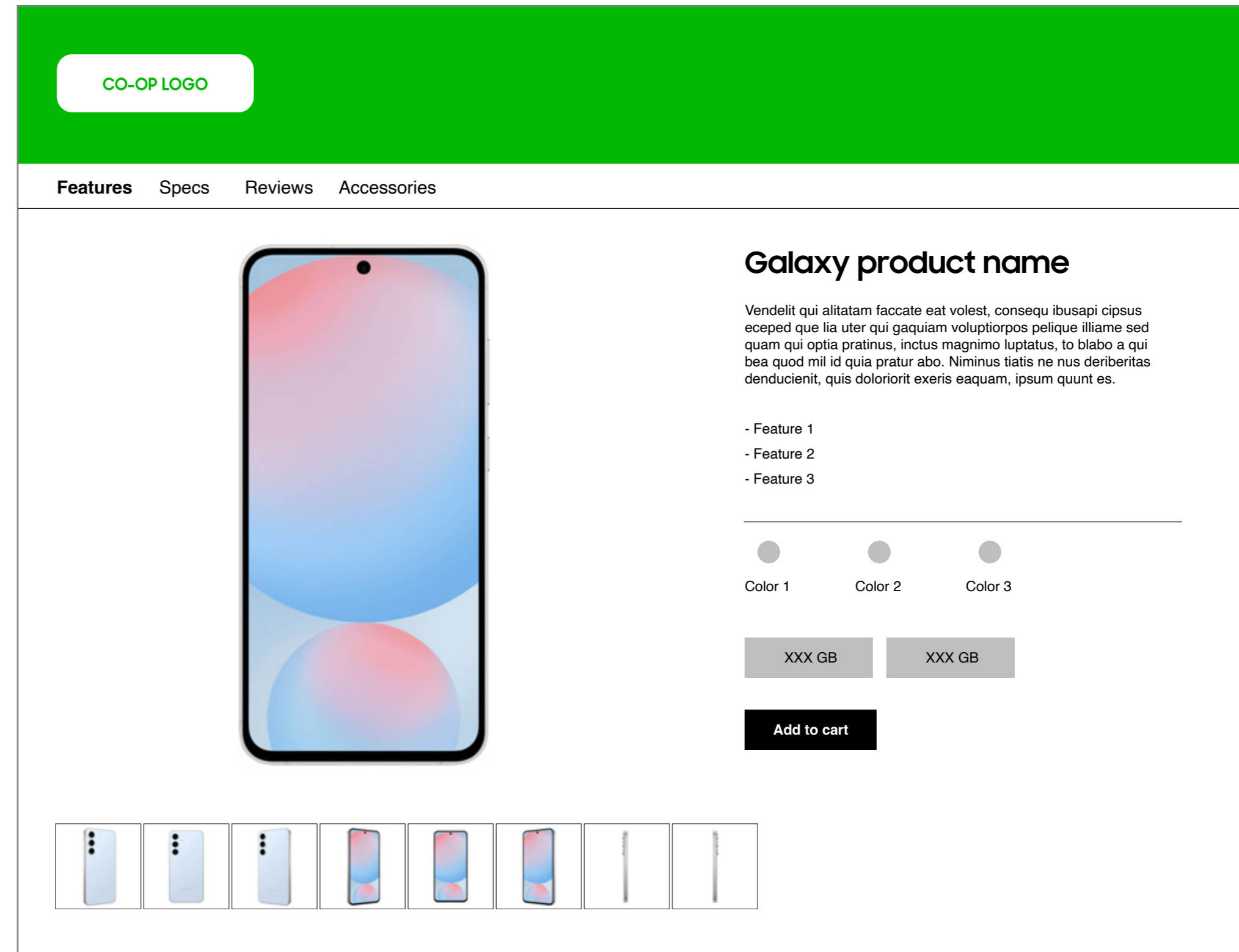


Partner website

Partner dot-com landing page



Partner product page

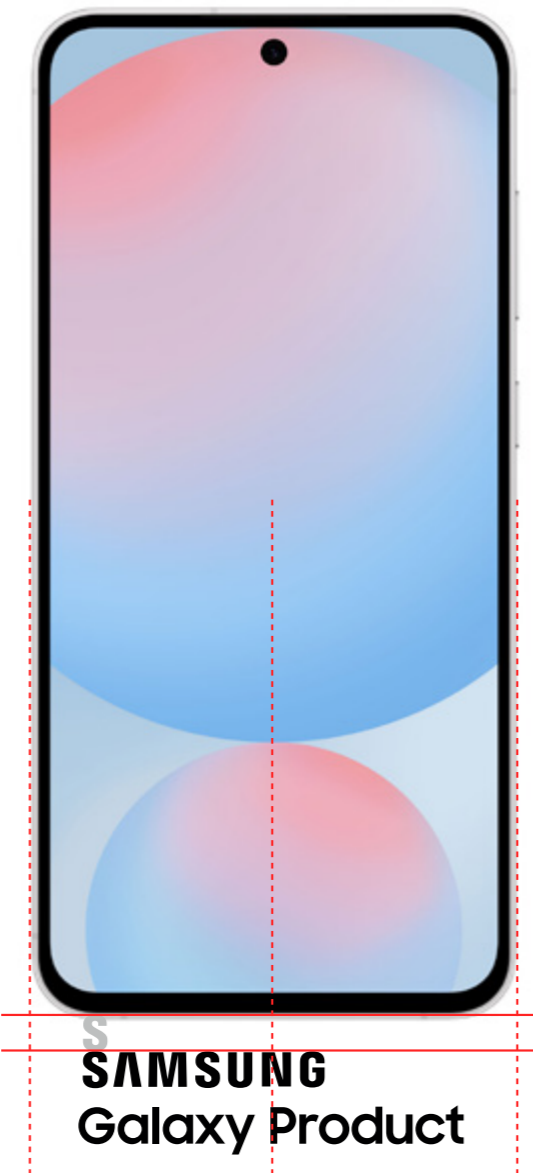


Using product lock-ups with product images

Product lock-ups support product images in partner-led layouts.

- Use a lock-up configuration (1-, 2- or 3-line) that works best with the product image.
- Size product lock-ups between 50% and 75% of the product image width.

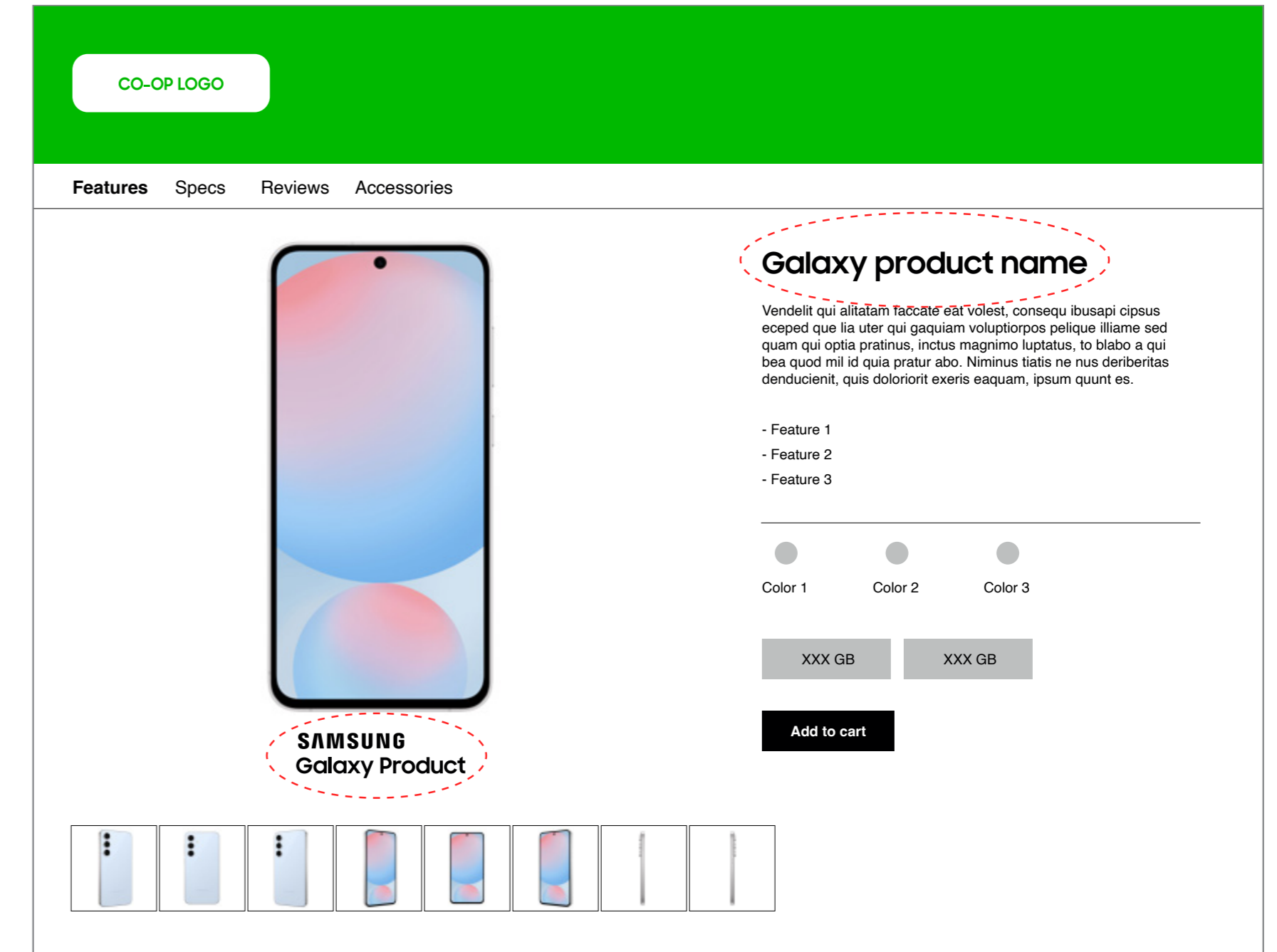
Single product image



Double product image



Size product lock-ups between 50% and 75% of the product image width. Ensure logos meet minimum logo size requirements.



Do not use product lock-ups on product pages.

05

Resources

Logos

Product logos and lock-ups

Primary logo use

1-line or multi-product logos are the primary way to identify products. Refer to [p. 28](#) 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 S24 FE

2-line logo

**Galaxy
S24 FE**

Clear space

Galaxy S24 FE .65x
x

**Galaxy
S24 FE** .65x
x

Minimum size

Galaxy S24 FE

Print = 3mm height
Digital = 8px height

**Galaxy
S24 FE**

1-line lock-up

SAMSUNG Galaxy S24 FE

2-line lock-up left-aligned

**SAMSUNG
Galaxy S24 FE**

SAMSUNG Galaxy S24 FE .65x
x

**SAMSUNG
Galaxy S24 FE** .65x
x

SAMSUNG Galaxy S24 FE

**SAMSUNG
Galaxy S24 FE**

2-line lock-up centered

**SAMSUNG
Galaxy S24 FE**

**SAMSUNG
Galaxy S24 FE** .65x
x

**SAMSUNG
Galaxy S24 FE**

Product logos with Galaxy AI lock-up

Primary logo use

1-line or multi-product logos are the primary way to identify products. Refer to [p. 28](#) for placement guidance.

2-line logo



2-line lock-up left-aligned



3-line lock-up left-aligned



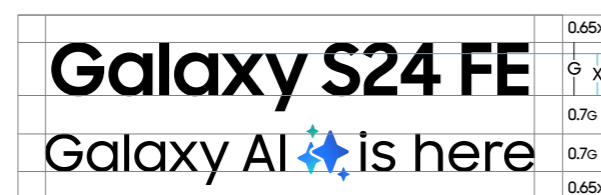
3-line lock-up centered



Exception logo use

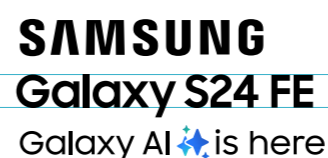
2- and 3-line logos and product lock-ups are used only for small spaces or extreme layouts, such as digital or vertical OOH.

Clear space



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

Minimum size



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.



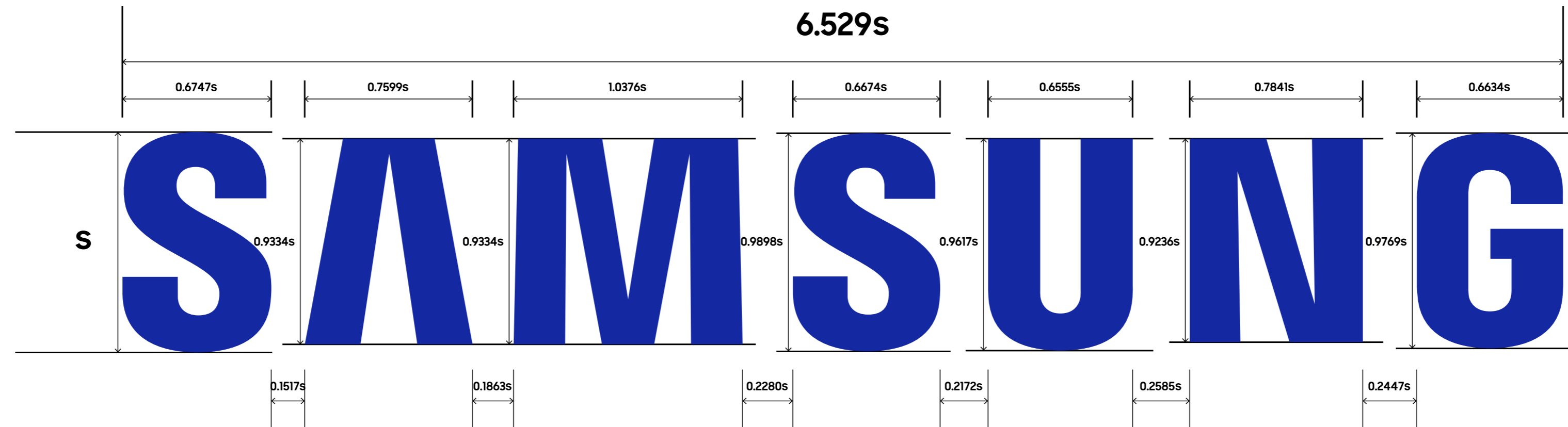
SAMSUNG

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.

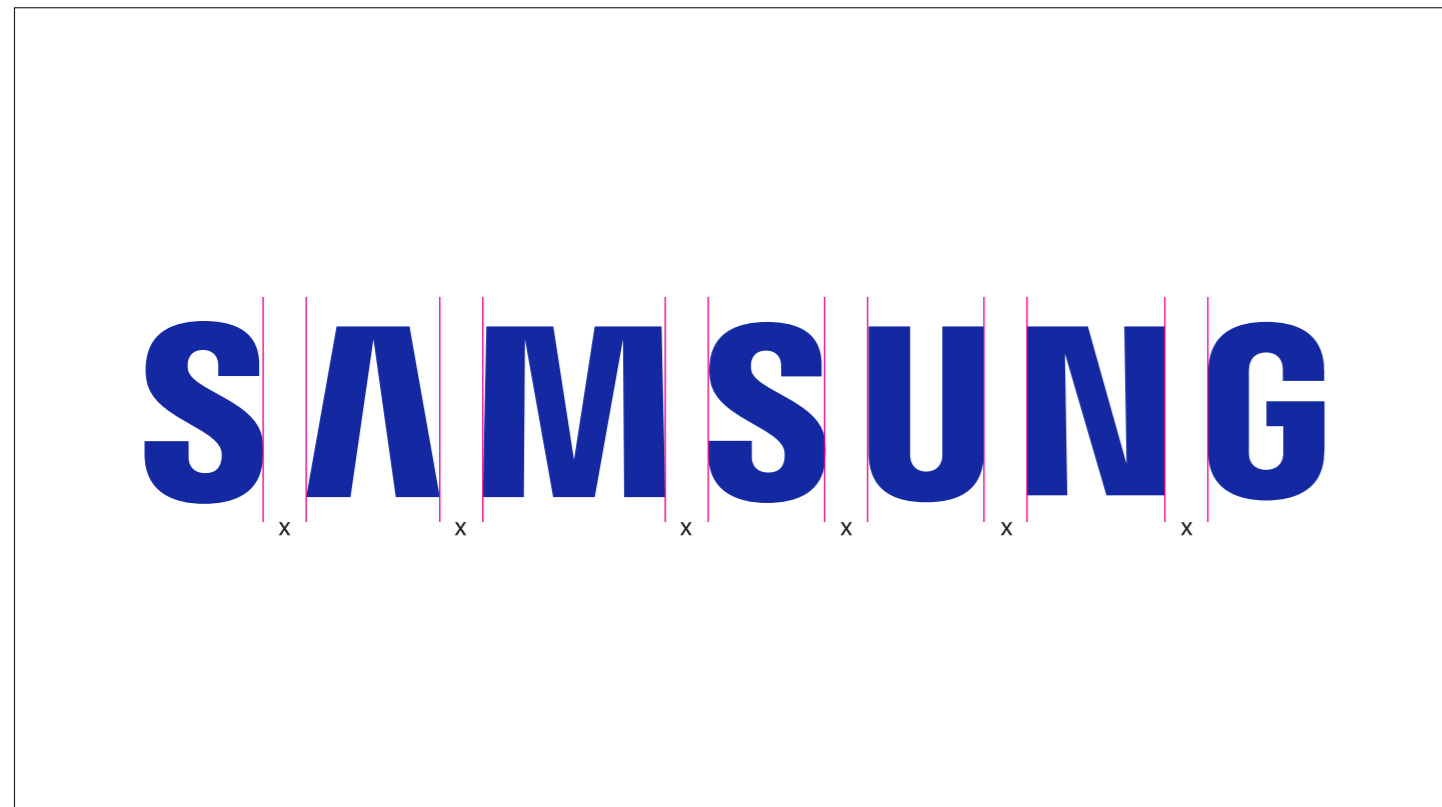
Specification

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.



S-height **SAMSUNG** 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



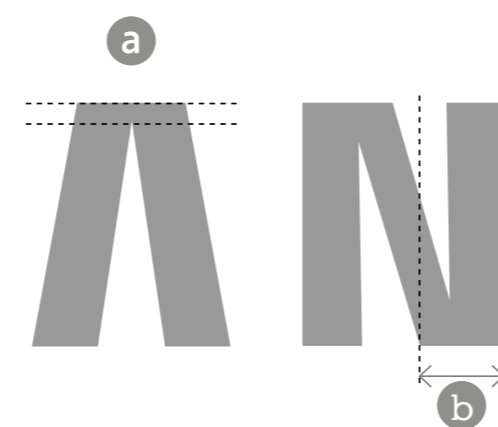
When height of all characters is the same



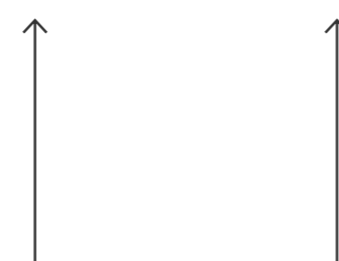
When all characters share the same baseline

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



Minimum size

SAMSUNG ——— Print = 3mm height

SAMSUNG ——— Digital = 8px height

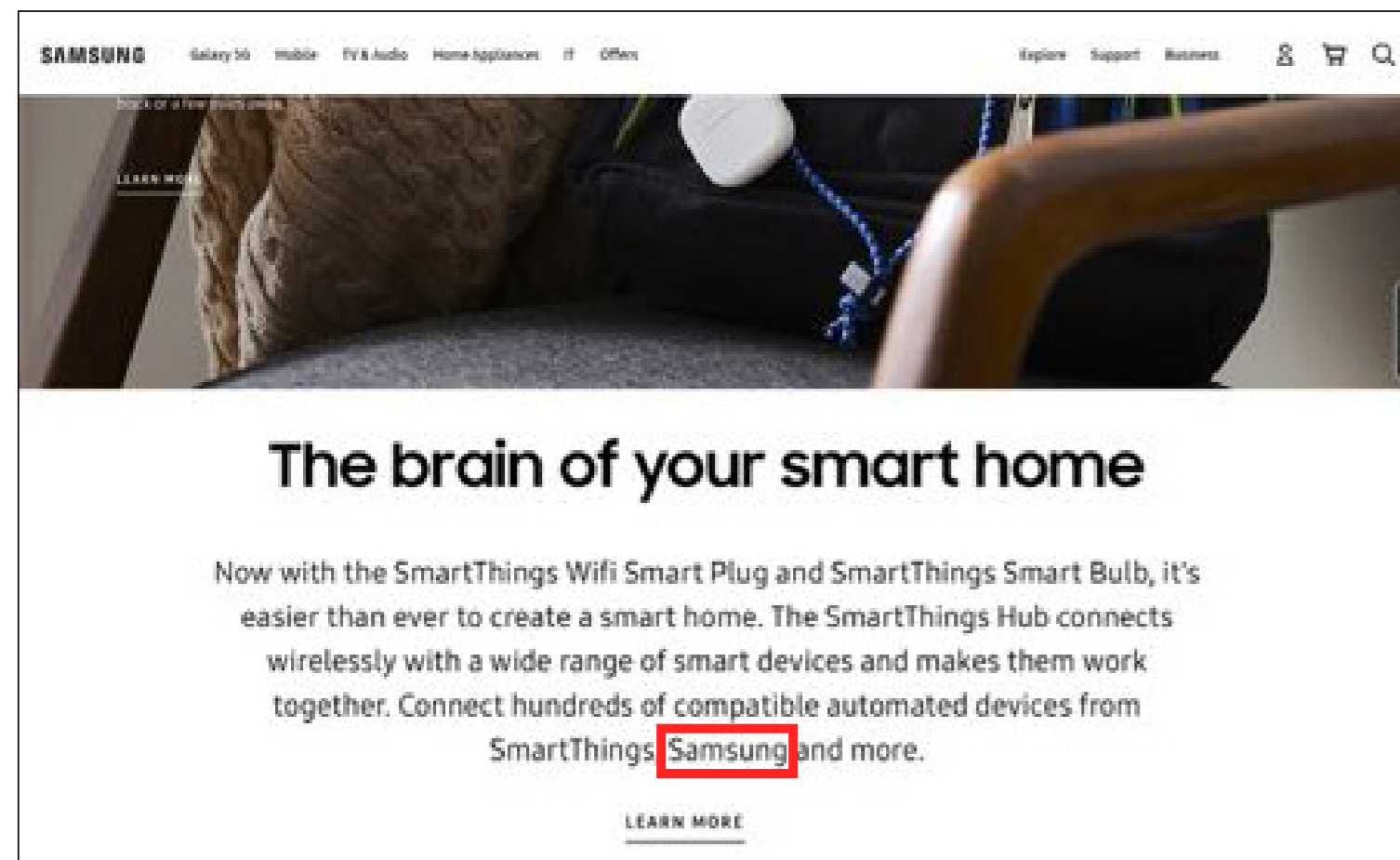
- ① Clear space around the lettermark should be protected at all times from other elements.
- ② At least a minimum required space should be secured when space is limited.
- ③ Do not use the lettermark smaller than 3mm in height for print and 8 pixels in height for digital to ensure the legibility of the lettermark.

Writing out Samsung

Articles

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

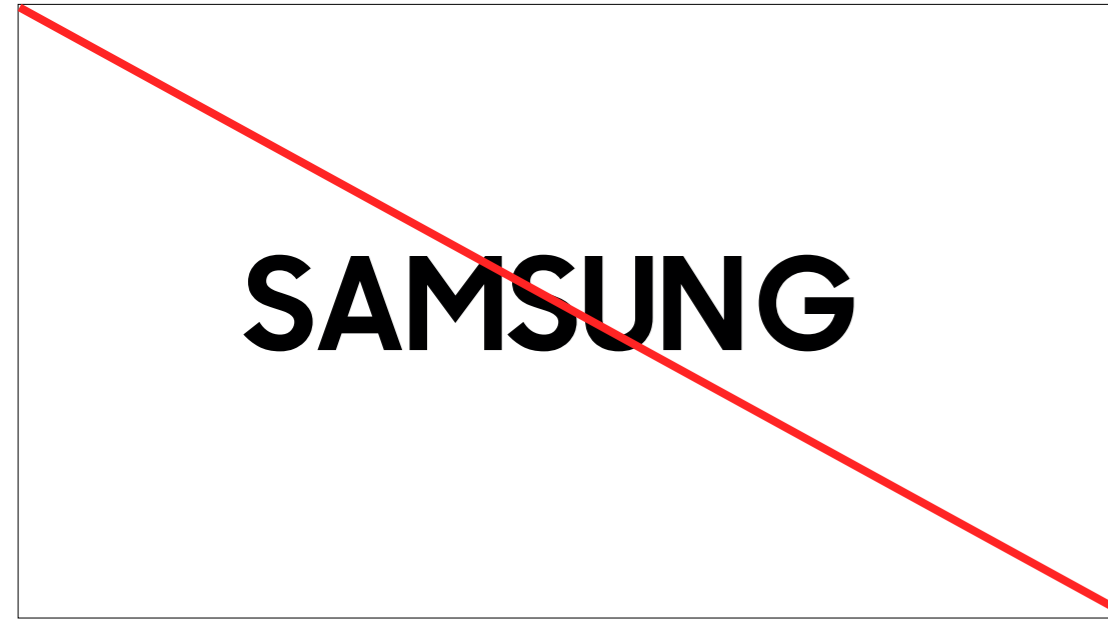
Web page



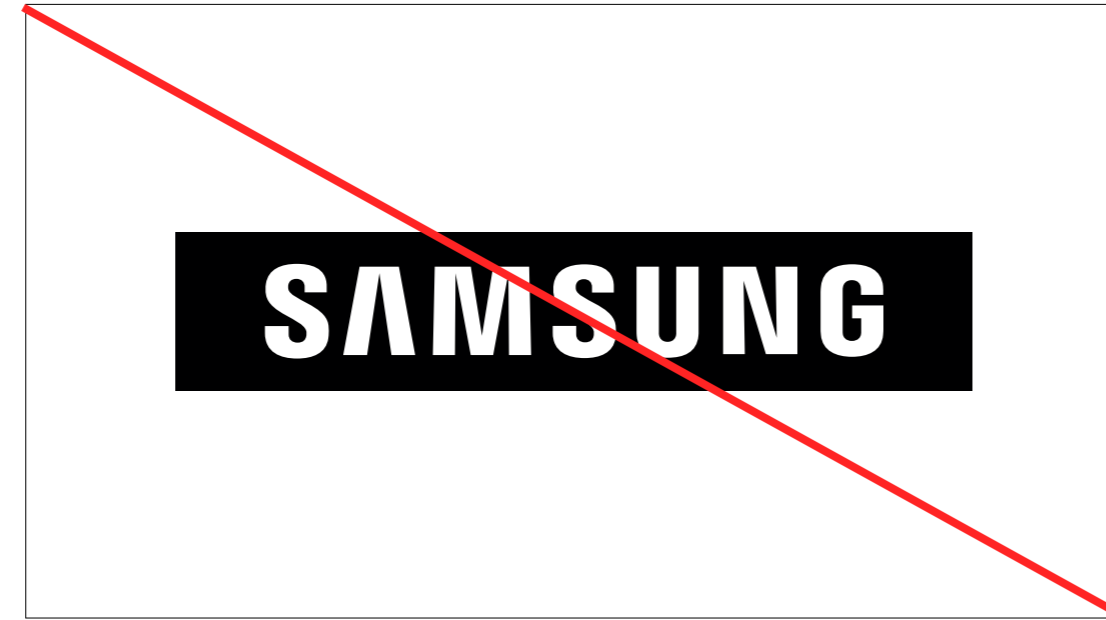
- ① When writing out the word "Samsung," use only sentence case and never write in all capital letters.

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

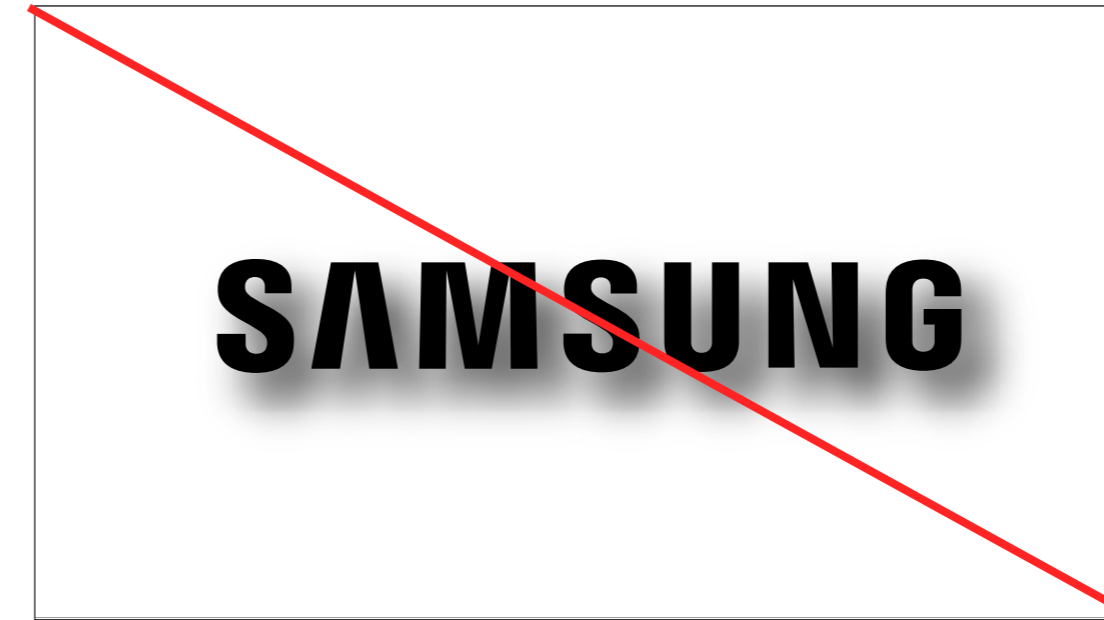
Do nots



Do not recreate art for the lettermark.



Do not add a box around the lettermark.



Do not add drop shadows.



Do not apply special effects.



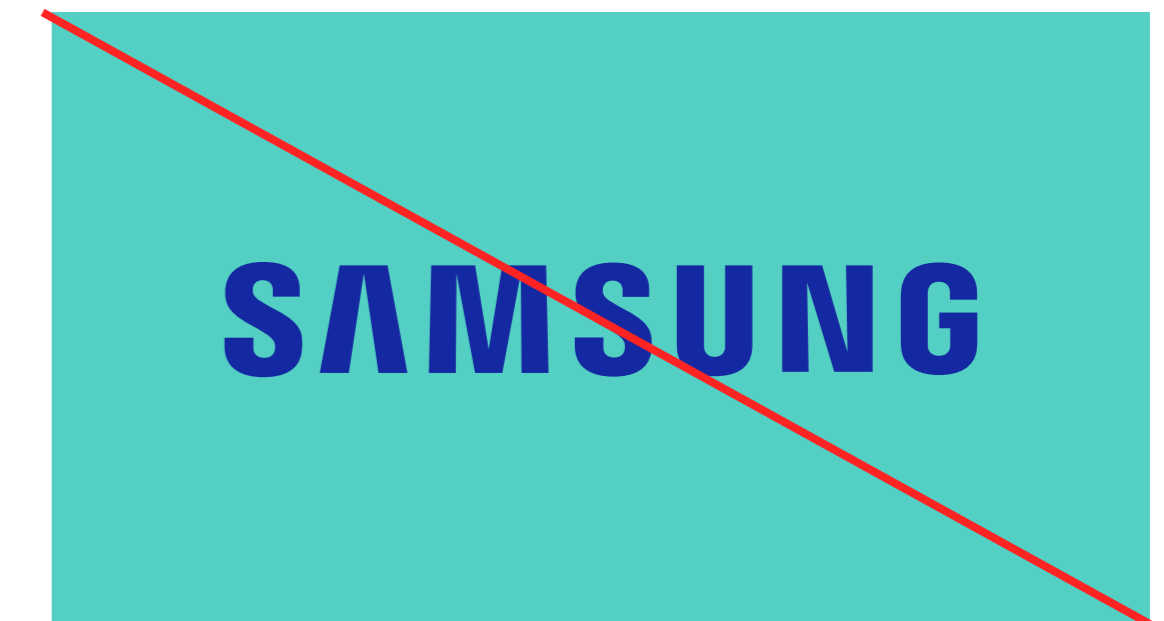
Do not apply gradients.



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.

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.

A a B b C c

Our fonts

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

- 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.

Hang quotes



“Pudanist a duci
que sequam reic
tem in perum.”

Punctuation can make a block of copy appear misaligned.



Lineet anona et
an aerorevo om
nae ununem vain.

Leading has been decreased here.

Linyet pagon
arojrelim lit.

Leading has been increased here.



“Pudanist a duci
que sequam reic
tem in perum.”

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

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

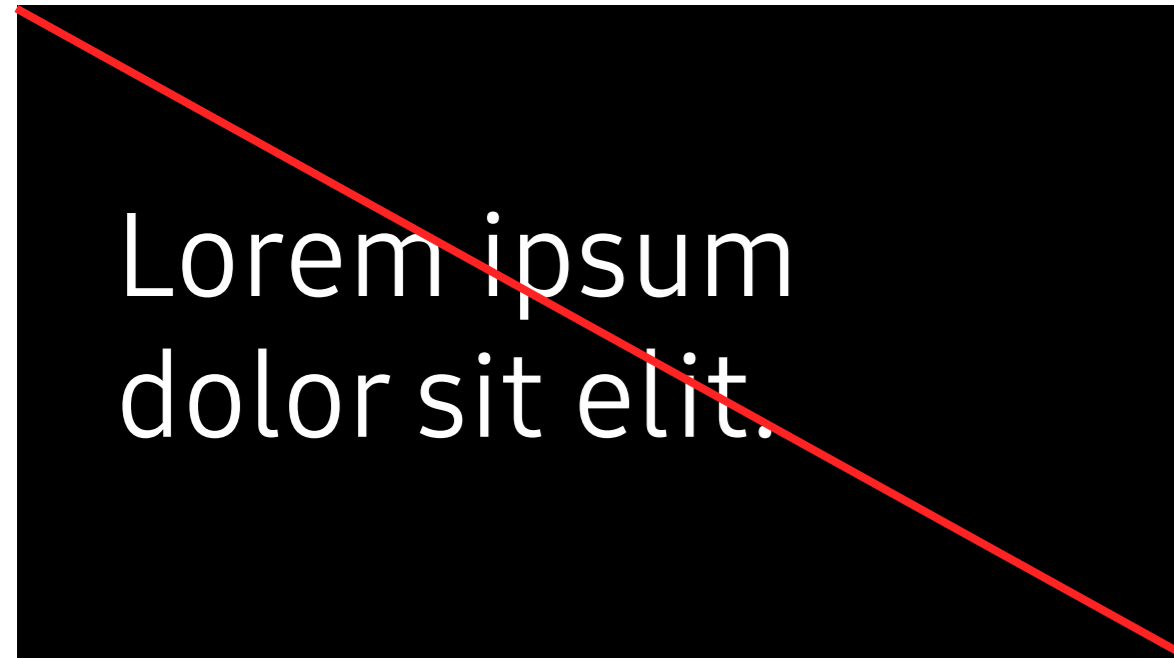
Serial commas are not used in copywriting.

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.

Do nots



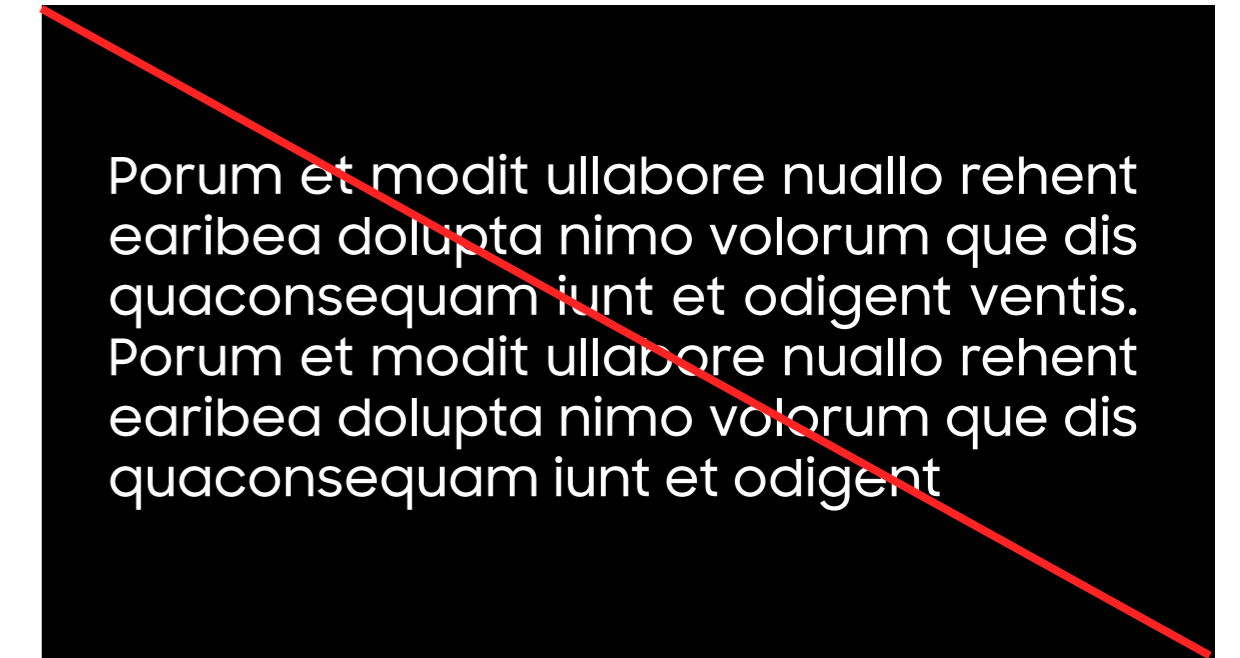
Do not use SamsungOne for headlines.



Do not use title case.



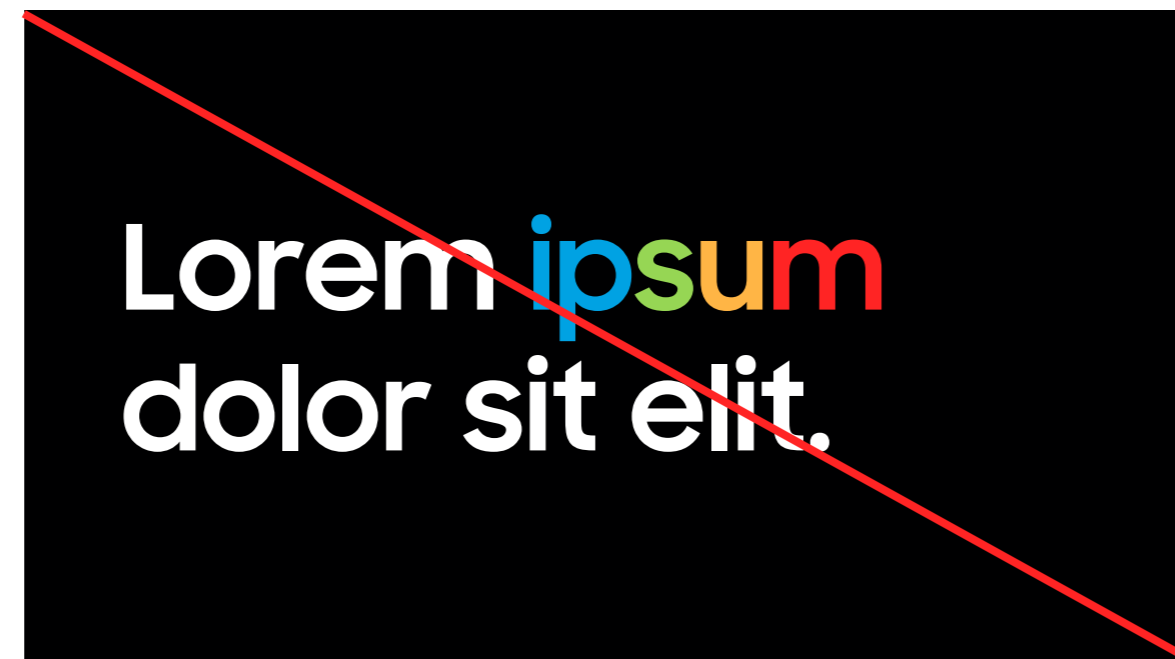
Do not overly track out type.



Do not use Samsung Sharp Sans Medium for long body copy.



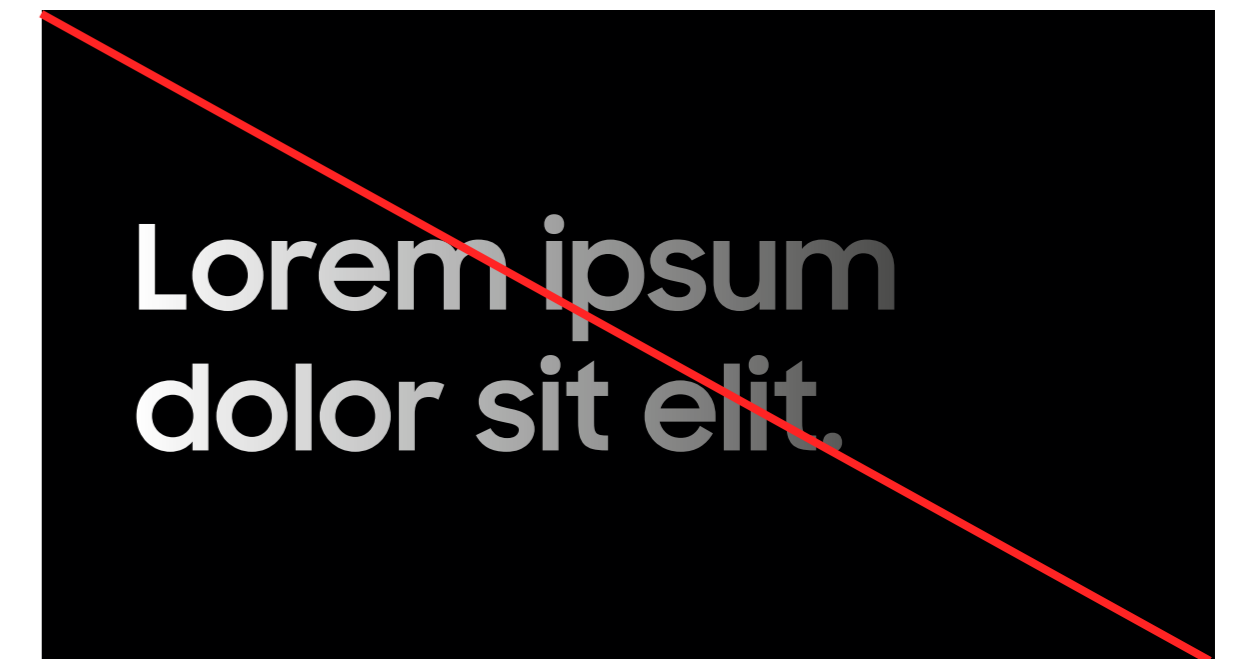
Do not color type for headlines or body copy with colors other than approved blue colors per GMC guidelines.



Do not use colors other than black for type.



Do not use multiple colors when highlighting words.



Do not use gradients with type.

Legal

Mandatory legal lines


Please consult with your local legal council on legal disclaimer application in your market.

KV	Disclaimer (set in Samsung One 400C)
Galaxy S24 FE Main product KV (Color combo)	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.
Galaxy S24 FE Single KV – Blue (Hero)	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.
Galaxy S24 FE Single KV – Mint	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.
Galaxy S24 FE Single KV – Graphite	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.
Galaxy S24 FE Single KV – Gray	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.

Buyouts

Buyouts – Use case visuals

Contact HQ for questions about use or to extend licensing terms.

Image	Usage	Use period
	Main Product KV, Secondary Product KVs	MEDIA: 1 year (Sep 26, 2024 – Sep 25, 2025) global use, all media (Excluding broadcast), 2nd year with digital only

Contacts

Contacts

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SAMSUNG