

SAMSUNG

Co-branding Guidelines

October 2021 1.1

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Our brand is our most important and valuable asset.

We have invested years of effort creating and shaping positive experiences with our partners and customers.

These guidelines were developed to outline recommended co-branding scenarios and to provide detailed guidance on how to best activate these in your communications materials.

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Brand overview

Lettermark

The Samsung lettermark is used throughout all consumer-facing and internal communications.

Using the correct lettermark

There are many incorrect and outdated Samsung lettermarks in use.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

Check for:

1. Sharper angles in the apex of the letters "A," "M," "N"
2. Wider top left and bottom right of the letter "N"

Do not use lettermarks that have been acquired from unknown sources or downloaded from unofficial Samsung artwork sites.

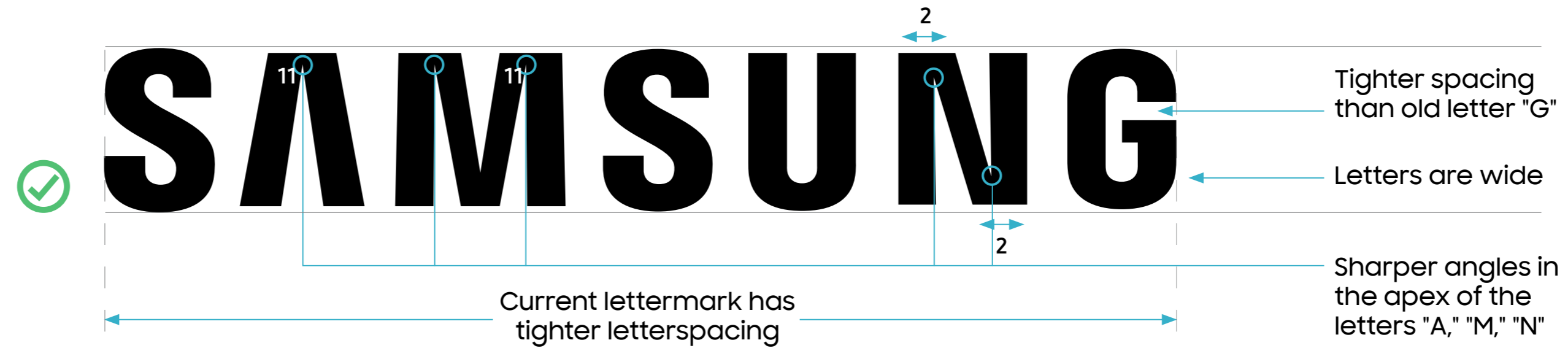
Clearspace



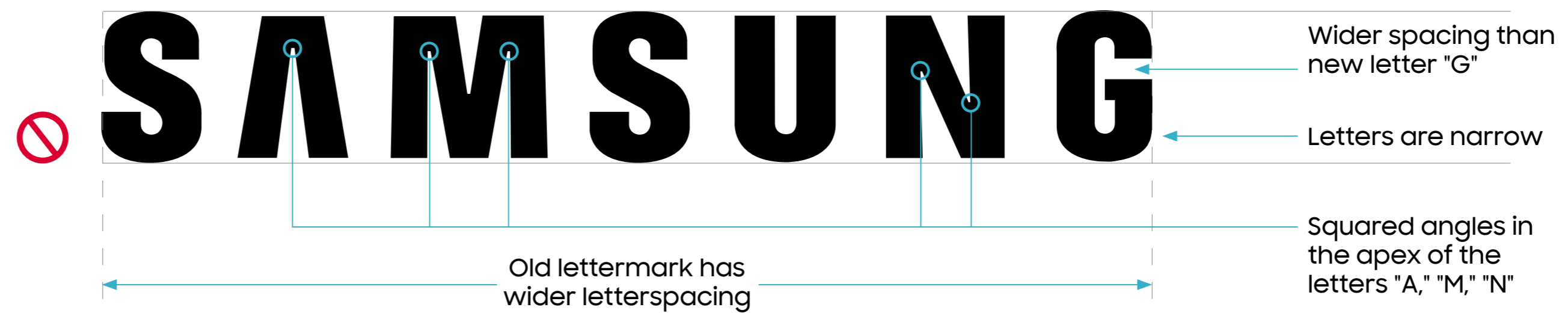
Minimum size

SAMSUNG
 Print = 3 mm height
 Digital = 8 px height

Correct lettermark



Incorrect lettermark



Brand Color Palette

Samsung Blue



Black and White



Illustrative Colors




Brand Color Palette

**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

Brand Color Palette

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

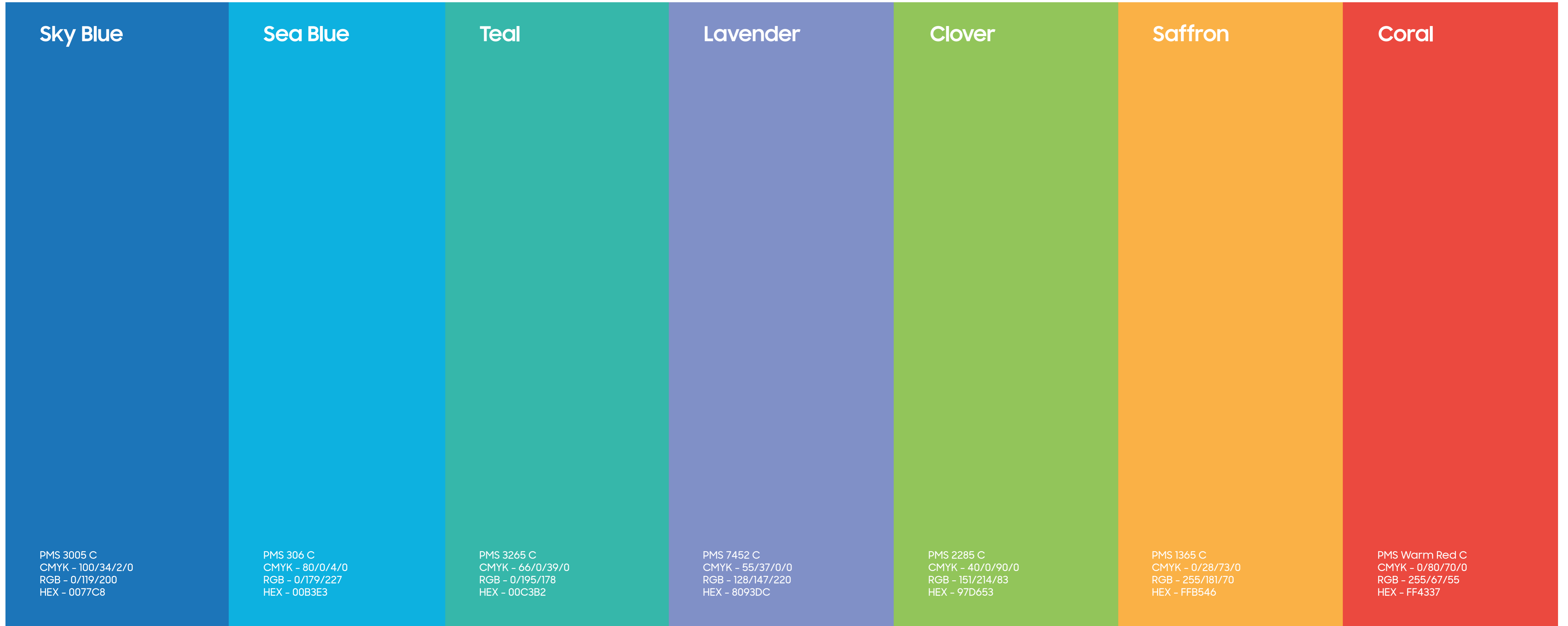


CMYK - 0/0/0/100
RGB - 0/0/0
HEX - 000000

CMYK - 0/0/0/0
RGB - 255/255/255
HEX - FFFFFFFF

Brand Color Palette

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



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!?.***

Samsung Sharp Sans

- ① Samsung Sharp Sans is a proprietary typeface used for headlines and taglines.
- ② Use the bold weight for headlines.
- ③ Use the medium weight for subheadlines and body copy.
- ④ Use SamsungOne when Samsung Sharp Sans is not available.

SamsungOne

- ① SamsungOne is a typeface used for digital environment, package design, GUI and legal.
- ② **Specifications**
 - 400 and 700 weights are used in most cases.
 - 400C is used for legal copy.
 - Italics are available but should be used only when listing movies and book titles.

Typography

Headlines are set in Samsung Sharp Sans Bold.

- Use auto leading or tighter leading when headlines look too open.
- Tracking is set at 10 point in headlines.
- For digital environments (i.e., dotcom, digital banners, etc.) Samsung Sharp Sans Medium is allowed for usage.

Subheads and body copy that require emphasis are set in Samsung Sharp Sans Medium.

- Use auto leading with no tracking.

Body copy is set in Samsung Sharp Sans Medium. Ideal body copy is brief and concise—two to four sentences in length.

- Use auto leading with no tracking.
- SamsungOne can be used only in body copy in digital environment (dotcom, GUI, CDM, etc.) and text-heavy collaterals where text legibility is highly required.

Legal copy is set in SamsungOne 400C no larger than 10 points.

- Use leading of +1 point with -5 tracking.

Note: Use metric settings for fonts, not optical.

SAMSUNG

**Folded it's a phone.
Unfolded it's a tablet.
Have the best of both worlds.**

Headlines
Samsung Sharp Sans Bold
Tracking 10

A device unlike any other. Galaxy Z Fold2 5G doesn't just define a new category, it defies all categories.

Subheads
Samsung Sharp Sans Medium

Galaxy Z Fold2 5G is the revolutionary mobile experience you've been waiting for. With a balanced, portable design and on-demand expansive viewing, Galaxy Z Fold2 5G brings seamless interactivity, enhanced hypertasking, and a transformative camera experience.

Body Copy
Samsung Sharp Sans Medium
By using a limited word count, copy can feel bold yet playful.

Typography

Key visual

Headlines / subheads
Samsung Sharp Sans
Bold/Medium

Body Copy
Samsung Sharp Sans Medium

SAMSUNG



Change the shape of the future.
An expansive smartphone experience with a groundbreaking new foldable glass display, high definition camera and Hideaway Hinge to capture your life from every angle.

A Galaxy to flip for
Samsung Galaxy Z Flip is an expansive new smartphone experience with completely reimagined compact engineering and revolutionary folding glass technology in your pocket.

A tailored experience
A sleek new form calls for a sleek new experience. With Flex Mode, App Continuity, and Multi Active Window, Galaxy Z Flip's UX provides elegant new ways to capture, share and experience content.

Transform the way you capture
Galaxy Z Flip's breakthrough camera that lets you shoot, stream and connect hands-free from new angles. With amped up night shots, high-definition 4K video capture and wide-angle perspectives, you can share your world whenever and wherever you are.

Power-packed
Galaxy Z Flip's powerful Snapdragon 855+ processor, slim but mighty 3,300 mAh battery, 8G of RAM and 256GB of storage give you the speed and deftness you need in a compact form.

Galaxy Z Flip

Typography

A consistent brand visual identity can be created by the precise use of typeface.

Headline

- Use auto leading or tighter leading when headlines look too open.
- Tracking is set at 10 pt in headlines.
- A single product line is recommended for the consistent bold look of Samsung.

Subheadline

Use auto leading with no tracking.

Body Copy

- Use auto leading with no tracking.
- When referencing book, movie or album titles, newspaper or magazine names, use Samsung Sharp Sans Regular in false italic style (skew 15%).

Legal Copy

- No larger than 10 points.
- Use leading of +1 point of existing type size with -5 tracking.

Galaxy Watch

Headlines

Samsung Sharp Sans Bold

Get actionable insights to reach your fitness goals and LTE-connectivity in one watch.

Subheads

Samsung Sharp Sans Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body Copy

Samsung Sharp Sans Medium

© Copyright by Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip

Legal Copy

SamsungOne 400C

Typography

Unless there is a specific creative purpose, follow the below type size principle for consistent brand visual identity.

Headline

150% of S-height

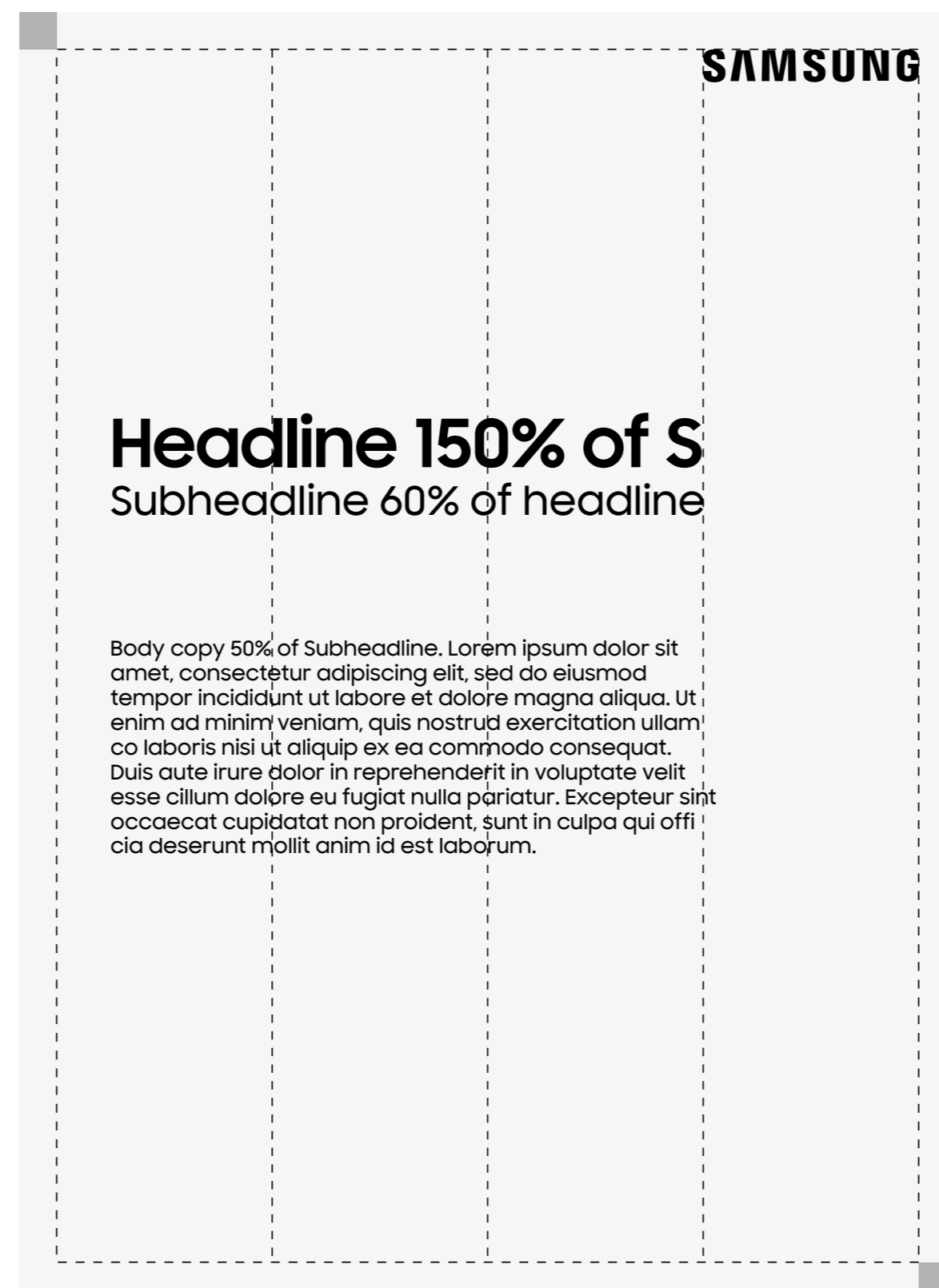
Subheadline

60% of cap height of headline

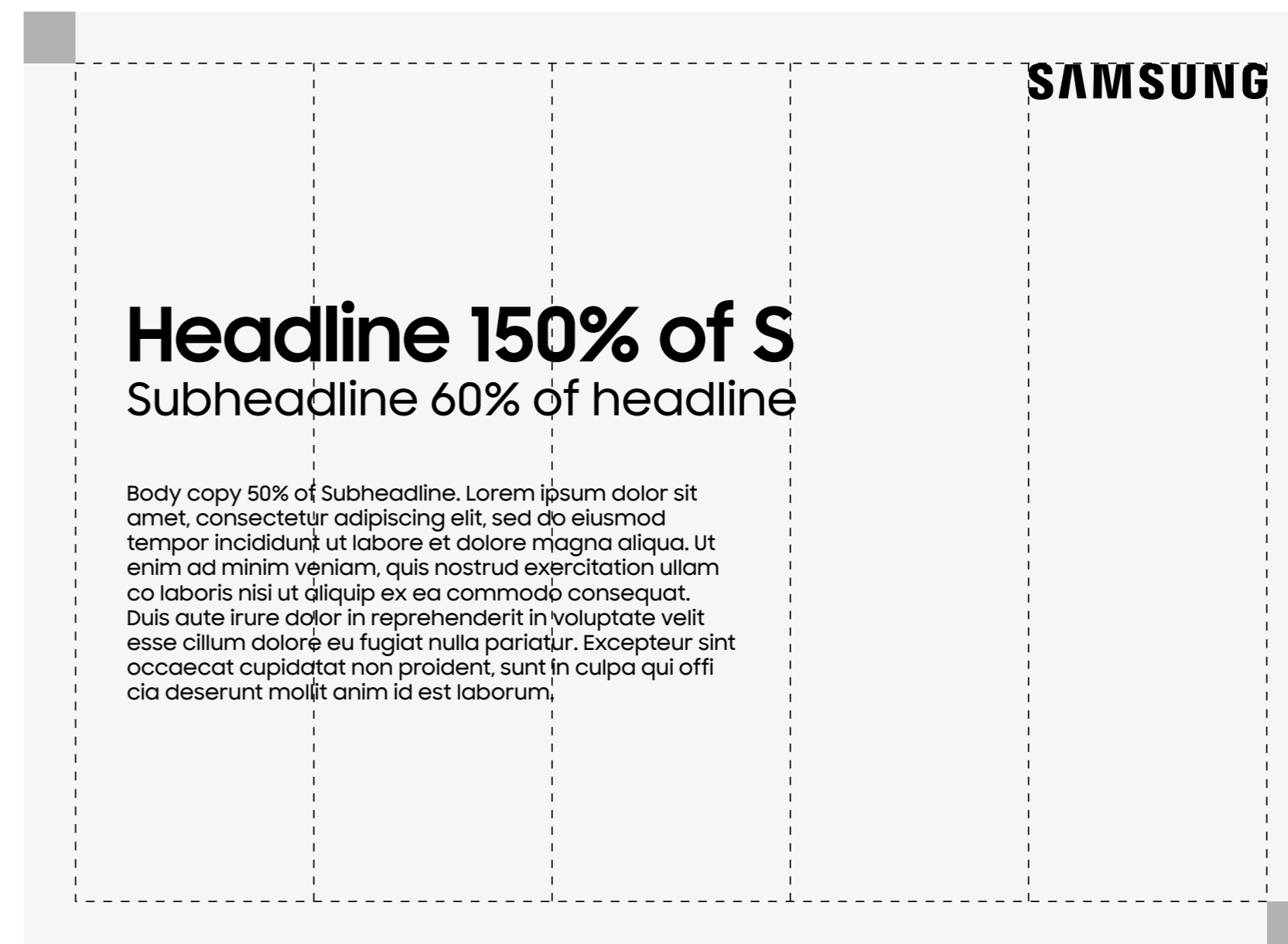
Body Copy

50% of cap height of subheadline

Vertical



Horizontal



Writing Style

Writing the brand name

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

Find your Samsung refrigerator.

Sentence case

Use sentence case in headlines, subheadlines, copy and calls to action.

Switching to Galaxy couldn't be easier.

Ampersands

Ampersands can be used only in headlines; however, they are not preferred.

Simple & designed

Periods

If it's a full sentence, use a period.

Now there are two ways to wash and dry.

If it's not a full sentence, don't use one.

Two ways to wash and dry

Periods are not used in product lines.

Do bigger things

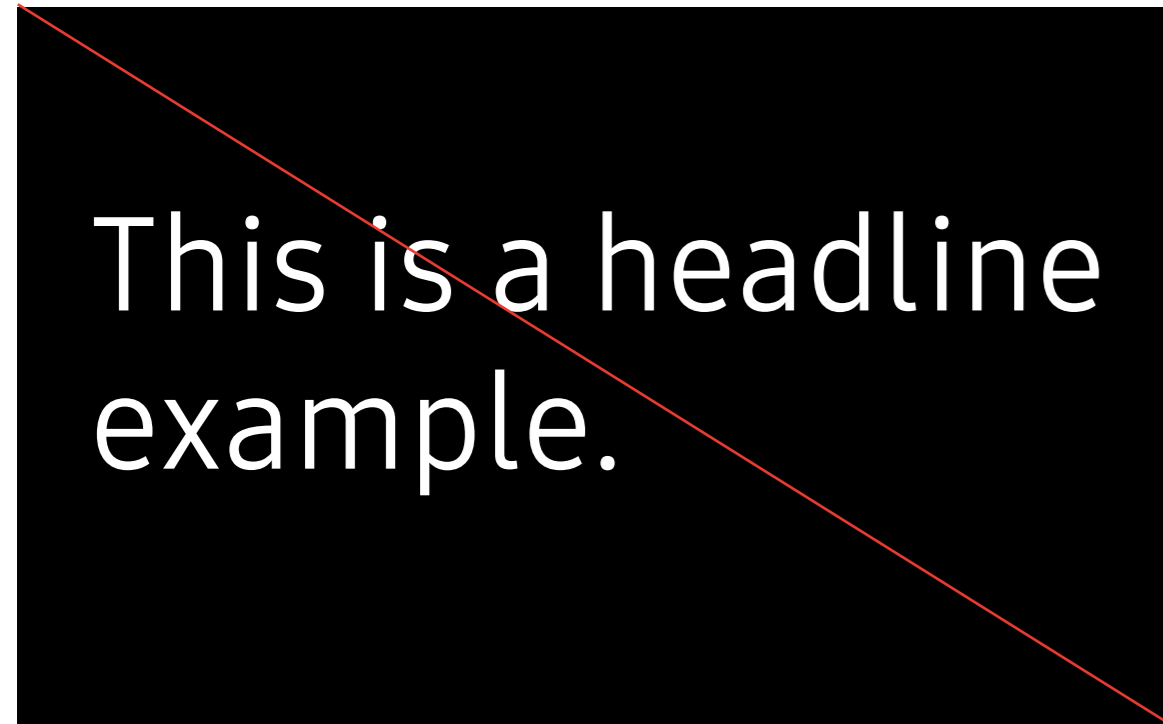
Commas

Serial commas are not used in copy writing.

With the Family Hub, they can play their favorite music, listen to live radio apps, mirror a Samsung TV and more.

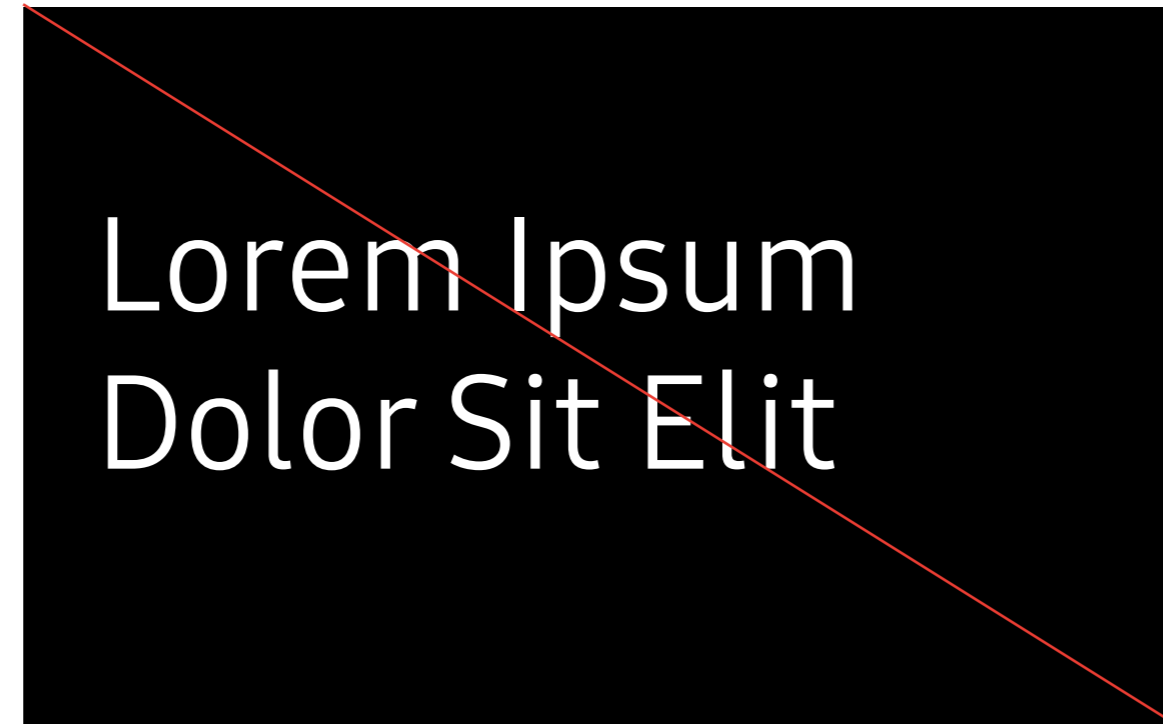
Do Nots

X



Do not use SamsungOne for headlines.

X



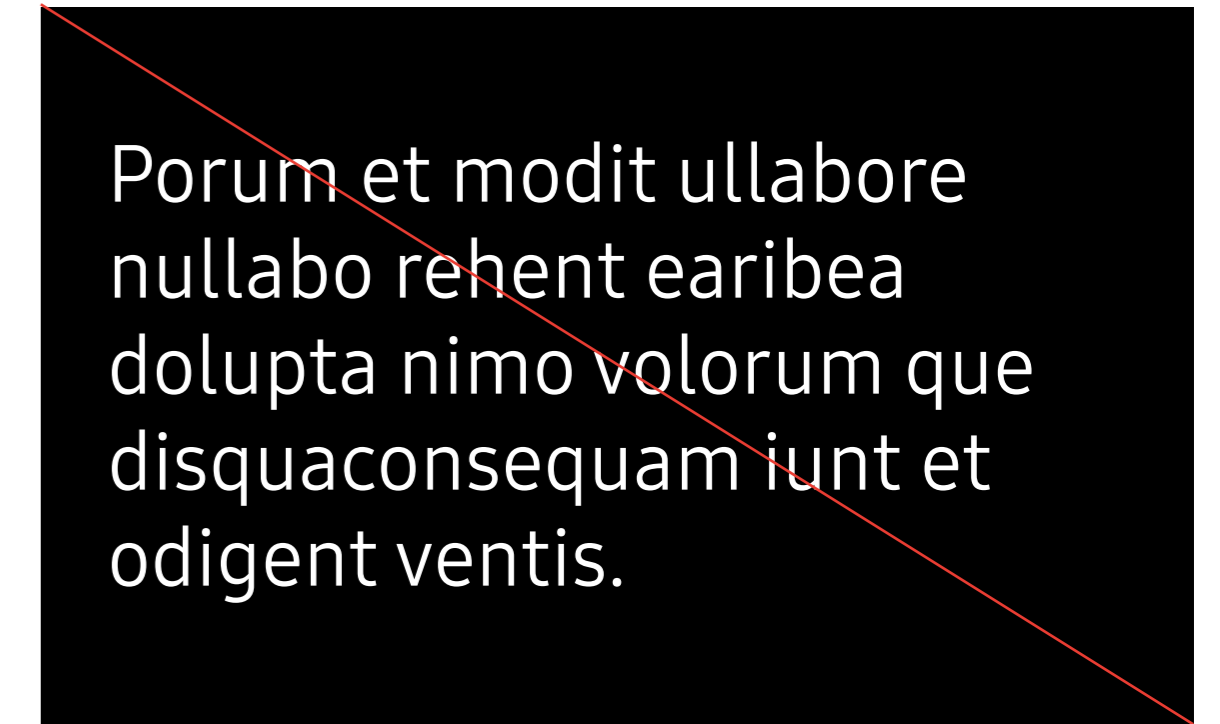
Do not use title case.

X



Do not overly track out type.

X



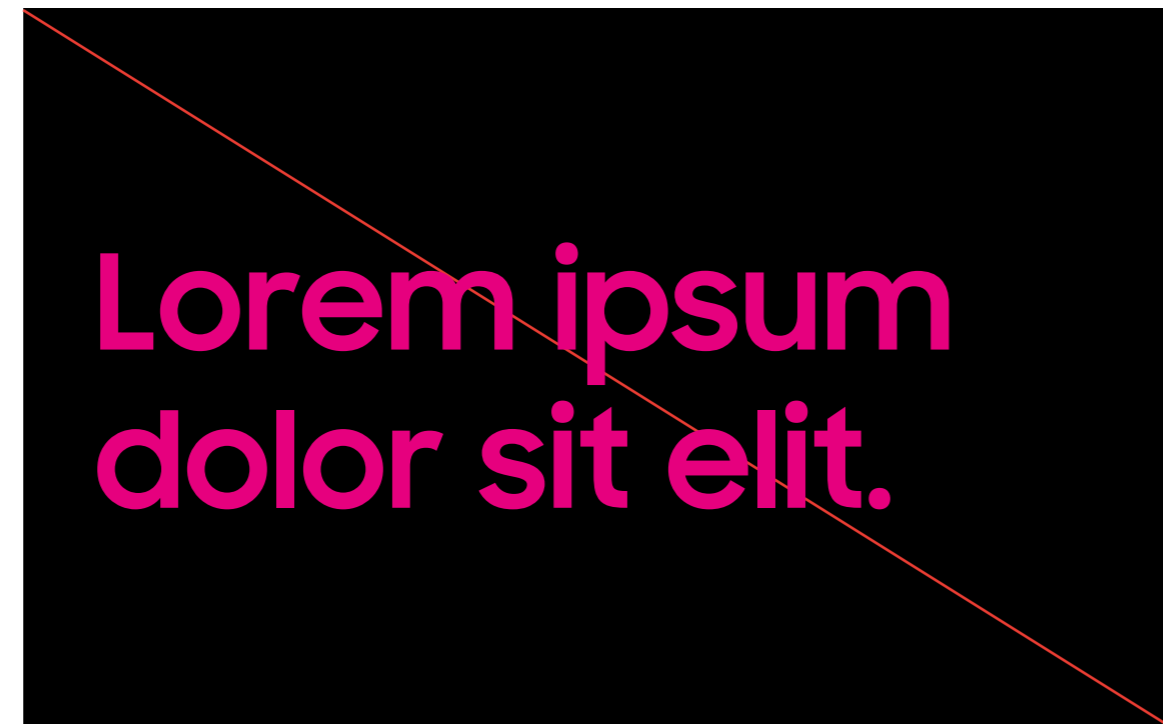
Do not use SamsungOne for detailed body copy.

X



Do not accent any type with color.

X



Do not use colored copy.

X



Do not use type with gradients.

X



Do not put periods in headlines that are not complete sentences

Grid System

The grid system provides a guide for placement and size of the lettermark for consistent layouts.

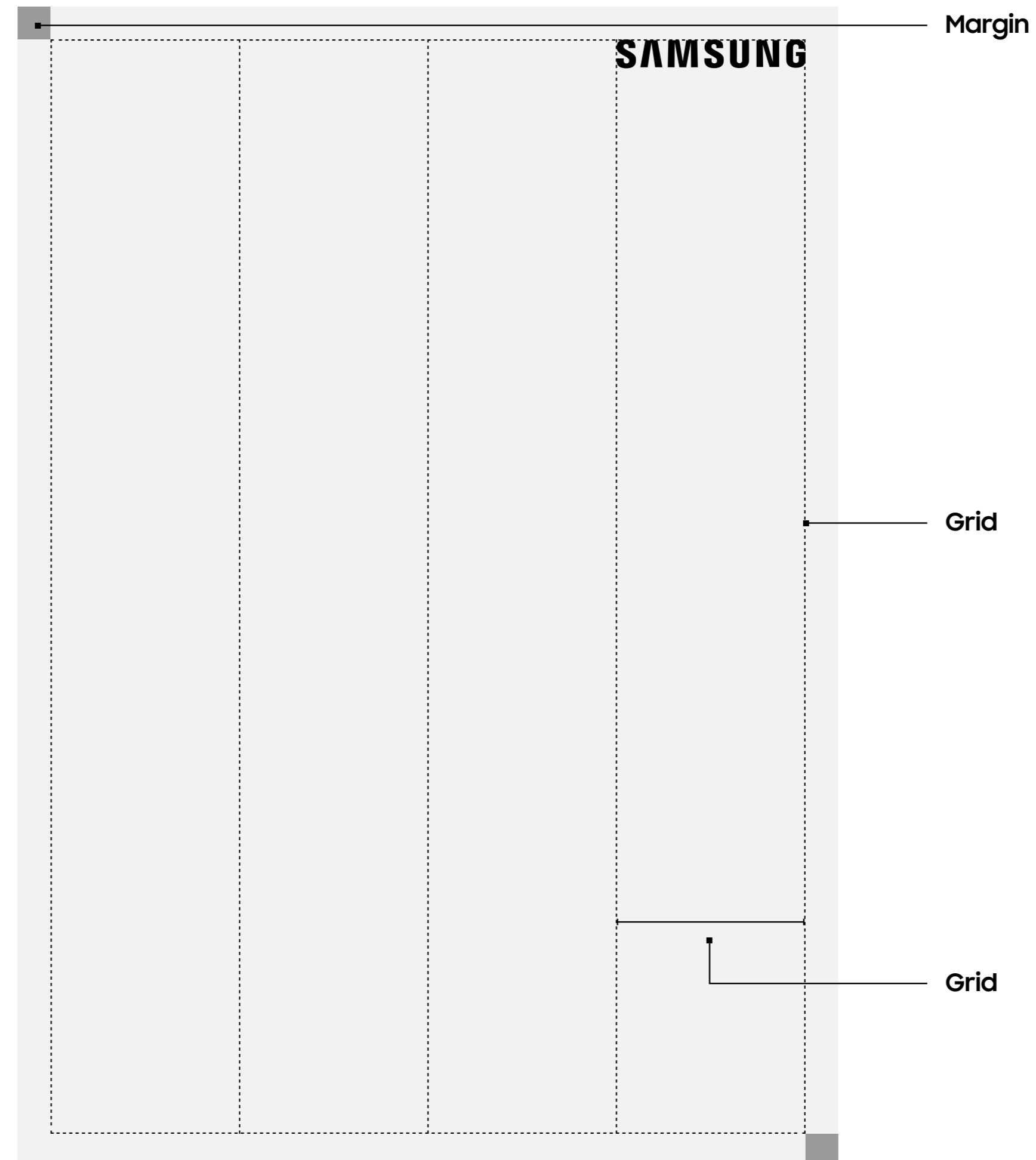
In order to determine the lettermark size and placement, margin and grid must be created first.

Once the margin is determined, the lettermark size is equal to one column width.

You can choose the number of columns that suits the best logo size. Our recommendations for print advertising and digital banners are introduced in this section.

Layout orientation	# of columns
Vertical	4 to 6
*Extreme vertical	1 to 2
Horizontal	5 to 8
*Extreme horizontal	6 to 10
Square	3 to 4

*Extreme cases are when ratio between the width and height exceeds a 1:3 ratio.



Grid System (continued)

- 1 Margin**
Margin is 3 to 5% of the layout width and are equal on all sides (Extreme layout cases use margins between 2 to 8% of the layout width).
- 2 Grid**
Every layout uses a grid for sizing lettermark and placing elements.
- 3 Columns**
The area inside the margin is divided equally into columns. The number of columns will affect the size of the lettermark.
- 4 Lettermark**
The lettermark size is the width of one column.



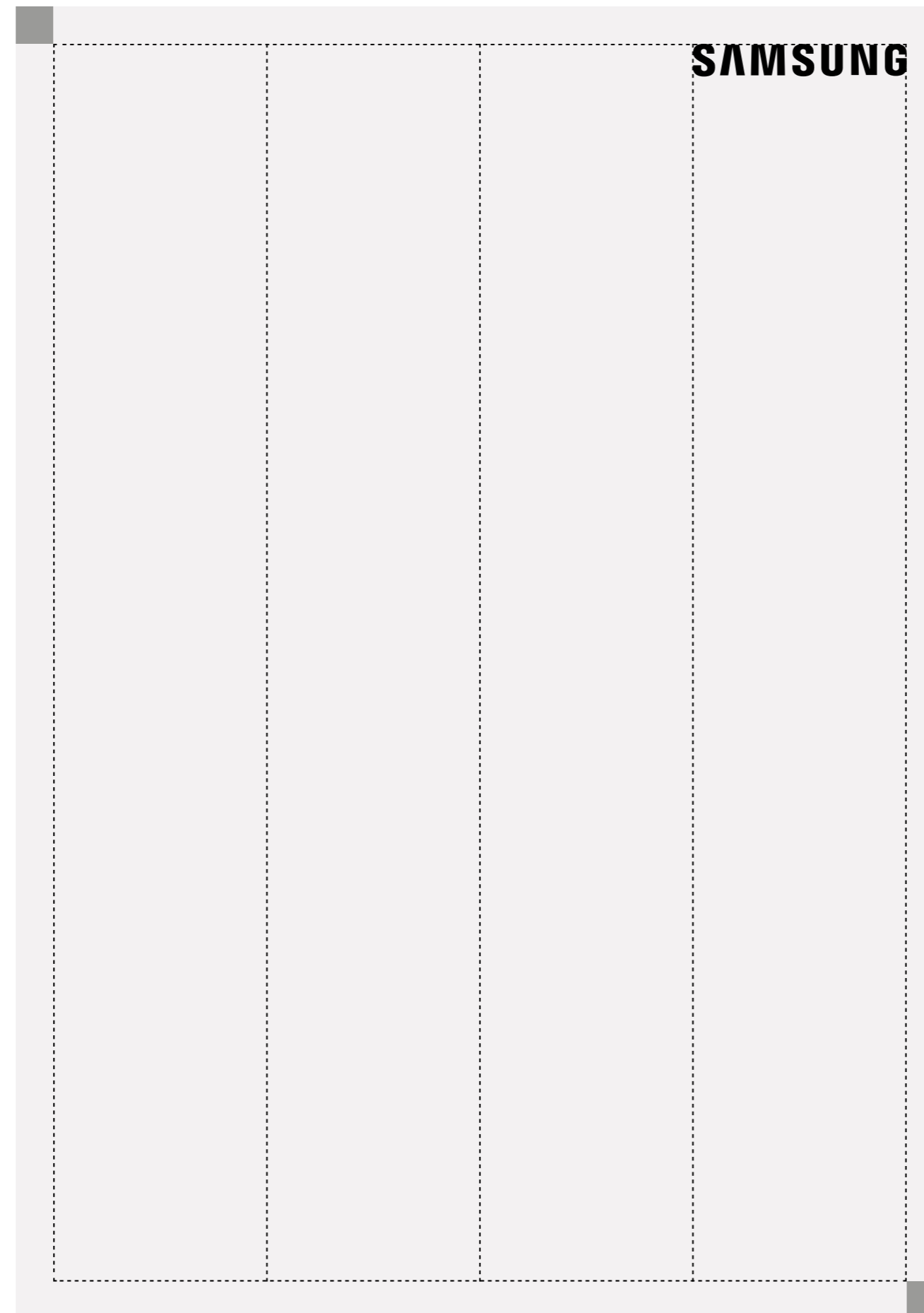
Lettermark Placement

Legibility is the most important factor to decide where to place the lettermark in the layout.

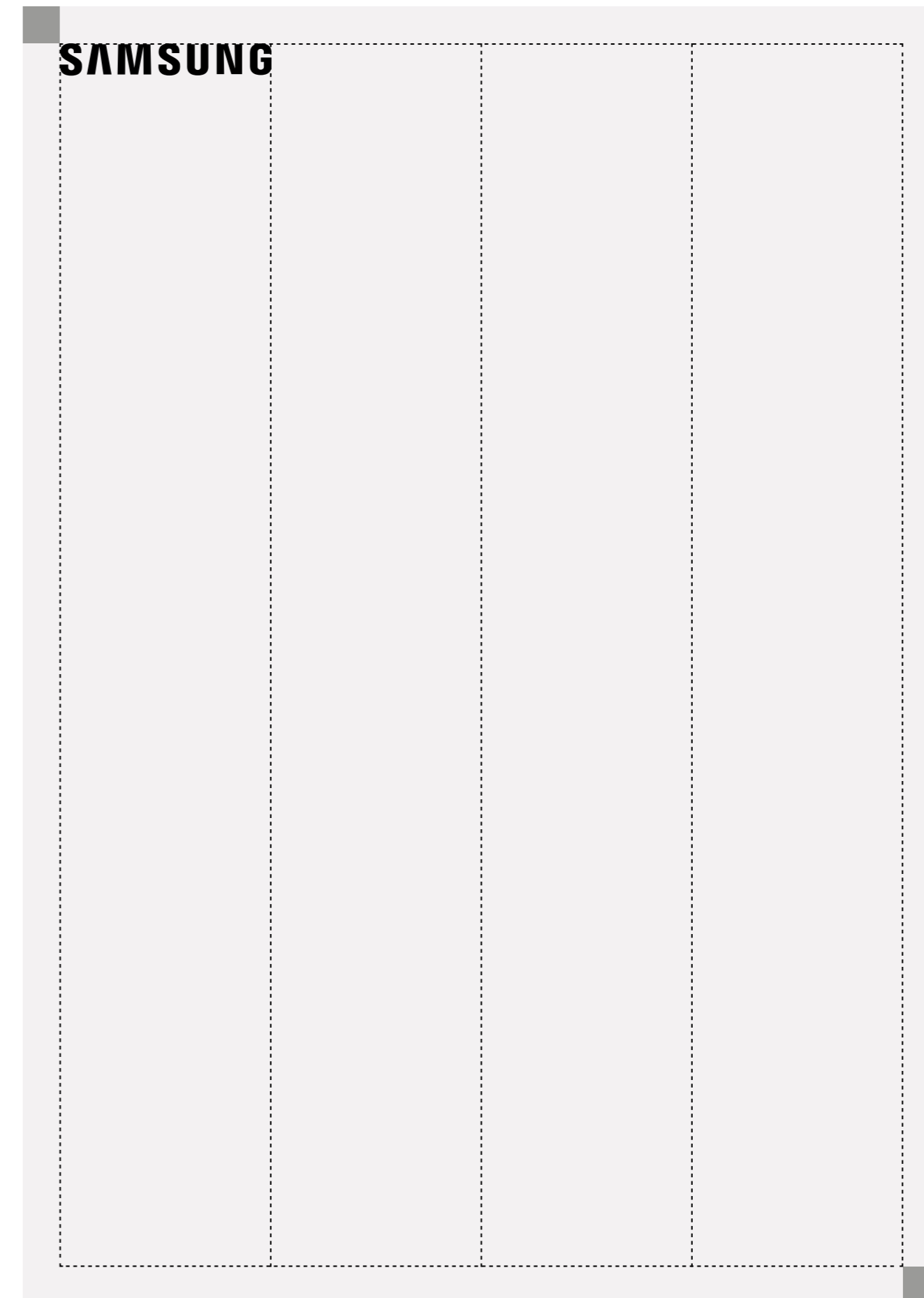
The recommended placement of the lettermark is the upper top corners.

Do not place the lettermark on any of the bottom corners.

Option 1



Option 2



Product Logo Placement

1. Within creative area

Place the product logo within the creative area.

When the product logo is used as the headline, the height of the product logo may vary from 120 to 200% of the lettermark height according to the length of the product logo.

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



Product logo height:
120 to 200% of the lettermark s-height.

s-height **SAMSUNG**

Product Logo Placement

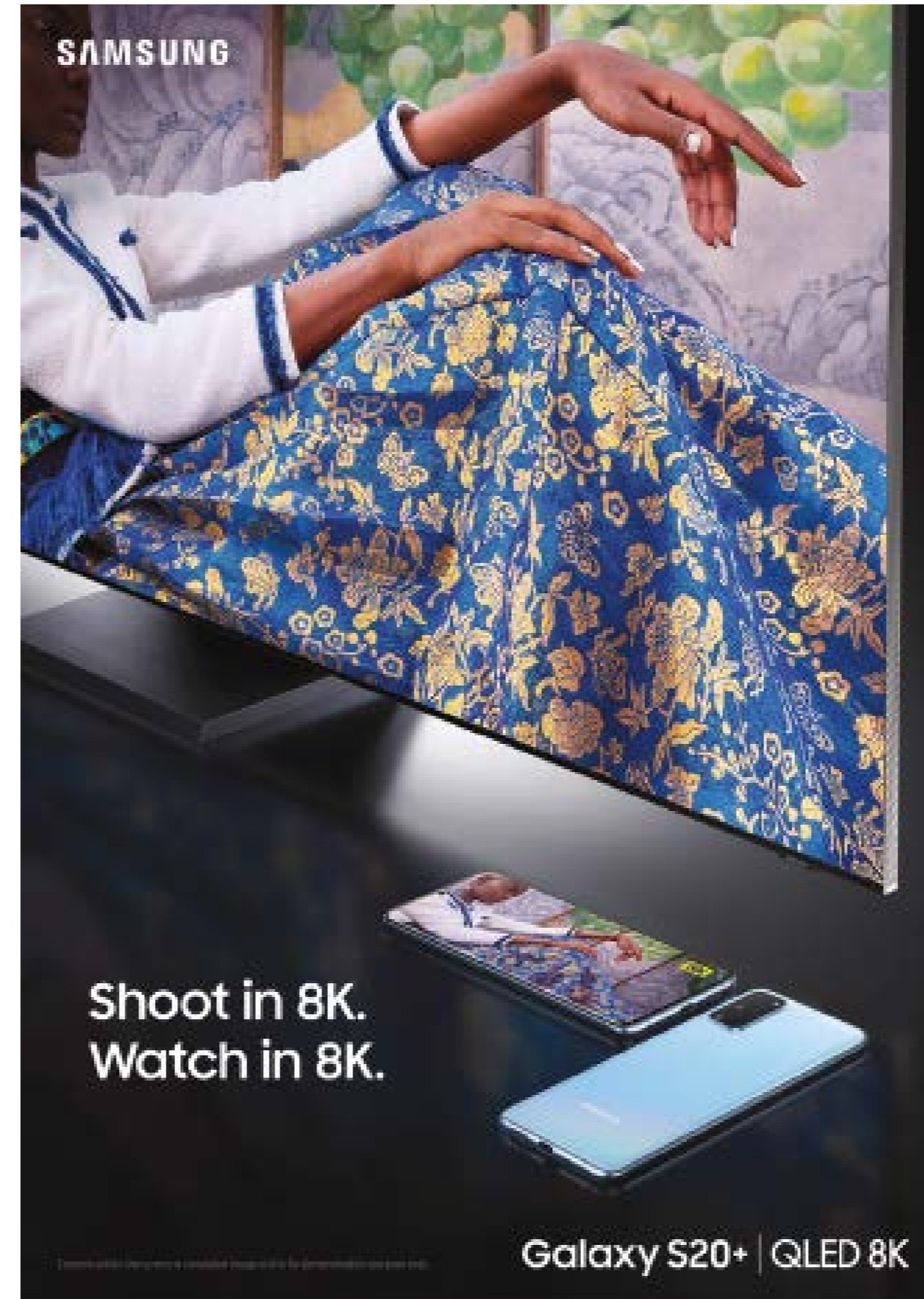
2. In bottom corners

Place the product logo in the bottom corners if necessary.

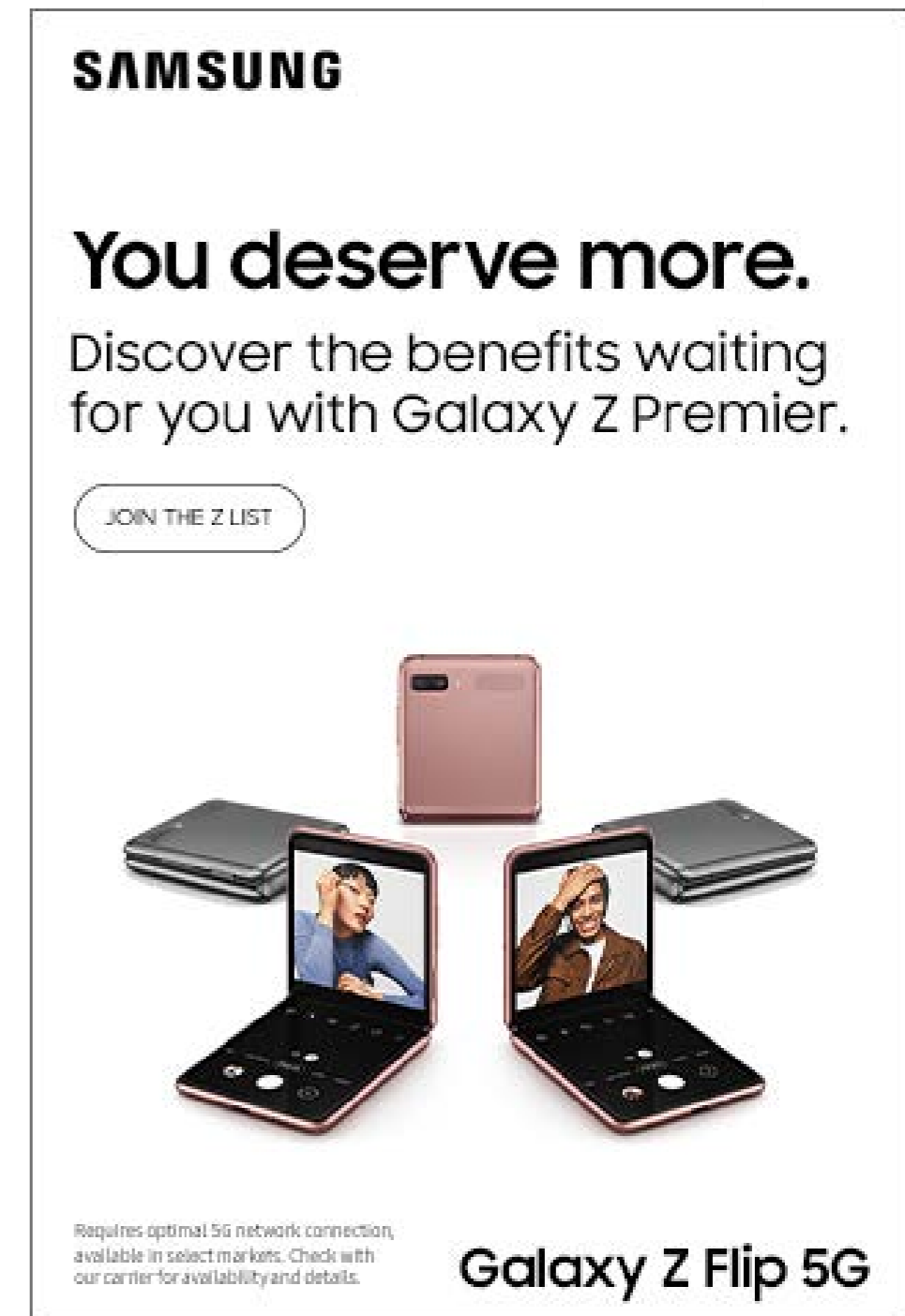
The height of the product logo may vary from 100 to 150% of the lettermark height according to the length of the product logo.

Do not place the product logo in any top corners of the layout.

Do not place the product logo over the product image itself



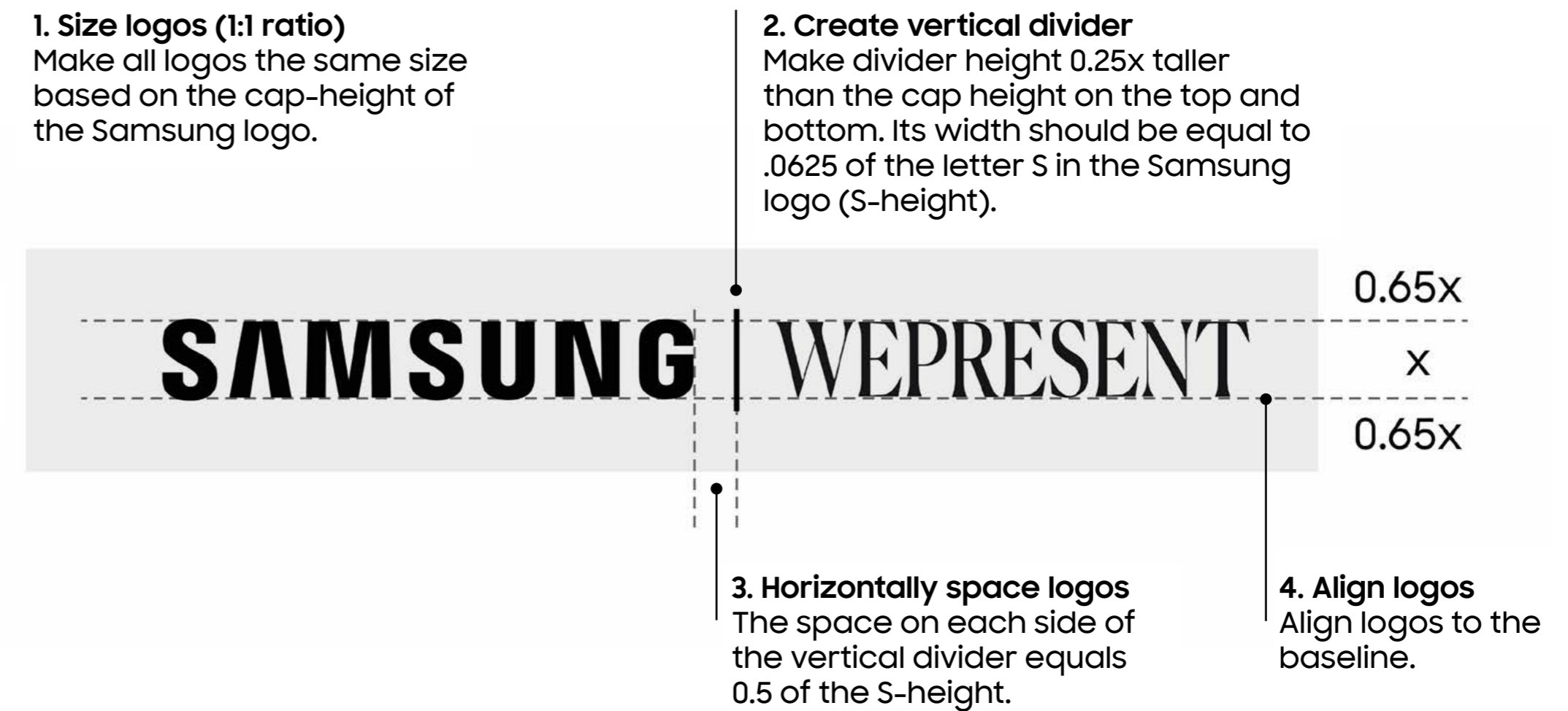
Product logo height:
100 to 150% of the lettermark s-height.



Partnership Guidelines

A partnership is usually a sponsorship or an endorsement of an event with another company or organization.

1. **Horizontal** partner logo lockup is preferred.



Partnership Guidelines

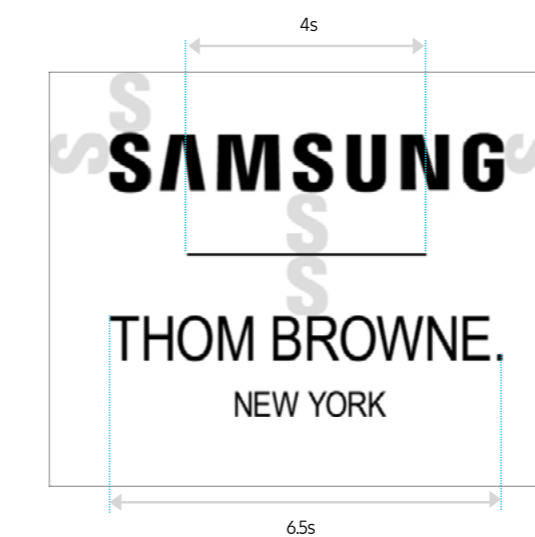
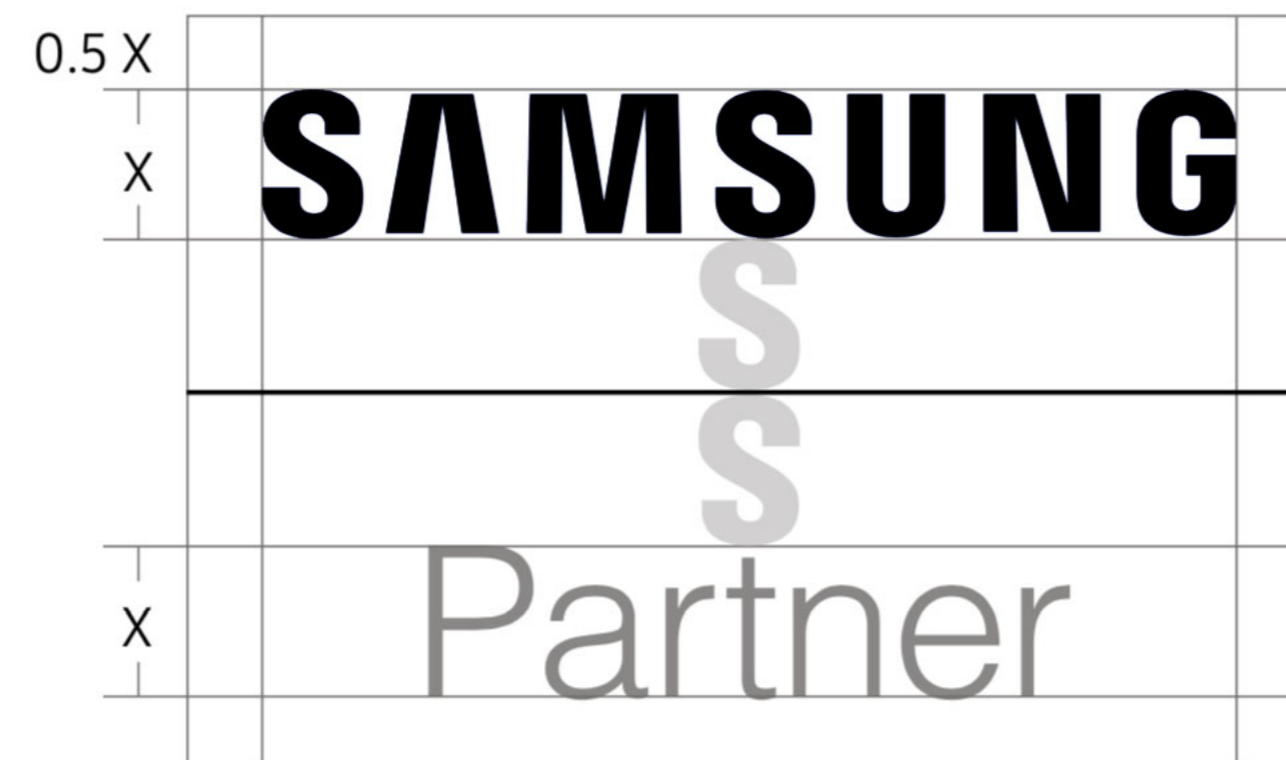
1. When baseline alignment is not possible, please center.

2. Vertical is only acceptable when horizontal cannot be used.

Horizontal



Vertical



Partnership Guidelines

Adding the mobile brand name "Galaxy" to the Samsung logo.

Black



White



Brand Dominance

Brand Dominance

Brand dominance means one partner will have a clear visual lead in executions, often using their identity/brand system in a dominant manner.

Expressing brand dominance is simple and can be achieved by the following:

1. Placing the emphasized brand in the most visible and valuable space.
2. When partner logos are shown in close proximity to each other in a brand-neutral environment, the Samsung lettermark will be placed on the top left corner.
3. When partner logos are shown in close proximity to each other in a partner-led environment, defer to the partner brand guidelines.



Product KVs and basic product images are used in all co-branding touchpoints.



Samsung-led

Layouts that use Samsung branding and KVs with a partner logo for sign-off

Partner-led

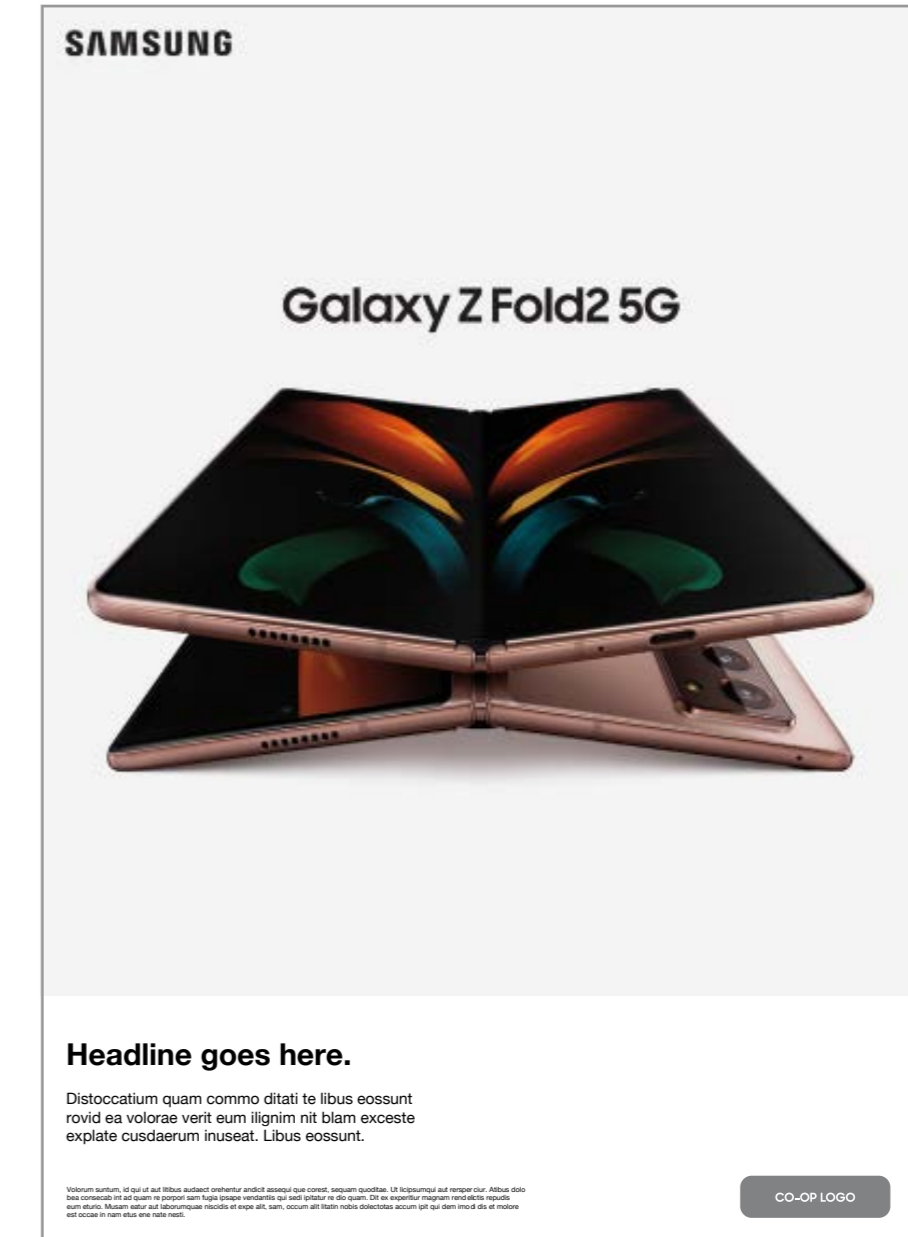
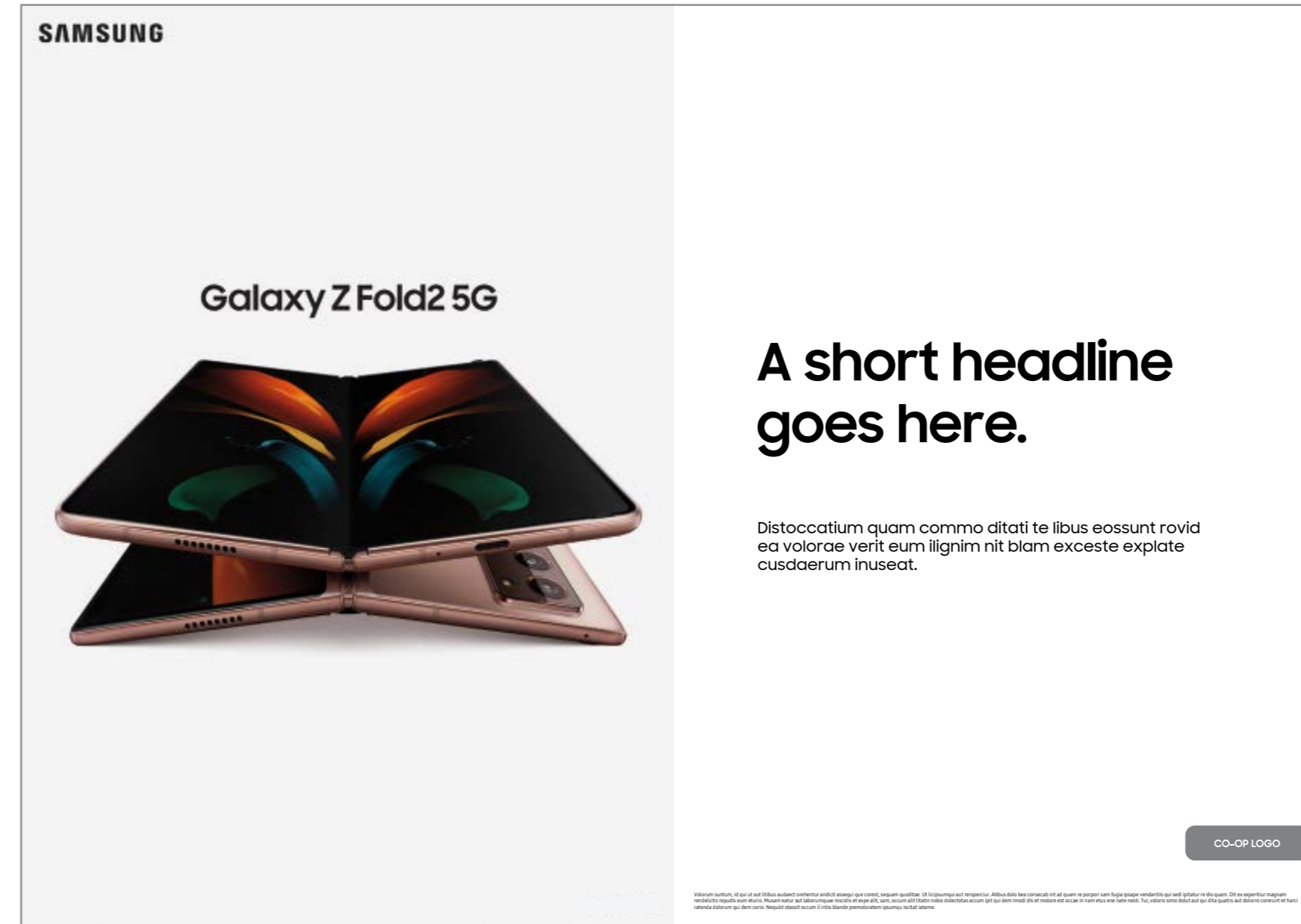
Layouts that are partner branded with basic product images and product lock-ups

Samsung-led

Samsung-led

Samsung-led layouts are established when Samsung most heavily influences the communication experience. This is when Samsung is driving the customer experience or if our resources are most depended upon. Samsung-led experiences rely heavily on the Samsung visual system for look and feel.

These examples demonstrate conceptually how Samsung-led co-branded communications should appear in common marketing vehicles.



Samsung-led layouts

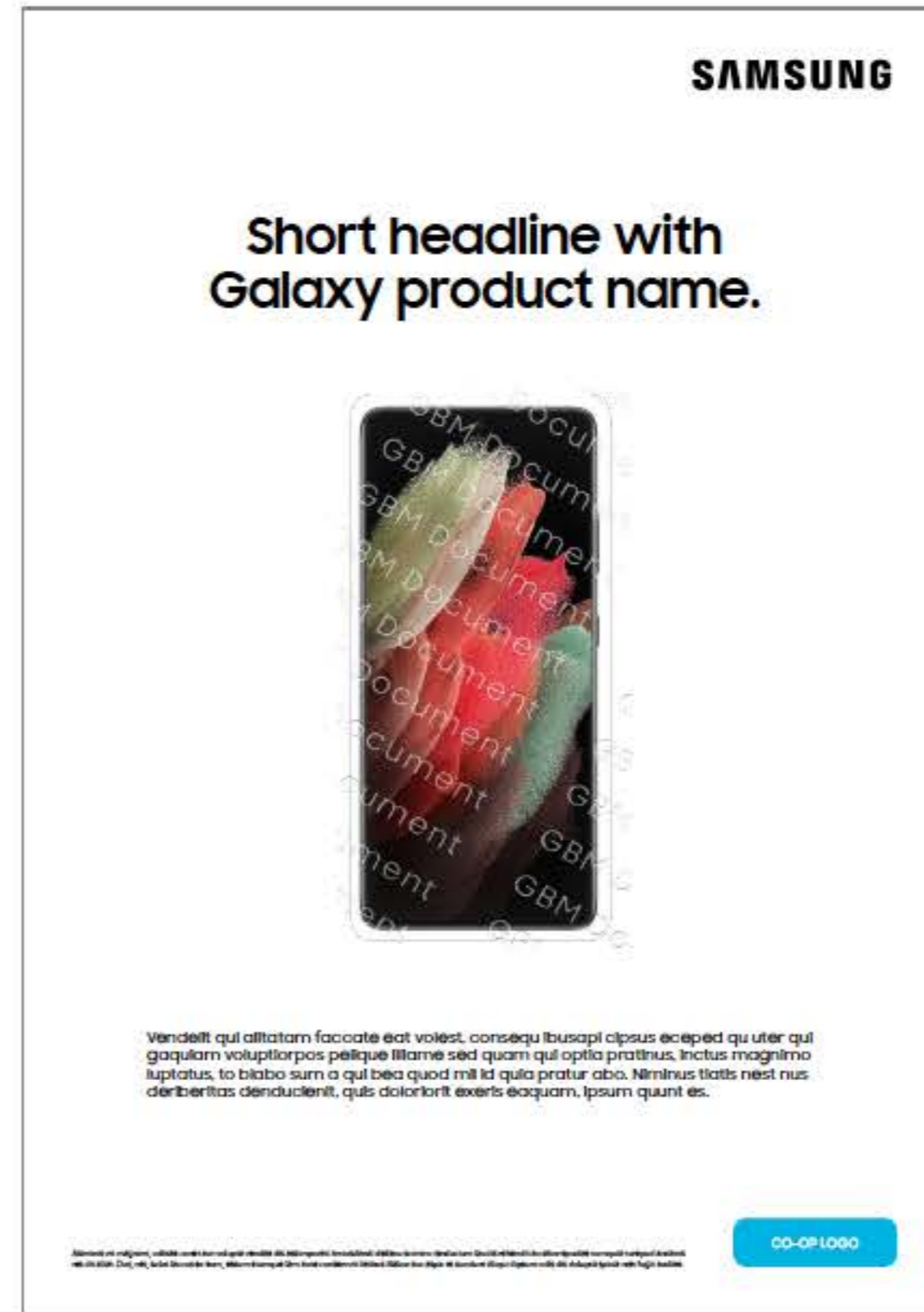
Layout using KV artwork



Samsung branding

Partner logo

Layout using basic product image



OLA Examples

Note that the Samsung visual identity takes the lead, and the partner or carrier logo is placed in a visually subordinate position.

1. Samsung visual identity system is used.

2. Top corners of the creative are dedicated for the Samsung lettermark only. Place partner or carrier logos within the creative area or in the bottom corners.

3. The Samsung lettermark and partner or carrier logo are equal in height. The height of the partner or carrier logo and first "S" in the lettermark use a 1:1 ratio.

4. **Do not** lock-up the Samsung logo with any other partner or carrier logo.

SAMSUNG

Get a Samsung Galaxy A51 5G smartphone for \$5/mo.*

➔

AT&T

*When you buy an eligible installment plan with AT&T unlimited wireless line. \$5/mo before discount. Terms and conditions apply.

SAMSUNG

Get \$200 off when you buy Galaxy Book S.

BUY NOW

Discount on 16" version only. \$200 (MSRP \$1,499.99) off MSRP (\$1,299.99) on Galaxy Book S. Offer valid on select models. Offer expires 3/31/22. See website for details. Terms and conditions apply.

SAMSUNG

The new Galaxy S20 FE 5G
Free with trade-in

AT&T

AT&T may temporarily slow data speeds if the network is busy. 5G req'd compatible plan. 5G may not be in your area. For coverage details, see att.com

LEARN MORE

SAMSUNG

Bring fun on the go with Xbox Game Pass Ultimate on your phone.

XBOX GAME PASS

BUY NOW

Galaxy Note20 Ultra 5G

With qualifying purchase, Bundle includes controller and first 3 months of Xbox Game Pass Ultimate (beta) free. After 3 months, you will automatically be charged the then-current regular monthly price (\$14.99/mo) unless you cancel in Microsoft account. Payment instrument required. Not valid for existing or previous Xbox Game Pass Ultimate members. Streaming limits apply to game streaming (beta). Full T&C at https://promos.samsung.com/terms/. Requires sufficient network speed. Offer expires March 2, 2022.

SAMSUNG

Upgrade to Galaxy A71 5G UW
Receive a \$200 Visa® prepaid card

Starting at \$599⁹⁹

xfinitymobile

Restrictions apply. Not available in all areas.

SAMSUNG

Learn how to get up to \$700 off a Galaxy Z Flip 5G when you trade in.*

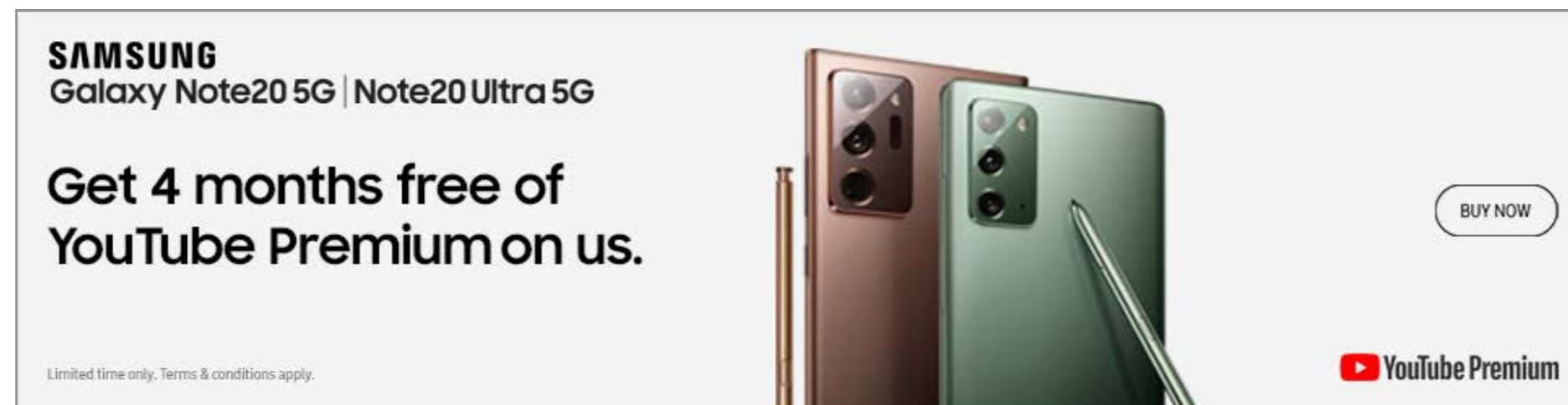
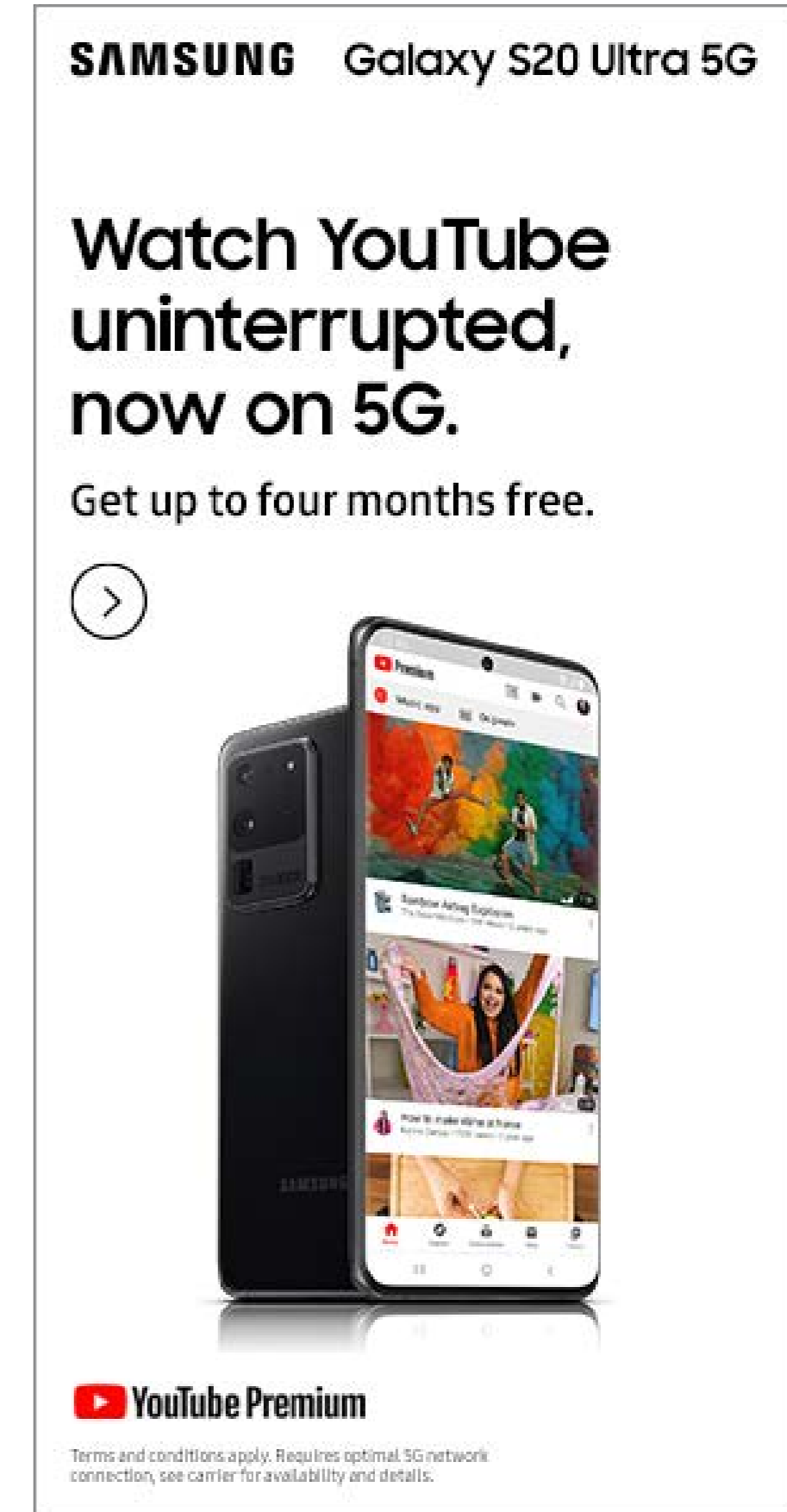
GIFT NOW

AT&T

*Terms and conditions apply. See website for details. AT&T may temporarily slow data speeds if the network is busy. 5G req'd compatible plan. 5G may not be in your area. For coverage details see att.com/5Gforyou

Product Logo Placement Exception

In some instances, the product logo will not be able to be placed within the creative or bottom corners due to partner or carrier logos and legal. In this case, it's permissible to place the product logo in top right corner or under the lettermark.



OLA Do Nots

Do Nots:

1. **Do not** place legal within the headline copy. Headlines are reserved for succinct creative messaging.
2. **Do not** place carrier or partner logos in the top corners. This space is reserved for our lettermark.
3. Partner or carrier logos should be equivalent in sizes in comparison to our lettermark and not over dominate the space.
4. Legal should not occupy so much space that partner or carrier logos do not have a place to live.

The image displays four examples of Samsung advertisements that violate the 'OLA Do Nots' guidelines, each marked with a red 'X':

- Example 1 (Top Left):** A Verizon advertisement for the Samsung Galaxy A71 5G UW. The headline 'Get Samsung A71 5G UW for \$20/mo. when you add a line. With select Unlimited.' is too long and includes legal text. The Verizon logo is in the top left corner, and the Samsung logo is in the top right corner.
- Example 2 (Top Middle):** A Samsung advertisement for the Galaxy Book Flex laptop. The headline 'QLED brilliance in a powerful 2-in-1 PC' is too long. The Samsung logo is in the top left, and the Intel logo is in the bottom left.
- Example 3 (Top Right):** A Samsung advertisement for the Galaxy A51 5G smartphone. The headline 'Get a Samsung Galaxy A51 5G smartphone for \$5/mo.*' is too long. The Samsung logo is in the top left, and the AT&T logo is in the bottom left.
- Example 4 (Bottom Right):** A Netflix advertisement for 'The Umbrella Academy 2'. The headline 'A drop just for you to view.' is too long. The Samsung logo is in the top left, and the Netflix logo is in the top right.

Print Examples

Samsung-led layouts use a generous amount of space that is dedicated to KV imagery. Minimal messaging and plenty of negative space reinforce the premium feel for the brand.

Lettermark
 - Size the lettermark to the width of one grid column.

Product logo
 - Size the product logo so the "G" in Galaxy is 140% of the height of the first "S" in the lettermark.
 - Place the product logo in the main creative area.

Grid
 Build a layout grid.

KV image
 - Use 2P KV artwork.
 - Scale the KV to fit the new layout (refer to the Adapting KVs section or guidance).

Headline and Body copy
 - Use partner brand typefaces.
 - Use ~20 words for body copy.

Legal copy
 - 100 words

SAMSUNG

Galaxy Z Fold2 5G

Headline goes here.

Distoccatium quam commo ditati te libus eossunt rovid ea volorae verit eum ilignim nit blam exceste explate cusdaerum inuseat. Libus eossunt.

CO-OP LOGO

Vokorum suntum, id qui ut aut lribus audaect orehentur andicit assequi que corest, sequam quoditae. Uj kopsimumqui aut respersur, Alibus dolo bea consecab int ad quam re porport sam fugia inape vendentis qui sedi piltatur re dio quam, Di ex experbur magnam rendidole repudis eum etuno. Musam eatur aut laborumque niscidis et expe all, sam, occum allitatin nobis dolectotas accum pit qui dem modi dis et mdore est occae in nam litus.ene.ratte.nesti.

This area is reserved for provided KV artwork only. It is 4/5 of the entire layout height.

Note:
 Keep all messaging copy short and simple. Follow typography rules.

This content unit is flexible and allows for customized co-op copy set using the partner's brand fonts and typography rules. It is 1/5 of the entire layout height.

Partner logos
 Place in the bottom corner, sized no more than one column wide.

Print Examples

Lettermark

- Size the lettermark to the width of one grid column.

Product logo

- Size the product logo so the "G" in Galaxy is 140% of the height of the first "S" in the lettermark.
- Place the product logo in the main creative area.

KV image

- Use 2P KV artwork.
- Scale the KV to fit the new layout (refer to the Adapting KVs section or guidance).

Headline and Body copy

- Use partner brand typefaces.
- Use ~20 words for body copy.

Product descriptor copy

- 15 words

Legal copy

- 100 words

This area is reserved for provided KV artwork only.

Grid

Build a layout grid.

Co-op logos

Fit in one column of the grid top-aligned to headline.

Opportunity for offer messaging

Other Samsung product cutouts sit on white.

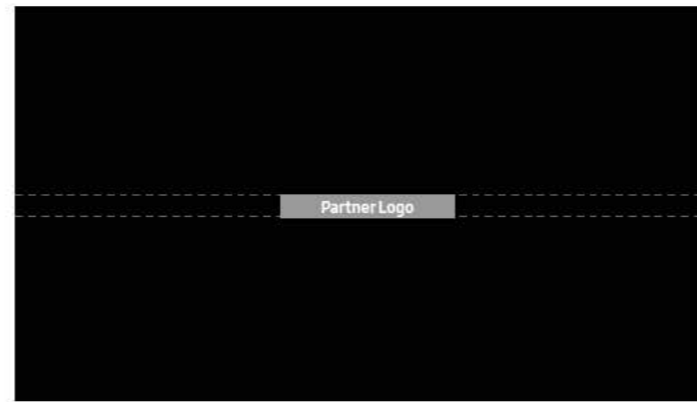
This content unit is flexible and allows for customized co-op copy set using the partner's brand fonts and typography rules.

TVC/OLV

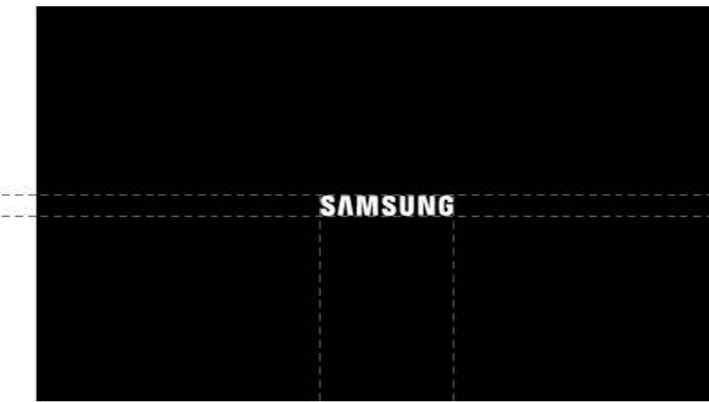
When a partner logo such as a network carrier company logo is displayed individually, use it in sequence as described below.

1. A partner logo should appear before lettermark end tag.
2. A partner logo should be centered vertically and horizontally using a 1:1 cap height ratio to the first letter 'S' of the lettermark.
3. A partner logo appearance is ~1 second long unless partner's regulation guide states otherwise.
4. Lettermark appearance is ~1 second long
5. For TVC, partner or carrier logos should always appear in #FFFFFF white.
- 6A. For OLV, if the spot drives to Samsung.com, then partner or carrier logos must appear in #FFFFFF white.
- 6B. For OLV, if the spot drives to the partner or carrier's site, then the carrier logo may appear in their respective brand color or in #FFFFFF white.

16:9 Ratio - TV/Cinema
Frame 1: Partner logo



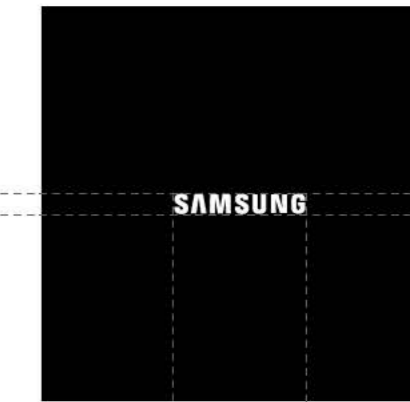
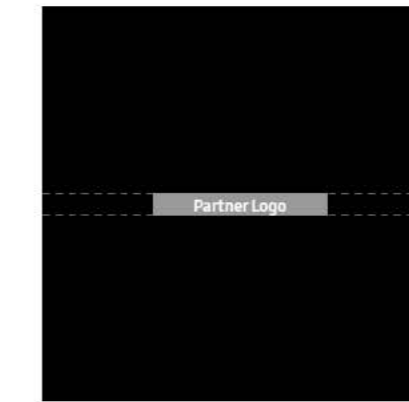
Frame 2: Lettermark



20% of screen width

1:1 Ratio - Digital

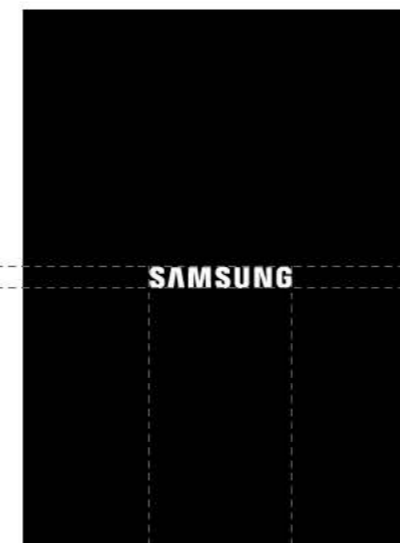
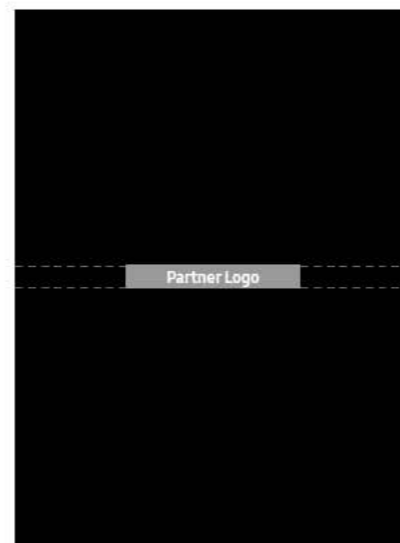
Frame 1: Partner logo Frame 2: Lettermark



33% of screen width

1080 X 1350px - Digital

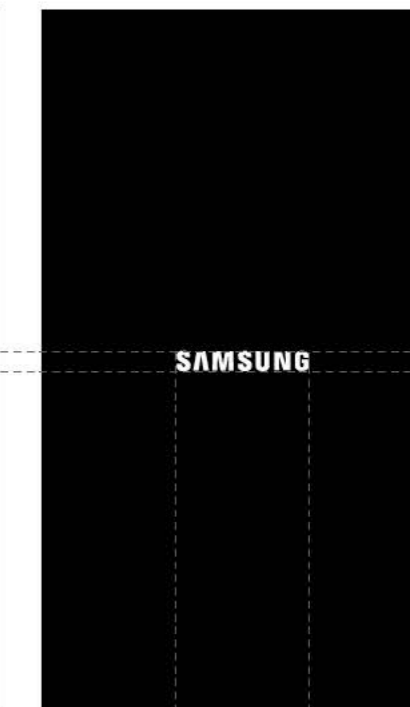
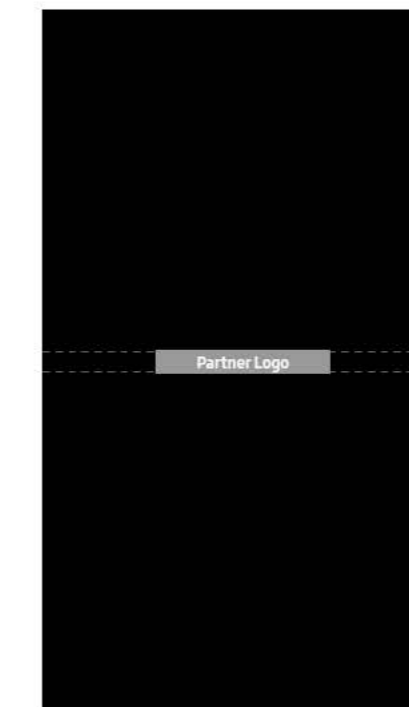
Frame 1: Partner logo Frame 2: Lettermark



33% of screen width

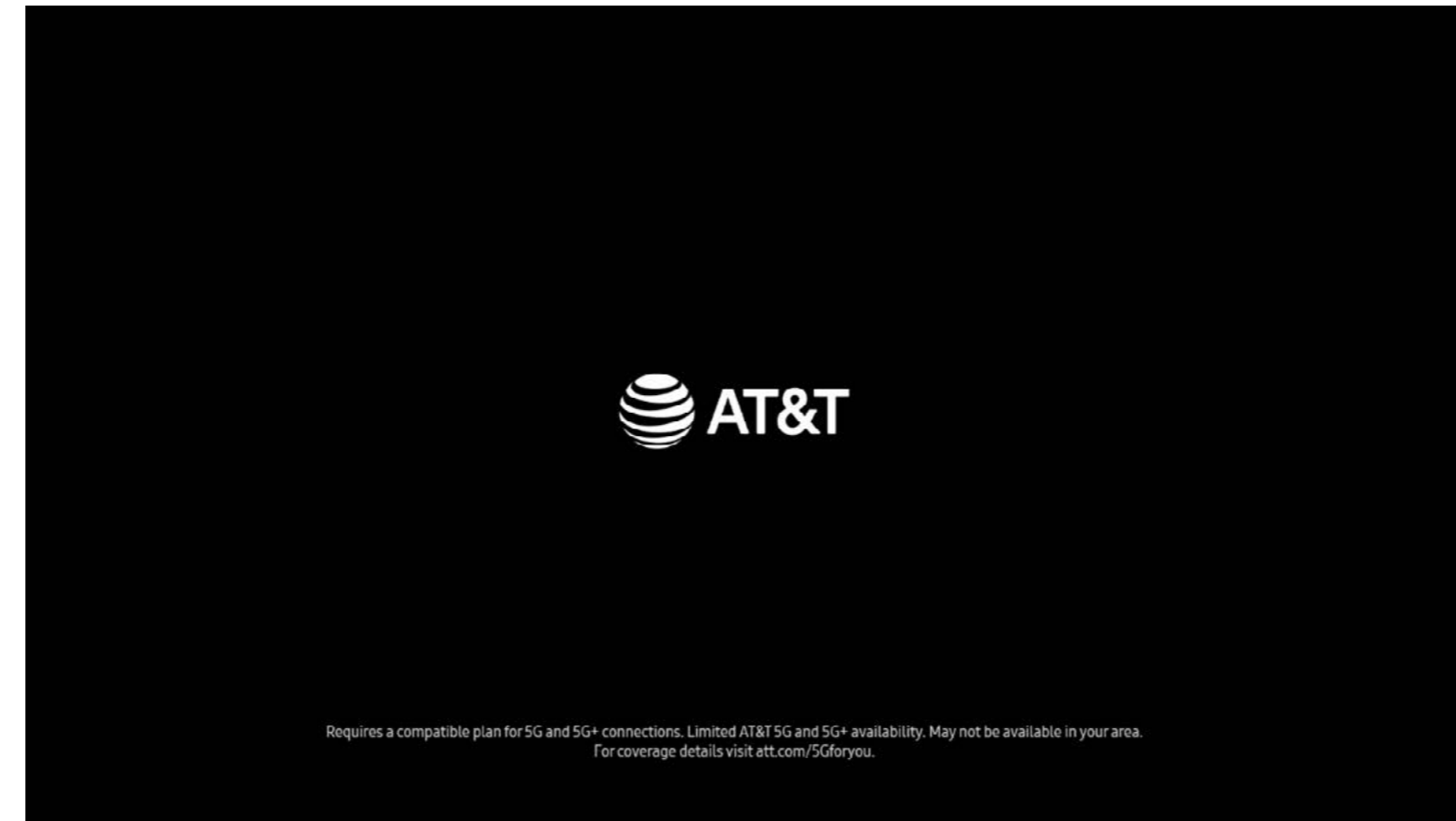
9:16 Ratio - Digital

Frame 1: Partner logo Frame 2: Lettermark



33% of screen width

TVC/OLV



Do have partner or carrier logos appear in #FFFFFF white if it is a TVC spot

Do have partner or carrier logos appear in #FFFFFF white if it is an OLV spot that drives to Samsung.com

You may have partner or carrier logos appear in their respective brand colors or in #FFFFFF white if it is an OLV spot that drives to partner or carrier websites

Do have a partner or carrier logo that is the correct proportion

Do not put legal on the Samsung wordmark endcard

TVC/OLV

The standard type for the partnership composite logo end tag is using the white composite logo on a black background.

Detailed instruction on creating a partnership composite logo is introduced on page 23 with multiple partner logos.



Retail

Do keep in mind where the piece will be located. Make sure the important information, including product logos, are within the visible area.

Do be bold and clear. Play with contrasts within the approved color palette to create a piece that stands out.

Do not add legal to the headline. Legal should be placed at the bottom of the piece when all possible.

Do not put too much information in the space. Make the message concise and be sure that the call-to-action is easy to see.

Fact Tag

Galaxy Z Fold2 5G

- **Main Display:** 7.6" Infinity Flex Display w/ Ultra Thin Glass¹ Smooth Motion 120Hz Display with Adaptive Refresh Rate
- **Cover Display:** 6.2" Super AMOLED¹
- **Processor:** Qualcomm Snapdragon 865 Plus / 3.09 GHz Octa-core
- **Battery:** 4500mAh (typical)² / 25W Super Fast Charging³ / 10W Wireless Charging
- **Rear Camera:** 12MP Wide / 12MP Ultra-wide / 12MP Telephoto with 2x Optical Zoom
- **Front & Inner Camera:** 10MP Selfie Camera
- **Storage:** 256GB Storage / 12GB LPDDR5 RAM
- **Features:** Hideaway Hinge / Flex Mode / App Continuity / Wireless DeX

Color Options

- Mystic Bronze
- Mystic Black

SAMSUNG

verizon

*Requires optimal 5G network connection, available in select markets. Check with your carrier for availability and details. Download and streaming speeds may vary based on content provider, server connection and other factors. ¹Display measurements are diagonal, and actual viewable area is less due to rounded corners and camera hole punch. ²Based on average battery life under typical usage conditions. Average expected performance based on typical use. Actual battery life depends on factors such as network, features selected, frequency of calls, and voice, data, and other application usage patterns. Results may vary. ³When using the included charger and cable.

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Banner Stand

SAMSUNG

Introducing the new A Series.

Galaxy A01 | A11 | A21 | A51 5G



metro

SAMSUNG

Get Samsung Galaxy S20 5G UW for \$699⁹⁹

Plus: Get an additional \$150 after 24 monthly bill credits.

8.5.20 – 8.30.20. Warehouse only.

5G Ultra Wideband available only in parts of select cities. \$699.99 device payment purchase required. \$250 instant savings and \$150 promo credit applied over 24 months; promo ends if eligibility requirements are no longer met; 0% APR.


verizon

Ask a Wireless Sales Expert for complete offer details and qualifications.

Costco Member Information offer valid 8/5 - 8/30/2020. In Warehouse only. Device and carrier selection vary by location. Activation/upgrade fee: Up to \$40. Subject to Verizon Agreements, Calling Plan, & credit approval. Offer requires device payment plan and eligible carrier service. Early payment of installment plans or service cancellation will result in forfeiture of billing credit offers and remaining balance becomes due. Offer terms subject to specific carrier requirements. Sales Tax, where applicable, applied to pre-discounted retail price of the phone at time of purchase. ©2020 Verizon Wireless. All rights reserved. All Verizon logos and names are trademarks and property of Verizon Wireless. © 2020 Samsung Electronics America, Inc. Samsung, Galaxy S and Super AMOLED are trademarks of Samsung Electronics Co., Ltd. Device and screen images simulated.



SAMSUNG Galaxy S20 Ultra 5G



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Subject to status and credit check. Samsung Galaxy S20 Ultra 5G is a 5G smartphone with 5G capabilities and 5G network. 5G network is available in select areas. 5G network is not available in all areas. 5G network is not available in all areas. 5G network is not available in all areas. © 2020 Samsung Electronics America, Inc. Samsung, Galaxy S and Super AMOLED are trademarks of Samsung Electronics Co., Ltd. Device and screen images simulated.

X

Now available for pre-order.


SAMSUNG

Galaxy S20 | S20+ | S20 Ultra 5G

Save up to

\$850*

on the new Samsung Galaxy S20 5G, S20+ 5G or S20 Ultra 5G with pre-order, qualified activation and trade-in.



[verizon](#) | [AT&T](#) | [Sprint](#) | [Unlocked](#)

Plus, get up to a \$200 Samsung credit.

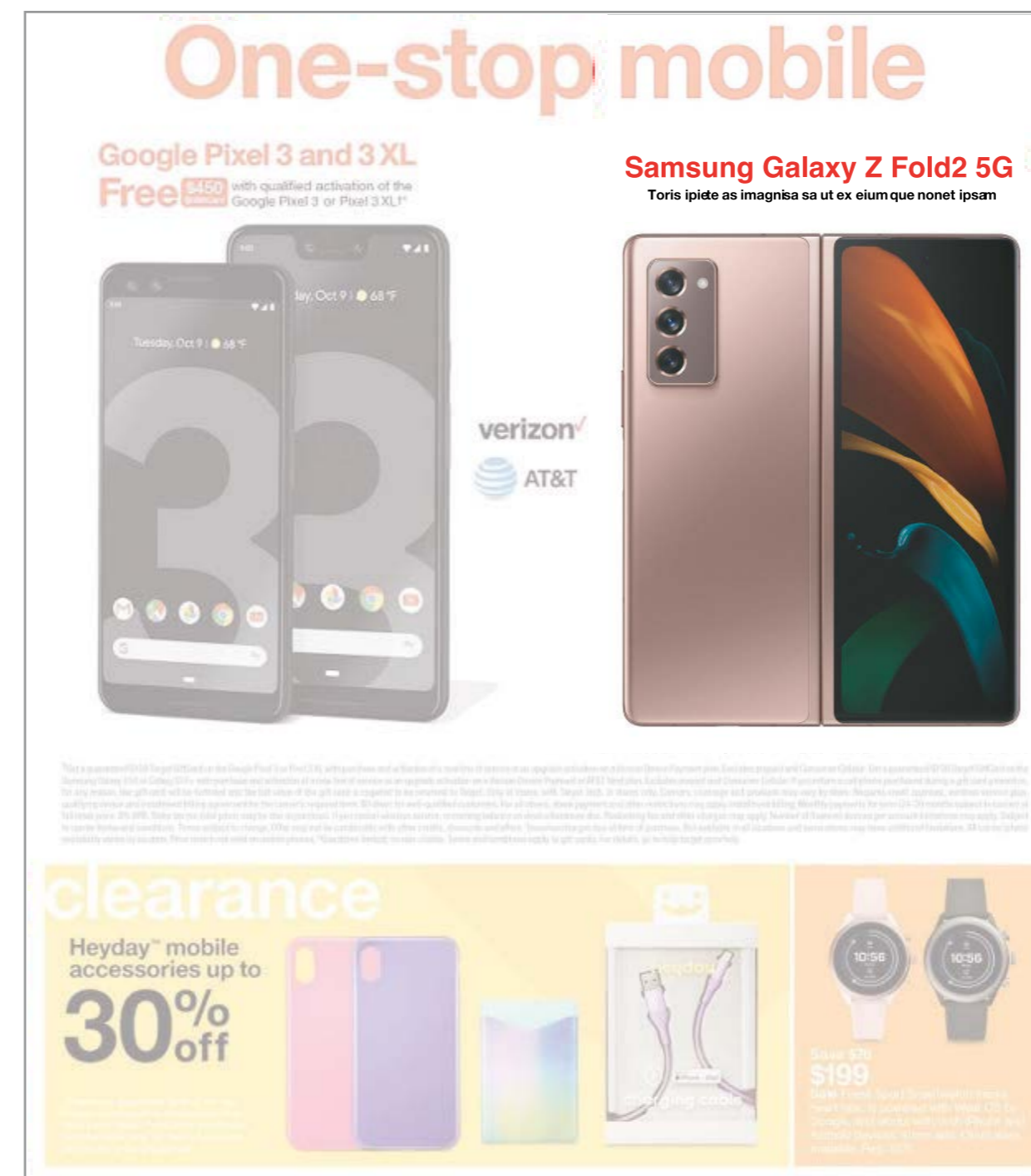
Partner-led

Partner-led

Partner-led is established when the partner or carrier brand heavily influences the communication experience. As a result, the partner or carrier brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner or carrier's visual system, it's critical that we protect and appropriately display the Samsung logo and assets.

These examples demonstrate conceptually how partner-led co-branded communications should appear in common marketing vehicles. We still have an opportunity to stand out among our competitors.

1. The partner or carrier's visual identity takes the lead.
2. The Samsung lettermark and partner or carrier logo are equal in height. The height of the partner or carrier logo and first "S" in the lettermark use a 1:1 ratio.
3. Partner or carrier lettermark is not needed in partner or carrier-owned spaces (i.e., Retail and .com)
4. **Do not** lock-up the Samsung logo with any other partner or carrier logo.



Cutout

Cutouts with product lockups
At least one "S" height for spacing between cutout and product lockup



Using product lock-ups with basic product image

Basic product images that are used in partner-led ads or OLA as the primary product image always use a product lock-up.

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

Single

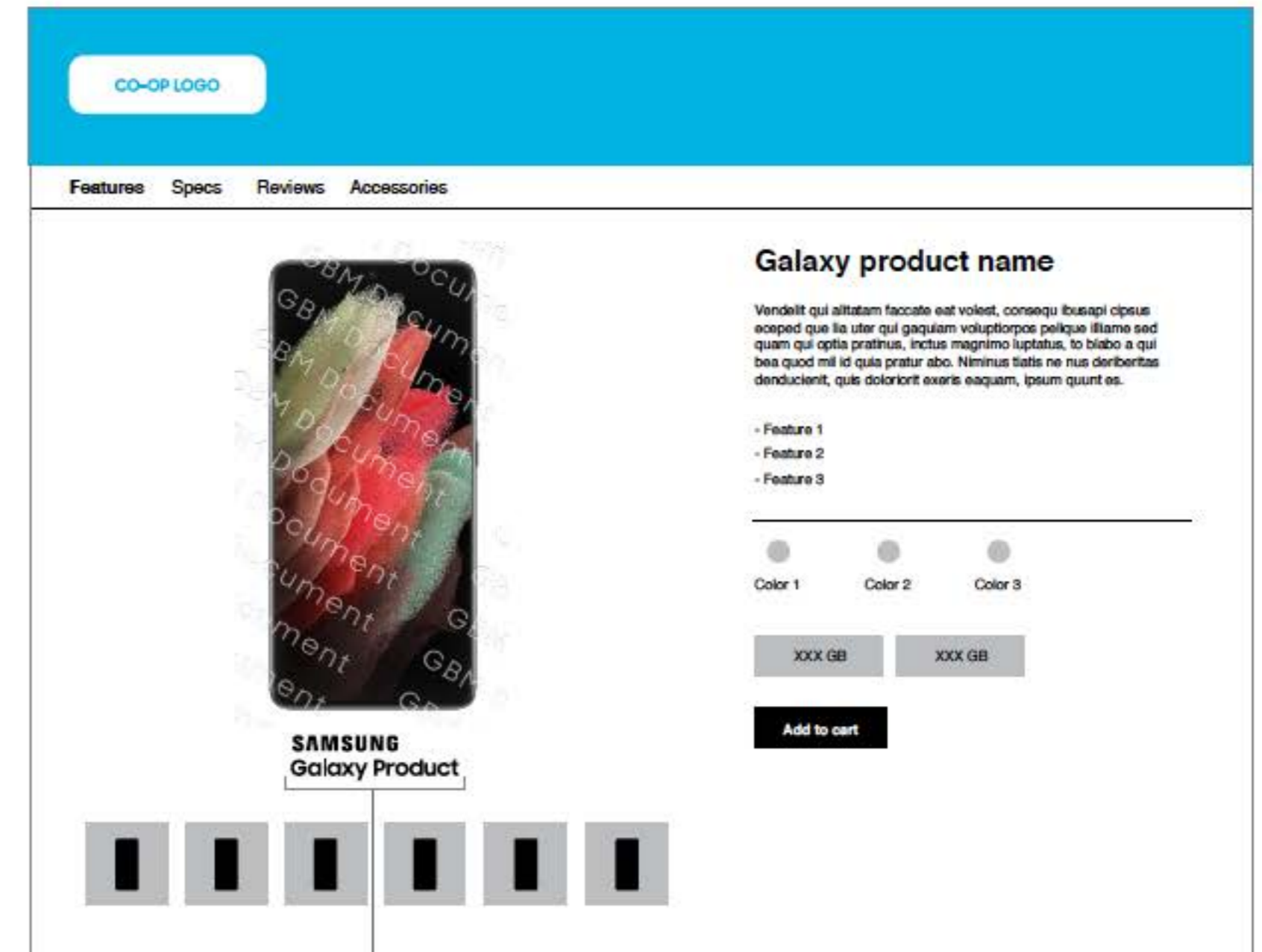


SAMSUNG
Galaxy Product

Double



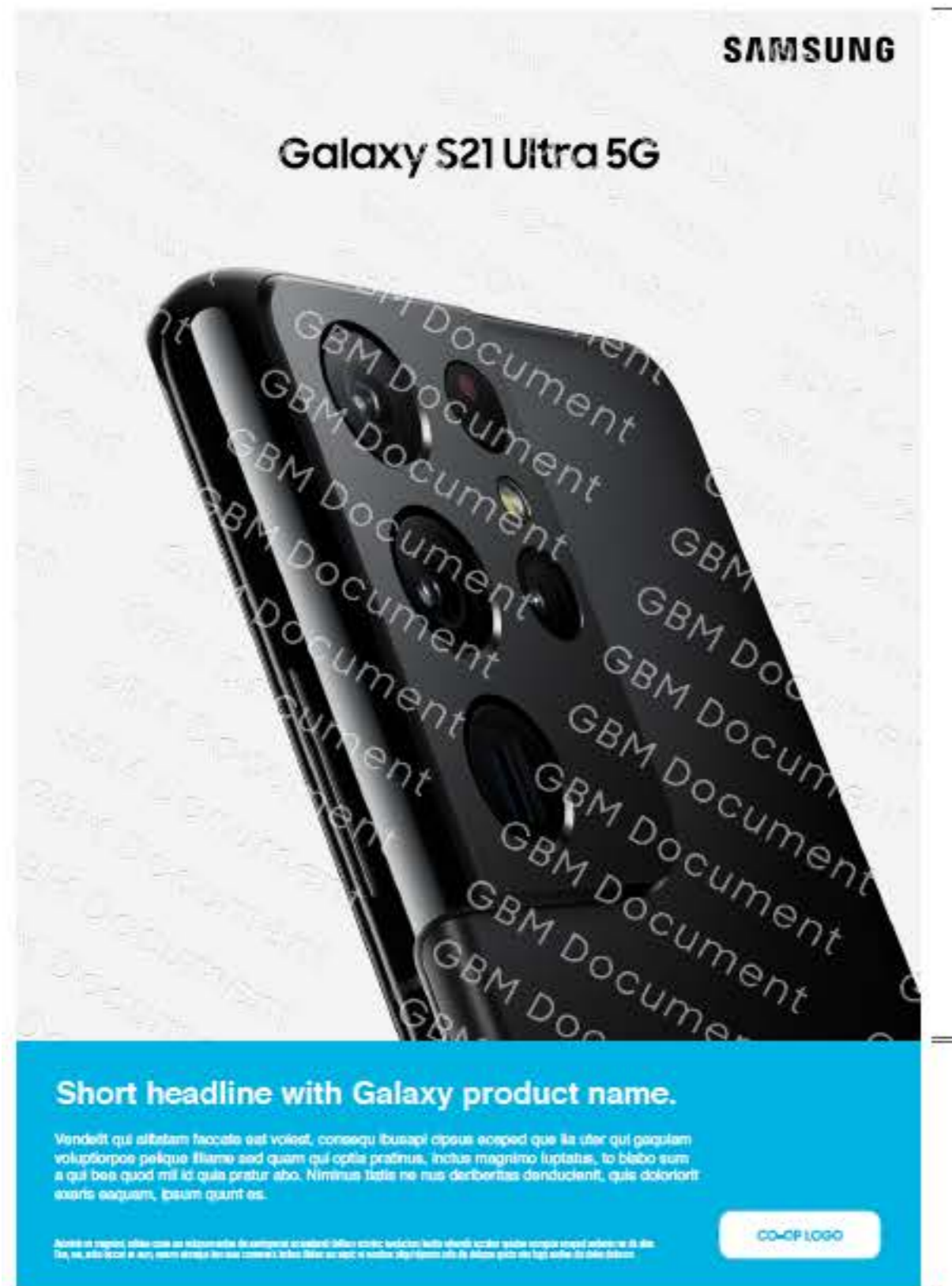
SAMSUNG Galaxy Product



Do not use a product lock-up if the product name appears elsewhere within the layout.

Partner-led layouts

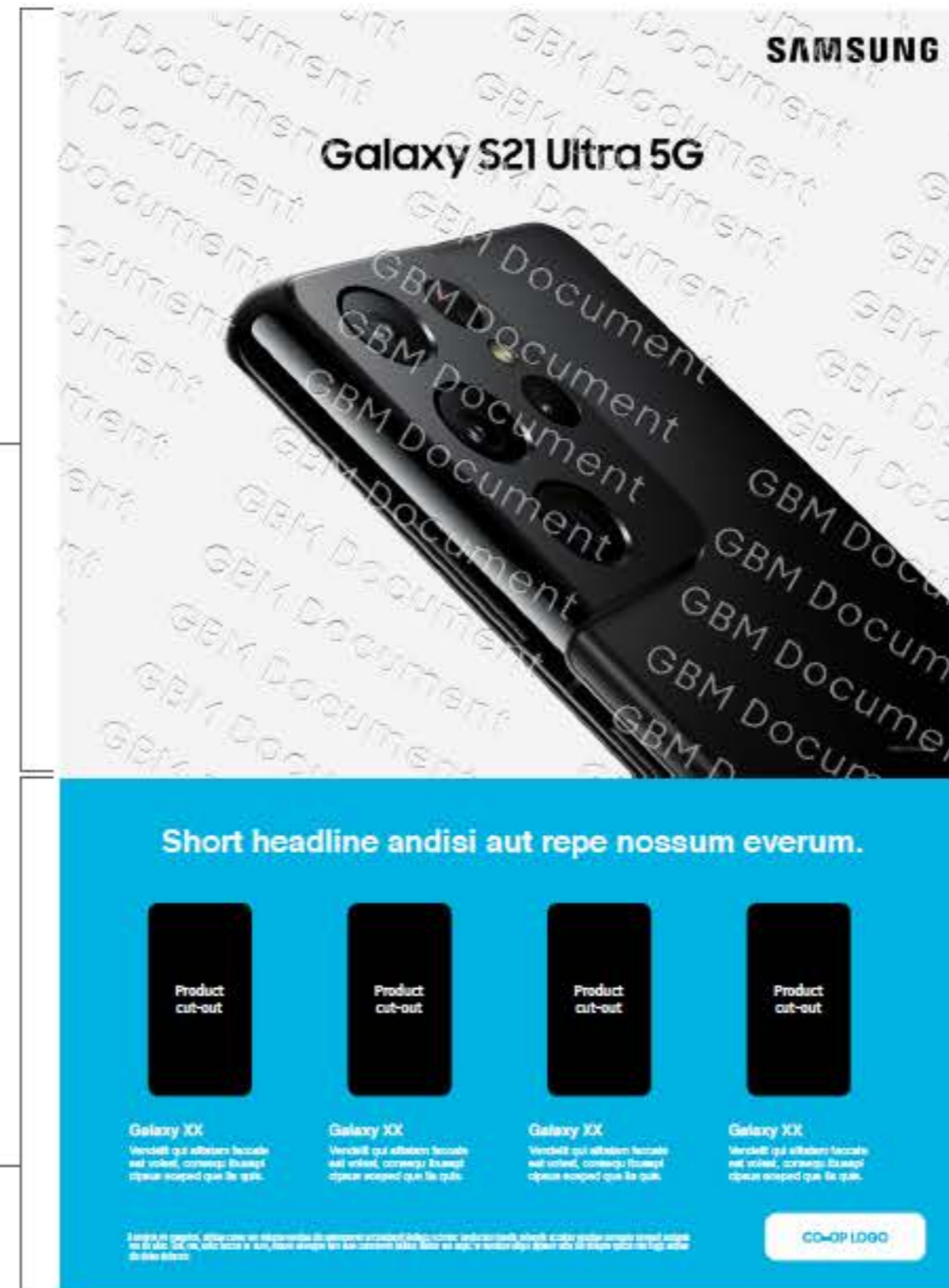
Layout using KV artwork



This area is for the provided KV artwork only.

Use this area for partner branding and messaging.

Layout using KV art and basic product image



Use a product lock-up (see page 44)

Layout using basic product image



OLA Examples

These examples demonstrate conceptually how partner-led co-branded communications should appear in common marketing vehicles. We still have an opportunity to stand out among our competitors.

1. The partner or carrier's visual identity takes the lead.
2. The Samsung lettermark and partner or carrier logo are equal in height. The height of the partner or carrier logo and first "S" in the lettermark use a 1:1 ratio.
4. **Do not** lock-up the Samsung logo with any other partner or carrier logo.



Do place the approved lettermark product logo lock-up prominently in the bottom corners.

X



Do not angle our lettermark or product logo. Both should be displayed prominently equivalent in size to the carrier/partner logo in the bottom corners or within the creative area.

X



Do not use our product name without Samsung in copy if not using our lettermark within the creative.

Print Examples

When there is limited space for the KV, use a cutout with a product lockup.

Partner or carrier lettermark is not needed in partner or carrier-owned spaces (i.e., Retail)



Cutout

Cutouts with product lockups
At least one "S" height for spacing between cutout and product lockup



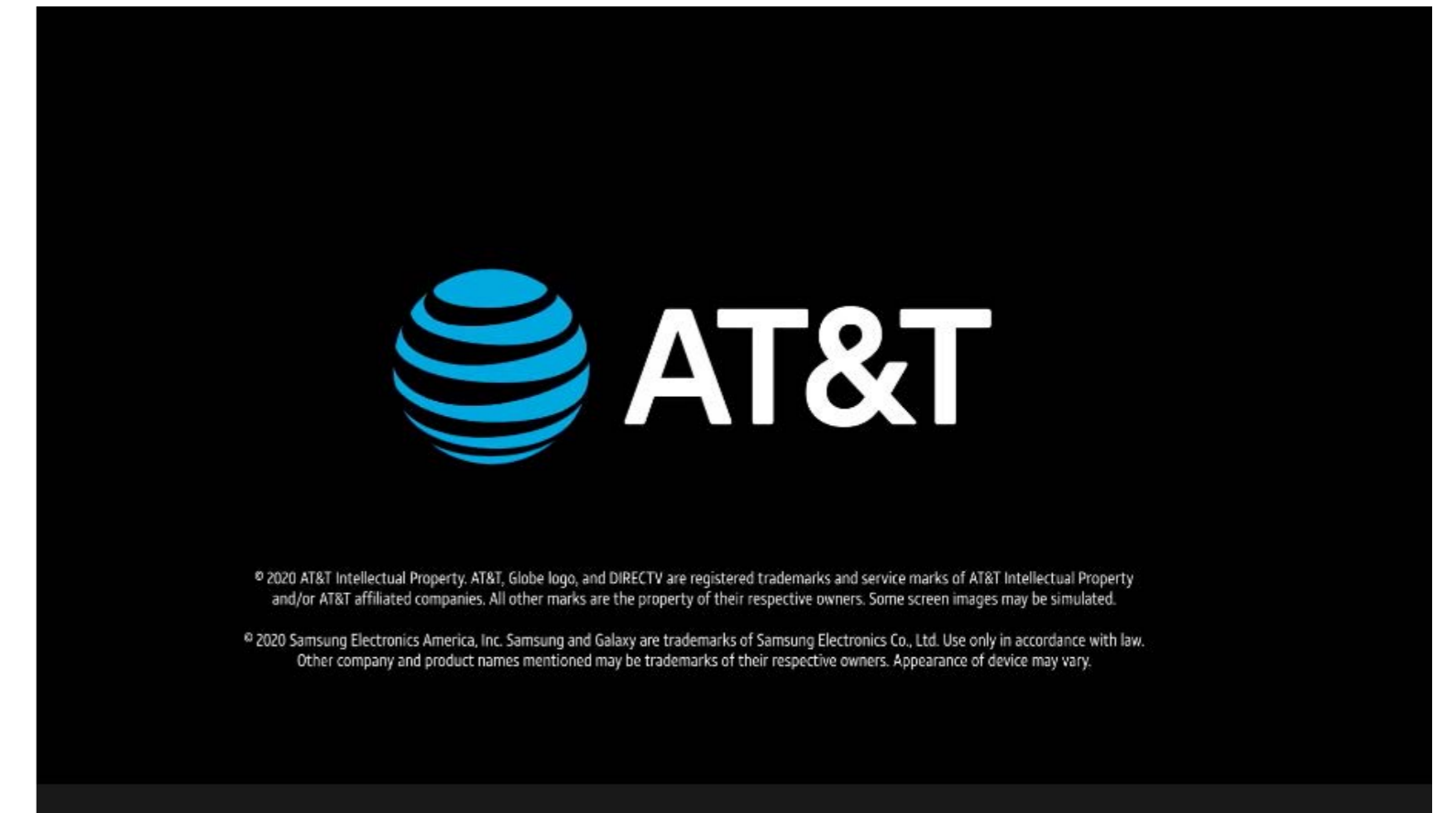
TVC/OLV



Do use our approved lettermark and product logo. Both should be displayed prominently equivalent in size to the carrier/partner logo.



Do use carrier or partner visual system.



Do use carrier or partner logo for end card.

Do not make it larger than 20% the width of the screen (in 16x9)

DOOH/OOH

X



Do not place product logos incorrectly. Avoid putting a product logo on the same plane as the Samsung lettermark.

X



Do not place product logos incorrectly. Place product logos within the creative or bottom corners if space allows. Top corners are reserved for the Samsung lettermark.

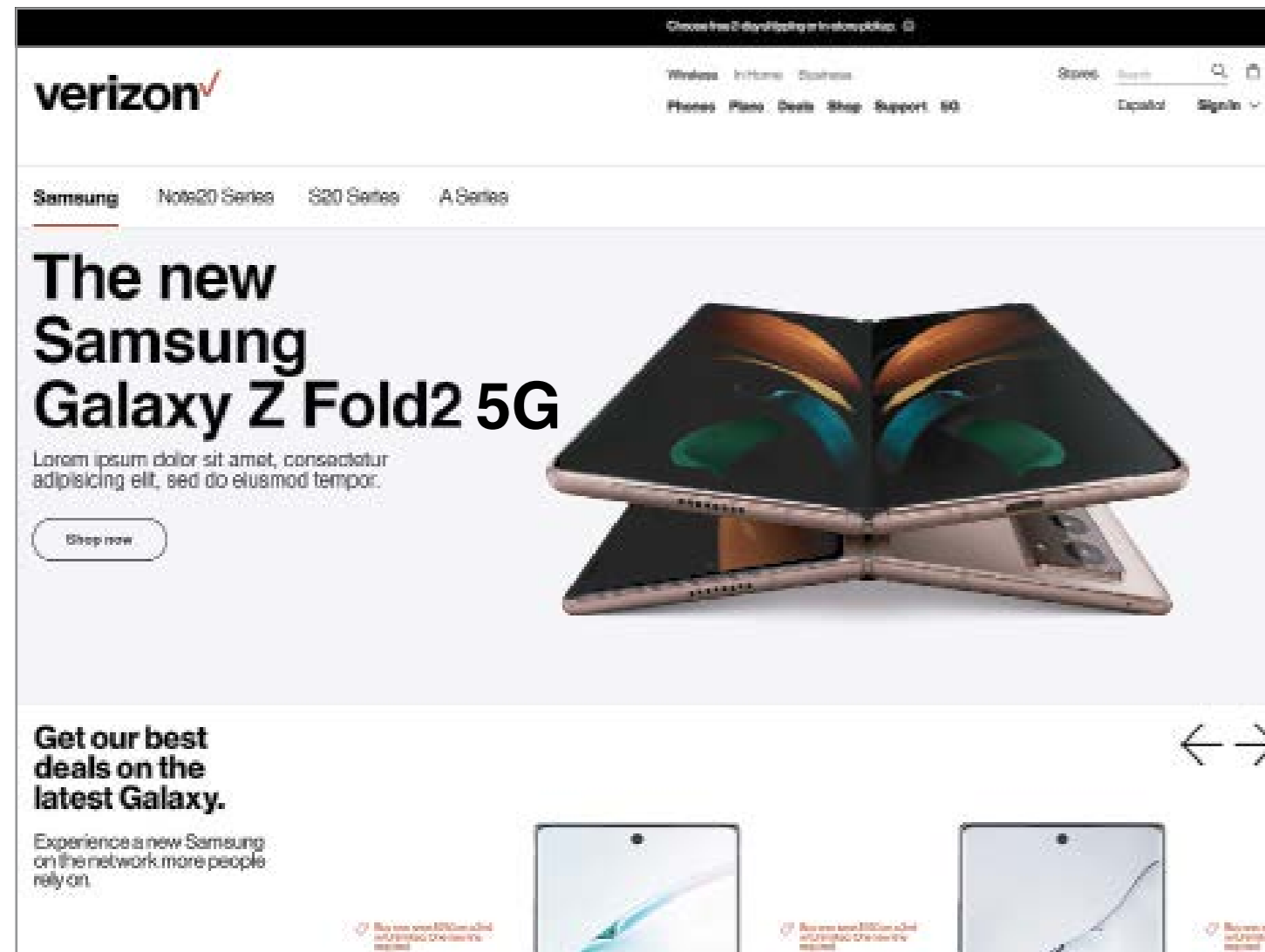


Do use our approved lettermark product logos.



Partner Website

Partner dot com home



X

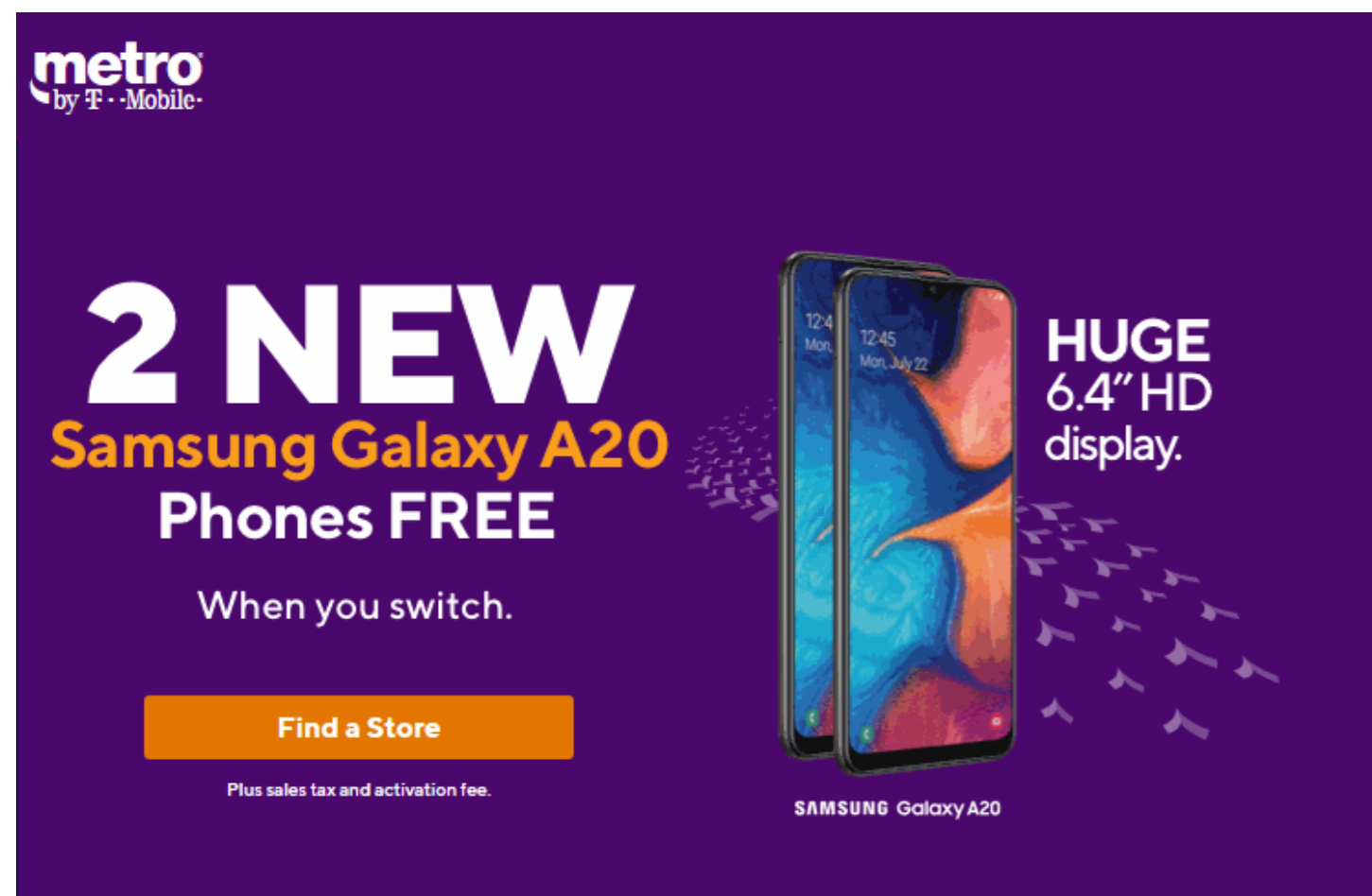


Do not use incorrect product logo or change the font.

X



Do not color product logos or change the font. Product logos should not use any color other than black or white.




Retail

SAMSUNG Galaxy Note20 | Note20 Ultra 5G

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Get up to \$150 Samsung Credit.

Create your own Galaxy Ecosystem with up to \$150 in Samsung Credit when you pre-order an eligible Galaxy Note20 5G device.



Sprint
Now part of
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18+ \$150 US/DC/PR/USVI only. By 8/20/20, pre-order and purchase a Samsung Galaxy Note20 5G or Note20 Ultra 5G on device installment plan, 2-year contract plan, lease or outright purchase at full retail price ("Qualifying Purchase"), & receive a Samsung Credit either (i) \$100 (Note20 5G purchase) or (ii) \$150 (Note20 Ultra 5G purchase) ("Gift"). Gifts only available while supplies last. By 9/20/20, using your Qualifying Purchase device, follow instructions on the Shop Samsung app ("App") to submit required info. Gifts will be emailed approx 4-6 weeks after verification of Qualifying Purchase. Only \$8,000-\$100 and \$45,000-\$150 Samsung Credits available. Samsung Credits are valid only at www.samsung.com or in the App for use towards an eligible purchase, valid through 11/27/20. Gifts subject to availability and are non-transferable. Limit 1 Gift per Qualifying Purchase. Void where prohibited or restricted by law. Additional restrictions apply. Offer subject to additional Standard Offer Terms and Conditions available at http://promos.samsung.com/terms. Samsung reserves the right to modify or discontinue offer at any time by posting notice on the app or website.


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SAMSUNG Galaxy Note20 | Note20 Ultra 5G

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Create your own Galaxy Ecosystem with up to \$150 in Samsung Credit when you pre-order an eligible Galaxy Note20 5G device.



xfinity mobile

18+ \$150 US/DC/PR/USVI only. By 8/20/20, pre-order and purchase a Samsung Galaxy Note20 5G or Note20 Ultra 5G on device installment plan, 2-year contract plan or outright purchase at full retail price ("Qualifying Purchase"), & receive a Samsung Credit either (i) \$100 (Note20 5G purchase) or (ii) \$150 (Note20 Ultra 5G purchase) ("Gift"). Gifts only available while supplies last. By 9/20/20, using your Qualifying Purchase device, follow instructions on the Shop Samsung app ("App") to submit required info. Gifts will be emailed approx 4-6 weeks after verification of Qualifying Purchase. Only \$8,000-\$100 and \$45,000-\$150 Samsung Credits available. Samsung Credits are valid only at www.samsung.com or in the App for use towards an eligible purchase, valid through 11/27/20. Gifts subject to availability and are non-transferable. Limit 1 Gift per Qualifying Purchase. Void where prohibited or restricted by law. Additional restrictions apply. Offer subject to additional Standard Offer Terms and Conditions available at http://promos.samsung.com/terms. Samsung reserves the right to modify or discontinue offer at any time by posting notice on the app or website.

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SAMSUNG **verizon**

Introducing the Galaxy J3 V

An easy-to-use Galaxy smartphone designed for your lifestyle. Shoot and share on a simple camera with plenty of storage to keep your photos. Browse and stream on the go, and get customer support when you need it.

Available for purchase on June 28, 2018.

Capture your life
Our best Galaxy J3 camera yet easily captures crisp, bright memories on an 8MP main camera and great selfies on a 5MP front camera.

Beautiful design. Bold screen.
See the difference of a sleek Samsung design that fits comfortably in your hand, bag or pocket. Easily scroll through photos and send texts on the 5.0" HD screen.¹

Expert customer support
Make the most of the Galaxy experience with real-time customer care² that's just a tap away. Use the Samsung+ app for one-touch access to community support, tips and more.

No-fuss navigation
With Easy Mode, get right to what you want on a simplified interface with larger fonts and fewer icons on each page.

Stay charged
Browse and stream movies and music for longer with a long-lasting battery³—all with the assurance and convenience of a replaceable battery.

Room to grow
Store your favorite photos with 16GB⁴ of built-in memory. When you need more space, expand your memory up to 400GB with a microSD card.⁵



Do not place carrier logos in the top corners. This space is reserved for our lettermark.

Do not place Verizon logo in left corner. Keep Verizon on the left side to avoid the check being against the right margin.

Promotional Assets



Do not use incorrect product logos. Correct product logos match the height of the wordmark with the height of the product logo. When possible, a horizontal logo is preferred.



Do not stack a carrier or partner logo with our lettermark. When a carrier or partner logo is utilizing a top corner in a Samsung-shared asset, please move our lettermark to the other top corner, within the creative, or a bottom corner. Ensure there is adequate clear space around our lettermark.

Contacts

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Legal

General Legal

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