

SAMSUNG

Galaxy Ring Toolkit V2.1

July 2024



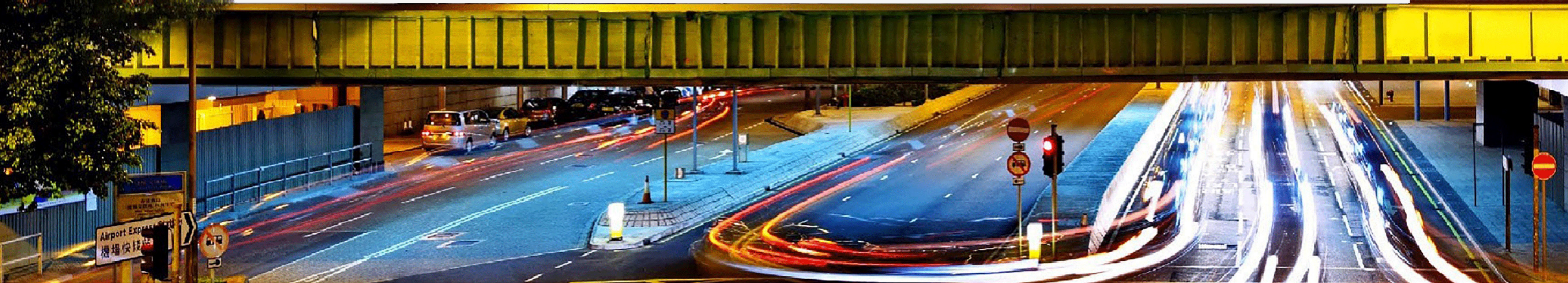
SAMSUNG

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

01 [Campaign assets](#)

- 7 Campaign assets
- 9 Product KVs
- 11 Animated visuals
- 13 Ecosystem KVs
- 14 Lifestyle visuals
- 17 Product images

02 [Application and design](#)

- 22 Adapting product KVs
- 29 OLV

03 [Resources](#)

- 31 Iconography
- 33 Logos
- 35 Lettermark
- 43 Color
- 49 Typography
- 55 Buyouts
- 56 Legal
- 58 Contacts

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)



Ring

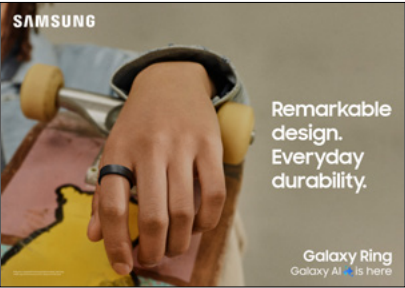
Lifestyle visuals
(pp. 15 – 16)



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

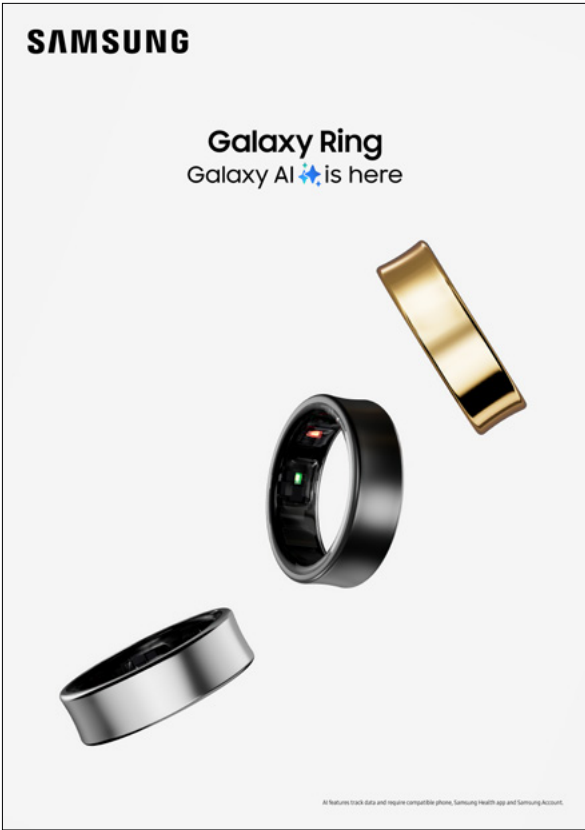


Color

Product KVs

Ring KV

1P



2P



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.

1x1



Animated visuals

Galaxy Ring – Animated visuals

Galaxy Ring KV (:06)

Horizontal (16x9)



Vertical (9x16)



Square (1:1)



Ecosystem KVs

FPD

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

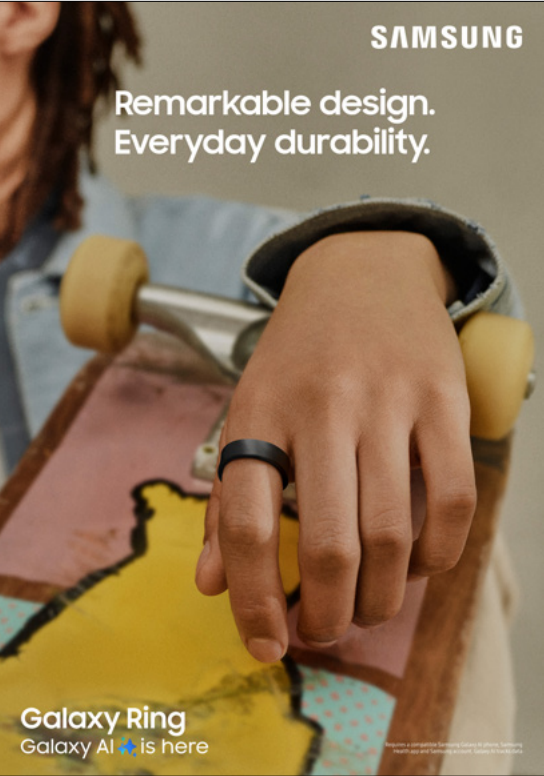


Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

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



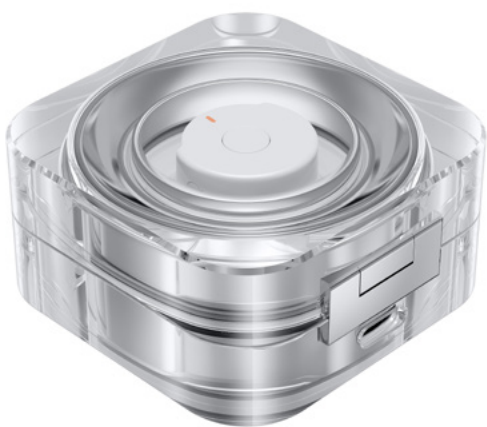
Top



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



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



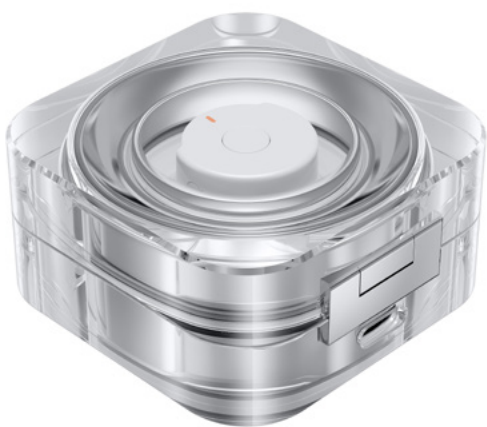
Top



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:
 $(\text{width} + \text{height}) \div 55 = \text{margins}$
Example using the equation:
 $580 \text{ (mm/pixels)} + 400 \text{ mm/pixels} = 980$
 $980 \div 55 = 17.81 \text{ (round up or down)}$
Margins = 18 (mm/pixels)
- 3

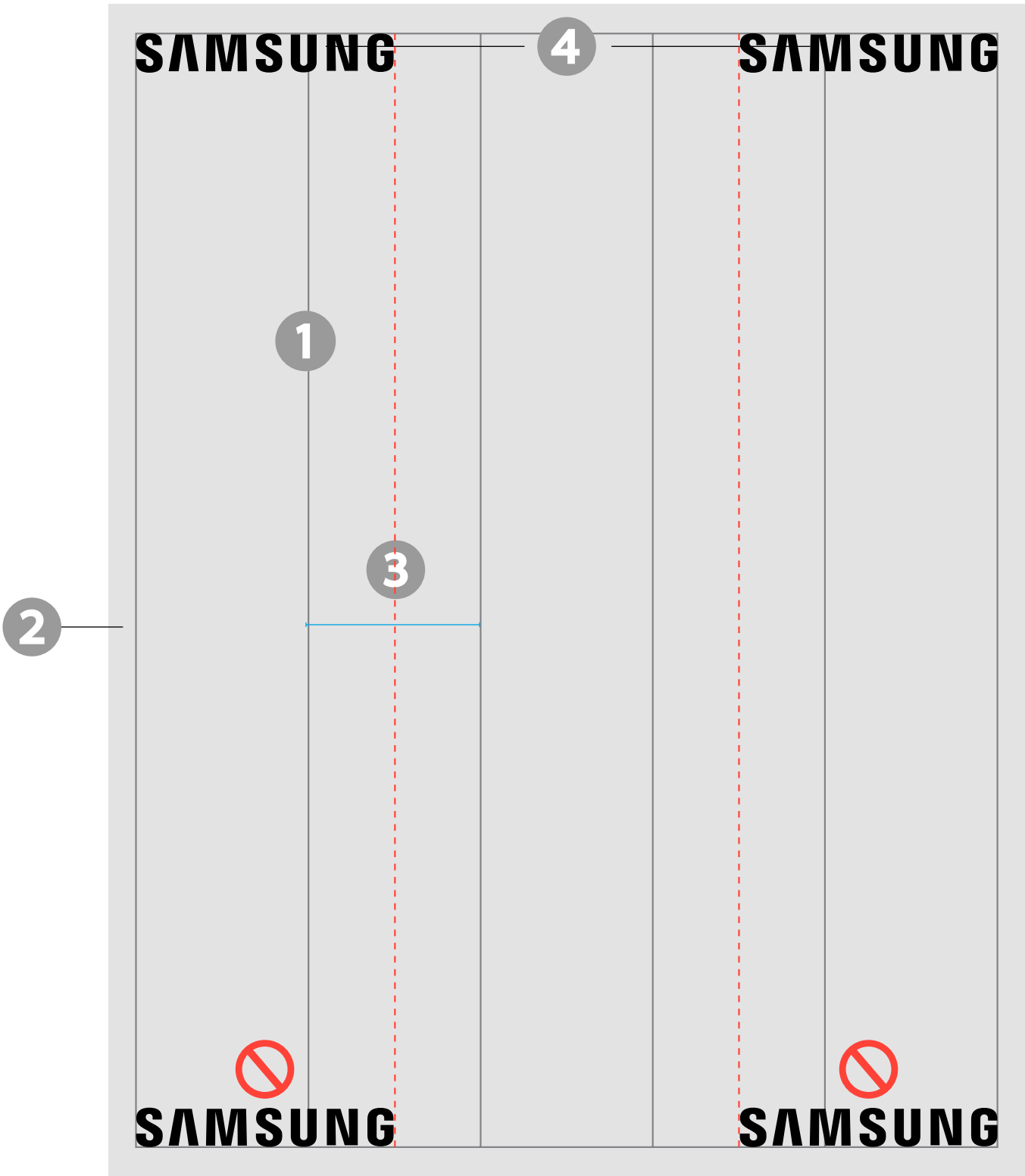
Columns
Column tables for print, OOH and OLA are shown in the latest Samsung Brand Application Advertising guide, which is available from the [GMC Brand VIS site](#).
- 4

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.
- 6

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

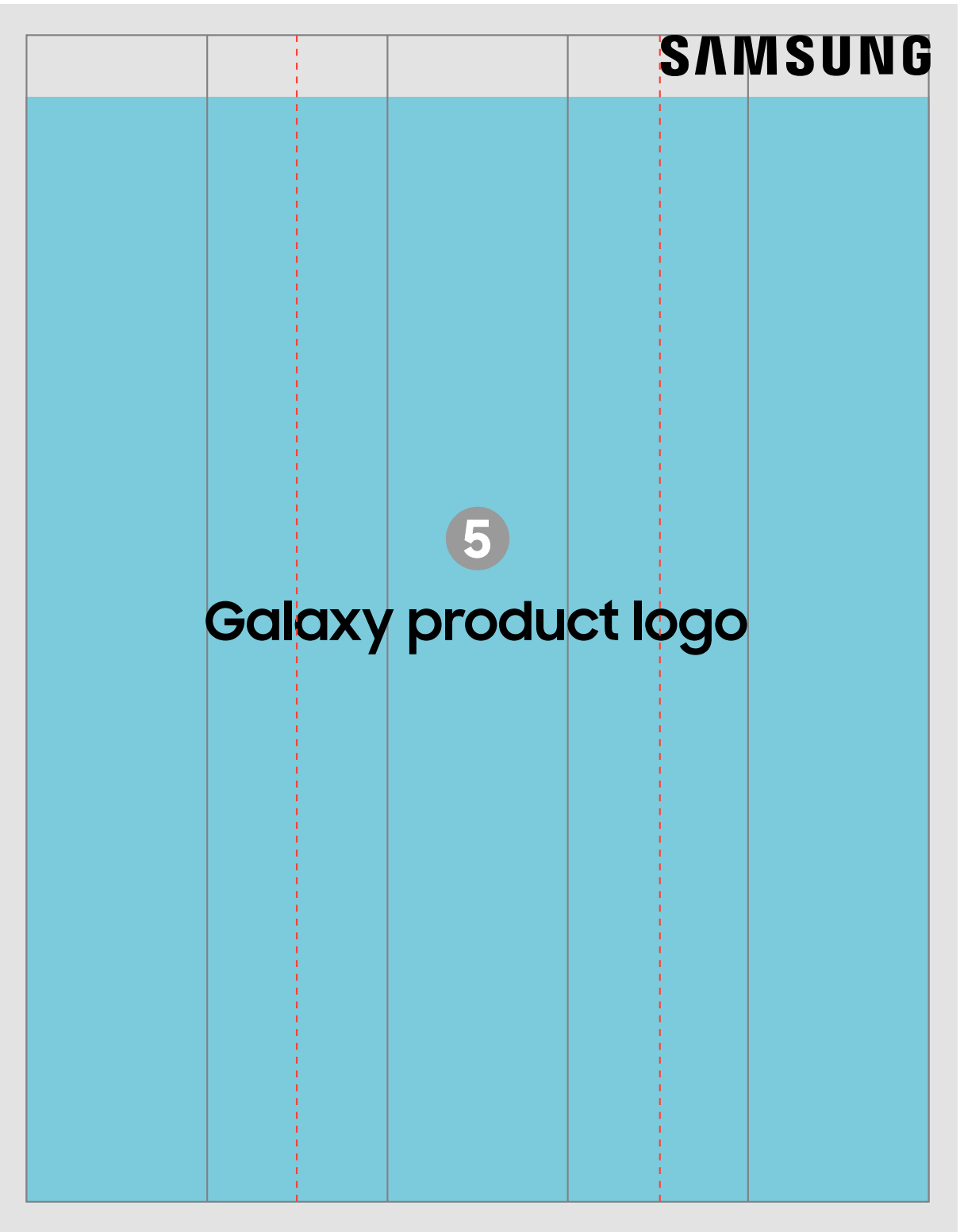
Grid and lettermark



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.

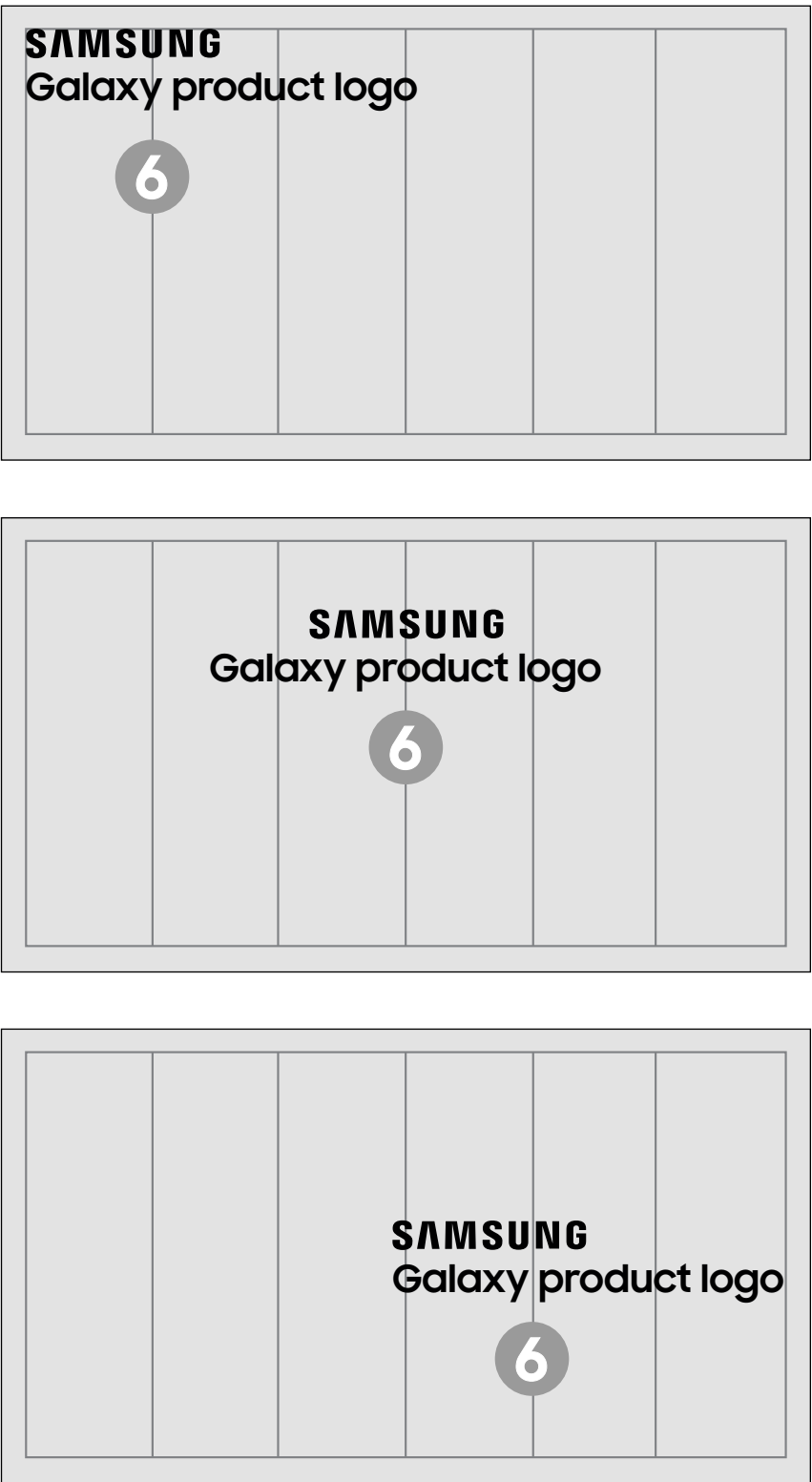
Creative area product logo placement



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.

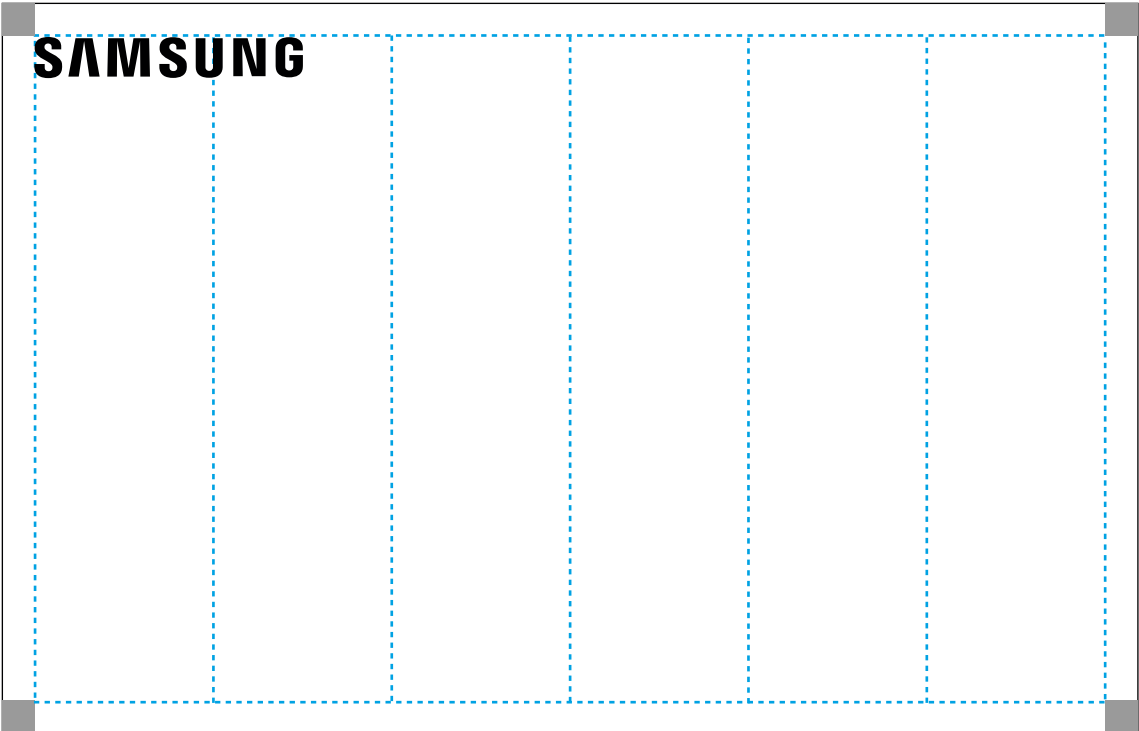
Updated layout and logo basics (cont.)

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



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.



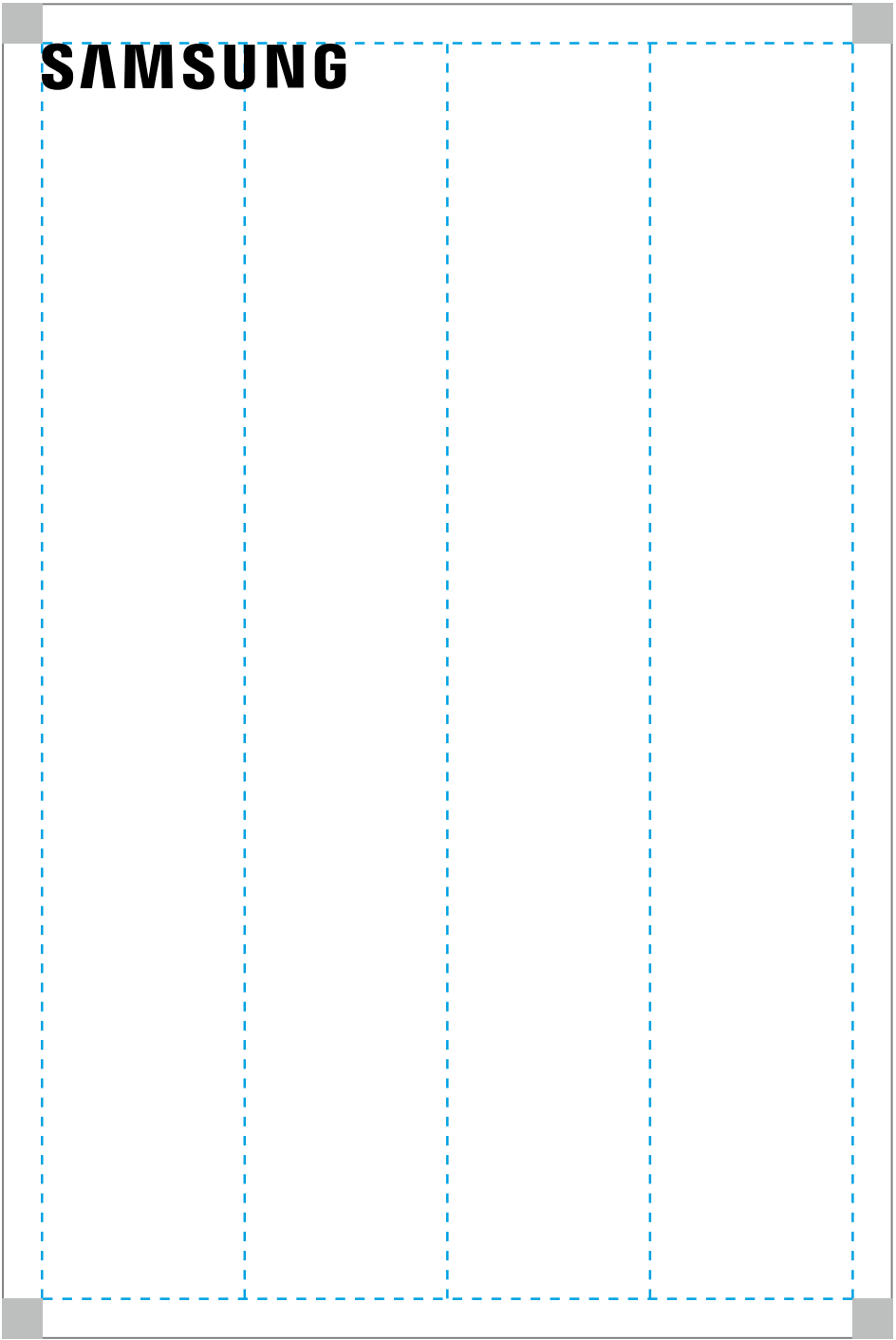
3. Crop, add background and reposition elements as needed, being mindful not to alter the original art layout significantly.



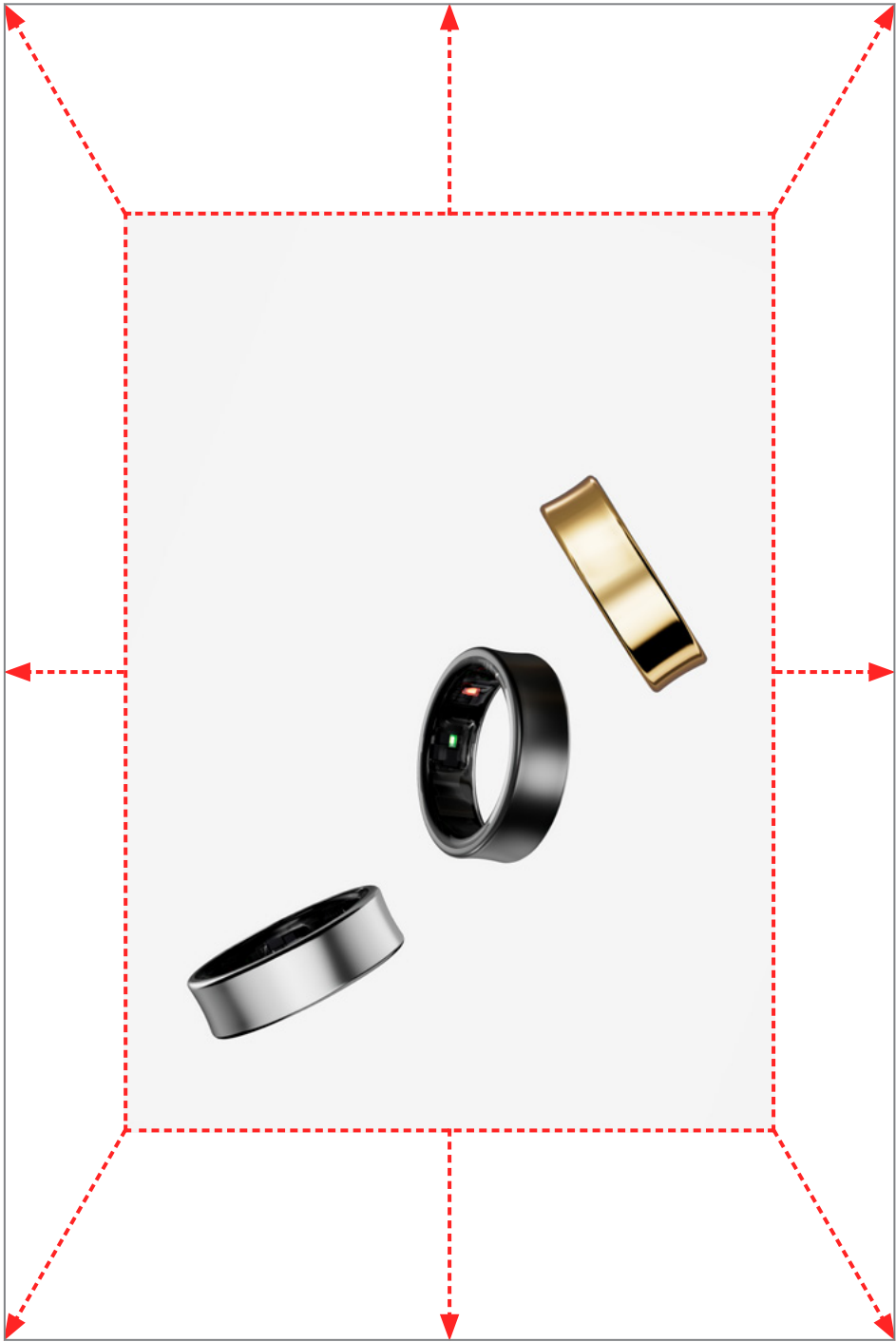
4. Size the product logo and Galaxy AI line to the required percentage and place the logo similarly to the original format.
Consult with your local legal counsel and add a legal disclaimer if needed.

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.

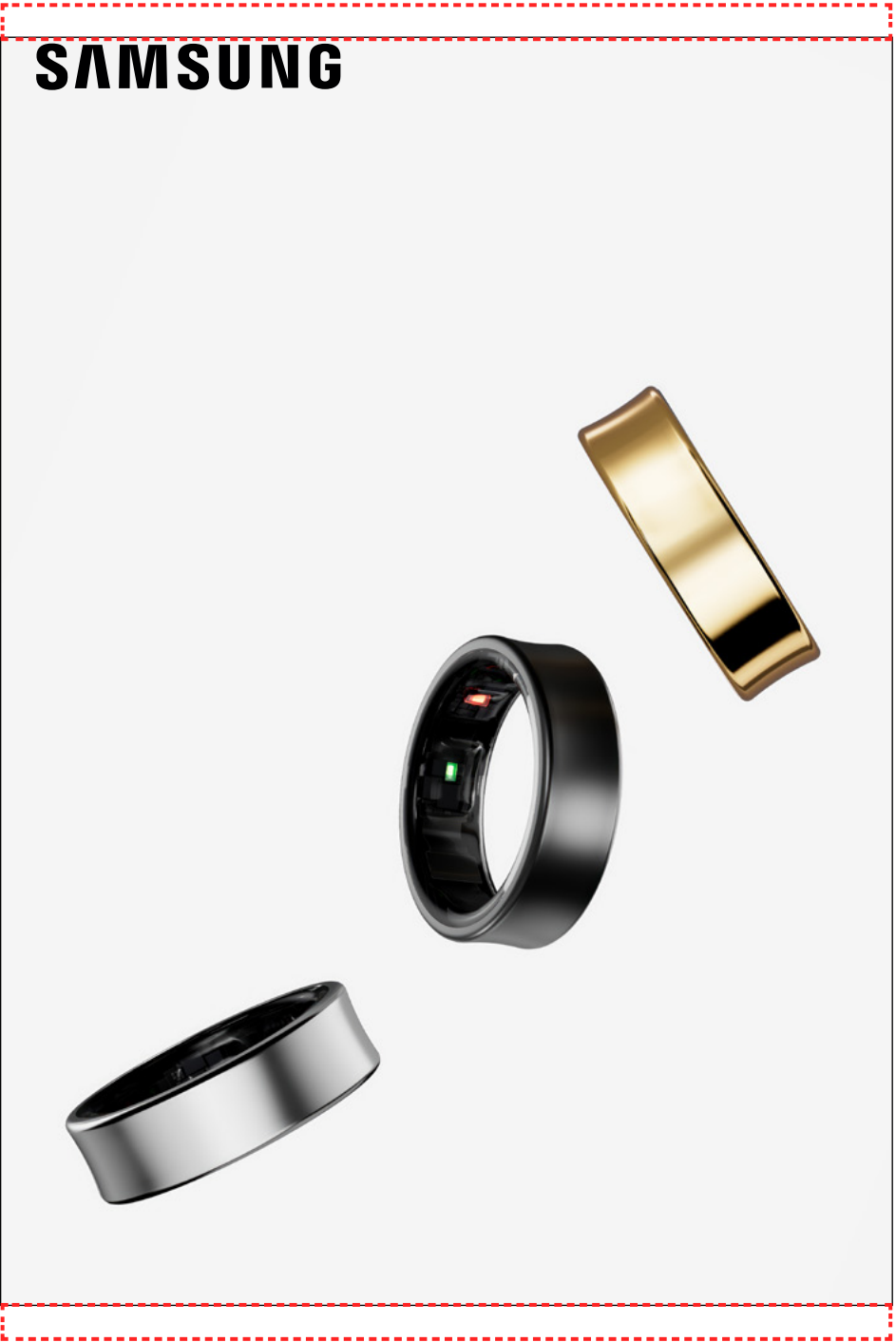
Adapting vertical KVs



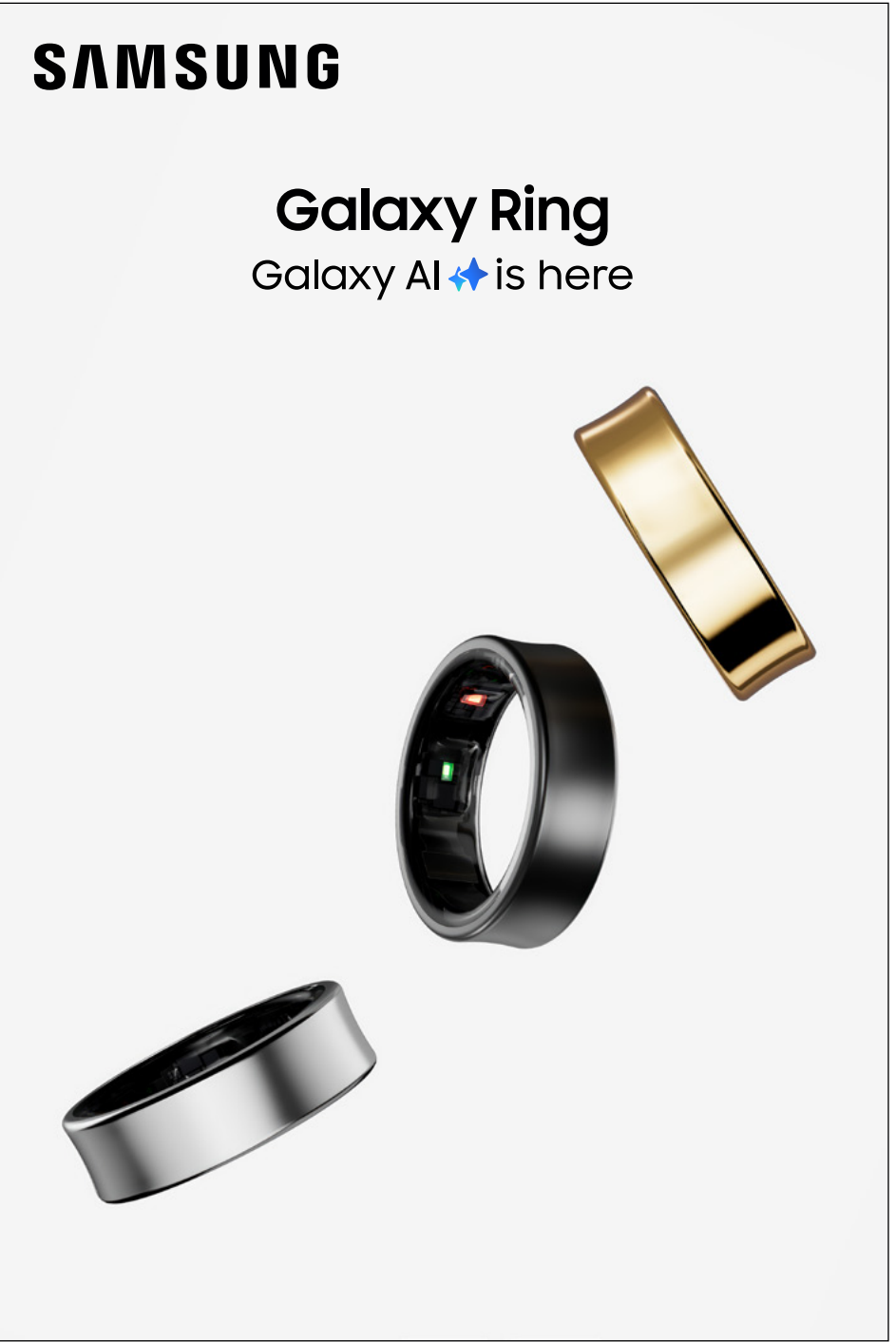
1. Use a grid from the [GMC Brand VIS site](#) or build a grid by following the margin and column guidance found in the Samsung Brand Application Advertising guide.



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

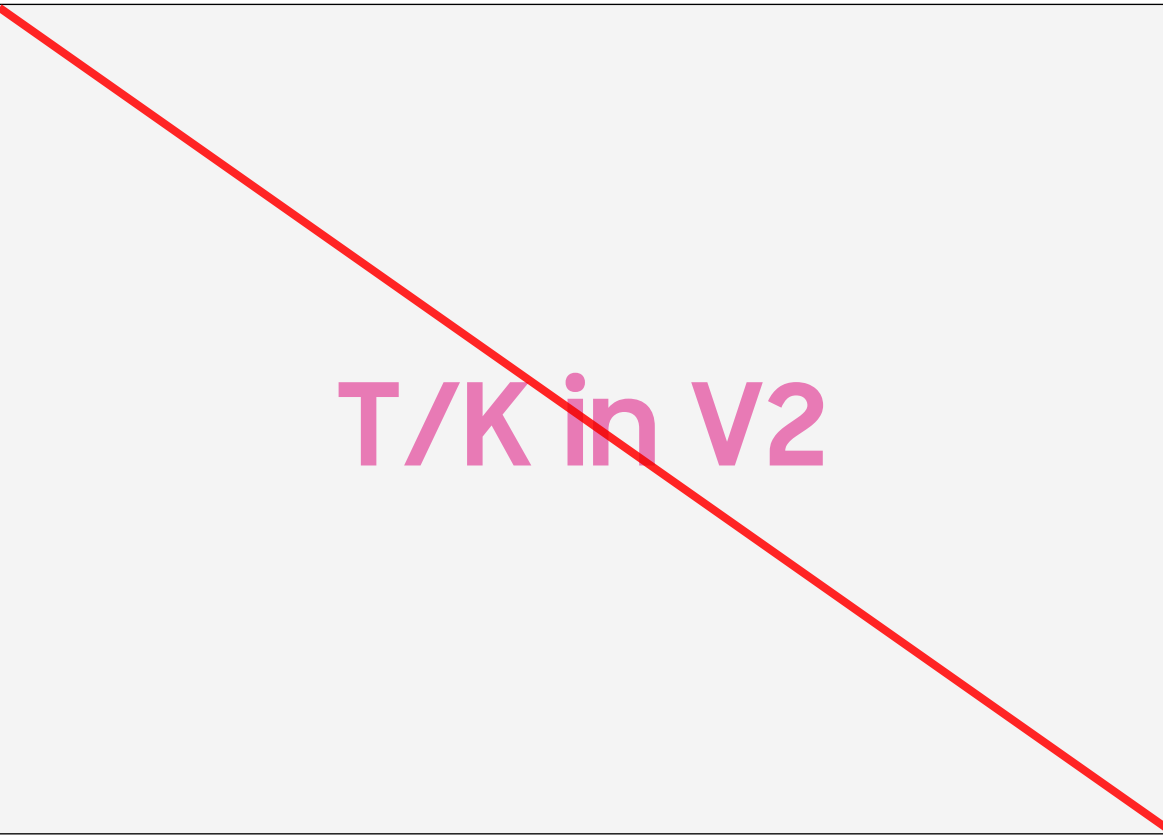


4. Size the product logo and Galaxy AI line to the required percentage and then center it above the product.
Consult with your local legal counsel and add a legal disclaimer if needed.

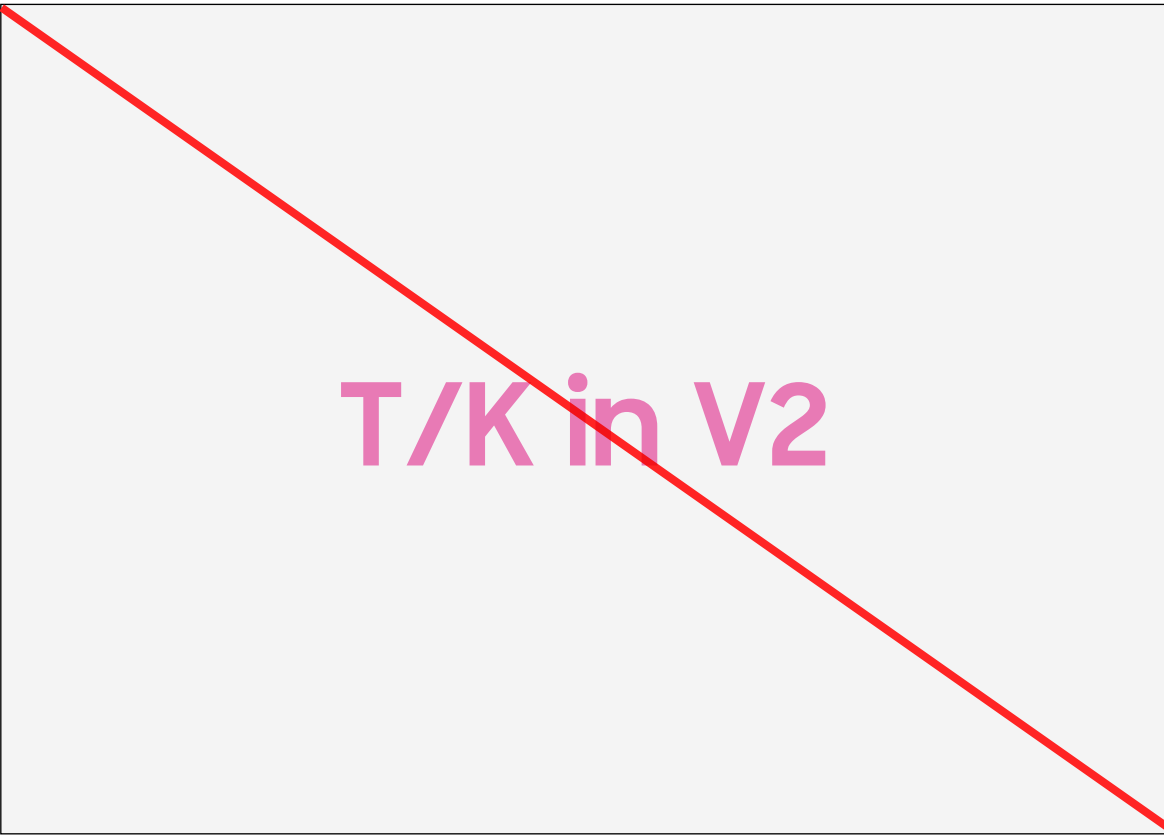
Note: The product logo, Galaxy AI line with stars and product lock-ups cannot be decoupled. Product logo and Galaxy AI line with stars must stay with the device itself in the same aspect ratio and size as the Main KVs. **Do not** place the product logo and Galaxy AI line in separate frames.

Product KV do nots

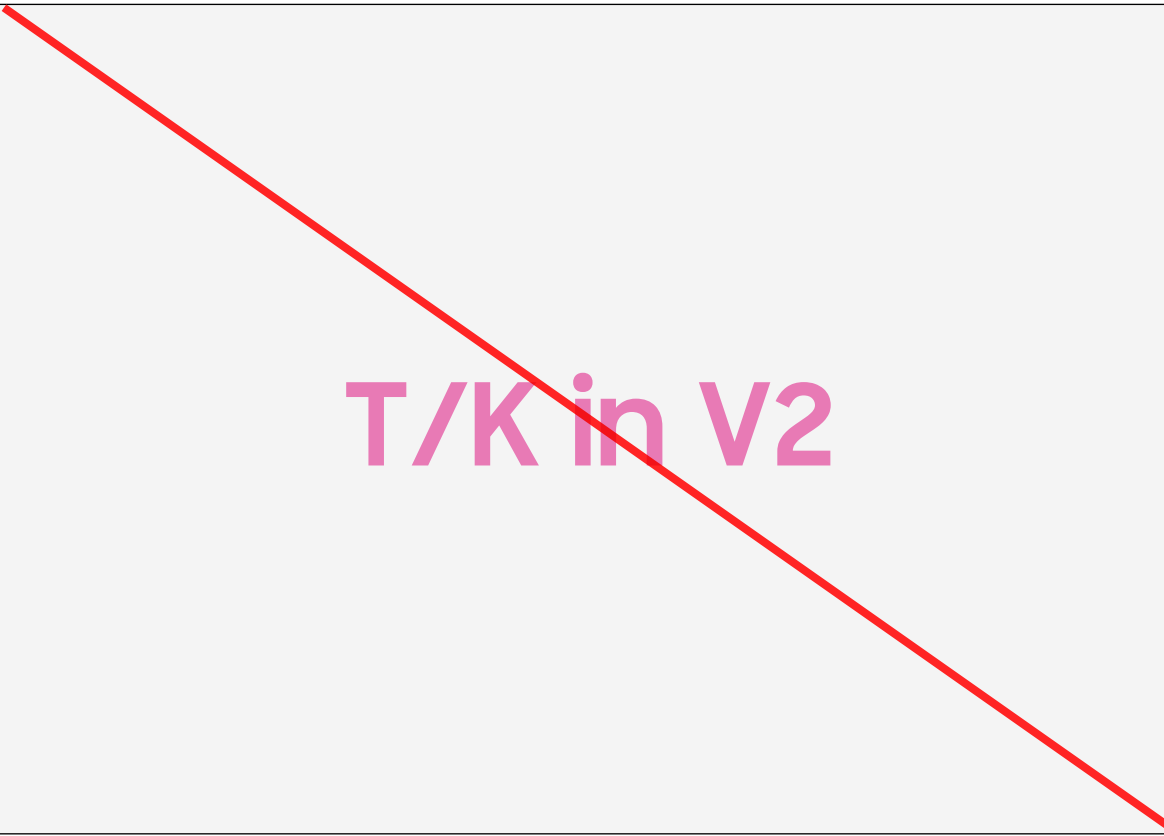
Apply to all product KVs



Do not change the composition.



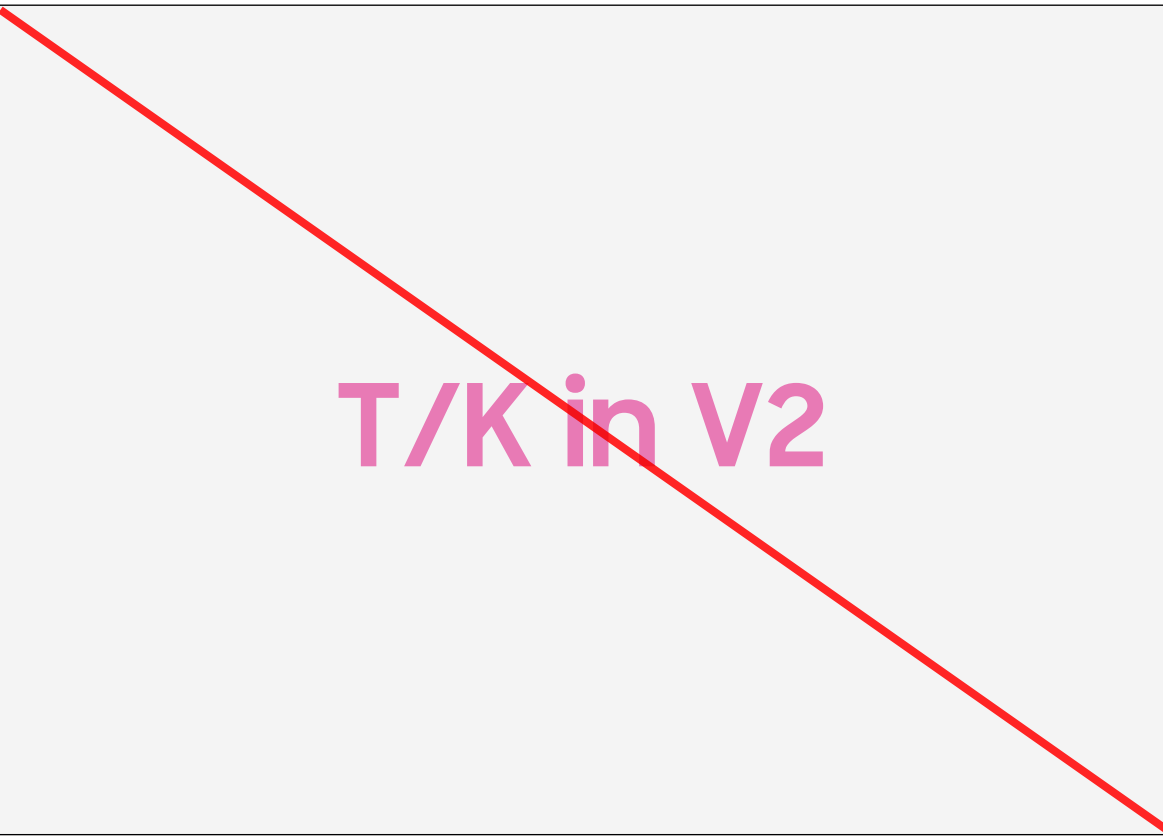
Do not alter colors.



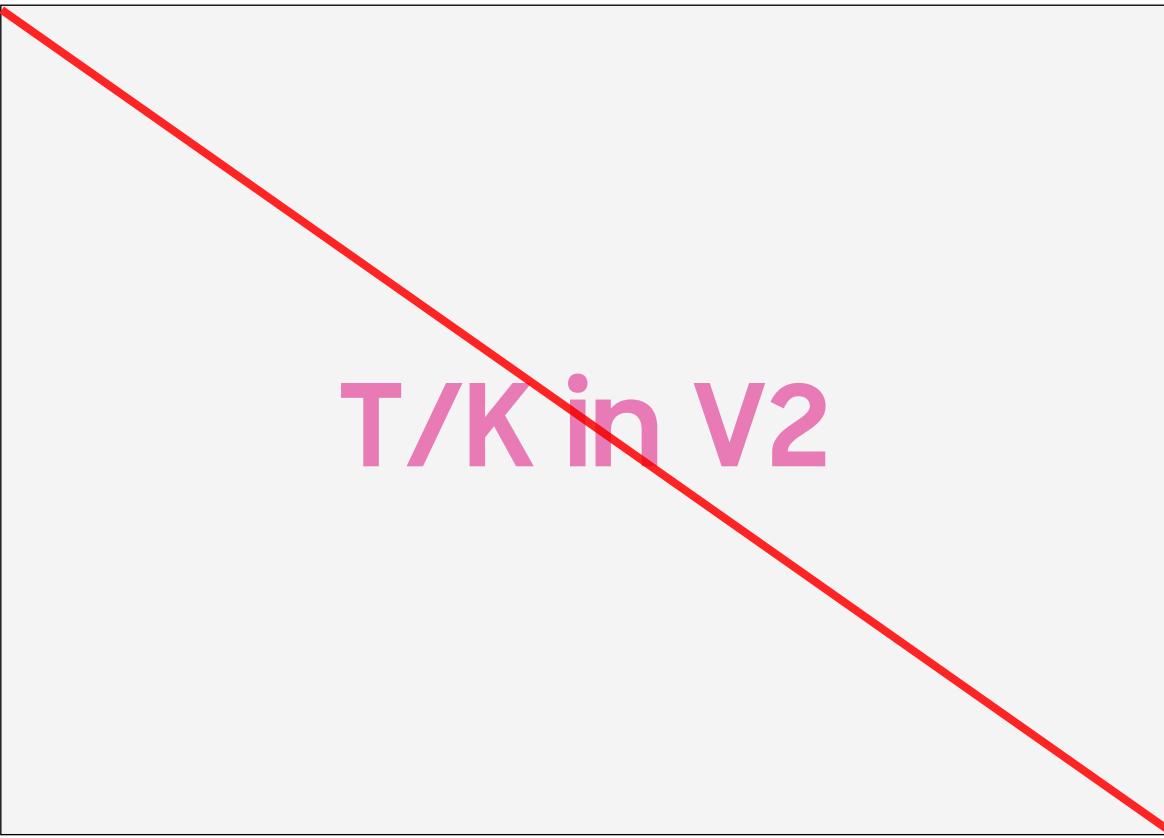
Do not crop products in ways that make them unrecognizable.



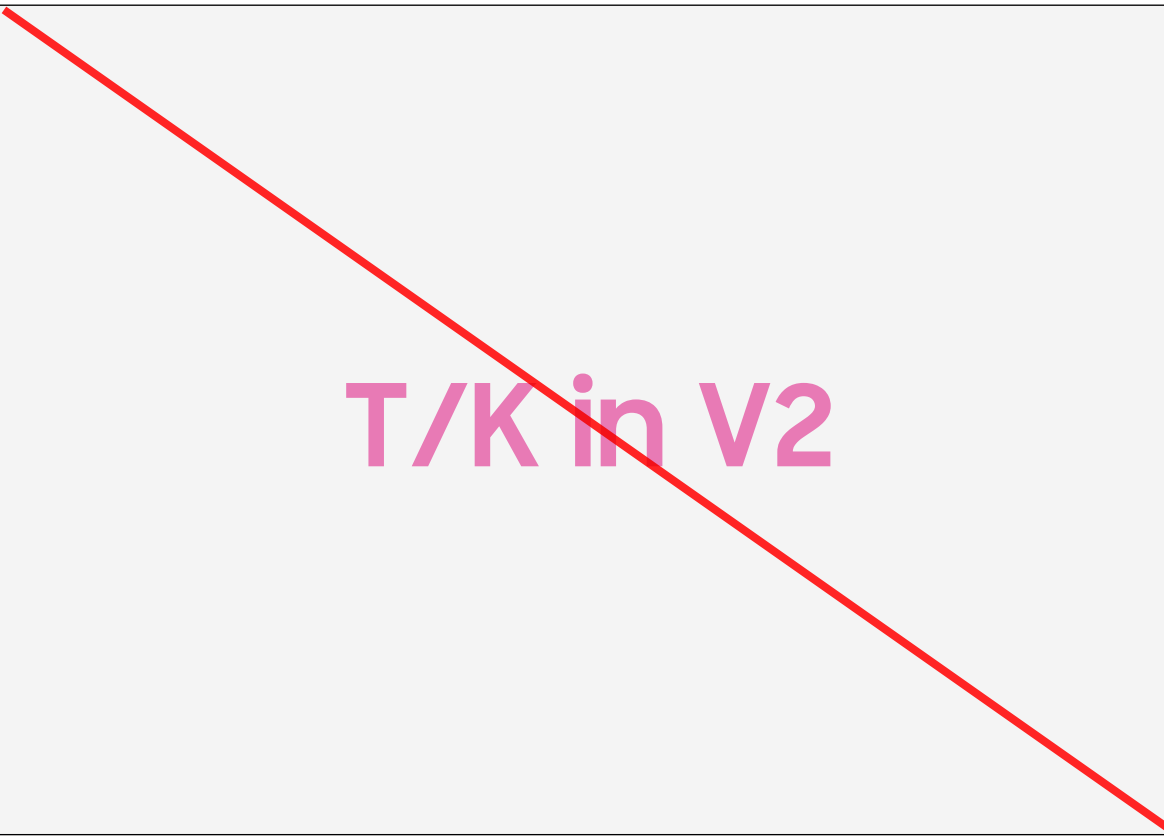
Do not change background.



Do not rotate the composition.



Do not use black and white.



Do not stretch the image.

OLV

FPD

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



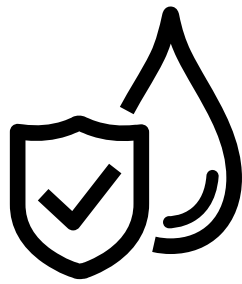
Auto Workout Detection



Cycle Tracking



Design for All Day Wear



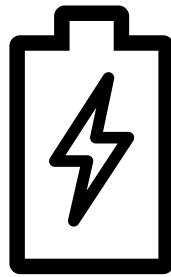
Durability - Water Resistant



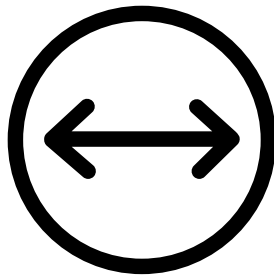
Energy Score



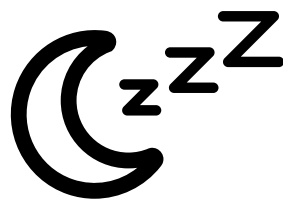
Heart Rate Tracking



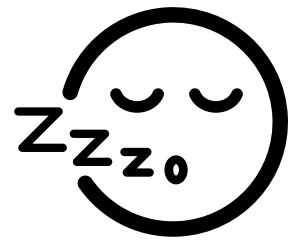
Long Lasting Battery Life



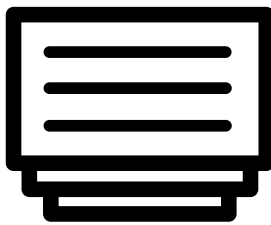
Sizing Kit



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

2-line logo

Galaxy
Ring

Clear space



1-line lock-up

SAMSUNG Galaxy Ring

2-line lock-up

SAMSUNG
Galaxy Ring

2-line lock-up

SAMSUNG
Galaxy Ring



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.

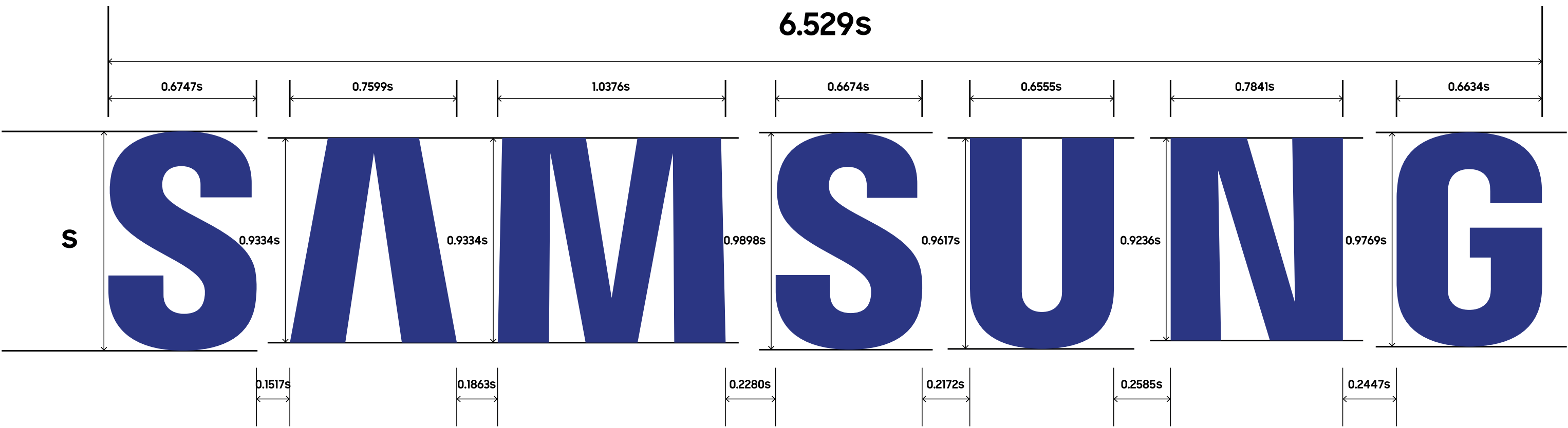
SAMSUNG

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.

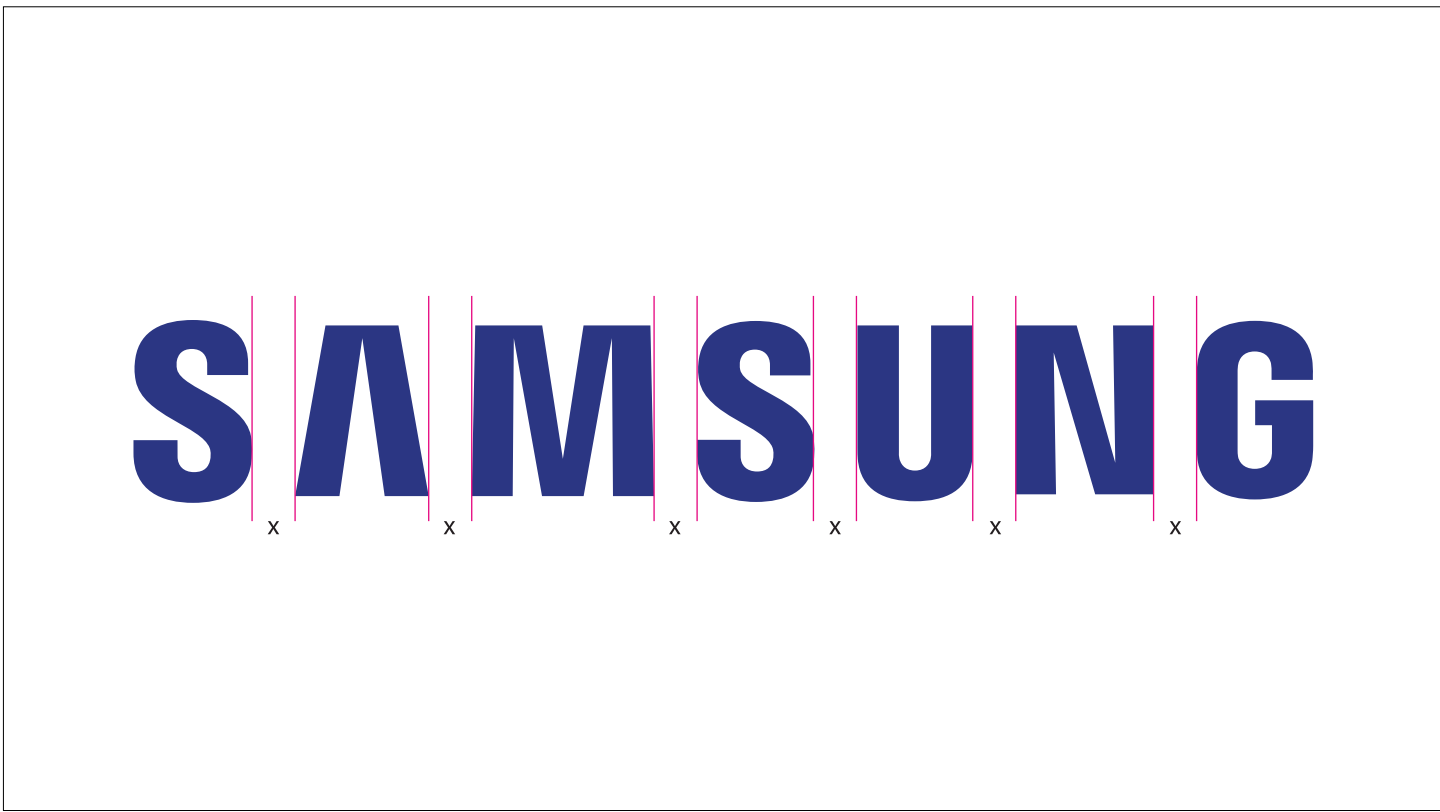
Specification

- 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.

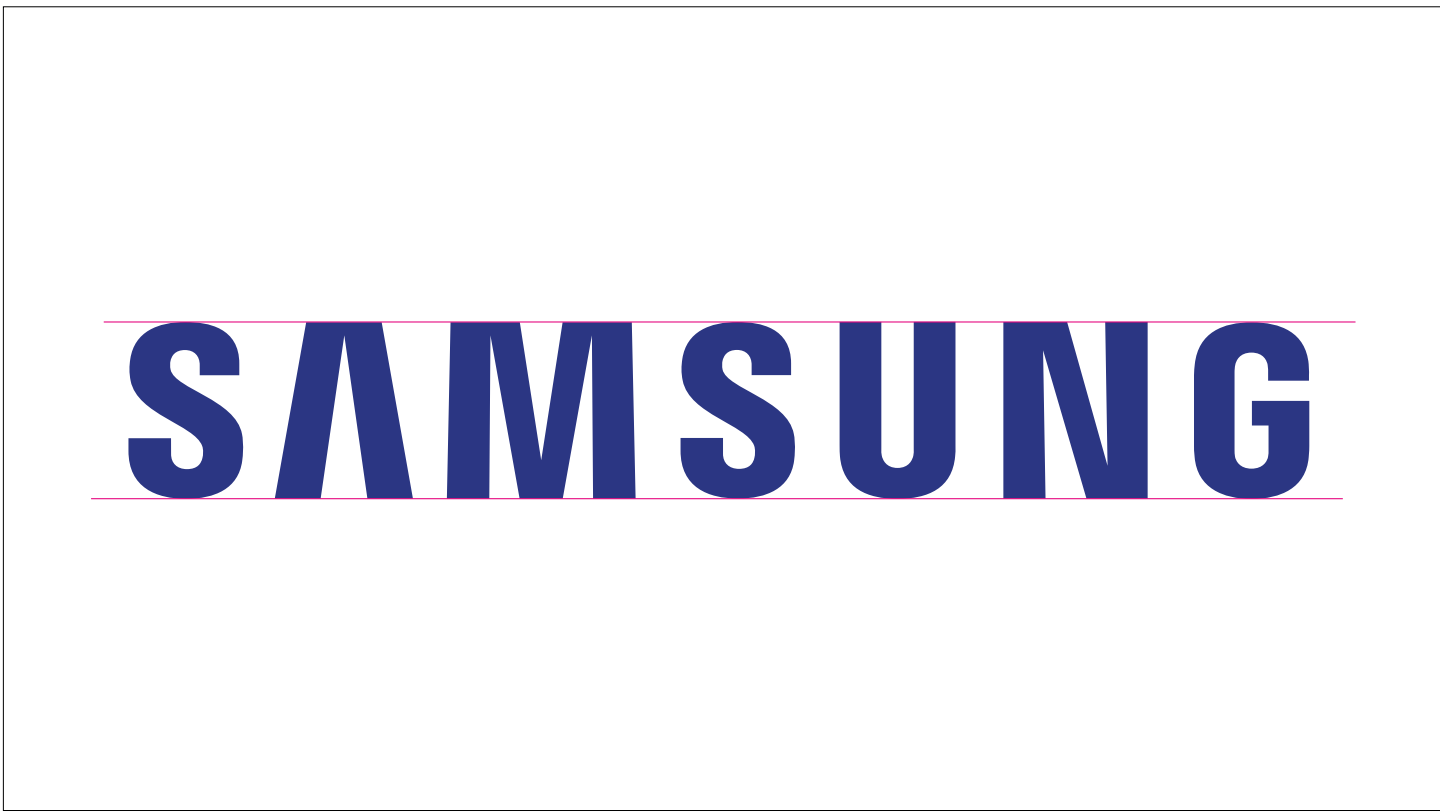


S-height **SAMSUNG** The S-height is the distance between the baseline and the top line of the first letter S of the lettermark.

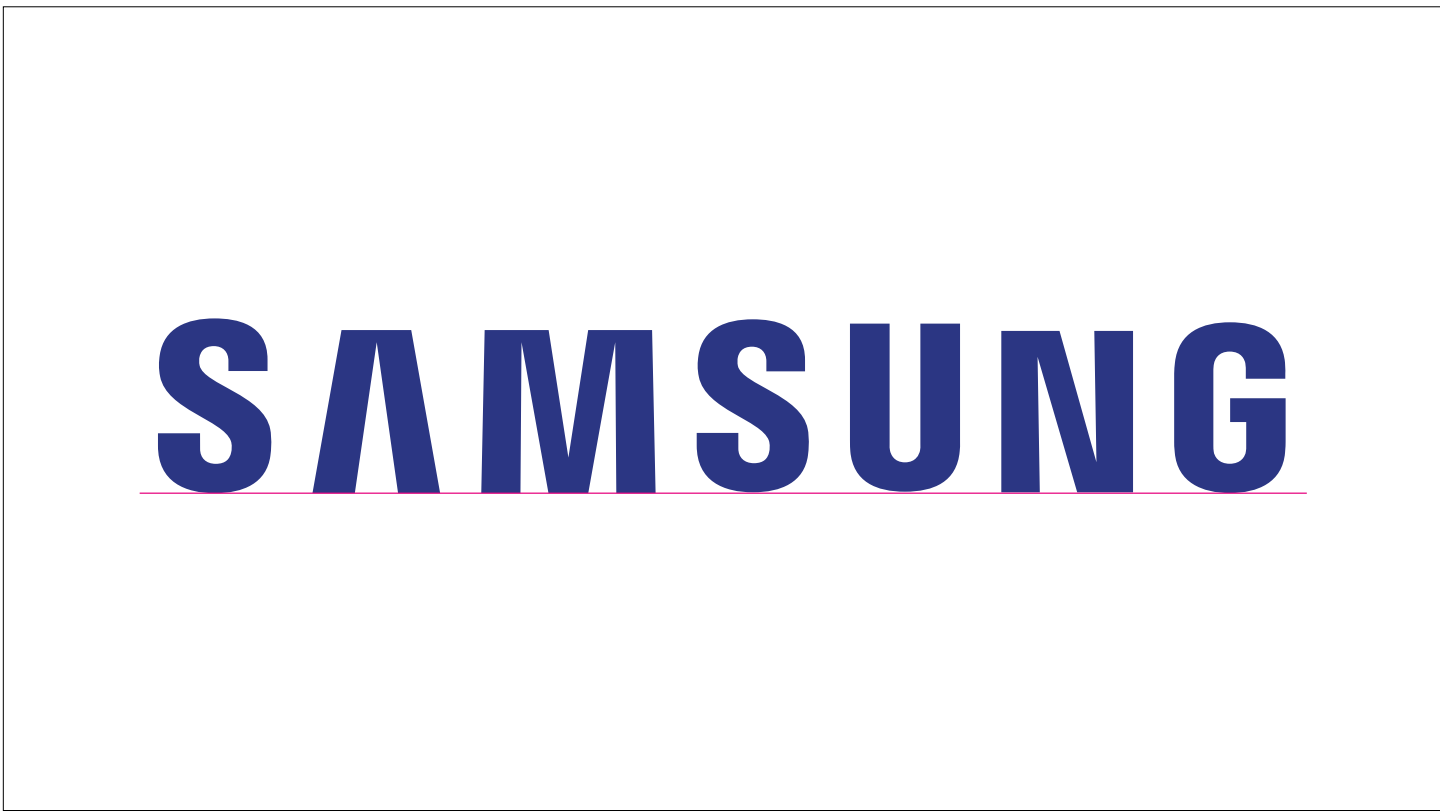
Incorrect-lettermark identification



When spaces between characters are equal



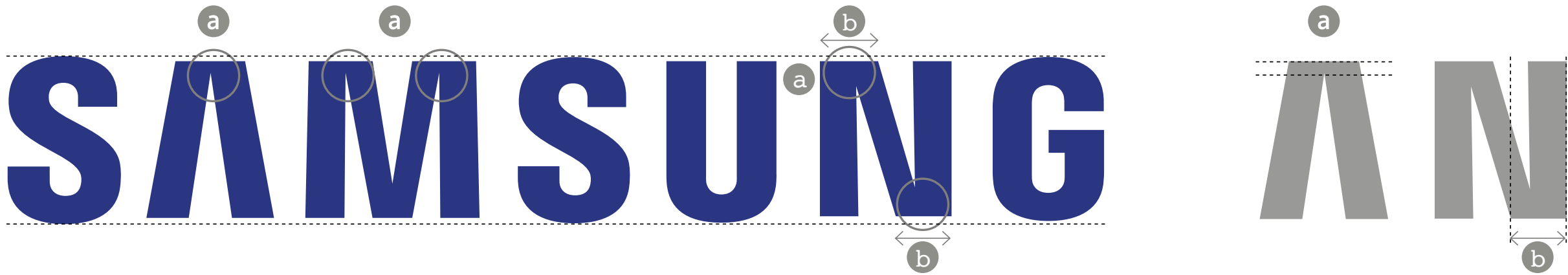
When the height of all characters is the same



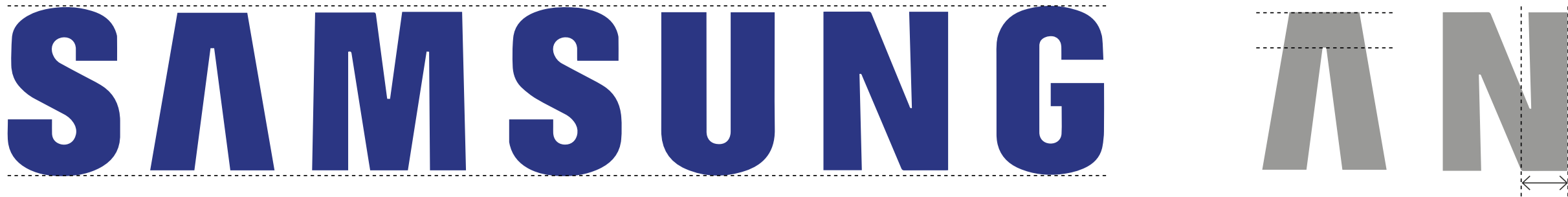
When all characters share the same baseline

Correct lettermark

Correct lettermark



Incorrect (old) lettermark



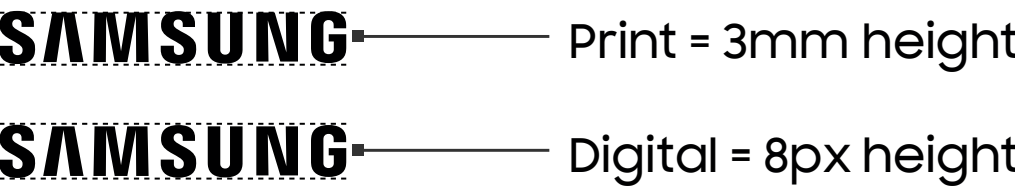
- ① There are many incorrect and outdated lettermarks in use. Use this page to help identify the correct version of the lettermark.
- ② **Check for**
 - ⓐ Sharper angles in the apex of letters A, M and N
 - ⓑ Wider top left and bottom right of the letter N
- ③ **Do not** use lettermarks that have been acquired from unknown sources or downloaded from unofficial Samsung websites.

Clear space and size

Minimum clear space



Minimum size



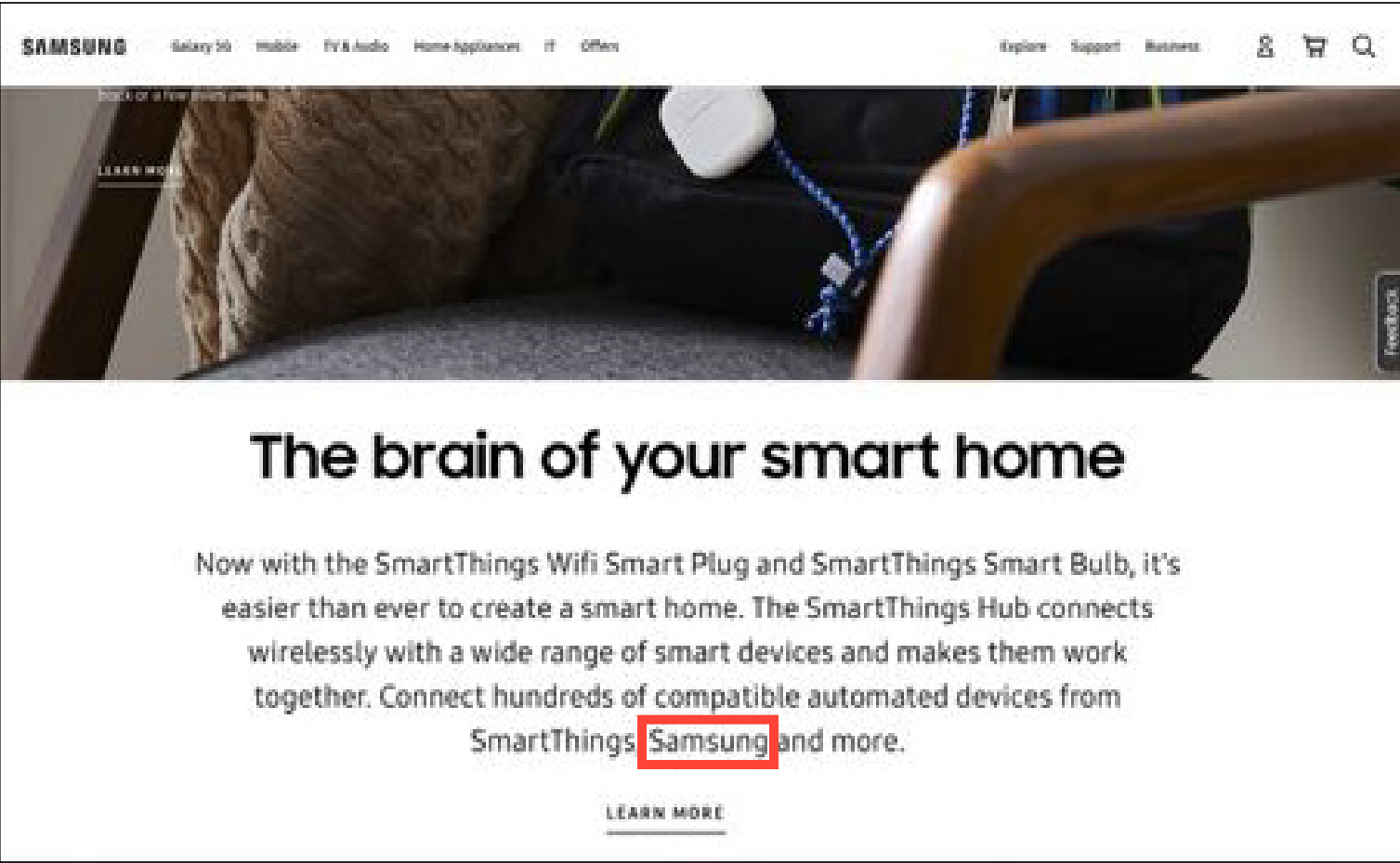
- ① Clear space around the lettermark should be protected at all times from other elements.
- ② At least a minimum required space should be secured when space is limited.
- ③ **Do not** use the lettermark smaller than 3mm in height for print and 8 pixels in height for digital to ensure the legibility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

Writing out Samsung

Articles



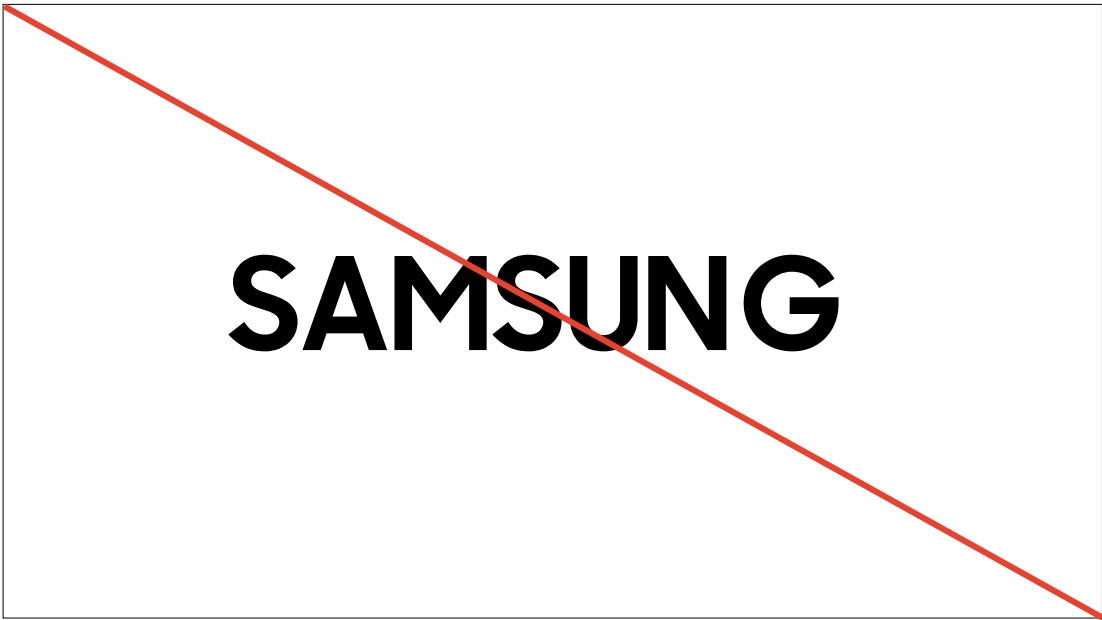
Web page



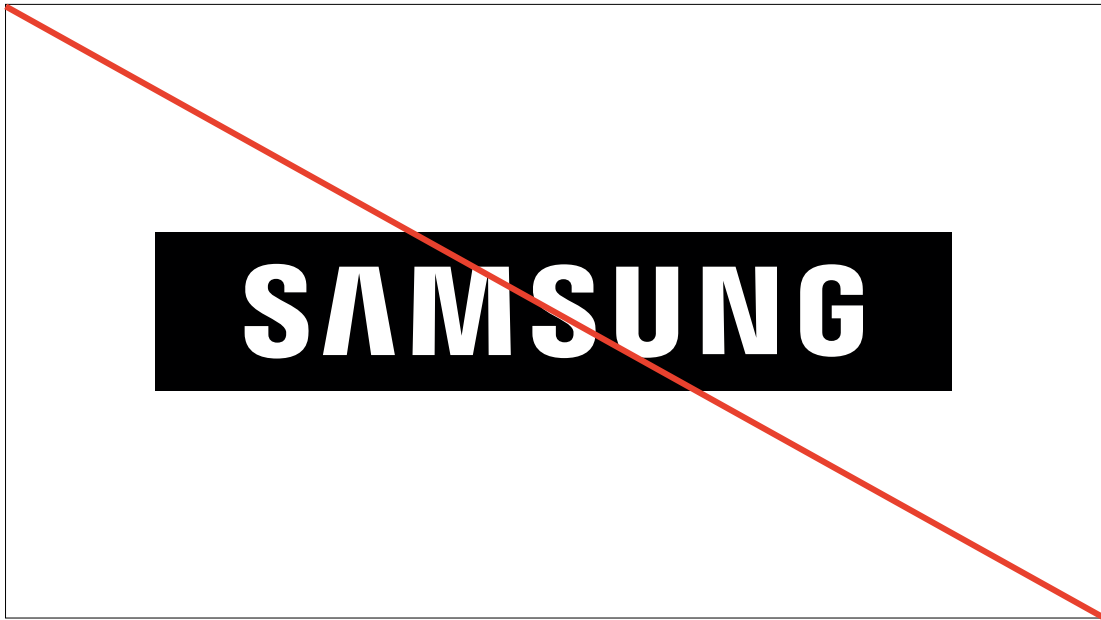
① When writing out the word “Samsung,” use only sentence case and never write in all capital letters.

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

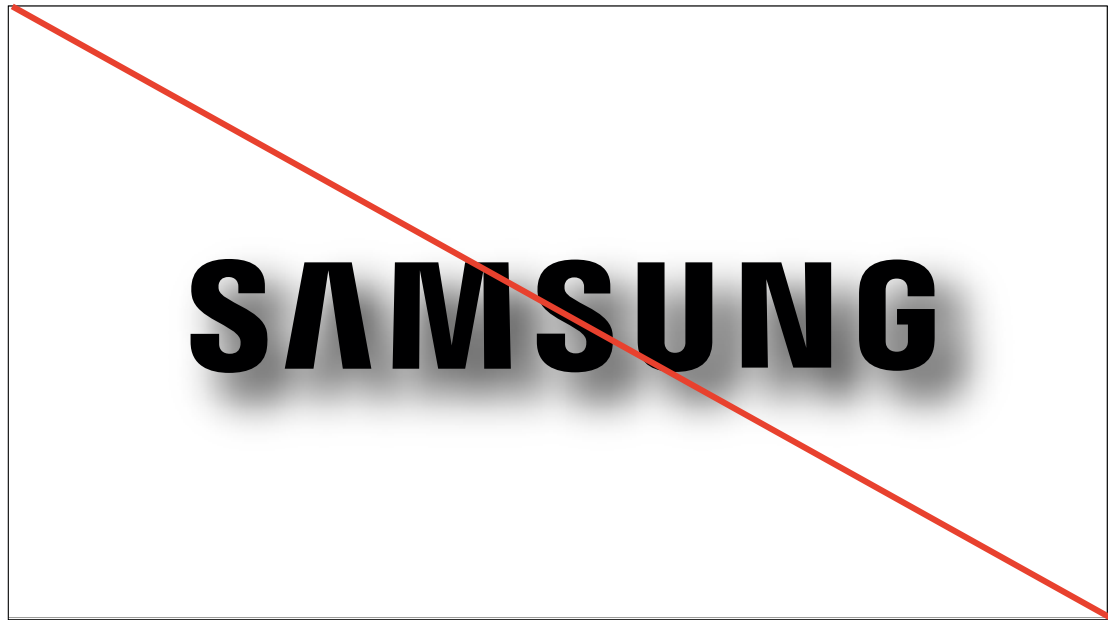
Do nots



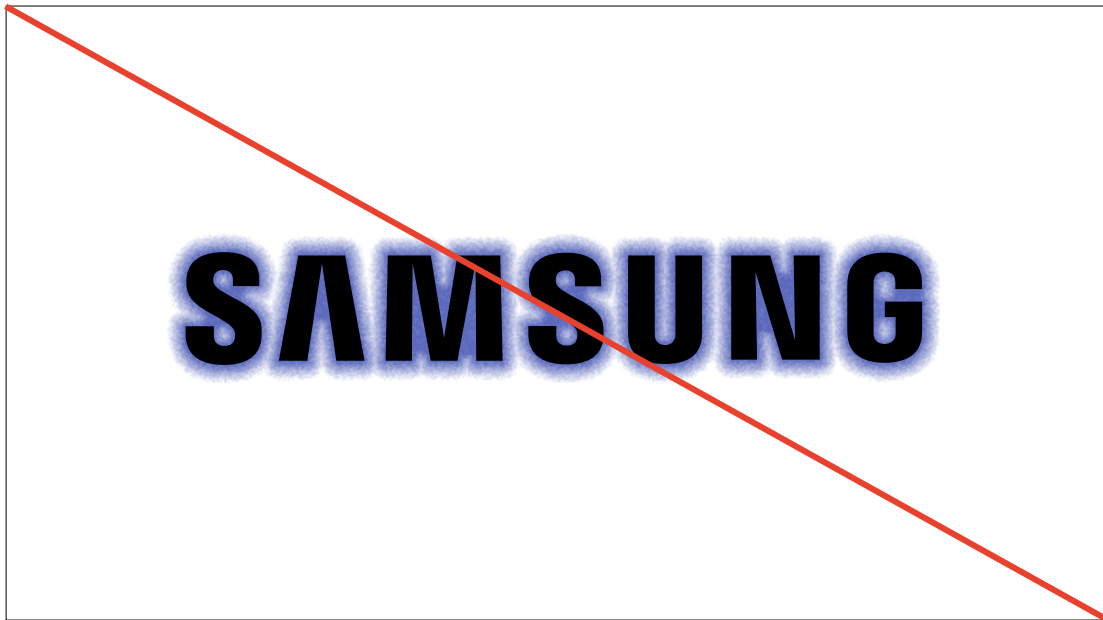
Do not recreate art for the lettermark.



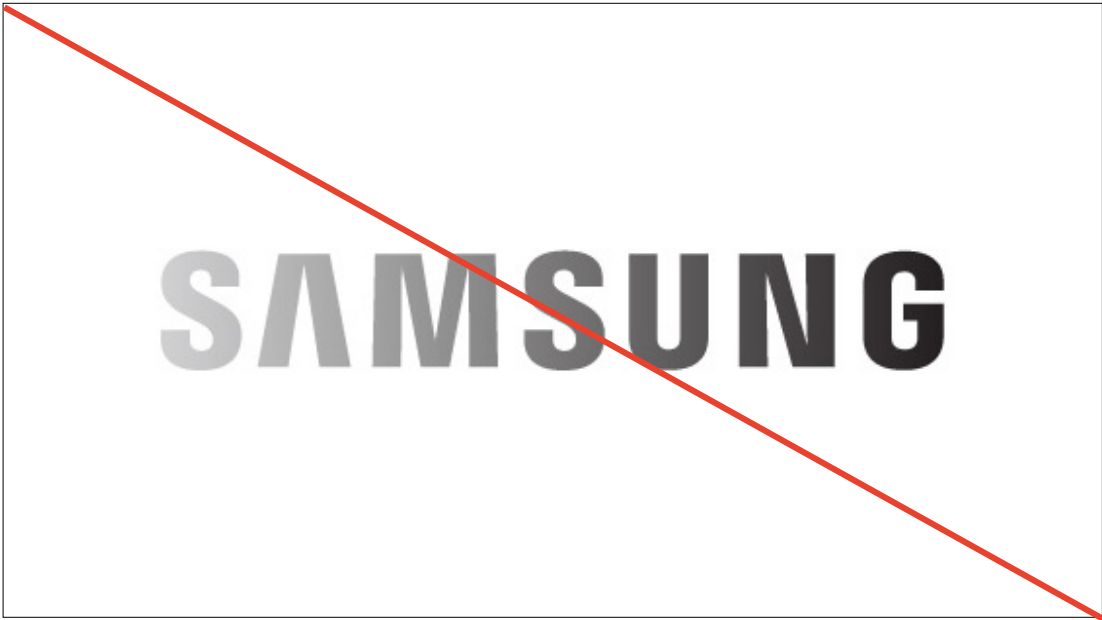
Do not add box around the lettermark.



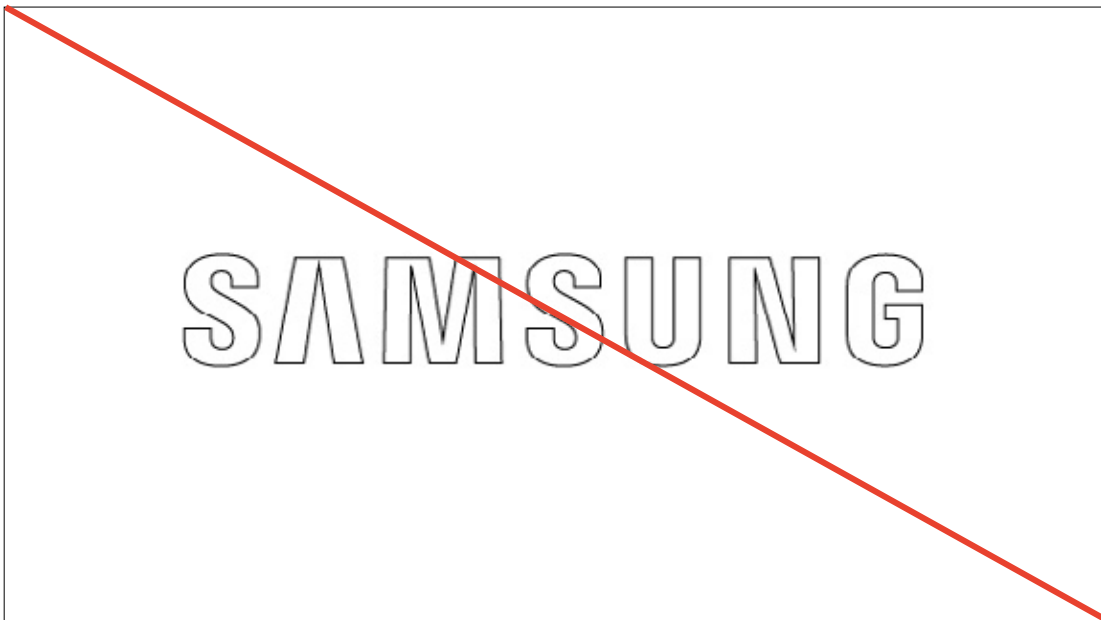
Do not add drop shadows.



Do not apply special effects.



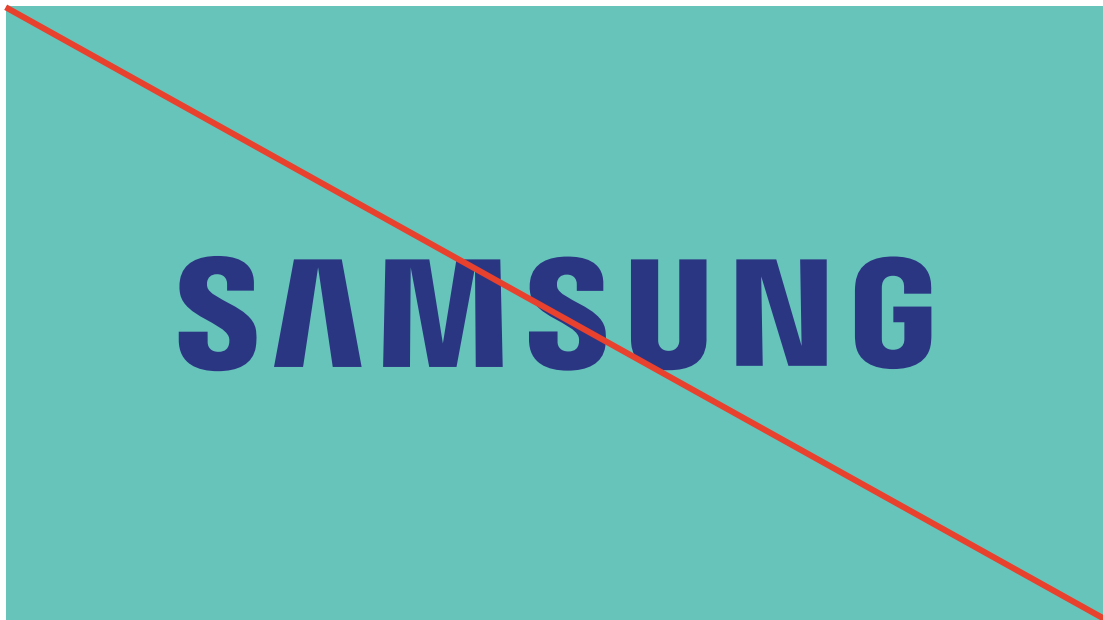
Do not apply gradients.



Do not outline.



Do not place the lettermark on photographs or backgrounds with insufficient contrast.

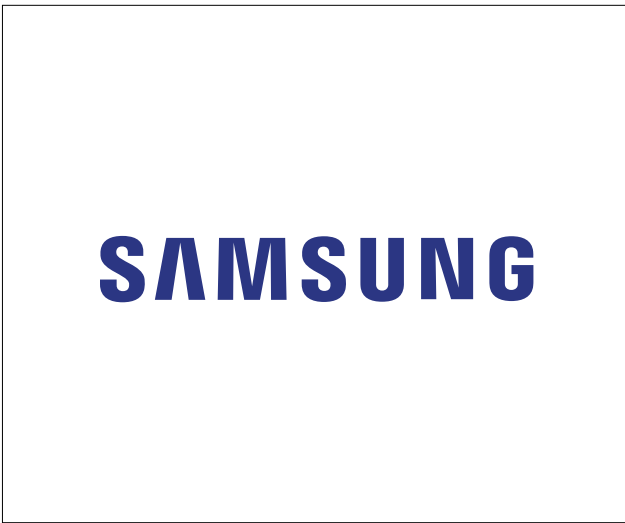
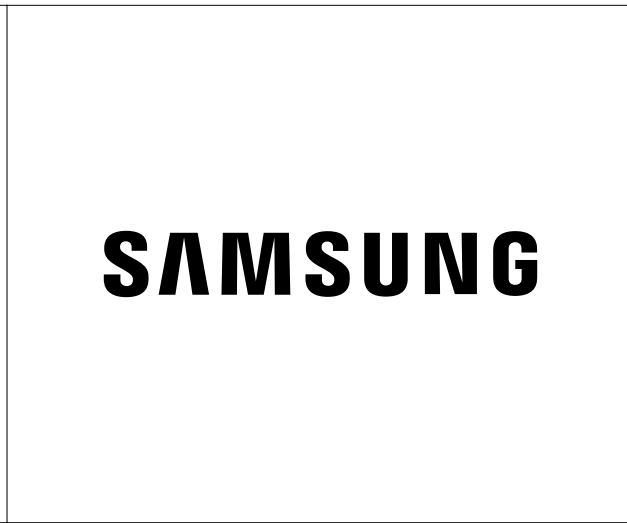
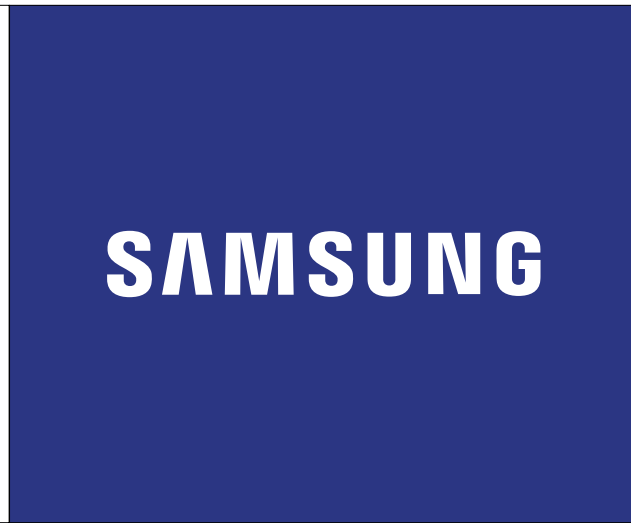


Do not place the blue lettermark on a solid color background that conflicts with our primary color palette.

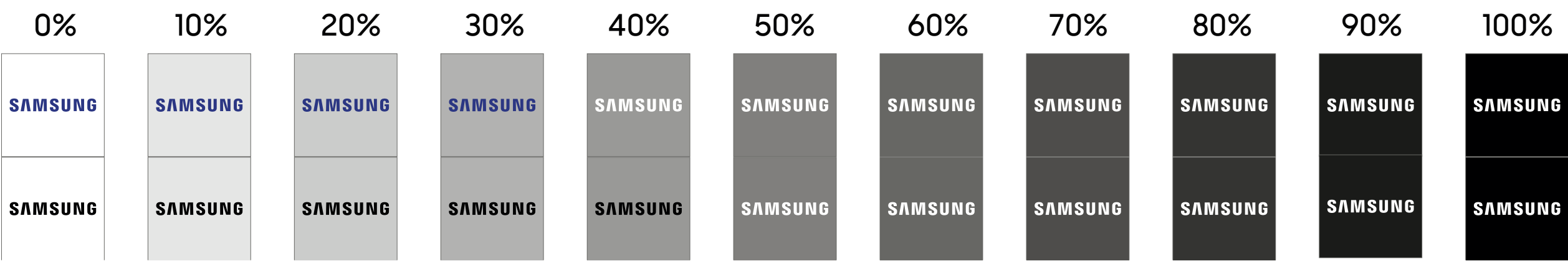
Color

Color

Lettermark color options

			
Samsung Blue	Black	White	White
PMS 286 C CMYK - 100/80/0/0 RGB - 20/40/160 HEX - 1428A0	CMYK - 0/0/0/100 RGB - 0/0/0 HEX - 000000	CMYK - 0/0/0/0 RGB - 255/255/255 HEX - FFFFFFFF	CMYK - 0/0/0/0 RGB - 255/255/255 HEX - FFFFFFFF

Contrast guidance



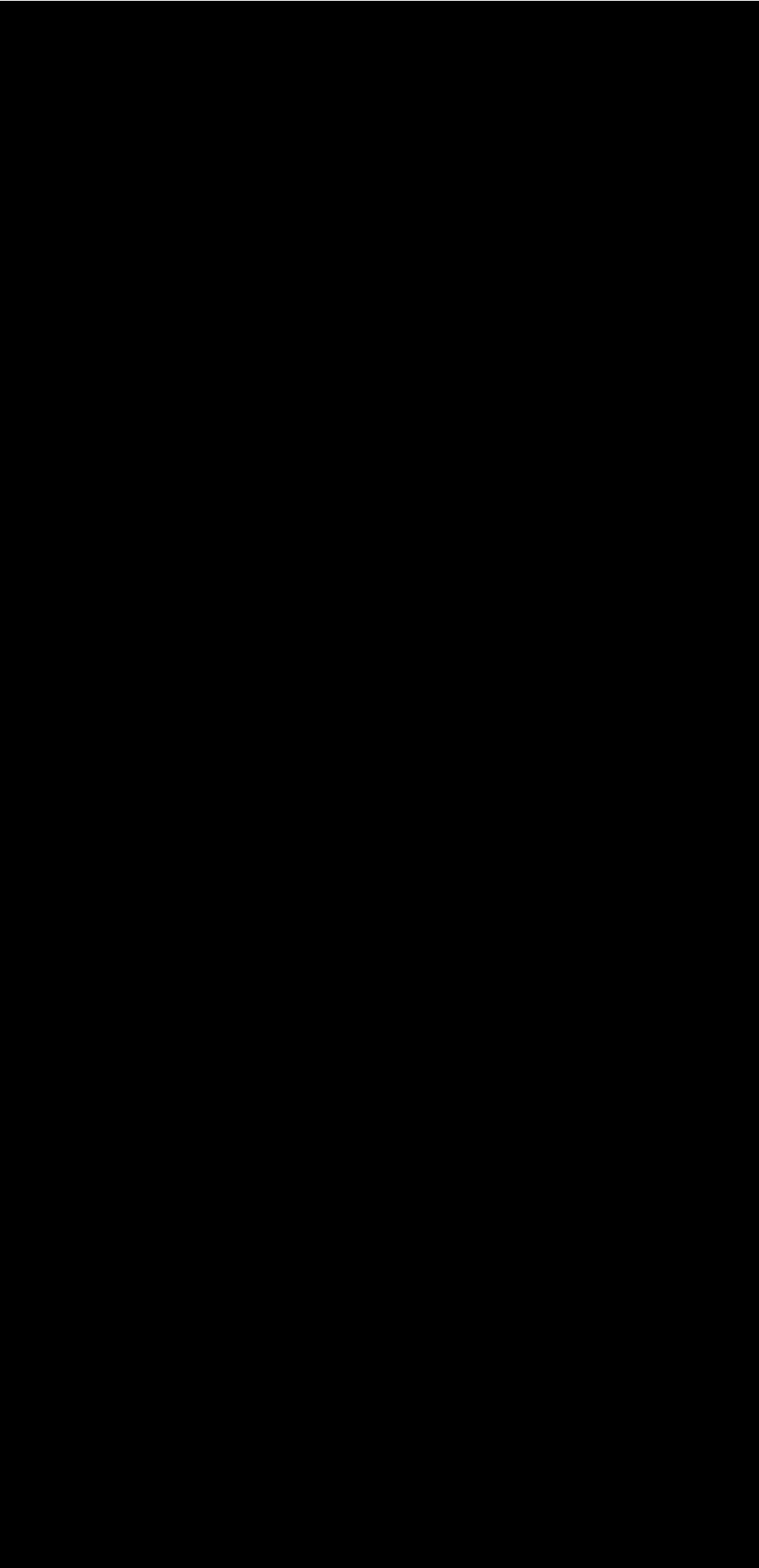
- ① The lettermark is available in Samsung Blue (PMS 286 C), black and white.
- ② The blue lettermark is our primary mark; however, the black and white lettermarks may also be used.
- ③ The gradient chart at the bottom left is representative of tonal possibilities within flat backgrounds and photography.

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.



Illustrative colors

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

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

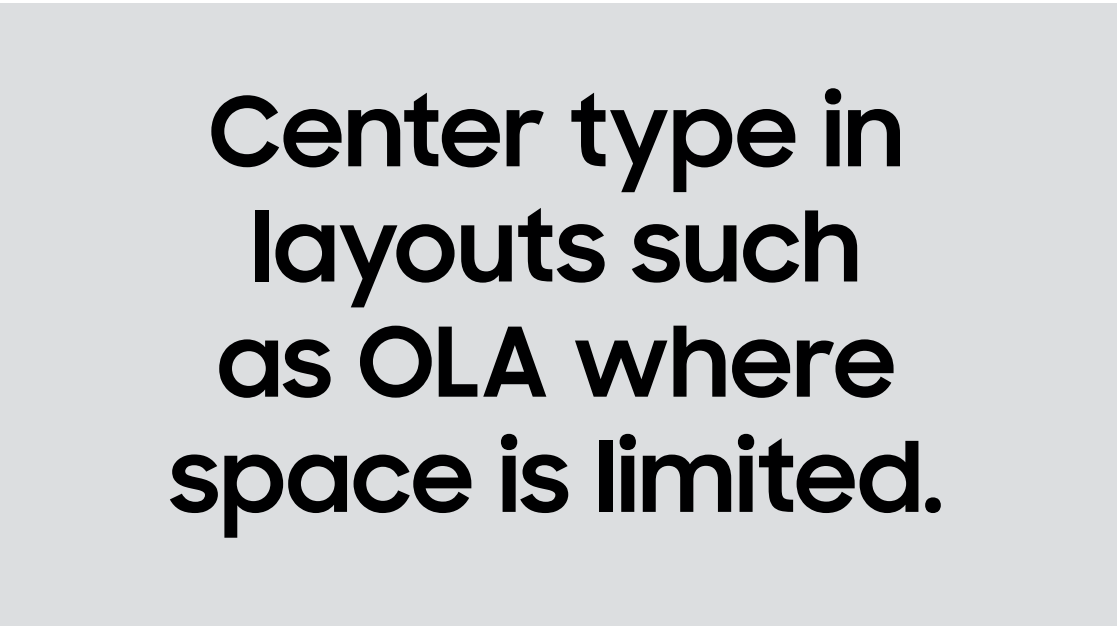
EYEBROW HEADS

- 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



Centered



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
arojre^olim 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
arojre^olim 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. Switching To Galaxy Couldn't Be Easier. Do not use title case. <td data-cs="2" data-kind="parent"> Writing the brand name No one does 5G better than Samsung When writing out the name "Samsung," use sentence case and never all caps. </td>	Writing the brand name No one does 5G better than Samsung When writing out the name "Samsung," use sentence case and never all caps.
All caps INTRODUCING All caps are allowed only for eyebrow headlines within digital environments. SWITCHING TO GALAXY COULDN'T BE EASIER. Do not use all caps in headlines, subheads or body copy. <td data-cs="2" data-kind="parent"> Periods Do bigger things Upgrade now and get 6 months of free Spotify Enough room for all your tunes 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. </td>	Periods Do bigger things Upgrade now and get 6 months of free Spotify Enough room for all your tunes 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.
Commas Serial commas are not used in copywriting. <td data-cs="2" data-kind="parent"> Exclamation points and ampersands Avoid using exclamation points or ampersands. </td>	Exclamation points and ampersands Avoid using exclamation points or ampersands.

Buyouts

FPD

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.

Contacts

Contacts

SEA Creative Services Team

Joo-Mee Song
joomee.s@sea.samsung.com

Chloe Petersen
c.petersen1@sea.samsung.com

Kasey Grona
kasey.grona@sea.samsung.com

Jung Yoon Hage
j.hage@sea.samsung.com

Dillon Hesse
dillon.hesse@sea.samsung.com

Legal notice

1. All functionality, descriptions, ideas, drawings, features, specifications and other information provided in this document are (i) Samsung's proprietary and confidential information, (ii) subject to the non-disclosure agreement regarding "Galaxy Ring," (iii) provided for discussion purpose only and (iv) shall not be disclosed by the recipient to any third party.

2. Samsung reserves the right to make changes to this document, at any time, without obligation on Samsung to provide notification of change.

3. Nothing in this document grants to the recipient any license or right in or to information or materials provided in this document, or any intellectual property therein.

SAMSUNG PROPRIETARY AND CONFIDENTIAL

4. THIS DOCUMENT AND ANY INFORMATION CONTAINED HEREIN ARE PROVIDED ON "AS IS" BASIS WITHOUT WARRANTY OF ANY KIND, EITHER IMPLIED OR EXPRESSED.

SAMSUNG