Works with

Samsung SmartThings

Lock-up
Guidelines

Index

Introduction

When your device Works with SmartThings, you can trust that users will have a reliable, one-of-a-kind experience, and access to thousands of simple, safe, and sustainable smart home solutions. Explore our ecosystem.

Please follow these guidelines to help us maintain the strength and integrity of the SmartThings visual brand.

SmartThings

Works with SmartThings

Ground Rules

Works with SmartThings lock-up is used to indicate compatibility with the SmartThings ecosystem.

- Despite the Works with Samsung SmartThings endorsement badge naming, our program title remains as the Works with SmartThings (WWST) certification program.

- Due to the changing landscape around master brands, we've created a master brand (Samsung) lock-up for our endorsement logo and badge only.

- Prioritize the use of horizontal logos, use vertical only if space is limited.

Endorsement sample

Copy sample

Official acronym sample

Preferred option

Works with
Samsung SmartThings

With a Works with SmartThings certified device, you can trust that users will have a reliable, one-of-a-kind experience.

After certification, your product will enjoy the many benefits provided by WWST, and will be visible to all SmartThings users in the SmartThings app.

Works with SmartThings

Endorsement

1. Endorsement with icon can be full-color, black or white.

2. Always consider the overall design layout to determine the best option.

Do not create unauthorized lock-ups.

Note: Prioritize the use of horizontal logos for visibility, use vertical only if space is limited.

	Endorsement with icon	Endorsement without icon	Endorsement badge
Preferred option	Works with **Samsung SmartThings**	Works with **Samsung SmartThings**	Works with **Samsung SmartThings**
Alternative option	Works with **Samsung SmartThings**	Works with **Samsung SmartThings**	Works with **Samsung SmartThings**

Works with SmartThings

Colors: Endorsement with Icon

1. Endorsement with icon can be full-color, black or white. The four available versions are shown on the right.

2. Always consider the overall design layout to determine the best option.

Do not create unauthorized lock-ups.

Note: Prioritize the use of horizontal logos for visibility, use vertical only if space is limited.

Color

Works with **Samsung SmartThings**

Works with **Samsung SmartThings**

Works with **Samsung SmartThings**

Works with **Samsung SmartThings**

Color version on light background

Color version on dark background

Monochrome

Works with **Samsung SmartThings**

Works with **Samsung SmartThings**

Works with **Samsung SmartThings**

Works with **Samsung SmartThings**

Mono version on light background

Mono version on dark background

SmartThings

Works with SmartThings

Colors: Endorsement without Icon

1. Endorsement without icon must be either black or white. Select the version that provides an appropriate level of contrast with the background color.

2. Consistent and accurate usage of color across different applications is key to building a strong visual consistency. The general color references provided to the right for printing process colors (CMYK) and on screen applications (RGB and HEX values) will help you achieve this goal.

Do not apply any other colors for the logo.

Note: Prioritize the use of horizontal logos for visibility, use vertical only if space is limited.

Black

White

Works with
Samsung SmartThings

Works with
Samsung SmartThings

Works with
Samsung SmartThings

Works with
Samsung SmartThings

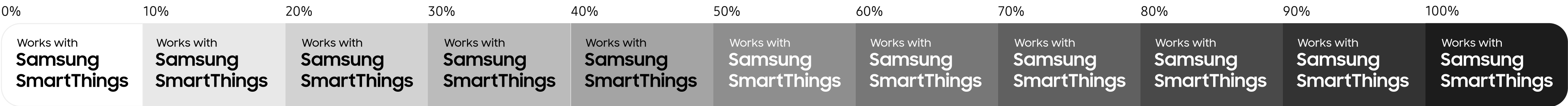Pantone: Black
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000

Pantone: White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

SmartThings

Works with SmartThings

Colors: Endorsement without Icon (continued)

Contrast guidance:

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

Works with
**Samsung
SmartThings**

Works with
**Samsung
SmartThings**

Works with
**Samsung
SmartThings**

Works with
**Samsung
SmartThings**

Works with
**Samsung
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**Samsung
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Works with
**Samsung
SmartThings**

Works with
**Samsung
SmartThings**

SmartThings

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Clear Space & Minimum Size

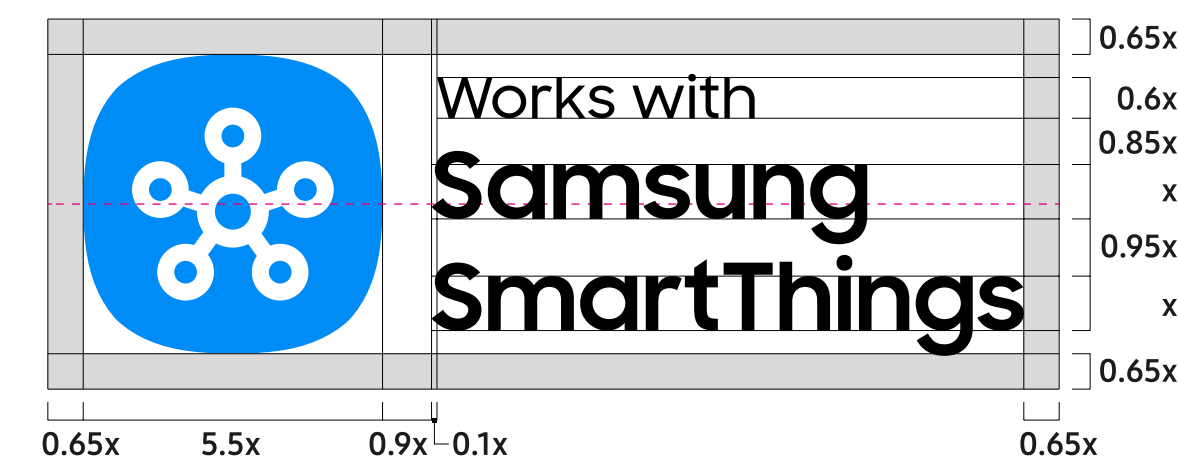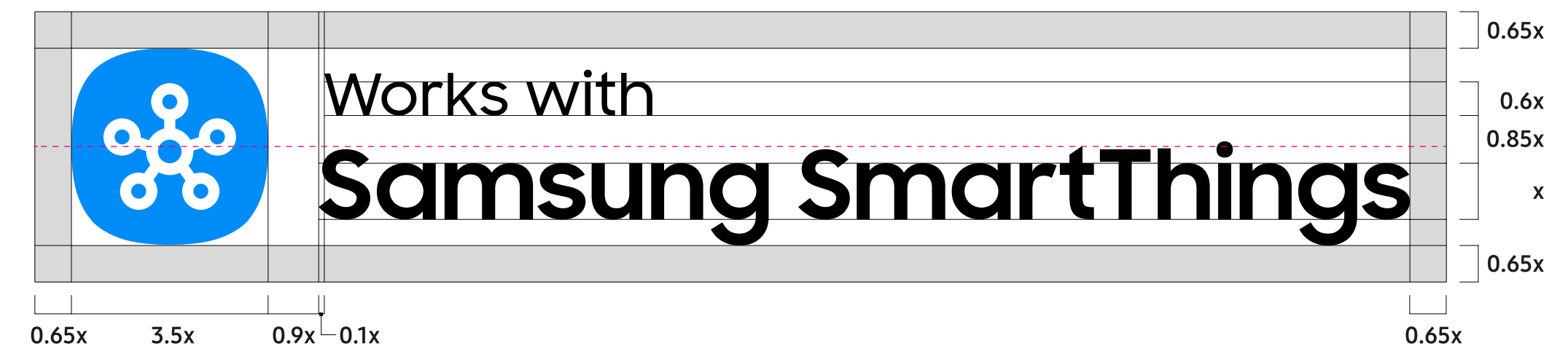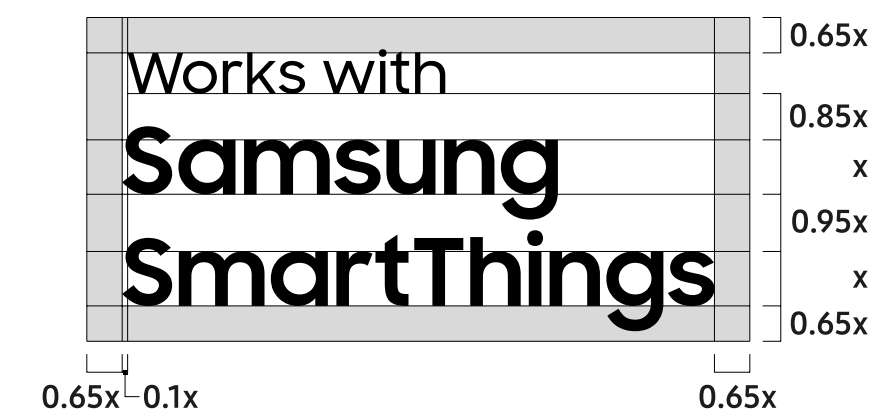**Endorsement with icon type.**

1. Always maintain a minimum clear space equal to 65% of the x-height of the logo around the endorsement lock-up.

2. Endorsement typography (Works with):
   Font: Samsung Sharp Sans Medium | Kerning: Auto
   Tracking: 0 | Case: Sentence

Do not size the logo smaller than the minimum sizes shown on the right for print and digital media.

Notes:

- Prioritize the use of horizontal logos for visibility, use vertical only if space is limited.

- The **x-height** is the distance between the baseline and the top line of the lowercase letters.

Specification

Works with
Samsung SmartThings

0.65x
0.6x
0.85x
x
0.65x

0.65x   3.5x   0.9x   0.1x   0.65x

Works with
Samsung SmartThings

0.65x
0.6x
0.85x
x
0.95x
x
0.65x

0.65x   5.5x   0.9x   0.1x   0.65x

Minimum size

Works with
Samsung SmartThings

Print: 8mm height
Digital: 23px height

Works with
Samsung SmartThings

Print: 13mm height
Digital: 38px height

SmartThings

Works with SmartThings

Clear Space & Minimum Size (continued)

Endorsement without icon type.

1. Always maintain a minimum clear space equal to 65% of the x-height of the logo around the endorsement lock-up.

2. Endorsement typography (Works with):
   Font: Samsung Sharp Sans Medium | Kerning: Auto
   Tracking: 0 | Case: Sentence

Do not size the logo smaller than the minimum sizes shown on the right for print and digital media.

Specification

Works with
Samsung SmartThings

0.65x
0.6x
0.85x
x
0.65x

0.65x 0.1x   0.65x

Works with
Samsung
SmartThings

0.65x
0.85x
x
0.95x
x
0.65x

0.65x 0.1x   0.65x

Minimum size

Works with
Samsung SmartThings

Print: 7mm height
Digital: 21px height

Works with
Samsung
SmartThings

Print: 12.5mm height
Digital: 35px height

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Placement

1. Use this placement guide for communications where SmartThings endorses another Samsung product.

2. Use corner placement in communications where there is a large key message or key image which takes priority.

3. Size the lettermark equal to one column width.

4. When selecting the visual, ensure that there is enough space in the bottom corner for the logo.

Corner placement
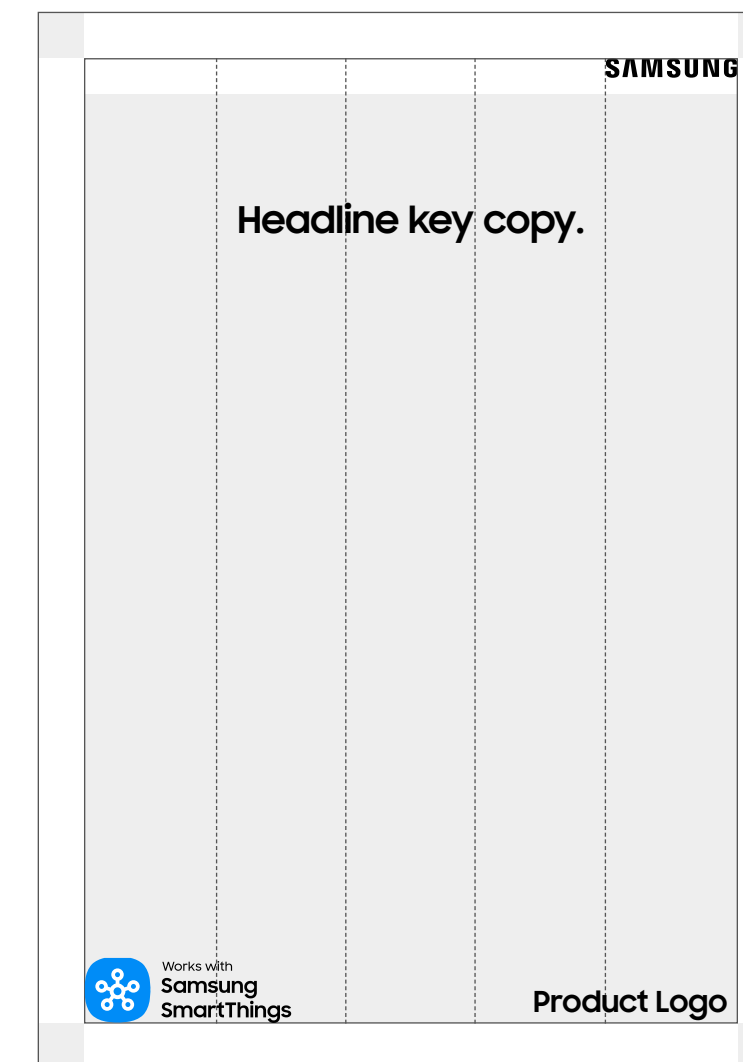
Example

Works with SmartThings

Usage

Use endorsement lock-ups to indicate compatibility with the SmartThings ecosystem.

Please note that the use of the WWST logo is only allowed for devices that have successfully completed the WWST certification process.

Works with SmartThings

Do Nots

A Do not create a lock-up with the lettermark.

B Do not change the typeface of the endorsement line.

C Do not stack SmartThings differently.

D Do not alter the size of the endorsement line.

E Do not violate the spacing rule.

F Do not change the color of the endorsement lock-up.

G Do not alter the proportions of the icon and lock-up.

H Do not add drop shadows.

I Do not place the logo on busy backgrounds with insufficient contrast.
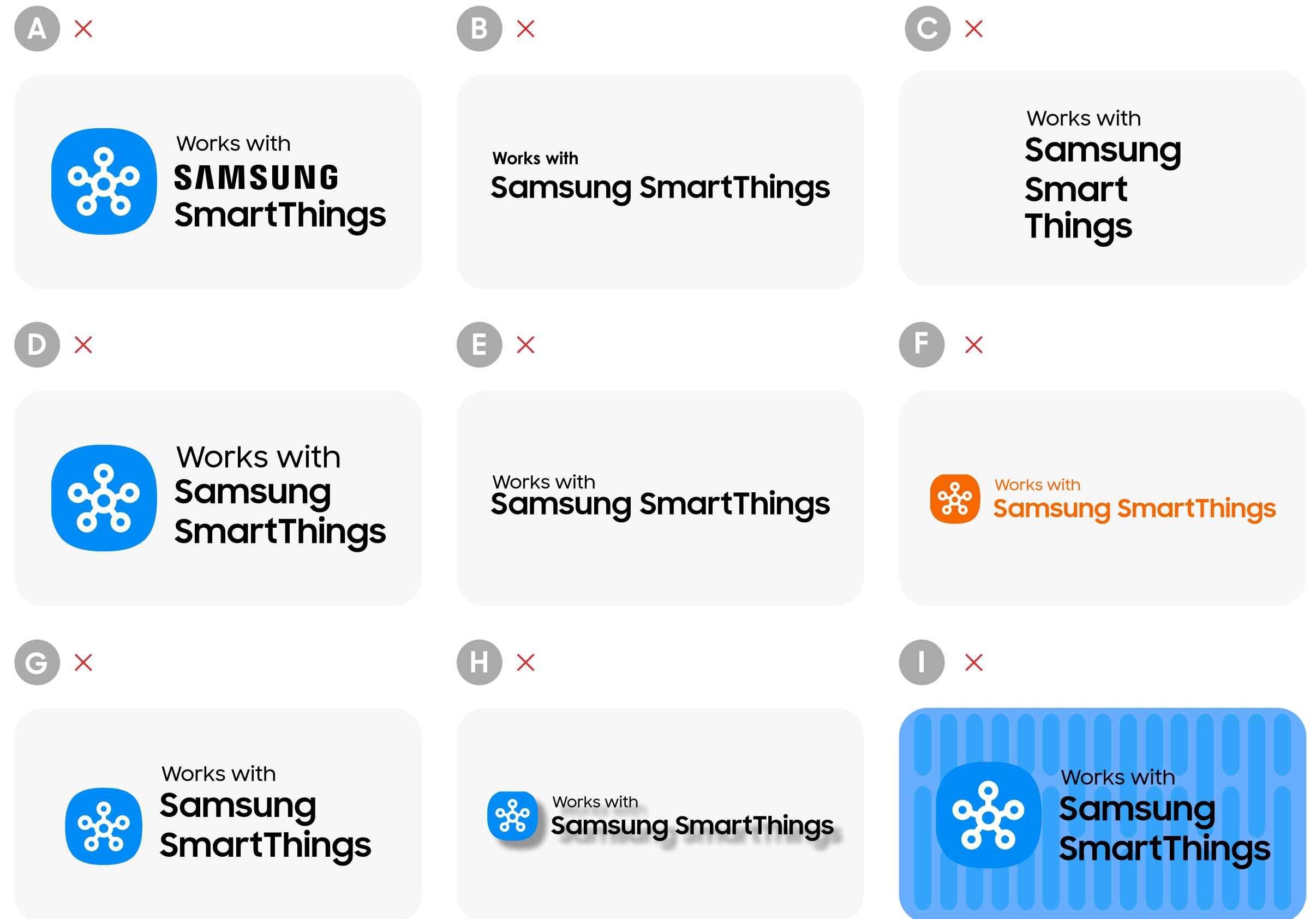
Works with SmartThings

Badges

Endorsement without icon type.

1. Use endorsement badges for product packaging and services that meet SmartThings criteria for compatibility and support.

Use endorsement badges especially when:
- other endorsing brands appear in the same communication.
- a third party requires our endorsement.

2. "Works with" lock-ups can be used for both Samsung and third party packaging.

Do not apply any other colors for the logo.

Note: Prioritize the use of horizontal logos for visibility, use vertical only if space is limited.

Endorsement badge

Works with
Samsung SmartThings

Horizontal

Works with
Samsung SmartThings

Works with
Samsung SmartThings

Vertical

Works with
Samsung SmartThings

SmartThings

Works with SmartThings

Badges (continued)

Colors:

1. Badges can have a white or black background to increase versatility.

2. When selecting between the two color options, consider the contrast with the background and the overall color scheme.

Badge background
White version
CMYK: 0 0 0 0
HEX: #FFFFFF

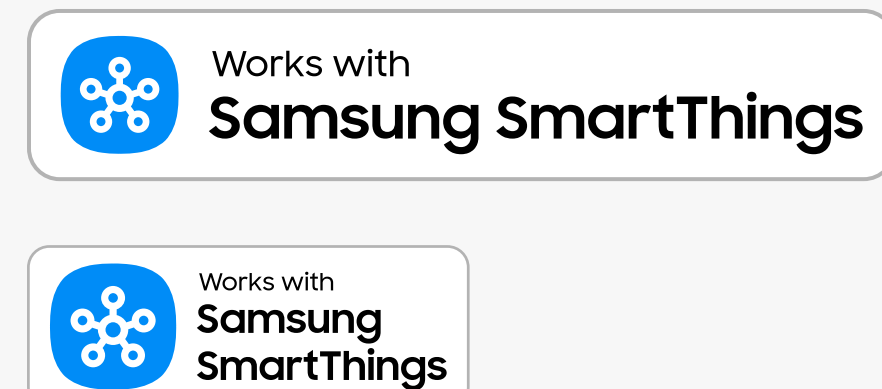**Black version**
CMYK: 0 0 0 100
HEX: #000000

Gray outline color
Stroke aligns inside the badge edge.
CMYK: 0 0 0 30
HEX: #B2B2B2

Note: Use process colors (CMYK) for print applications and HEX values for on-screen applications.

White version

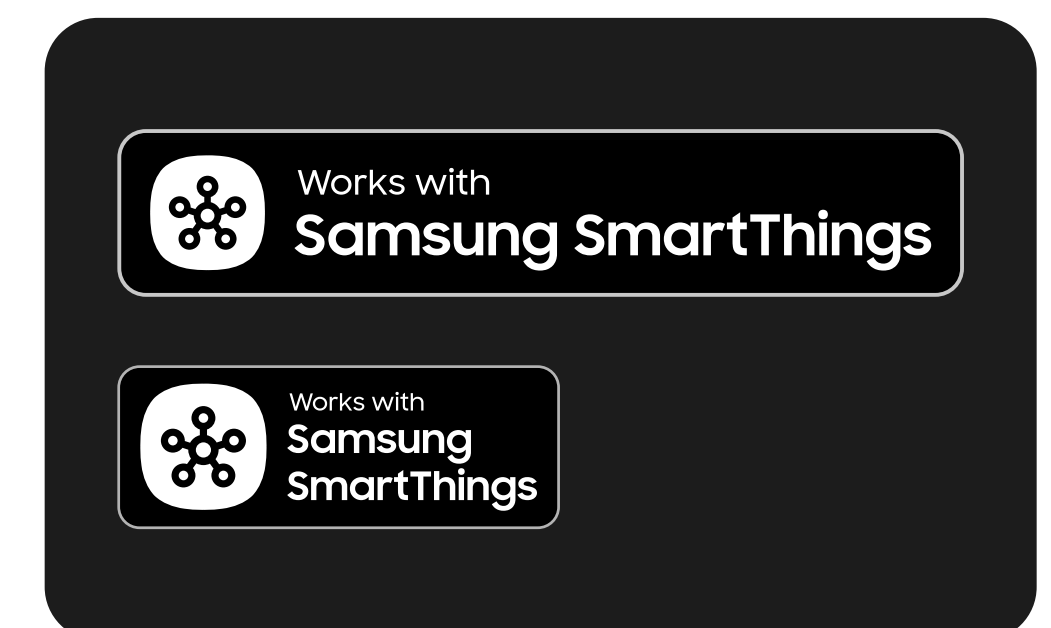Color version on light background

Black version

Color version on dark background

Monochrome

Mono version on light background

Mono version on dark background

Works with SmartThings
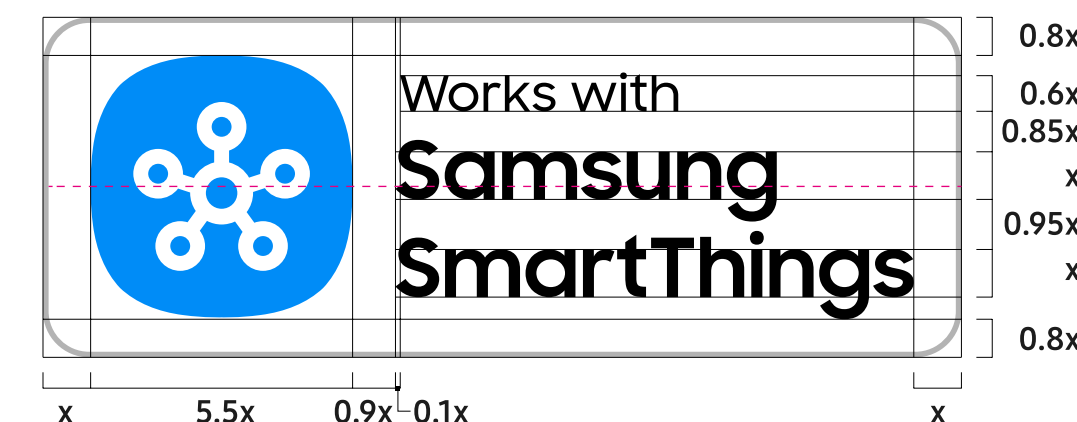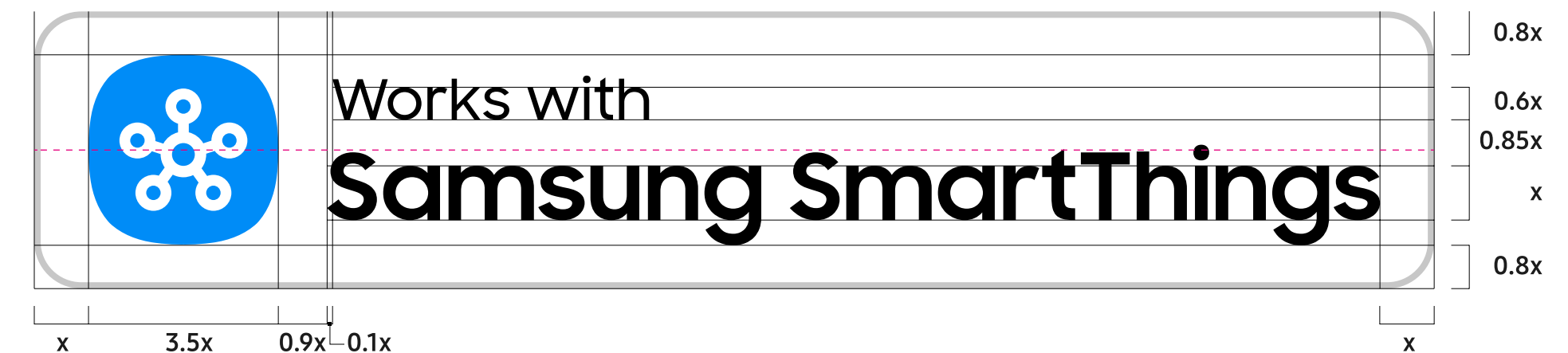
Badges (continued)

Specification:

1. The internal badge margins are shown on the right.
   Use the x-height to determine spacing and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.

   Line weight: Equal to 11.5% of the x-height

   Round corner radius: Equal to 82% of the x-height

2. Top and bottom margins are 80% of the x-height, while left and right margins are 100% of x.

3. Always maintain a minimum clear space equal to 65% of the x-height of the logo around the endorsement badge.

Do not size the logo smaller than the minimum sizes shown on the left for print and digital media.

Minimum size

Print: 12mm height
Digital: 34px height

Print: 17mm height
Digital: 48px height
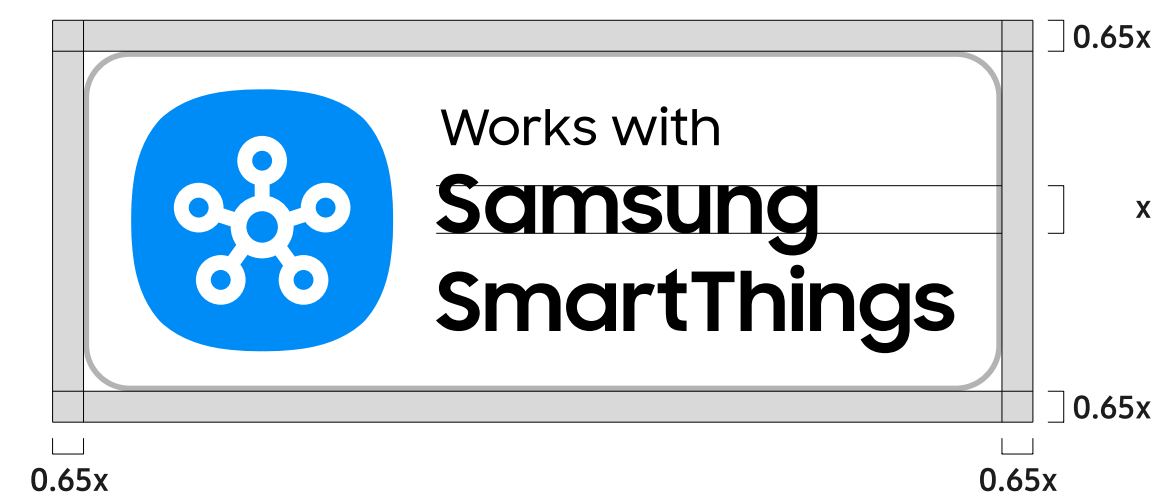
Works with SmartThings

Badges (continued)

1. Always maintain a minimum clear space equal to 65% of the x-height of the logo around the endorsement lock-up.

2. Endorsement typography (Works with):
   Font: Samsung Sharp Sans Medium | Kerning: Auto
   Tracking: 0 | Case: Sentence

Note: Prioritize the use of horizontal logos for visibility, use vertical only if space is limited.

SmartThings $\times$ x-height

The **x-height** is the distance between the baseline and the top line of the lowercase letters.

Clear space

0.65x

Works with
Samsung SmartThings

x

0.65x

0.65x

0.65x

0.65x

Works with
**Samsung**
SmartThings

x

0.65x

0.65x

0.65x

SmartThings

Works with SmartThings

Badges Do Nots

A   Do not put the lettermark inside the badge.

B   Do not change the color of the badge.

C   Do not recreate art for the logo.

D   Do not put the endorsement line outside the badge.

E   Do not switch the position of lock-up and icon.

F   Do not create a new format for the badge frame.

G   Do not change the color of the lock-up.

H   Do not change the proportions of the badge or rearrange elements.

I   Do not add drop shadows.

SmartThings
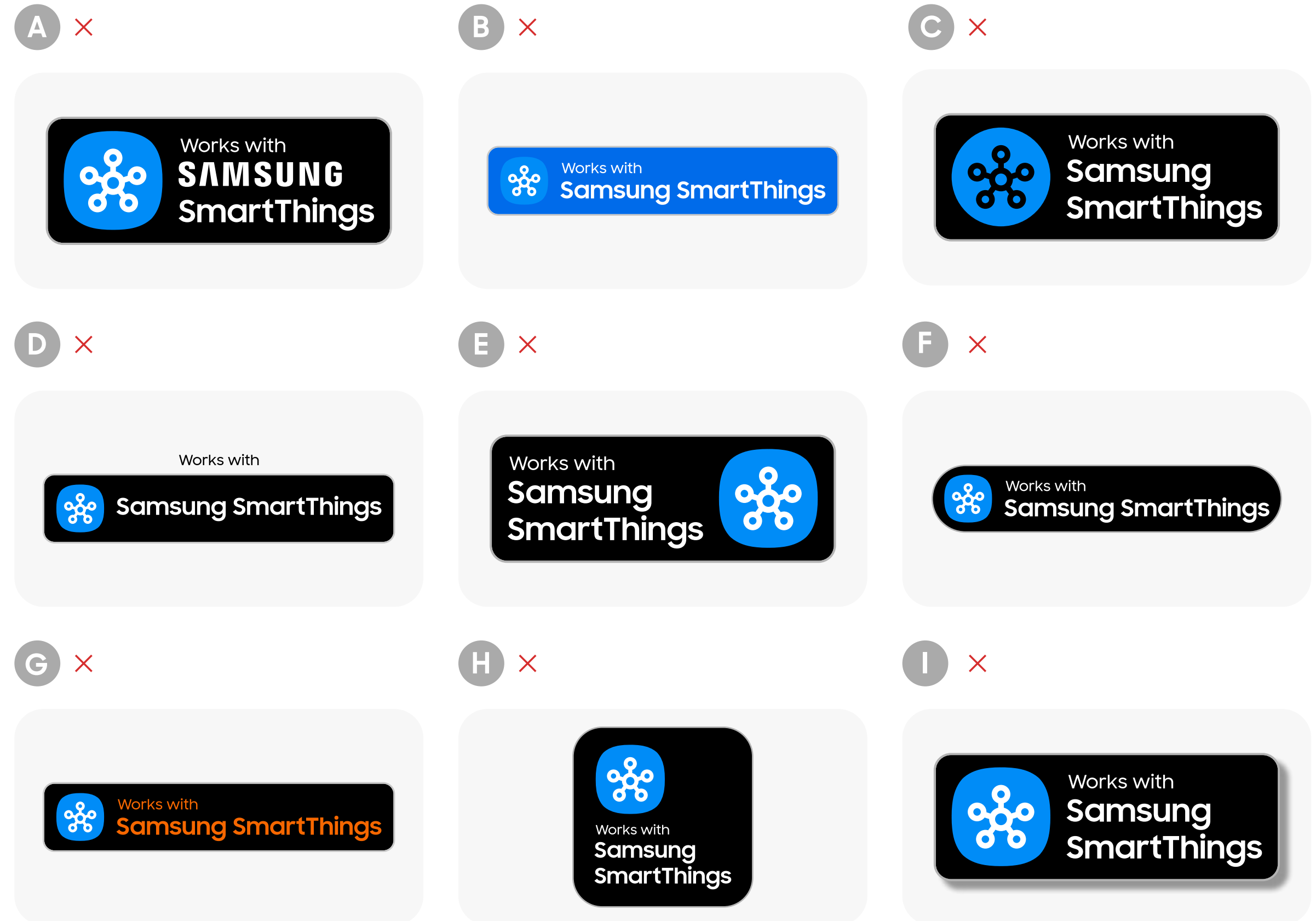
SmartThings

Contact SmartThings Marketing Team at
marketing@smartthings.com for any questions or
access to Works with SmartThings brand assets.

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