SmartThings

Brand Guidelines
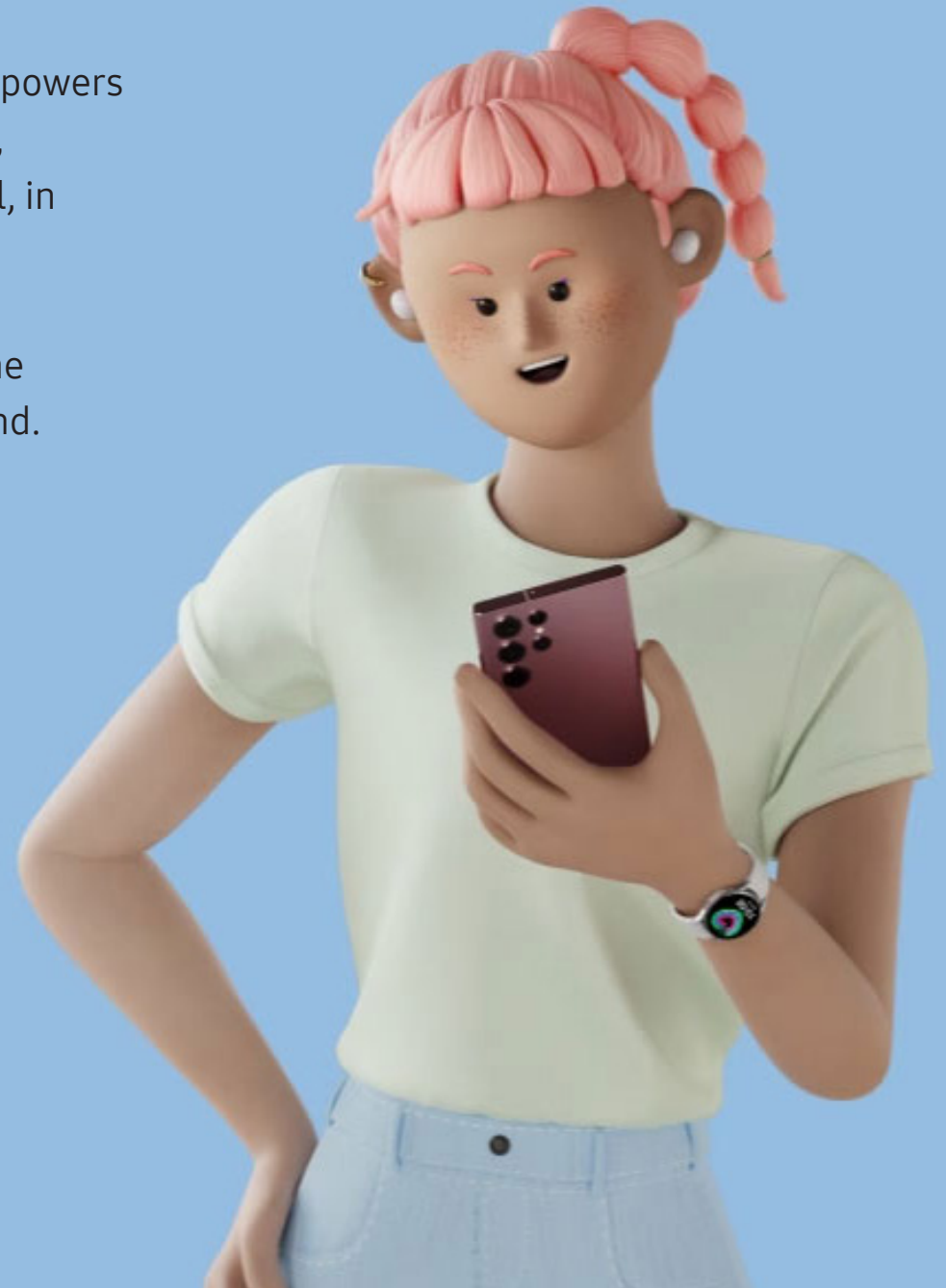
Index

Introduction

Far greater than just an app service, SmartThings empowers us to live a life that's always connected—simplifying, securing, and making our every day more meaningful, in more ways than ever.

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

Brand

In all cases, our official brand name must be written as **SmartThings**, not Samsung SmartThings.

Do The SmartThings

(Brand Tagline)

SmartThings

Voice & Tone

Our voice and tone are:

Inclusive.
Encouraging.
Supportive.

Reliable.
Confident.
Guided.

Natural

Welcoming

Passionate

Credible

Conventional.
Trustworthy.
Relatable.

Joyful.
Personal.
Vibrant.

SmartThings

Voice & Tone

Natural

Conversational • Trustworthy • Relatable

We don't use buzzwords or jargon. We speak naturally like you would in a conversation with a friend. This helps project trustworthiness and encourages our customers to be themselves.

SmartThings

Voice & Tone

Welcoming

Inclusive • **Encouraging** • **Supportive**

We're inclusive - everyone should feel seen, heard, and able to get started and grow with us. From novices to pros. We aren't afraid to let our geeky side come through, yet are mindful to not be intimidating to those just getting started. Our audiences reflect all walks of life, from people with special needs to those with unique interests. The quirky and the cautious all find a home with us.

SmartThings

Voice & Tone

Passionate

Joyful • **Personal** • **Vibrant**

When you've tapped into the real you, it's pretty amazing. So we celebrate this, joyfully. The vibrancy and emotion of the human spirit come through in how we show up. Enabling people to tap into their passions is an essential part of the experience.

SmartThings

Voice & Tone

Credible

Reliable • Confident • Guided

People trust us with serious, private stuff. So it's important we're seen as reliable. It's a privilege to have someone put their trust in us, and we take this responsibility seriously. However, it doesn't mean we have to take ourselves seriously all the time. We can be playful. And in doing so also responsible. Kind of like that kindergarten teacher willing to join in the fun, yet whom you turn to when needed.

SmartThings

Color Palette

Use the following color palette to ensure all marketing materials, graphics, and collateral remain consistent with the SmartThings brand.
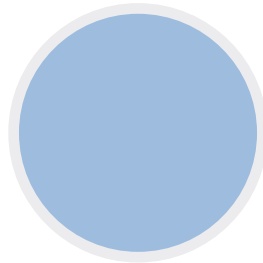
Primary Colors

Our primary color palette is pulled from the SmartThings app and should be used as the official brand colors in marketing materials and on SmartThings digital channels.

SmartThings Blue
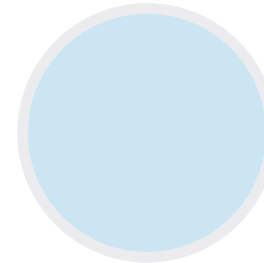
CMYK: 82 60 0 0

RGB: 49 105 178

HEX: #3169B2

Pale Cerulan

CMYK: 37 17 2 0

RGB: 158 189 222

HEX: #9EBDDE

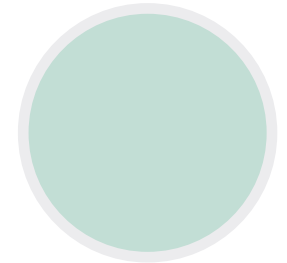### Azureish White

CMYK: 18 3 2 0

RGB: 204 229 243

HEX: #CCE5F3

Mint

CMYK: 23 3 17 0

RGB: 194 222 213

HEX: #C2DED5

SmartThings

Color Palette

Secondary Colors

Our secondary palette can be used as bold pops of colors for graphics, marketing materials, presentations, and social content.
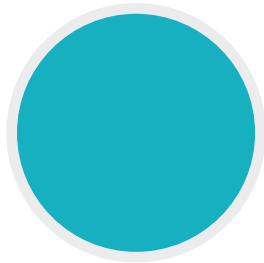
Pacific Blue

CMYK: 74 7 24 0

RGB: 22 176 192

HEX: #16B0C0
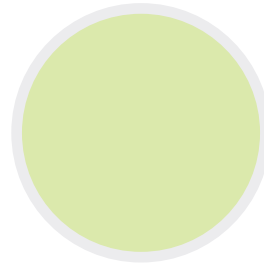
Green Tea

CMYK: 15 0 40 0

RGB: 219 233 172

HEX: #DBE9AC
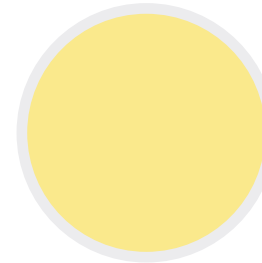
Flavescent

CMYK: 3 4 56 0

RGB: 250 233 140

HEX: #FAE98C
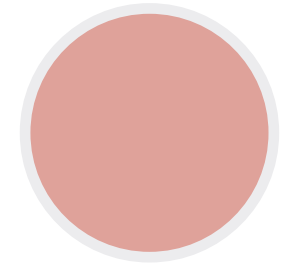
Pastel Pink

CMYK: 11 40 32 0

RGB: 223 162 154

HEX: #DFA29A

SmartThings

Color Palette

Other Colors

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

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

Adopting Samsung's main primary colors, we use black and white as a backdrop to the SmartThings color palette. With black being used primarily for text and white for backgrounds.
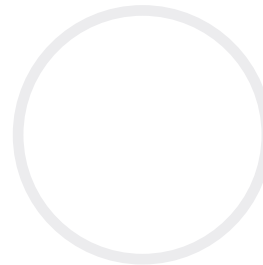
SmartThings

Color Palette

Gradients

Gradient colors may be used in branded graphics for digital channels or marketing materials, using the SmartThings primary color palette.
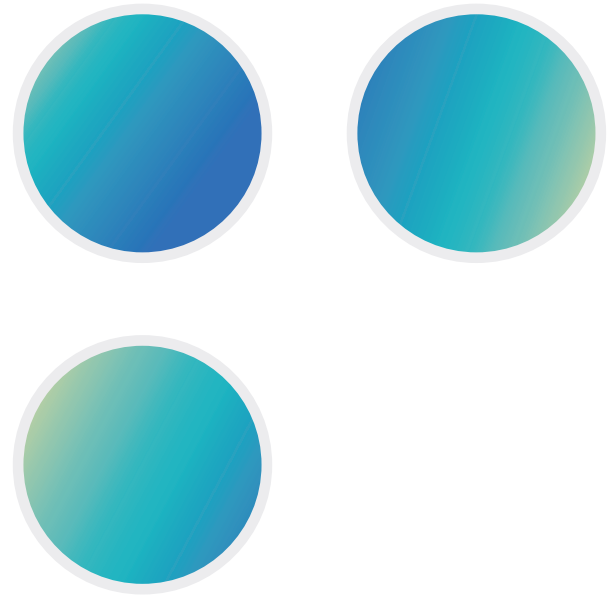
SmartThings

Typography

Friendly, sleek, and modern, we use Samsung fonts to give our users and partners a connected and universal experience.

Aa

Samsung Sharp Sans

Primary Typeface
Used for Headlines

SmartThings

Typography

Aa

Samsung One

Primary Typeface
Used for Body Copy
Default Weight Regular (400)
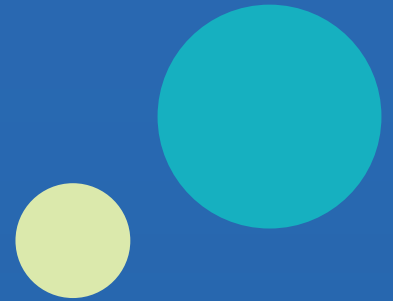
If the official Samsung typefaces are not available, please use the following secondary typefaces:

Aa

Century Gothic

Secondary Typeface
Used for Headlines
Default Weight Bold (700)

Aa

Raleway

Secondary Typeface
Used for Body Copy
Weight Regular (400)

* As fallback fonts for web and email campaigns, please use **Trebuchet MS** for headlines and **Arial** for body copy.

SmartThings Logo Usage

Logo Overview

The standard format for the logo application is without the icon. This includes every consumer touch point, including in app, social, sites and retail stores.

The logo with the icon should only be used in limited applications where communicating SmartThings app only.

In principle, the SmartThings logo should be used as a stand-alone and never in a lock-up with the master brand, neither in writing nor with the lettermark.

SmartThings

SmartThings Logo Usage

Logo Clear Space and Minimum Size

SmartThings Branding follows the General rules of Product / Service Logo stipulated in the Samsung brand playbook.

Clear Space

SmartThings

0.65x

x

Minimum Size

SmartThings

Print: 3 mm height
Digital: 8px height

1. Use the x-height to determine the clear space around the logo. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.

2. Always leave a minimum clear space equal to 65% of the x-height around the logo.

3. **Do not** size the logo smaller than 3 mm in height for print media and 8px in height for digital media to ensure legibility.

4. Typography:
   Font: Samsung Sharp Sans Bold
   Kerning: Auto | Tracking: 10

SmartThings

SmartThings Logo Usage

Color

The logo must be either black or white. Select the version that provides an appropriate level of contrast with the background color.

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

Note

When designing for mobile devices, please use the following color values:
Black HEX: #252525
White HEX: #FAFAFA

SmartThings

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

SmartThings

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

SmartThings

SmartThings Logo Usage

Logo Contrast

Contrast Guidance

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

SmartThings SmartThings SmartThings SmartThings SmartThings SmartThings SmartThings SmartThings SmartThings SmartThings SmartThings
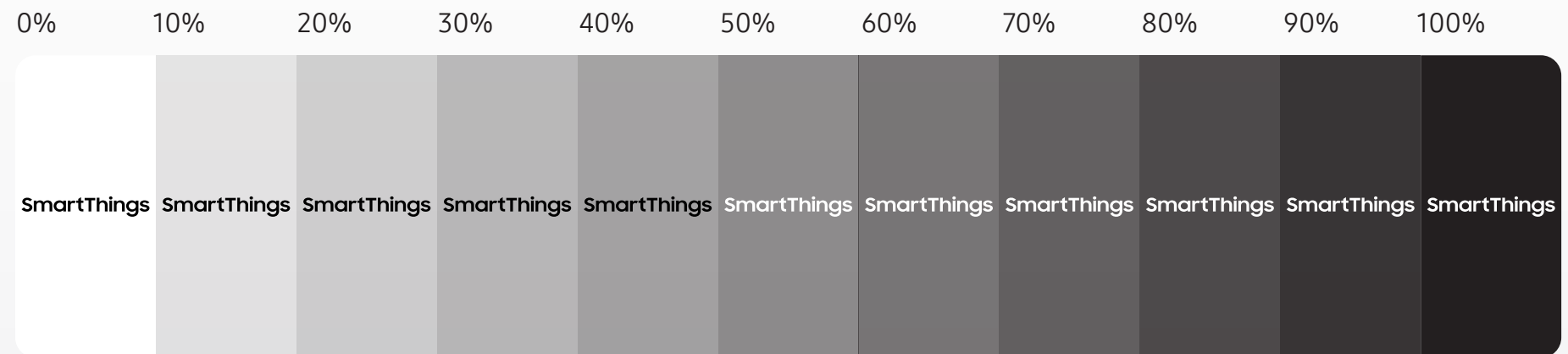
SmartThings

SmartThings Logo Usage

Logo Placement

When the product logo is used as the headline, the height of the product logo should be at least 120% of the lettermark s-height to make a clear distinction from the lettermark.

(A)

(B)

SAMSUNG

SmartThings

(C)

SAMSUNG

SmartThings

(C)

Do not place any logos or copies

Lettermark Placement
- (A) Top-right corner
- (B) Top-left corner

Logo Placement
- (C) You can place the logo anywhere in the creative area.

Consider the overall design layout to decide the position.

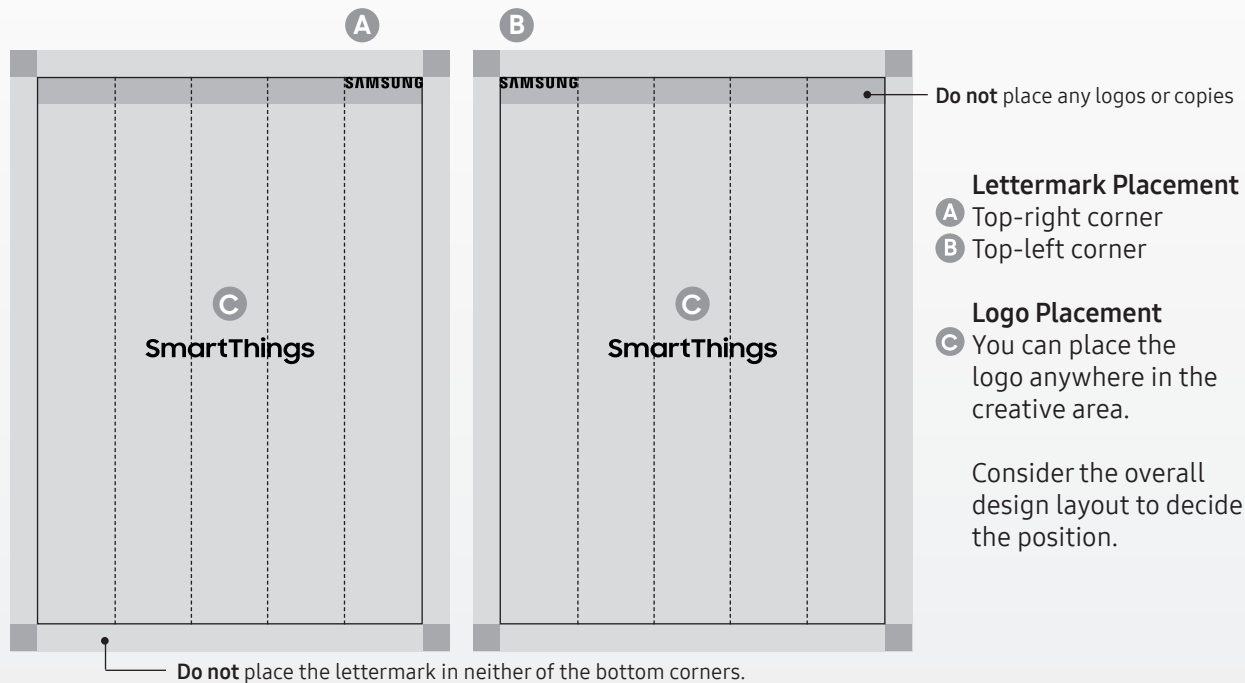**Do not** place the lettermark in neither of the bottom corners.

Example

SAMSUNG

SmartThings

**One simple home system.
A world of possibilities.**

Connect your life with
one simple system available
now on samsung.com

Use prominent placement in communications where SmartThings takes priority over other messaging.

SmartThings

SmartThings Logo Usage
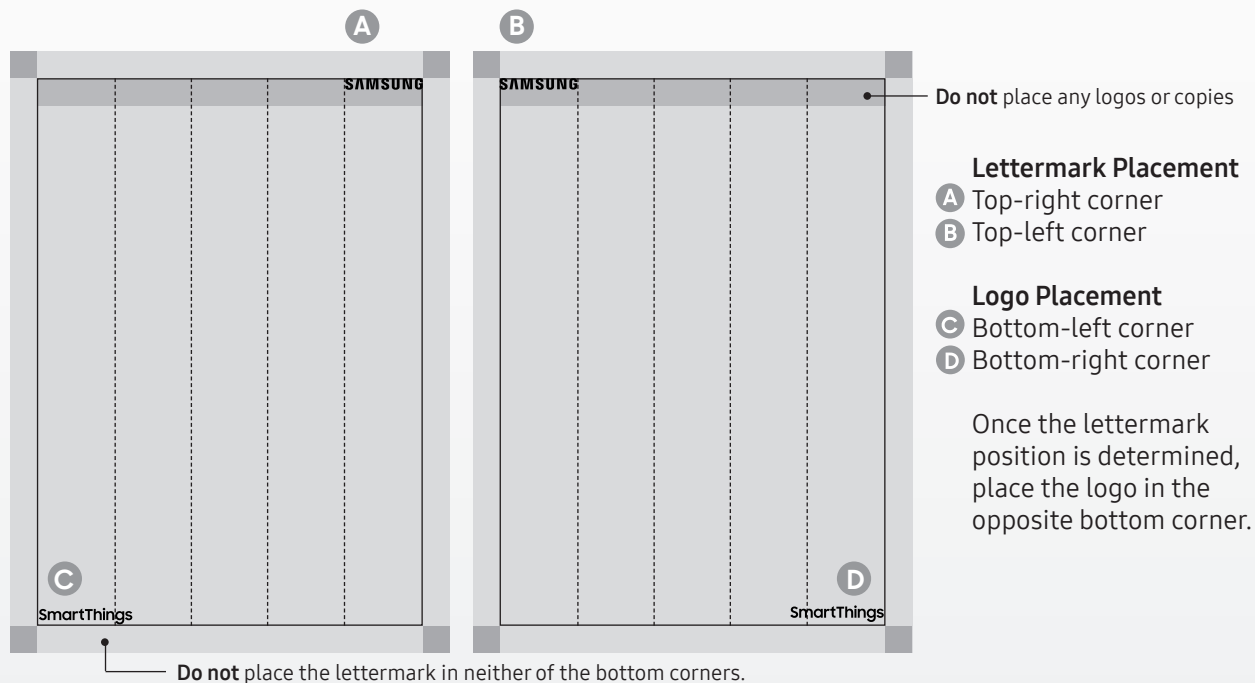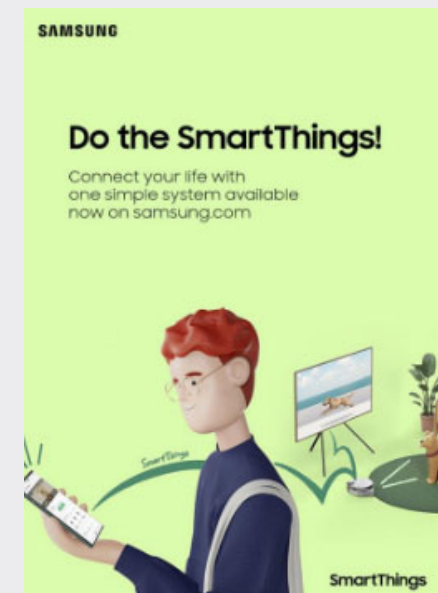
Logo Placement

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

Do not place any logos or copies

Lettermark Placement
- (A) Top-right corner
- (B) Top-left corner

Logo Placement
- (C) Bottom-left corner
- (D) Bottom-right corner

Once the lettermark position is determined, place the logo in the opposite bottom corner.

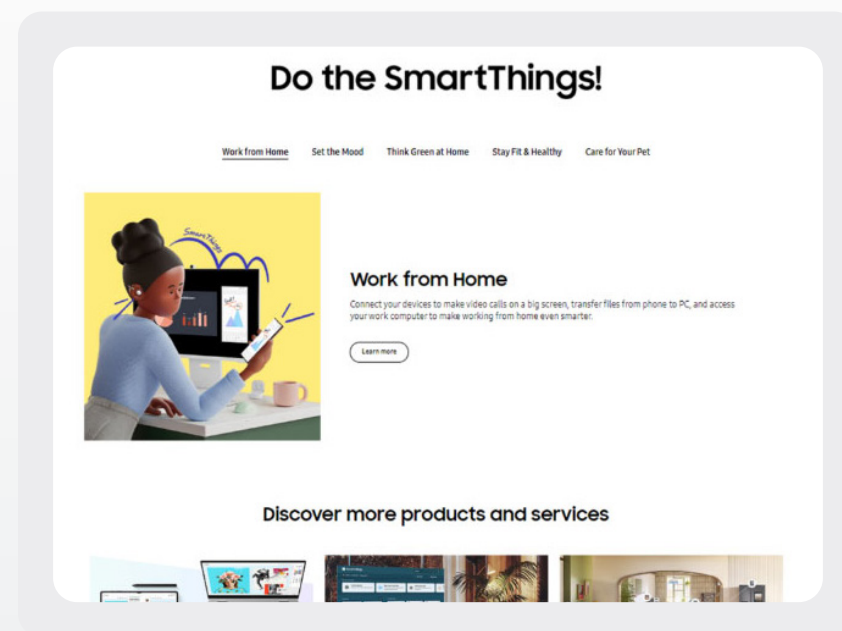**Do not** place the lettermark in neither of the bottom corners.

Example

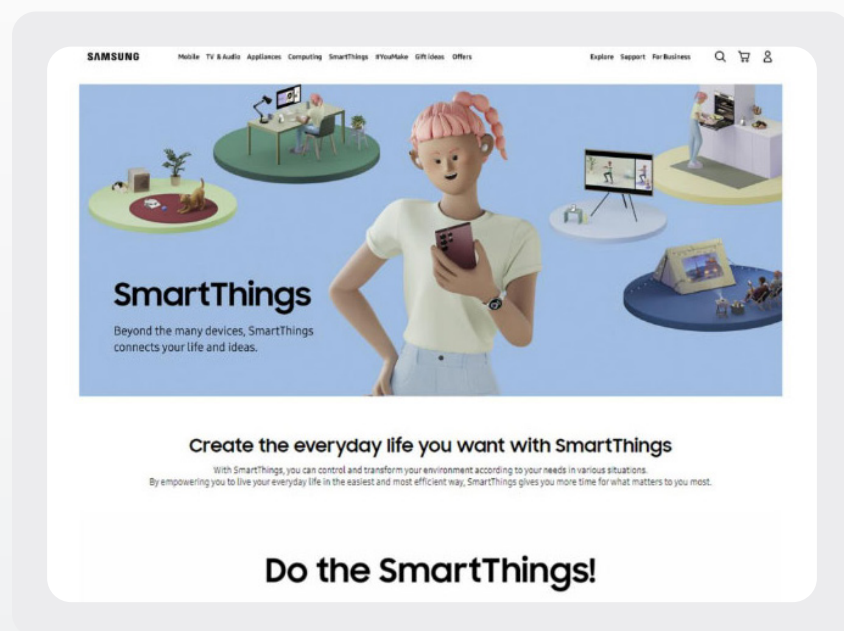When selecting the visual, ensure that there is enough space in the bottom corner for the logo.

SmartThings

SmartThings Logo Usage

Usage Examples

Here are examples of how to apply the logo to various channels.
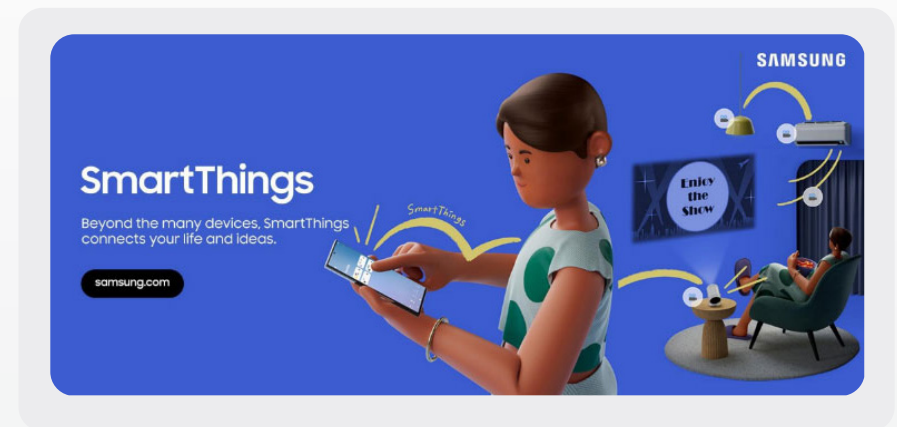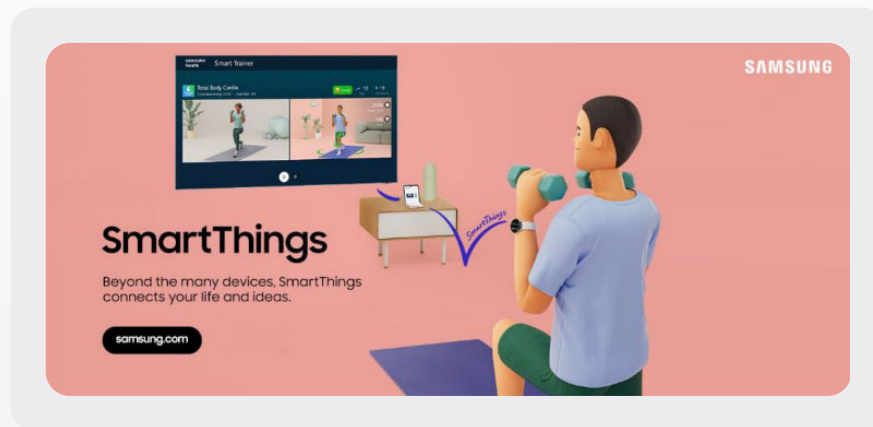
Samsung.com

SmartThings

SmartThings Logo Usage

Usage Examples

Here are examples of how to apply the logo to various channels.

Digital Banner

SmartThings

SmartThings Logo Usage

Usage Examples

Print

OOH
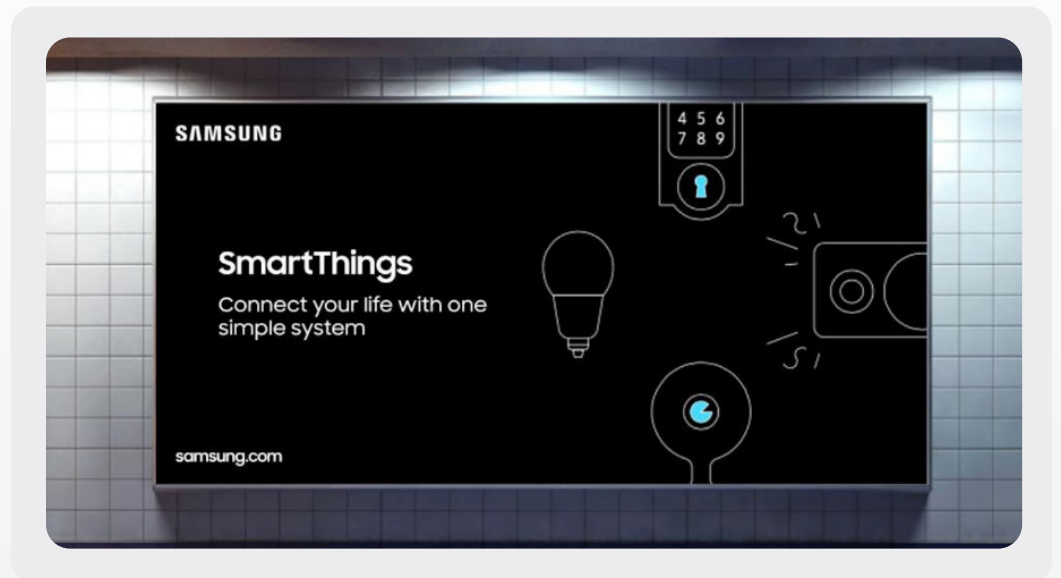
SmartThings

SmartThings Logo Usage

Do Not Examples

SAMSUNG SmartThings

Do not create a lock-up with the lettermark.

SmartThings

Do not create a lock-up with other visual elements.

Control anywhere SmartThings

Do not create a lock-up with marketing messages.

SmartThings

Do not change the logo color.

SmartThings

Do not distort or change the shape.

SmartThings

Do not change the typeface.

SmartThings

Do not add drop shadows.

SmartThings

Do not use a black and white gradient in the icon.

SmartThings

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

SmartThings App Logo Usage

The logo with icon should only be used for the app.

Ratio
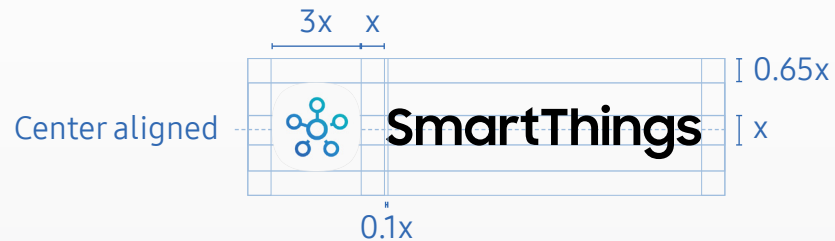
Center aligned

3x x

0.65x

x

0.1x

Alignment

0.1x

1. The SmartThings app logo should follow the Samsung master brand guidelines, using the same typography and colors.

2. Use the same font size for all characters.

3. Use the x-height to determine the size and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.

4. Typography:
   Font: Samsung Sharp Sans Bold
   Kerning: Auto | Tracking: 10

SmartThings

SmartThings App Logo Usage

Clear Space and Minimum Size

Clear Space

Minimum Size

Print: 3 mm height
Digital: 8px height

1. The SmartThings app logo should follow the Samsung master brand guidelines, using the same typography and colors.

2. Use the same font size for all characters.

3. Use the x-height to determine the size and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.

4. Typography:
   Font: Samsung Sharp Sans Bold
   Kerning: Auto | Tracking: 10

SmartThings

SmartThings App Logo Usage

Color

Icon lock-ups can be full-color, black or white. The four available versions are shown below.

Use the black or white versions for product packaging or other applications where only solid color printing is possible.

Always consider the overall design layout to determine the best option. **Do not create** unauthorized lock-ups.

Note
Black and white is Samsung's color standard. If you want to use other colors, please contact the HQ Marketing Team.

Black
Color version on light background.

White
Color version on dark background.

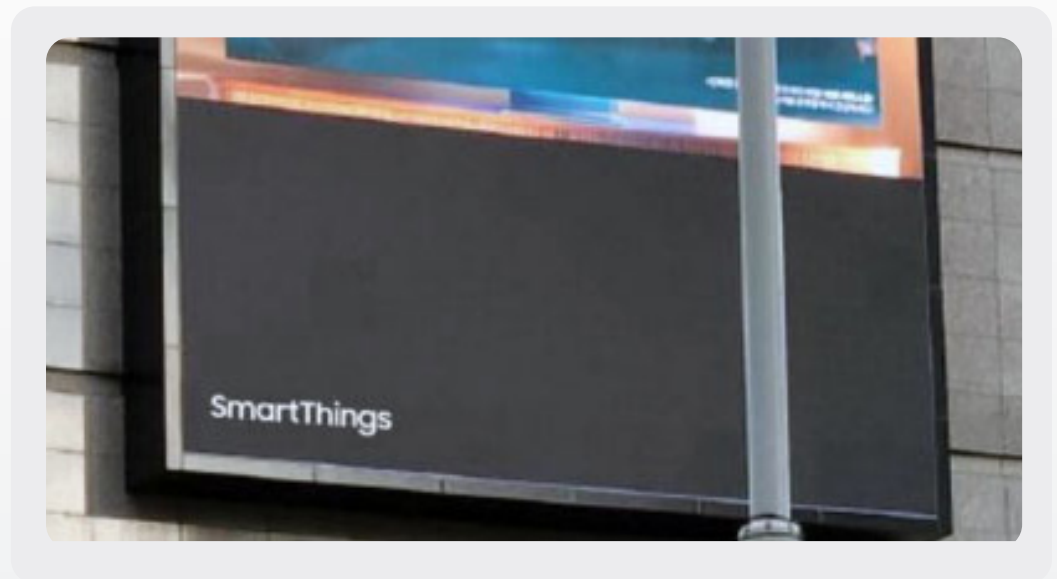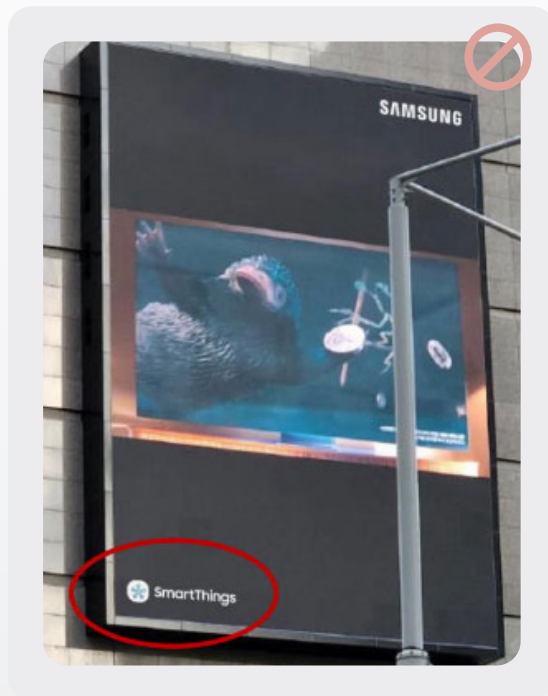Single-color version on light background.

Single-color version on dark background.

SmartThings

SmartThings App Logo Usage

Do Not Example

Logo without icon is our official branding. Icon should
not be used as part of branding.

✓ Logo without icon is correct.

SmartThings

Endorsement & Badges

Endorsement Lock-ups

Endorsement lock-ups and badges are used to indicate compatibility with the SmartThings ecosystem. Use vertical endorsement lock-ups for product packaging and services that meet SmartThings criteria for compatibility and support.

Endorsement Lock-up

Works with
SmartThings

Endorsement Badge

Works with
SmartThings

SmartThings

Endorsement & Badges

Works with

"Works with" lock-ups can be used for both Samsung and third-party packaging. Common usages include marketing, merchandising and packaging for partners such as Google.

SmartThings

Endorsement & Badges

Works as a Hub

"Works as a hub" lock-ups can be used on packaging for products that meet SmartThings criteria for hub functionality.
Common usages include marketing, merchandising and packaging for devices such as SmartThings Hub.

SmartThings

Endorsement & Badges

Vertical Endorsement with Icon

Works with
SmartThings

3.5x   x

0.6x
x

0.1x

Alignment

Works with
SmartThings
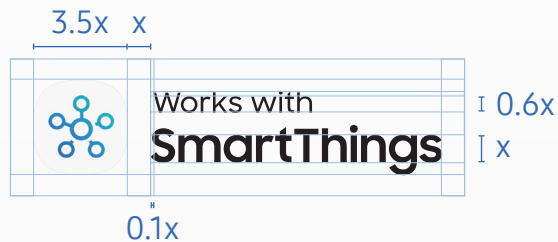
0.1x

Since the logo has a curved leading character, it should be spaced 90% of the x-height from the icon to align visually with the endorsement line.

1. When including the icon in endorsement lockups, arrange it as shown on the left. Use the x-height of the logo to determine the size and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.

2. Typography:
   Font: Samsung Sharp Sans Bold
   Kerning: Auto | Tracking: 10
   Case: Sentence

SmartThings

Endorsement & Badges

Vertical Endorsement without Icon

Works with
SmartThings
0.6x
0.85x
x

0.1x

Alignment

Works with
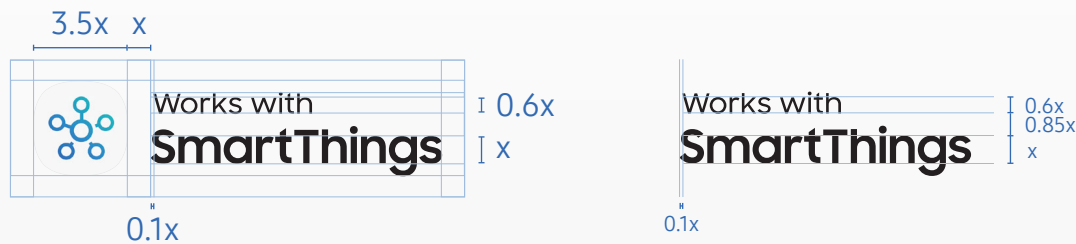**SmartThings**
0.6x
0.85x
x

0.1x

Since the logo has a curved leading character, it should be offset 10% of the x-height to the left to align visually with the endorsement line.

1. You can use endorsement lines to help describe the advantage or benefit of the service. Keep the endorsement line as short and as simple as possible.

2. Use the x-height of the logo to determine the size and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.

3. Endorsement lines should be 60% of the logo x-height.

4. Endorsement lines should be in Samsung Sharp Sans Medium to create a clear hierarchy.

5. Typography:
   Font: Samsung Sharp Sans Bold
   Kerning: Auto | Tracking: 10
   Case: Sentence

SmartThings

Endorsement & Badges

Clear Space and Minimum Size

Clear Space

3.5x   x

Works with
SmartThings

0.6x
x

0.1x

Works with
SmartThings

0.6x
0.85x
x

0.1x

Minimum Size

Works with
SmartThings

Works with
SmartThings

Print: 5 mm height
Digital: 12px height

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

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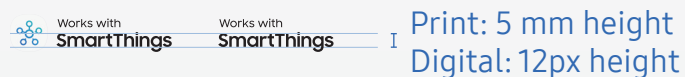
SmartThings

Endorsement & Badges

Logo Placement

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

Size the cap height of the product logo equal to the height of the lettermark "S" (1:1 cap height ratio) and place as shown. Size the cap height of the endorsement lock-up to 50% of the height of the lettermark "S".

SAMSUNG   **Product Logo**   s

Works with **SmartThings**   0.5s

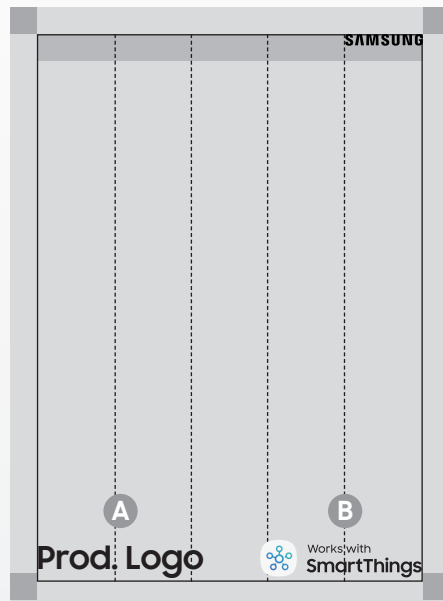Size the lettermark equal to one column width.

Example

SmartThings
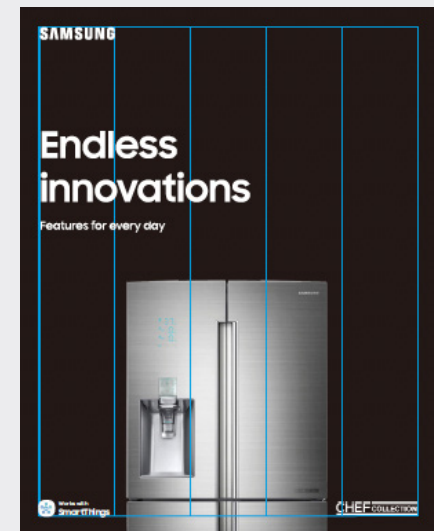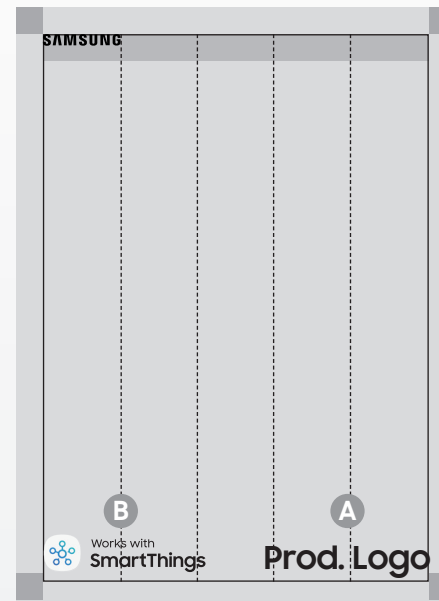
Endorsement & Badges

Corner Placement

Use corner placement in communications where there is a large key message or key image which takes priority. When selecting the visual, ensure that there is enough space in the bottom corner for the logo.

Lettermark Placement
Top-right corner

Logo Placement
Ⓐ Bottom-left corner

Endorsement Lock-up Placement
Ⓑ Bottom-right corner

Lettermark Placement
Top-left corner

Logo Placement
Ⓐ Bottom-right corner

Endorsement Lock-up Placement
Ⓑ Bottom-left corner

SmartThings

Endorsement & Badges

Endorsement Lock-up Placement

Use this placement guide for communications where SmartThings endorses other products.

Even if the lettermark is not present in the layout, you must use the "S" in the lettermark to determine the size of other logos. The "S" height of the lettermark sized to fit one column width is the standard.

Product Logo 1.2~2s

Works with SmartThings 0.5s

Corner placement should be used in communications where there is a large key message or key image which takes priority.
Place endorsement lock-ups in one of the bottom corners of the page.

Example

SmartHome 101
The easiest path to a DIY smart home

Works with SmartThings

SmartThings

Endorsement & Badges

Endorsement Lock-up Placement

Product Logo

Ⓒ

Ⓐ

Works with
SmartThings

Product Logo

Ⓒ

Ⓑ

Works with
SmartThings

Endorsement Lock-up Placement
Ⓐ Bottom-left corner
Ⓑ Bottom-right corner

Product Logo Placement
Ⓒ Anywhere in the creative area

SmartThings
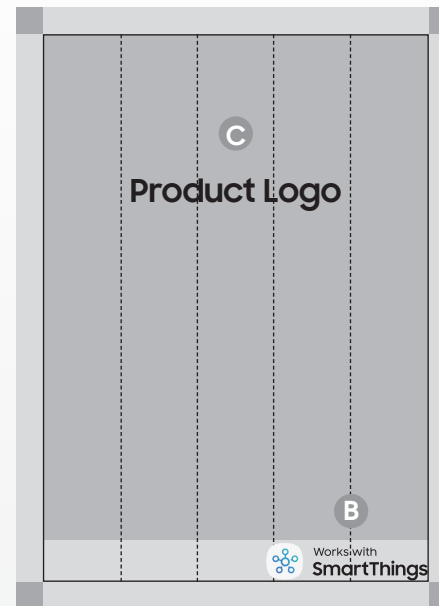
Endorsement & Badges

Color

Endorsement lock-ups with the icon can be full-color, black or white. The four available versions are shown here.
Use the black or white versions for product packaging or other applications where only solid color printing is possible.
Always consider the overall design layout to determine the best option. **Do not** create unauthorized lock-ups.

Note
Black and white is Samsung's color standard. If you want to use other colors, please contact the HQ Marketing Team.

Black
Color version on light background.

White
Color version on dark background.

Single-color version on light background.

Single-color version on dark background.

SmartThings

Endorsement & Badges

Badges

Endorsement badges are for product packaging and services that meet SmartThings criteria for compatibility and support.

Badges can have a white or black background to increase versatility. When selecting between the two color options, consider the contrast with the background and the overall color scheme Use endorsement badges especially when:

- Other endorsing brands appear in the same communication.
- A third party requires our endorsement.

Note

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

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

Line Weight

Equal to 11.5% of the x-height.

Round Corner Radius

Equal to 82% of the x-height.

Endorsement & Badges

Works with

"Works with" lock-ups can be used for both Samsung and third-party packaging. Common usages include marketing, merchandising and packaging for partners such as Google.
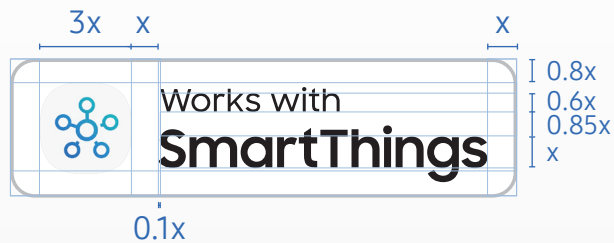
SmartThings

Endorsement & Badges

Works as a Hub

"Works as a hub" lock-ups can be used on packaging for products that meet SmartThings criteria for hub functionality. Common usages include marketing, merchandising and packaging for devices such as SmartThings Hub.
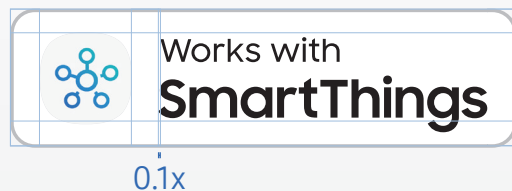
SmartThings
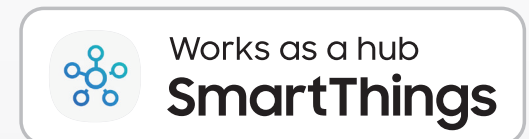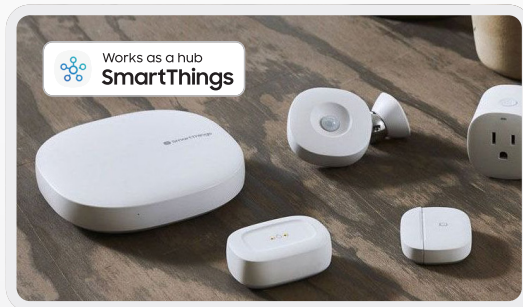
Endorsement & Badges

For Samsung Owned or External Channels

Alignment

Since the logo has a curved leading character, it should be spaced 90% of the x-height from the icon to align visually with the endorsement line.

1. You can use endorsement badges in both Samsung owned channels and external channels.

2. The internal badge margins are shown on the left. 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.

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

4. Typography:
   Font: Samsung Sharp Sans Bold
   Kerning: Auto | Tracking: 10
   Case: Title

SmartThings

Endorsement & Badges

Clear Space for Badges

Clear Space

0.65x

x

Minimum clear space is 65% of the x-height.

Minimum Size

Print: 10 mm height
Digital: 40px height

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

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

SmartThings

Endorsement & Badges

Usage Examples

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

Endorsement
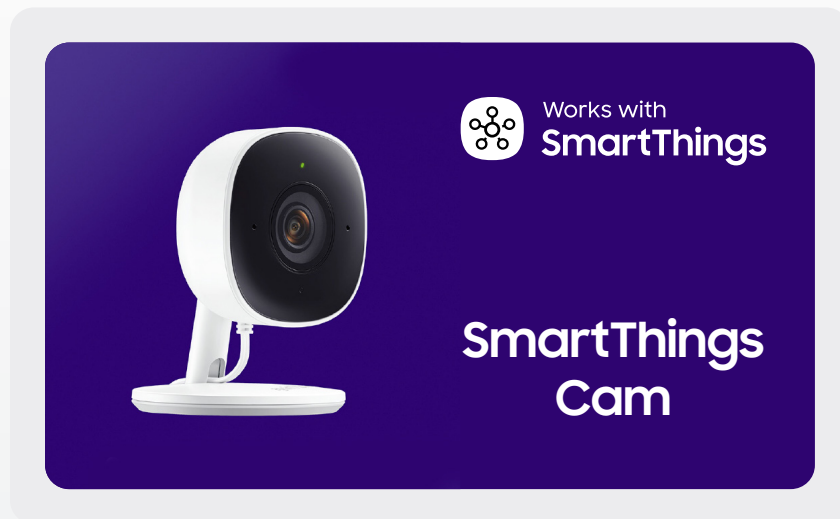
Badge

SmartThings

SmartThings Logo Usage

Do Not Examples

Works with **SAMSUNG** **SmartThings** 🚫

Do not create a lock-up with the lettermark.

WORKS WITH **SmartThings** 🚫

Do not change the typeface of the endorsement line.

Works with **Smart Things** 🚫

Do not stack SmartThings differently.

Works with **SmartThings** 🚫

Do not alter the size of the endorsement line.

Works with **SmartThings** 🚫

Do not violate the spacing rule.

Works with **SmartThings** 🚫

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

Works with **SmartThings** 🚫

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

Works with **SmartThings** 🚫

Do not add drop shadows.

Works with **SmartThings** 🚫

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

SmartThings Logo Usage

Do Not Examples

Do not put the lettermark inside the badge.

Do not change the color of the badge.

Do not recreate art for the logo.

Do not put the endorsement line outside the badge.

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

Do not create a new format for the badge frame lock-up.

Do not change the color of the lock-up.

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

Do not add drop shadows.

Photography & Visuals

Lifestyle photography and video

We visualize our brand story with lifestyle photography and video footage that shows use cases of our ecosystem, and imagery of real, diverse people using the SmartThings app to create a simple smart home. These visuals should always show SmartThings products, Samsung devices/appliances, or partner devices.

SmartThings

Photography & Visuals
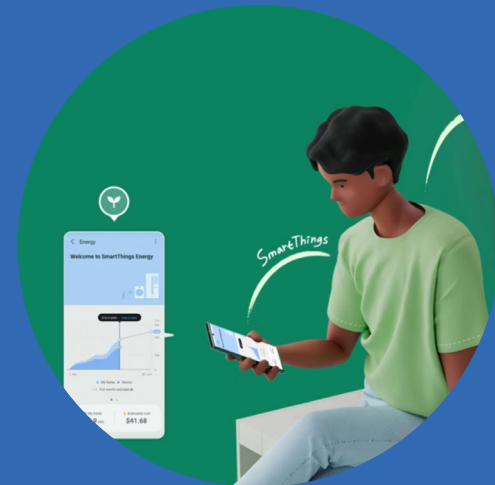
Lifestyle photography and video

Lifestyle photography and video can be used on our digital channels (i.e., website, social media, blog posts), marketing materials, and for partner assets (i.e., partner website, social channels, and marketing materials).

SmartThings
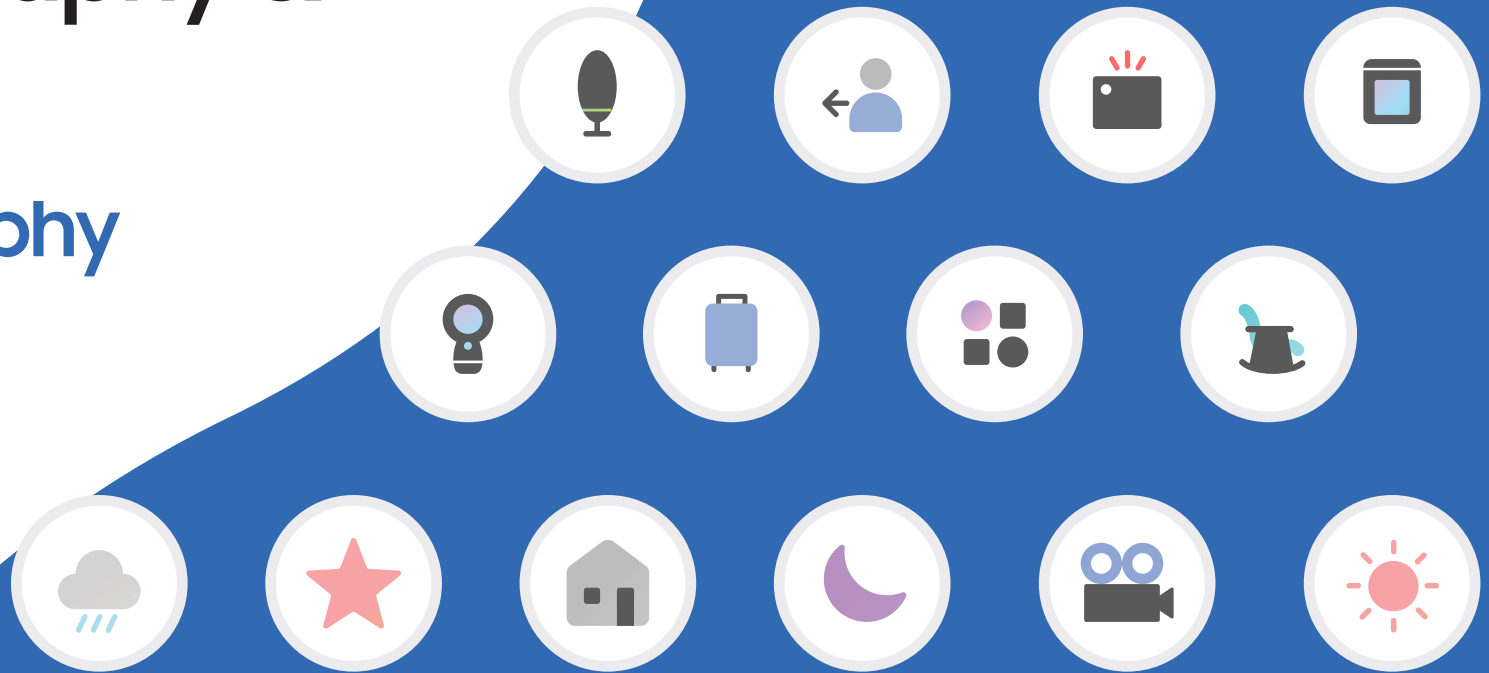
Photography & Visuals

Illustrations

To complement SmartThings' vibrant brand personality, we use 3D model illustrations to depict a modern, fun, and exciting user experience. Illustrations can be used on digital channels, and in marketing materials.

SmartThings

Photography & Visuals

Iconography

As another form of visually displaying our brand personality, we use branded icons in the SmartThings app, on digital channels, and in marketing materials for data visualization, device categories, orientation, and to convey key brand messaging. All icons are from the SmartThings icon library.

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Contact SmartThings Marketing Team at
marketing@smartthings.com for access to
photography, illustration, and icon files.