

SAMSUNG LED

Ingredient Brand Guidelines

Version 1.0



Samsung Electronics Co., Ltd. is pleased to work with you who share our values.
The goal of this document is to communicate the correct usage of Samsung LEDs
ingredient brand to successfully differentiate the quality of your product.

We appreciate your cooperation in adhering to these requirements that maintain the integrity
of the marks and strengthen the ingredient brand.
Using other words/sentences/marks would seriously harm our brand,
which could create the need for dispute resolution.

Contents

I. Basic System

1. Introduction
2. Single Color Mark Variations
3. Clear Space and Minimum Size
4. Background Contrast
5. Unacceptable Use

II. Applications

1. Printed Literature
2. Advertising
3. Website
4. Online Advertising
5. Products (Engines)
6. Products (Lighting)
7. Packaging

I. Basic System

Introduction

LED provided by Samsung

LED provided by Samsung

In an effort to give visibility to the LED inside our products and the products of others, the “LED provided by Samsung” mark (the mark) on products with our LED inside highlights the active experience of using the device.

LED provided by Samsung

LED provided by Samsung

Via a distinctive shape we simplify product information, create visual interest and form a unique look for Samsung LED.

The “LED provided by Samsung” mark (the mark) is shaped to be true to the core form of an LED Lamp, echoing the reality and impact of “Samsung LED”.

Single Color Mark Variations

Single Color Black

LED provided by Samsung

**LED provided by
Samsung**

The mark may be reproduced in black on light colored backgrounds or white on dark colored backgrounds.

For applications limited to a single color, the preferred mark is the first single color option on the top.

Single Color Reversed

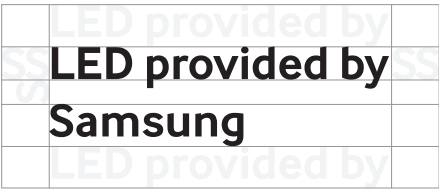
LED provided by Samsung

**LED provided by
Samsung**

When the Black and White version is engraved on a product, the second single color option on the bottom should be used if the size of the mark is under 20mm wide or the surface of the product has a rough texture.

Clear Space and Minimum Size

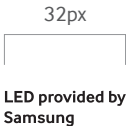
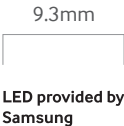
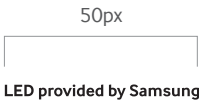
Clear space



Clear Space

Clear space frames the mark, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The dimensions shown on the left represent the minimum clear space. Whenever possible, allow more than this amount of clear space.

Minimum size



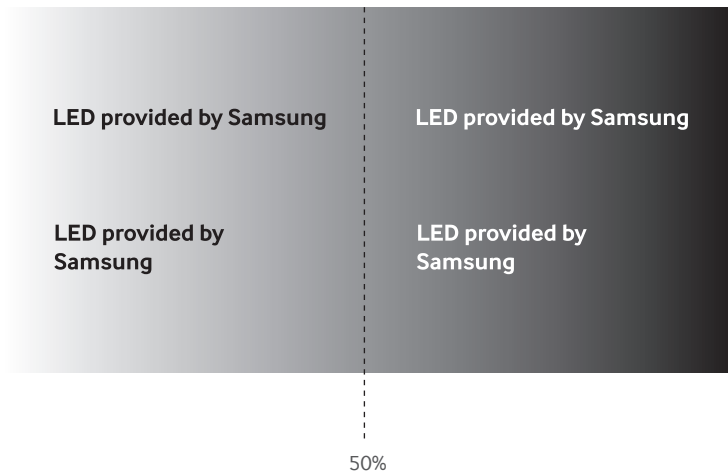
Minimum Size

When reproducing the mark, be conscious of its size and legibility. In print applications, the mark should never be sized less than 15mm/9.3mm wide. When using GIF and JPEG files for web or video applications, do not reproduce the mark smaller than 50 pixels or 32 pixels wide.

* The height of the letter “S” in the Samsung logotype defines the “variable” unit of measurement “X”.

Background Contrast

Single color black/reversed



Unacceptable Use

Shown here are just a few examples of what “not to do” with the mark. Always treat the mark with care and use only authorized electronic artwork.

LED provided by Samsung

DO NOT stretch the mark

LED provided by
Samsung

DO NOT alter the shape of the mark

LED provided by **Samsung**

DO NOT change the typeface of the mark

Amazing
LED provided by Samsung

DO NOT add more information

LED provided by Samsung

DO NOT alter the color of the mark

LED provided by Samsung

DO NOT add 3D effects to the mark

LED provided by Samsung

DO NOT create an outline around the mark

LED provided by Samsung

DO NOT place the mark on a busy background

Through aggressive business strategies and
positive LED provided by Samsung Along
and analog chip development in 2001 with the

DO NOT violate the clear space of the mark

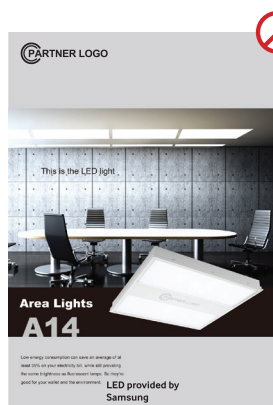
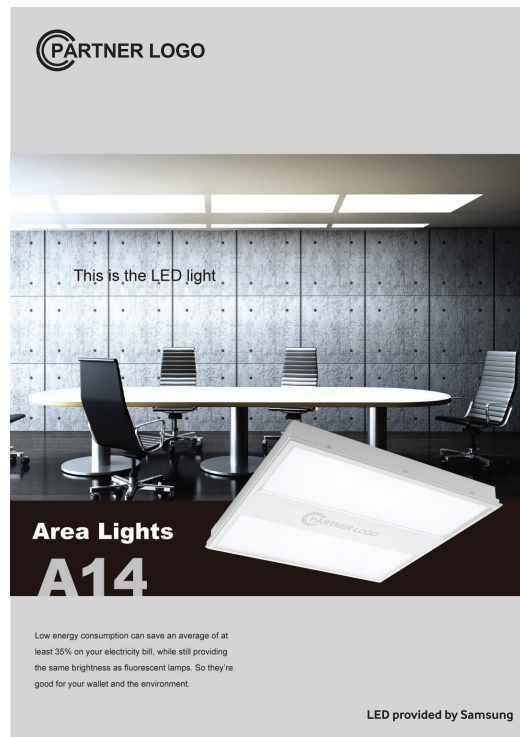
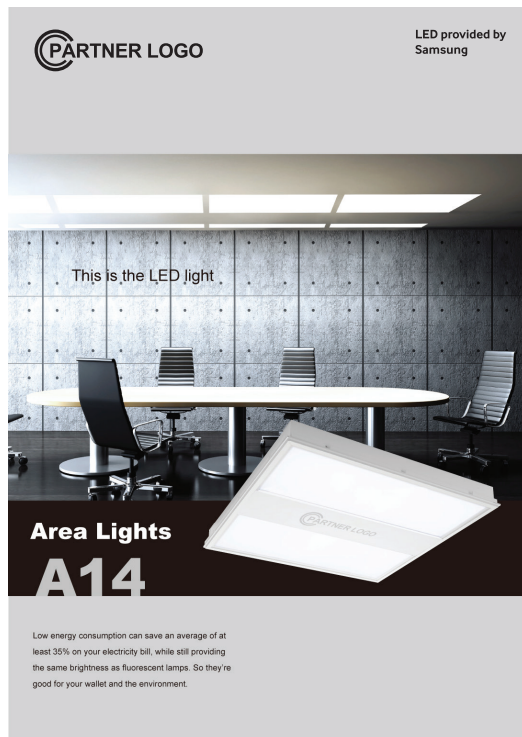
II. Applications

Printed Literature

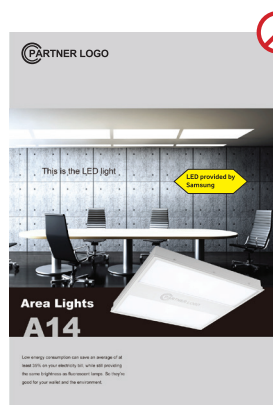
The examples below demonstrate correct use of the mark.

The top two examples below demonstrate correct use of the mark.

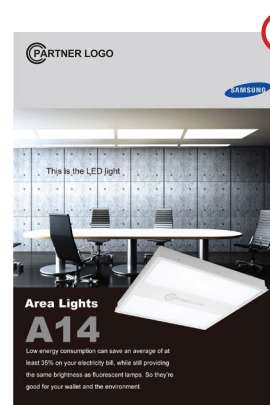
The bottom four examples demonstrate unacceptable use of the mark.



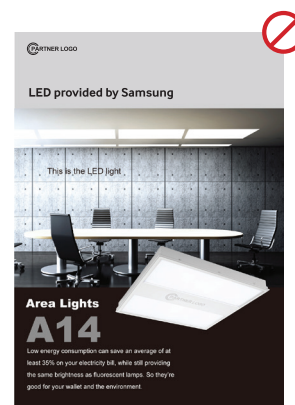
- The mark is not subordinate to the partner logo.
- Logo clear space is violated.



- The mark is improperly positioned within a graphic element.



- Do not use Samsung's wordmark or lettermark.

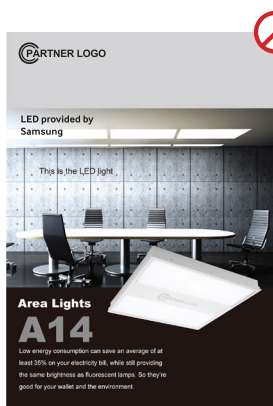
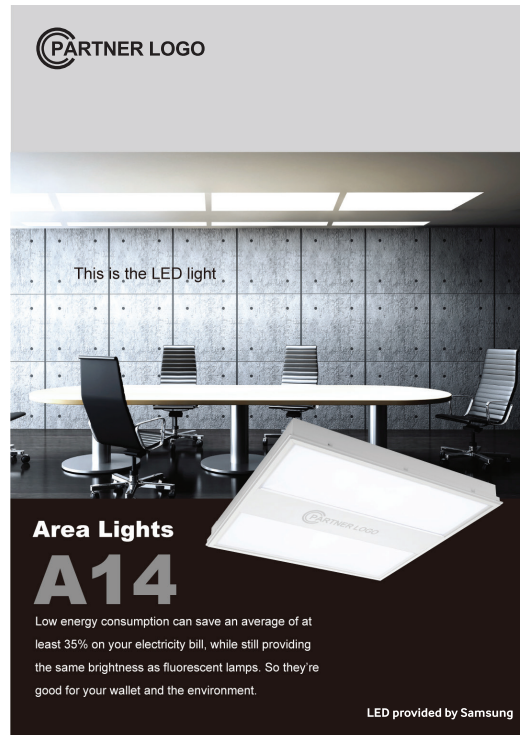
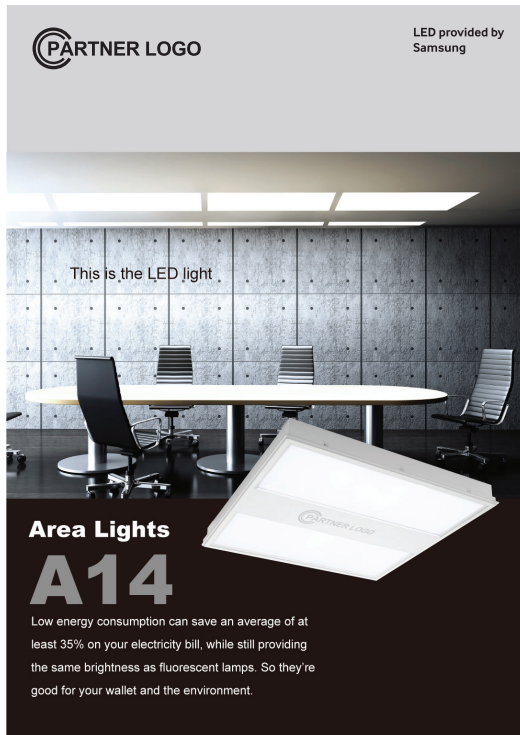


- Logo size should be smaller than that of the company, manufacturer, and product name or brand.

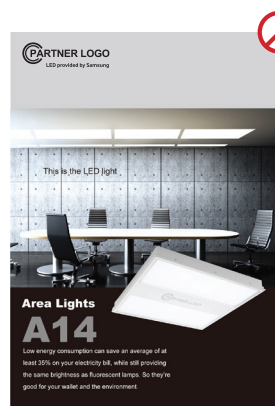
The examples below demonstrate correct use of the mark.

The top two examples below demonstrate correct use of the mark.

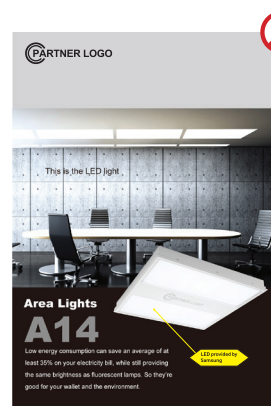
The bottom four examples demonstrate unacceptable use of the mark.



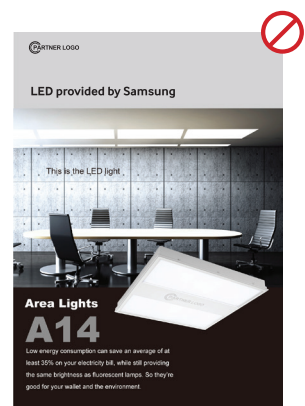
- The mark is larger than the partner logo and positioned on a busy background.



- The mark is not subordinate to the partner logo.



- The mark is improperly positioned within a graphic element.
- Logo clear space is violated.



- Logo size should be smaller than that of the company, manufacturer, and product name or brand.

Place the mark near the most prominent place on the landing pages (usually the visual of the hero product or the headline).
Place the mark on a clean, solid background. Avoid overlapping with any graphics or product visuals.



- The mark is not subordinate to the partner logo.



- The mark is improperly placed on a busy background photograph.



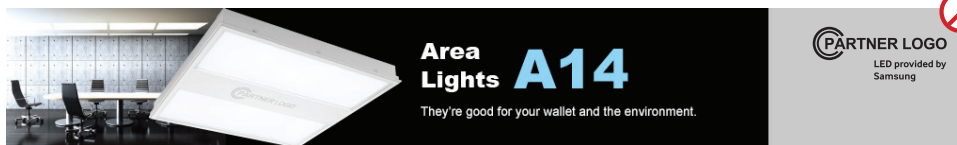
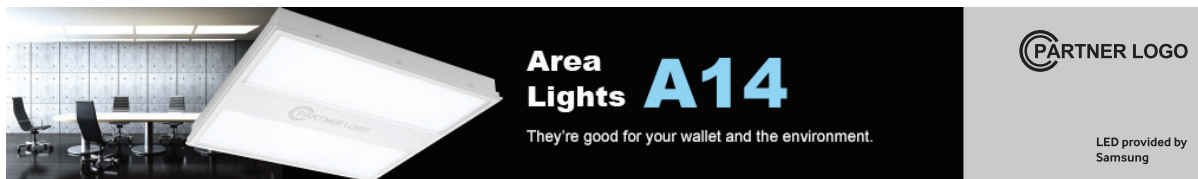
- Logo size should be smaller than that of the company, manufacturer, and product name or brand.

Online Advertising

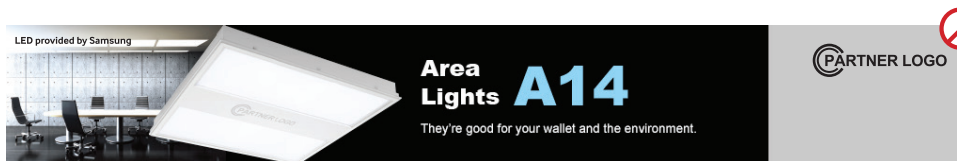
The examples below demonstrate correct use of the mark.

The top example below demonstrates correct use of the mark.

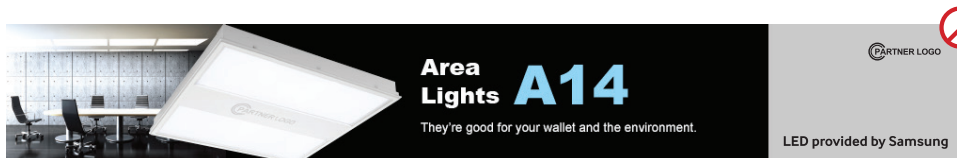
The bottom three examples demonstrate unacceptable use of the mark.



- The mark is not subordinate to the partner logo.



- The mark is improperly placed on a busy background photograph.



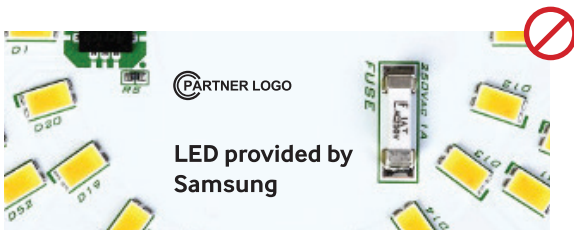
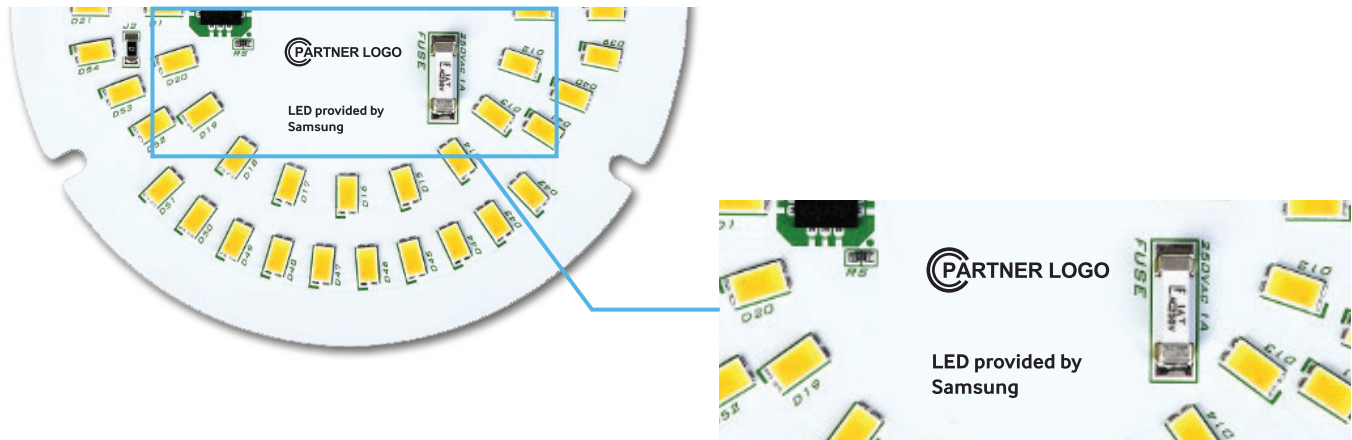
- Logo size should be smaller than that of the company, manufacturer, and product name or brand.

Products (Engines)

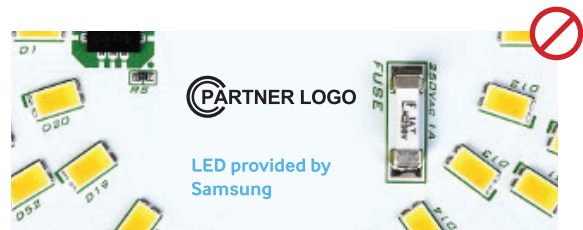
The examples below demonstrate correct use of the mark.

The top example, along with the zoomed in portion of it, demonstrates correct use of the mark.

The bottom two examples demonstrate unacceptable use of the mark.



- Logo size should be smaller than that of the company, manufacturer, and product name or brand.



- DO NOT use Samsung colors.



Samsung Blue (CMYK: 100.80.0.0)



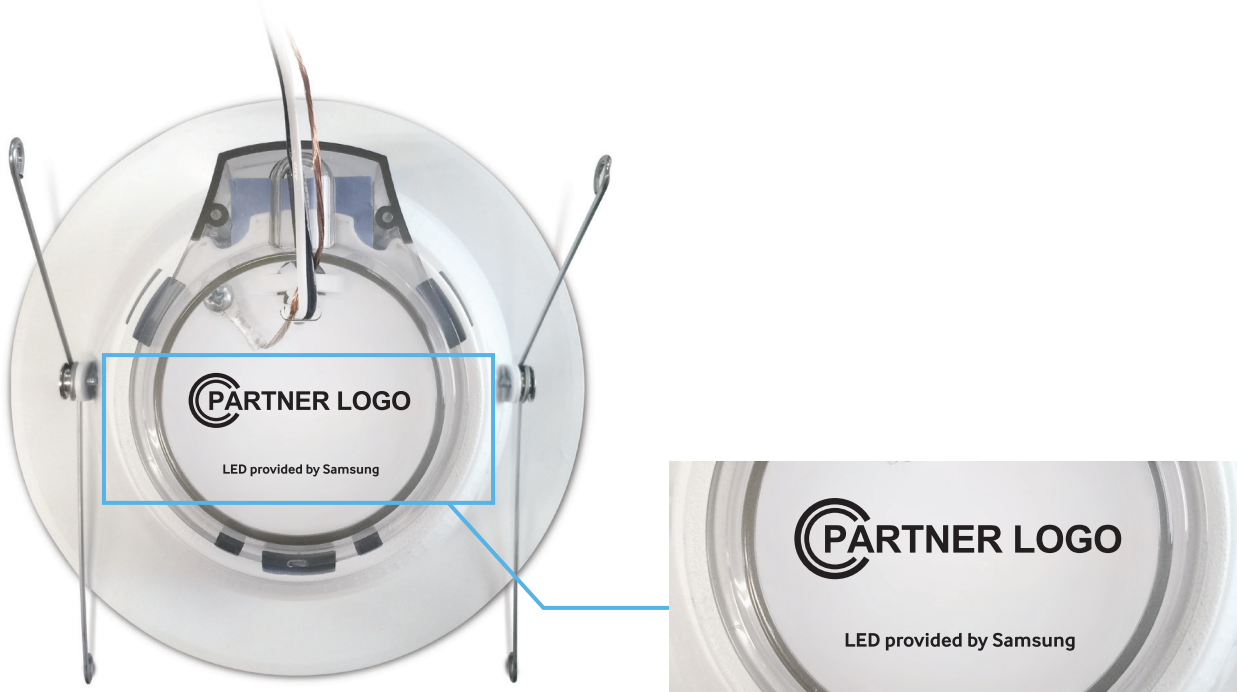
Samsung Aqua Blue (CMYK: 100.0.0.10)

Products (Lighting)

The examples below demonstrate correct use of the mark.

The top example, along with the zoomed in portion of it, demonstrates correct use of the mark.

The bottom two examples demonstrate unacceptable use of the mark.



- Do not use Samsung's wordmark or lettermark.

SAMSUNG LED Packaging

II.7

The examples below demonstrate correct use of the mark.

The top example, along with the zoomed in portion of it, demonstrates correct use of the mark.

The bottom two examples demonstrate unacceptable use of the mark.



- Do not use Samsung's wordmark or lettermark.



- Logo size should be smaller than that of the company, manufacturer, and product name or brand.

Enquiries

Mark artwork files and other materials:
Please contact your regional account manager.

The Samsung logo, consisting of the word "SAMSUNG" in a bold, sans-serif font, is enclosed within a white, horizontally-oriented oval shape.

SAMSUNG