



Brand Guidelines

partners.smarthings.com • 2024.V1



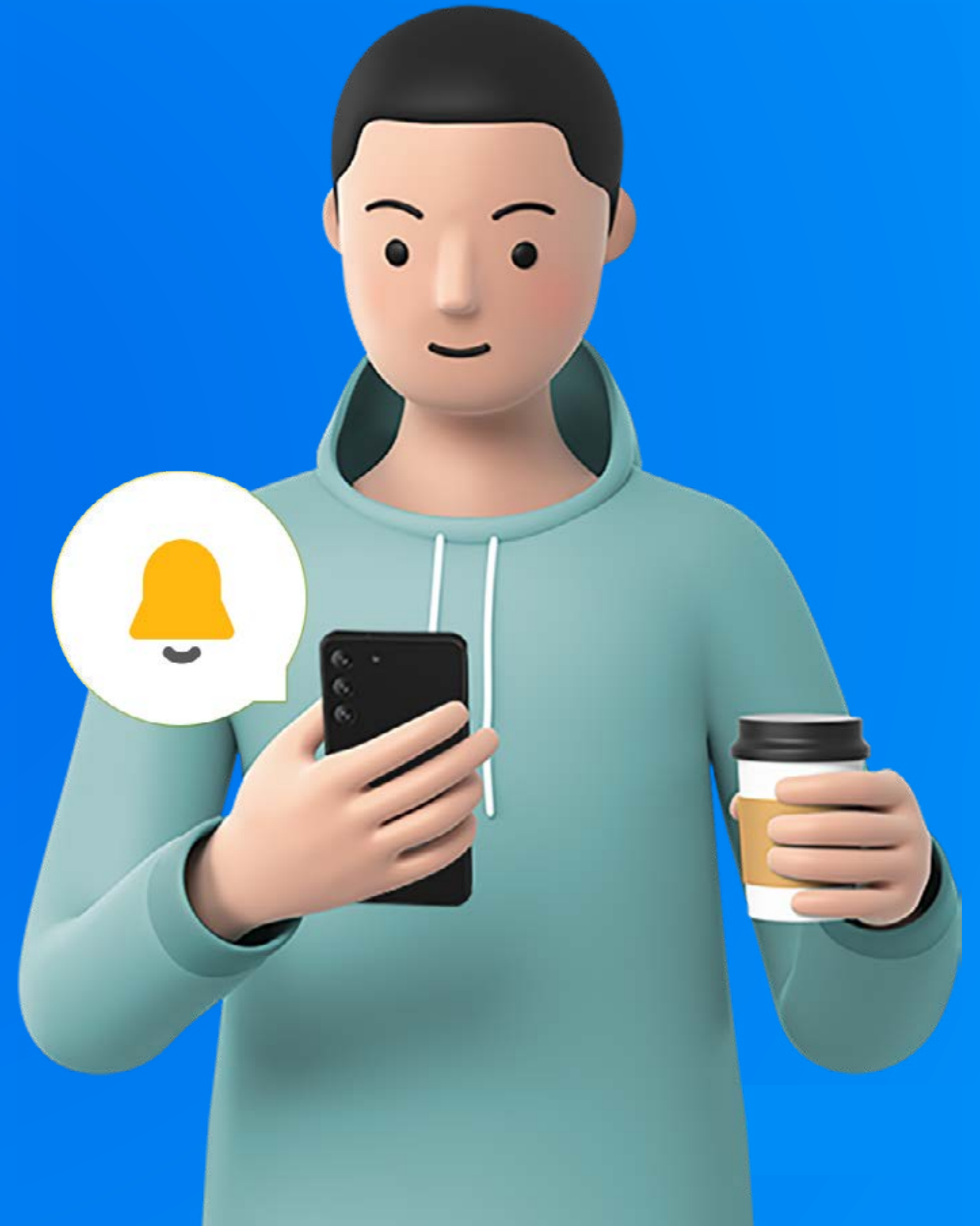
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Introduction


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.

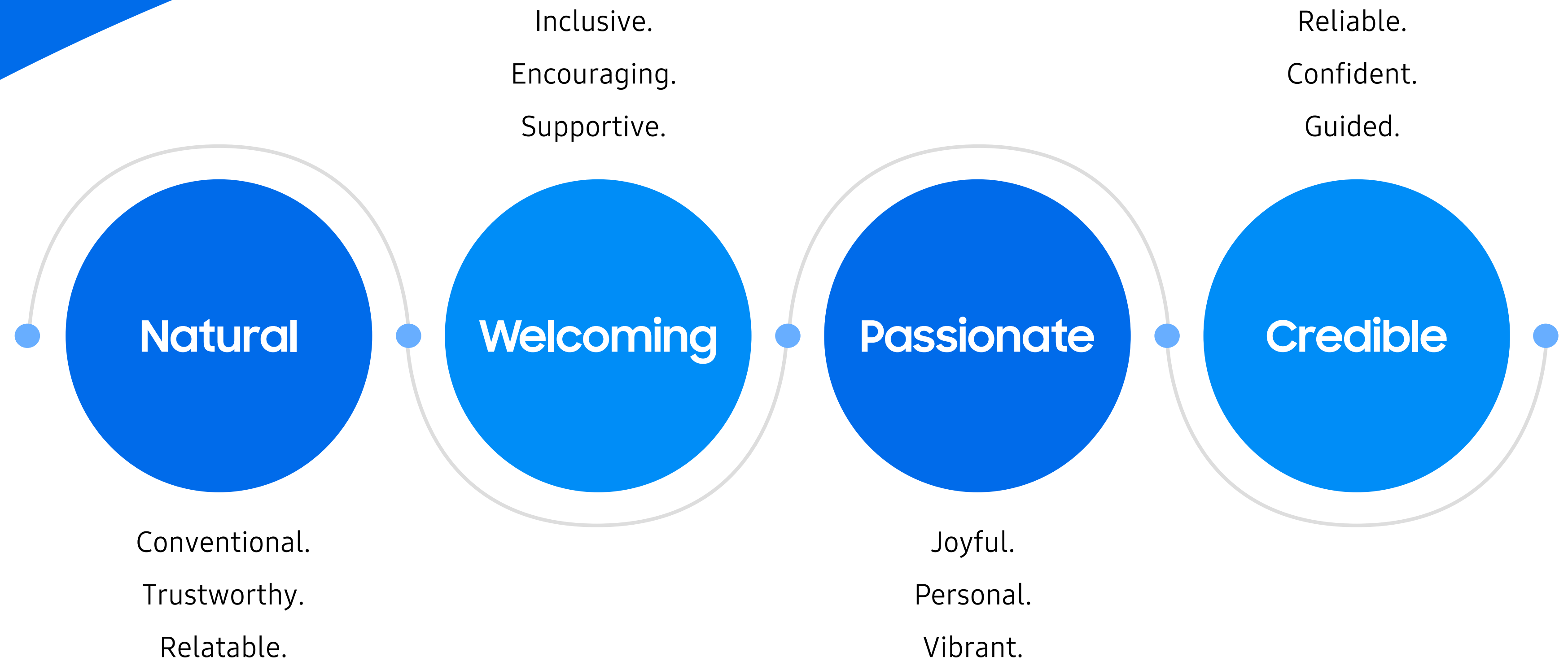


Do the SmartThings

Brand Tagline

Voice & Tone

Our voice and tone are:



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.

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.

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.

Voice & Tone

Credible



Reliable



Confident



Guided

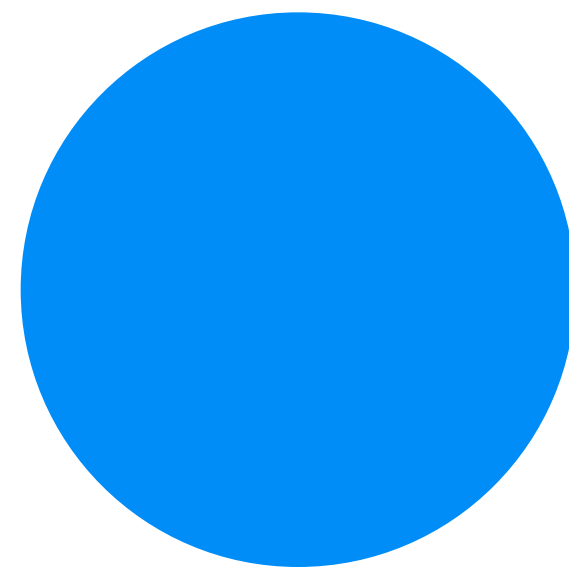
People trust us with serious, private stuff. So it's important we're seen as reliable. It's a privilege to have someone put their trust in us, and we take this responsibility seriously. However, it doesn't mean we have to take ourselves seriously all the time. We can be playful. And in doing so also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

Color Palette

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

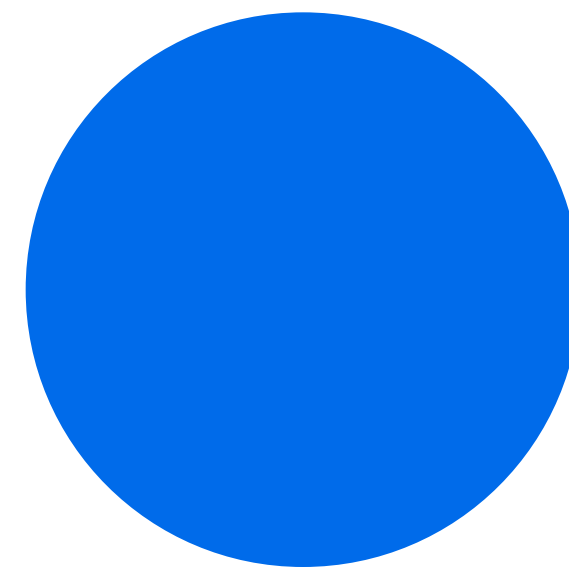
Primary Colors

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.



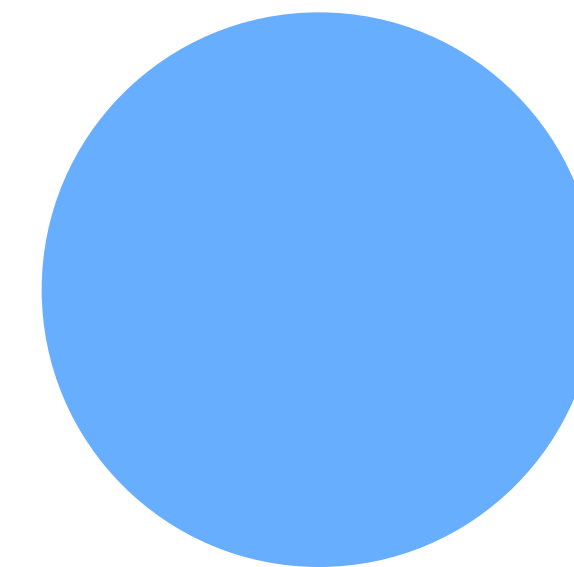
Skyblue

CMYK: 100 43 0 3
RGB: 0 141 247
HEX: #008DF7



Skyblue Dark

CMYK: 82 59 0 0
RGB: 0 107 234
HEX: #006BEA



Skyblue Light

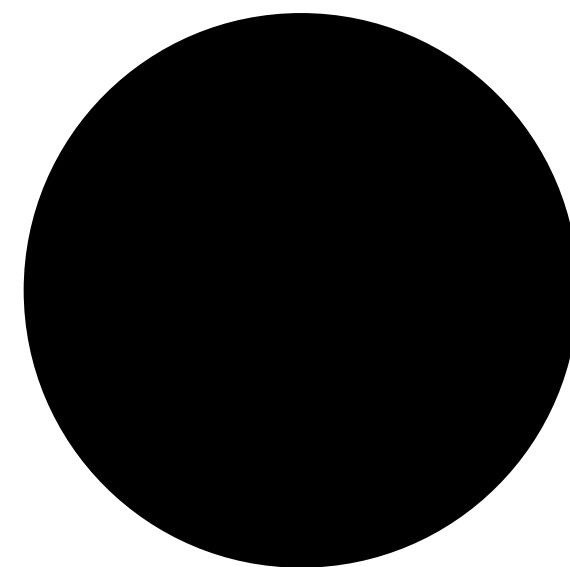
CMYK: 52 23 0 0
RGB: 104 174 255
HEX: #68AEFF

Color Palette

Primary Colors

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.

Note: When designing for mobile devices, please use the following color values: black HEX: #252525 and white HEX: #FAFAFA.



Black

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



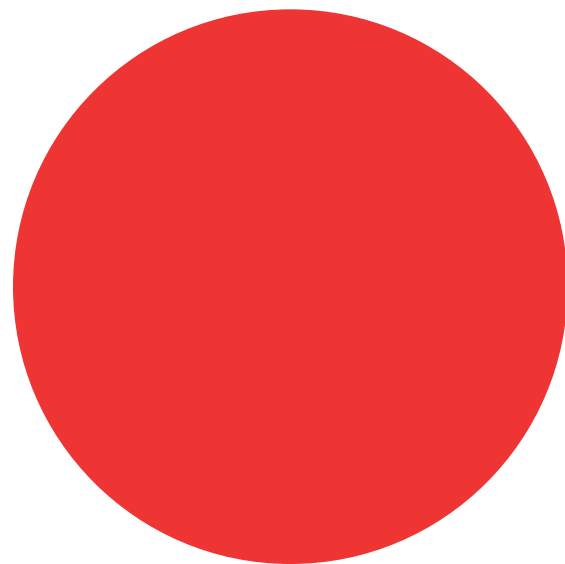
White

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

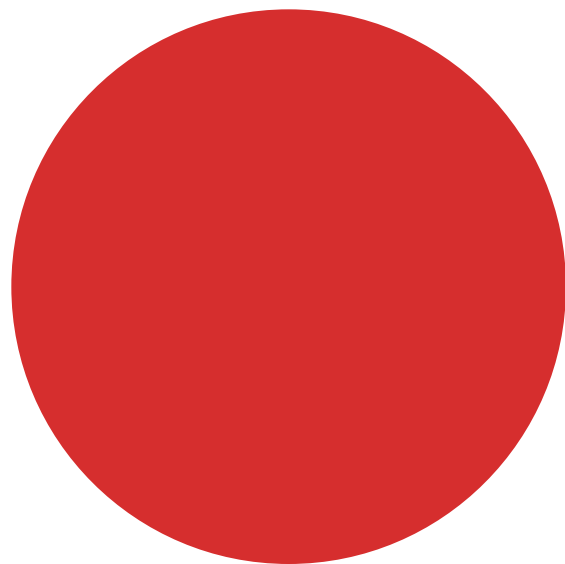
Color Palette

Secondary Colors

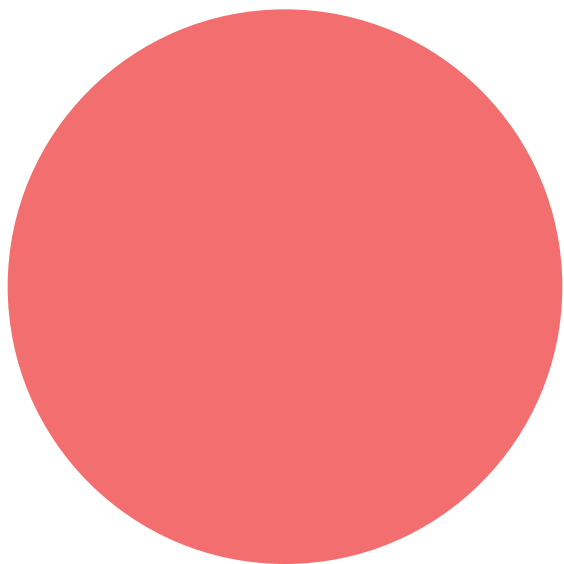
Our secondary palette can be used as bold pops of colors for graphics, marketing materials, presentations, and social content.



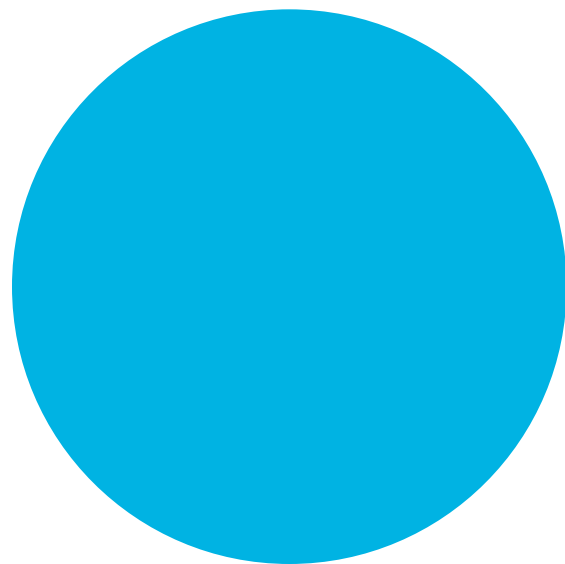
Coral
CMYK: 0 94 85 0
RGB: 239 52 52
HEX: #EF3434



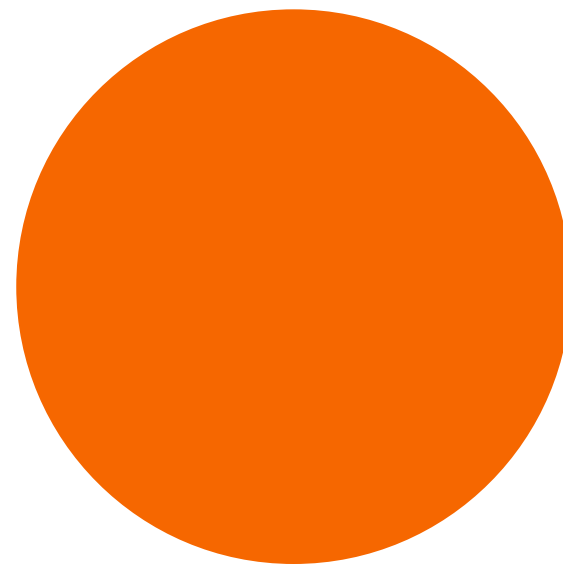
Coral Dark
CMYK: 10 96 93 1
RGB: 214 46 46
HEX: #D62E2E



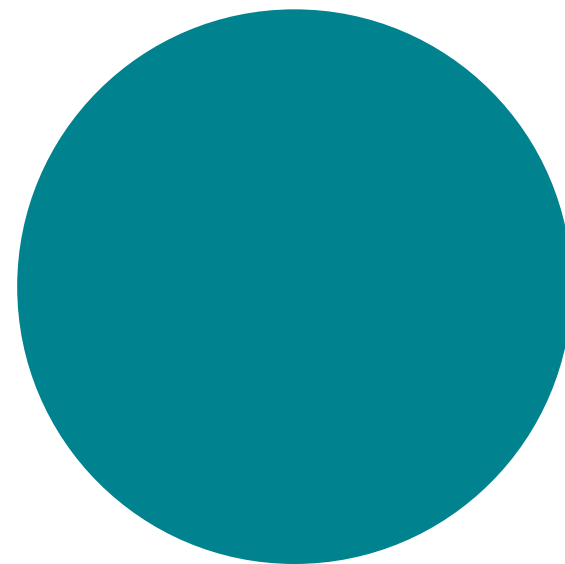
Coral Light
CMYK: 0 71 49 0
RGB: 243 110 110
HEX: #F36E6E



Sea Blue
CMYK: 71 8 3 0
RGB: 0 179 227
HEX: #00B3E3



Orange
CMYK: 0 73 100 0
RGB: 246 103 0
HEX: #F66700



Teal
CMYK: 86 32 40 5
RGB: 0 131 143
HEX: #00838F

Color Palette

Grayscale

Grayscale is used to separate areas, such as when expressing state.



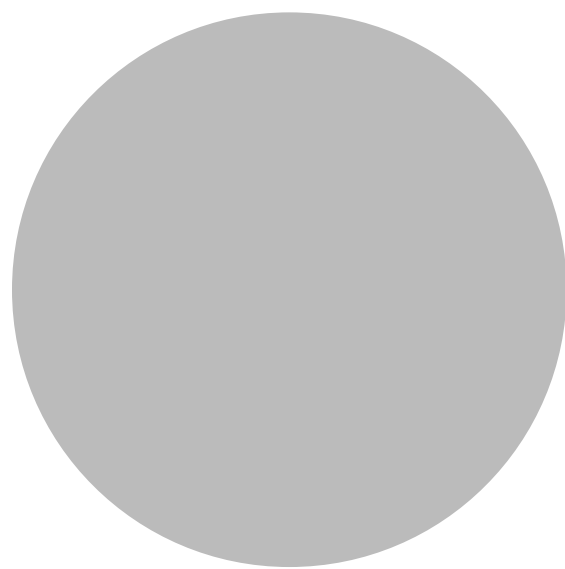
0_F7
CMYK: 2 1 0 0
RGB: 247 247 247
HEX: #F7F7F7



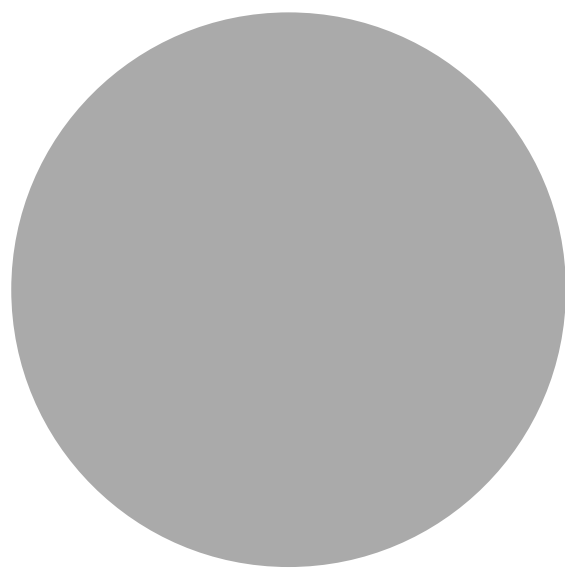
1_EE
CMYK: 5 4 4 0
RGB: 238 238 238
HEX: #EEEEEE



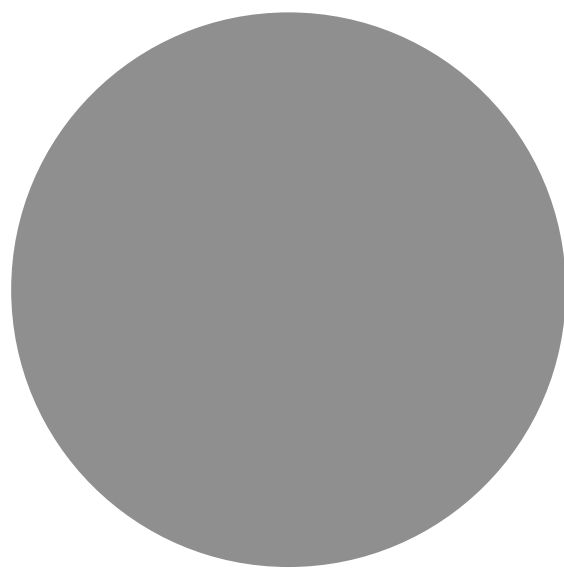
2_DD
CMYK: 12 9 10 0
RGB: 221 221 221
HEX: #DDDDDD



3_BB
CMYK: 27 21 22 0
RGB: 187 187 187
HEX: #BBBBBB



4_AA
CMYK: 35 28 28 0
RGB: 170 170 170
HEX: #D62E2E

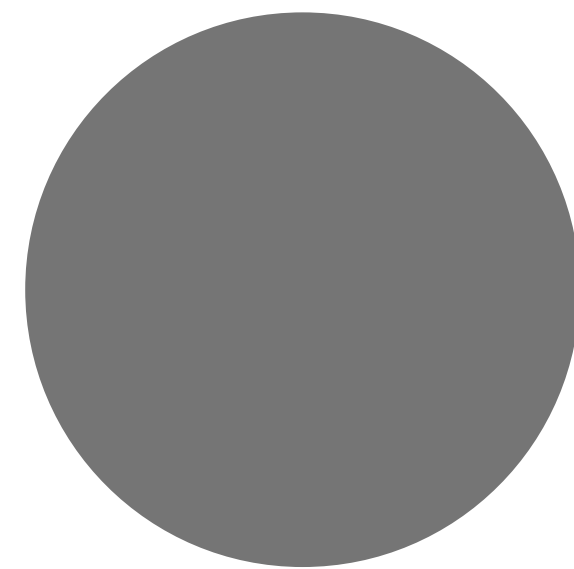


5_8F
CMYK: 46 38 39 3
RGB: 143 143 143
HEX: #8F8F8F

Color Palette

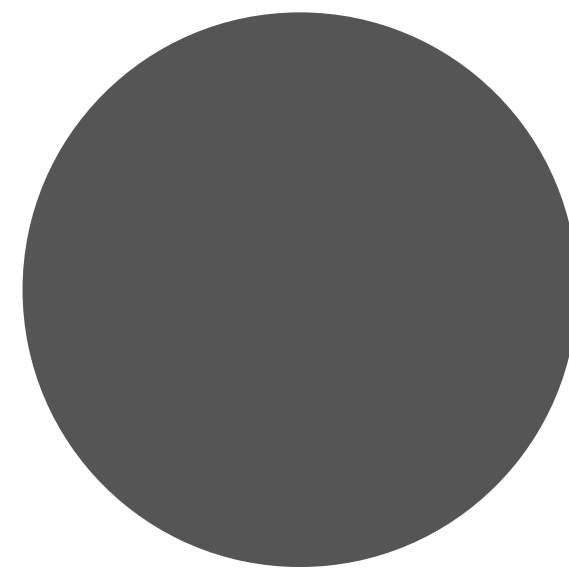
Grayscale (continued)

Grayscale is used to separate areas, such as when expressing state.



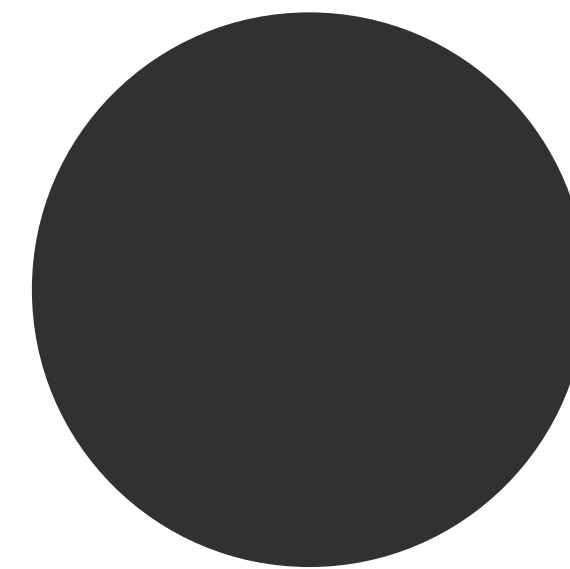
6_75

CMYK: 55 47 46 12
RGB: 117 117 117
HEX: #757575



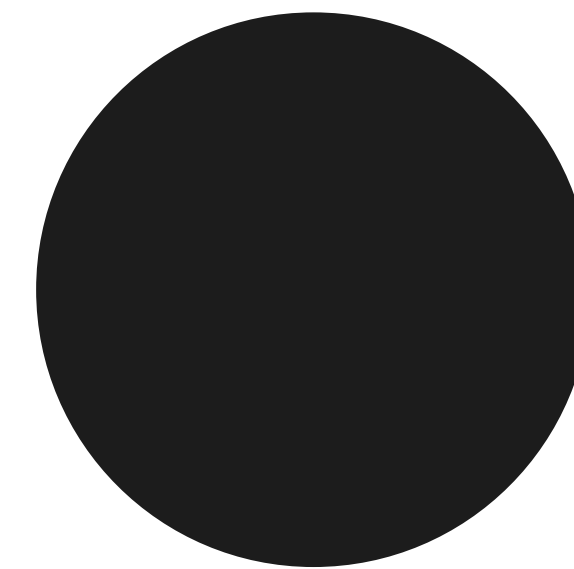
7_55

CMYK: 64 56 55 31
RGB: 85 85 85
HEX: #555555



8_31

CMYK: 70 64 62 60
RGB: 49 49 49
HEX: #313131



9_1C

CMYK: 72 66 65 77
RGB: 28 28 28
HEX: #1C1C1C

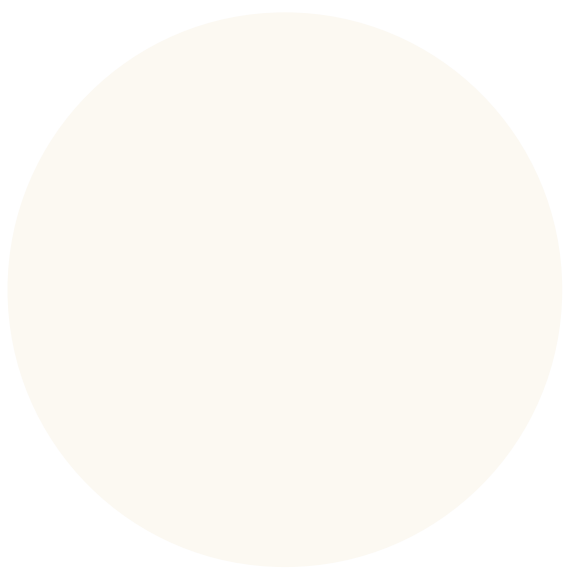
Color Palette

Neutral Colors

Neutral colors come in a variety of colors, providing the right level of warmth throughout the product. Generally used in background, card's surface, etc to generate interest in components.



Neutral Blue
CMYK: 3 1 0 0
RGB: 245 247 254
HEX: #F5F7FE



Neutral Beige
CMYK: 1 1 4 0
RGB: 247 245 242
HEX: #F7F5F2



Neutral Orange
CMYK: 0 3 2 0
RGB: 254 246 243
HEX: #FEF6F3

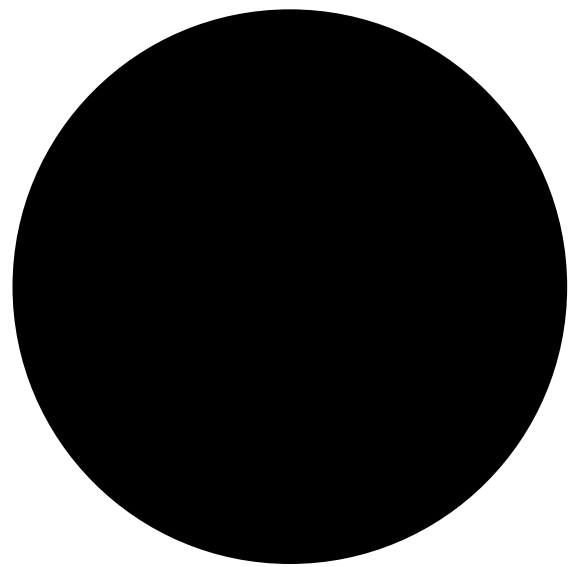


Neutral Pink
CMYK: 2 5 1 0
RGB: 246 240 245
HEX: #F6F0F5

Color Palette

Theme

Adopting Samsung's theme 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.



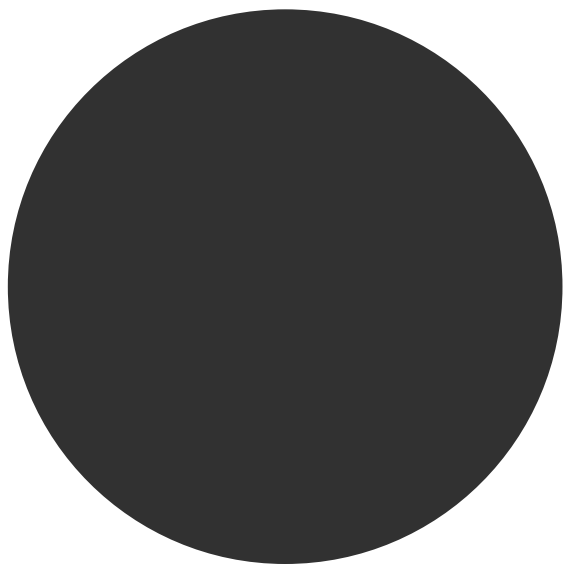
Black
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000



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



0_F7
CMYK: 2 1 0 0
RGB: 247 247 247
HEX: #F7F7F7



8_31
CMYK: 70 64 62 60
RGB: 49 49 49
HEX: #313131

Typography

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

Primary Typeface

Samsung Sharp Sans is used for headlines and Samsung One is used for body copy.

Line height: The break points of 1.2 and 1.33 values are : 120% for fonts with 32px excess and 133% value for fonts with 32 or less.

Ad

Samsung Sharp Sans

Primary typeface.
Used for headlines/taglines.
Default weight: Bold (700)

Typography

Aa

Samsung One

Primary typeface.
Used for body copy/paragraphs.
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/taglines.
Default weight: Bold (700)

Aa

Raleway

Secondary typeface.
Used for body copy/paragraphs.
Default weight: Regular (400)

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

SmartThings Logo

Ground Rules

SmartThings logo and app icon can be strategically used with or without. In principle, the logo should be used as a stand-alone and never in a lock-up with the master brand.

Note: Do not lock-up with master brand

Letter with icon - The standard format



Logo combined with the icon is the standard format to increase awareness of both the service name and the graphic.

Letter only

SmartThings

Logo can be used without the icon for limited touchpoints (product, package), or when it's used along with partner logos to deliver visual balance.

Icon only - The limited usage



Icon can be used independently when **service name (SmartThings)** is already present within content.

SmartThings Logo

Colors: Full Logo

Horizontal format is most preferred type of SmartThings logo with icon.

1. Icon lock-ups can be blue color, black or white. The four available versions are shown on the x.
2. If it's difficult to see the color version over a specific color or image, use a monochrome logo instead.
3. Always consider the overall design layout to determine the best option.

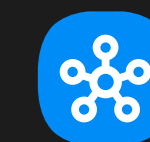
Do not create unauthorized lock-ups.

Color



SmartThings

Color version on light background



SmartThings

Color version on dark background

Monochrome



SmartThings

Mono version on light background



SmartThings

Mono version on dark background

SmartThings Logo

Colors: Letters Only

1. The letter only logo 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.
3. Most preferred format of letter only logo is horizontal type in single line.

Do not apply any other colors for the logo.

Black

SmartThings

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

White

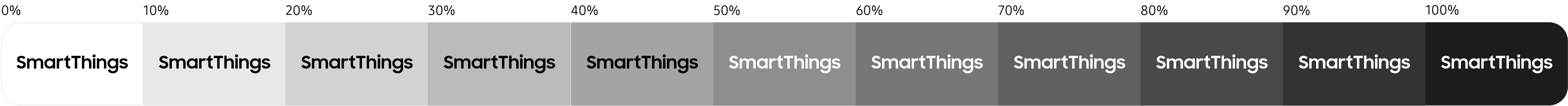
SmartThings

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

SmartThings Logo

Colors: Letters Only (continued)

Contrast guidance:



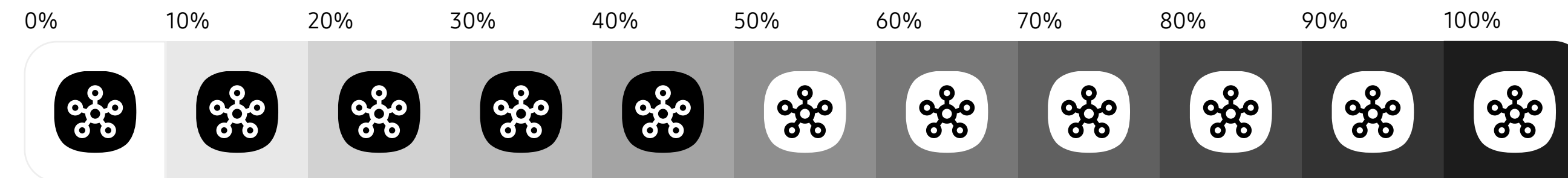
SmartThings Logo

Colors: Icon Only

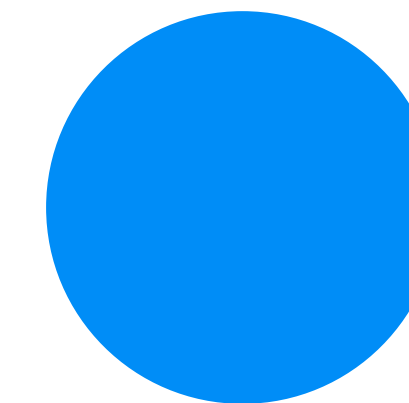
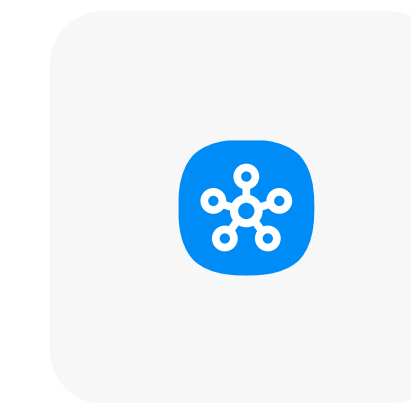
1. The three available versions are shown on the right.
2. When using the icon only logo, the description of SmartThings must be exposed somewhere together within content or creative.

Do not use mono version icon for social profile.

Contrast guidance (Mono):

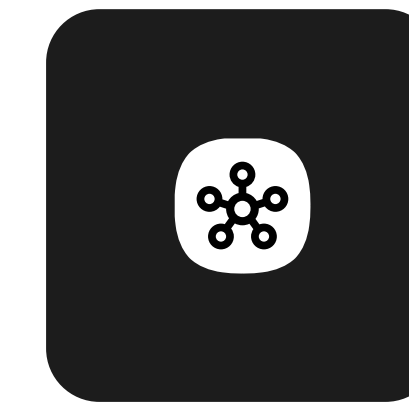
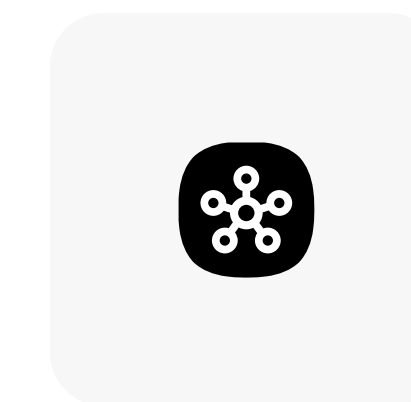


Color



CMYK: 100 43 0 3
RGB: 0 141 247
HEX: #008DF7

Monochrome



SmartThings Logo

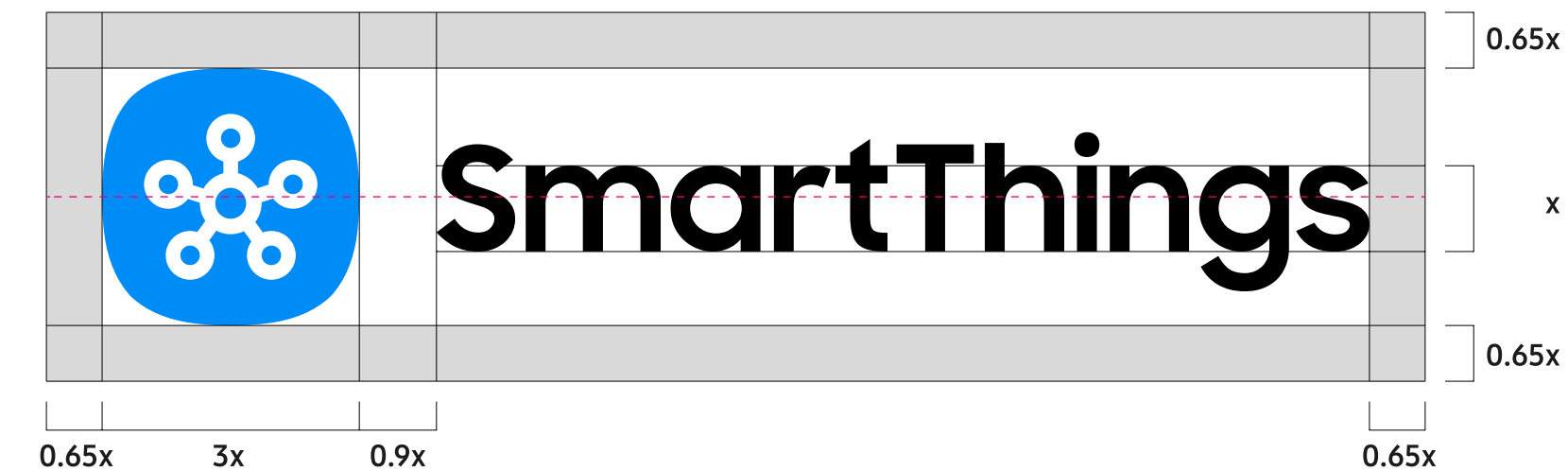
Clear Space & Minimum Size

SmartThings branding follows the general rules of product / service logo stipulated in the Samsung brand playbook.

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. Since the logo has a curved leading character, it should be spaced 90% of the x-height from the icon.
3. Always leave a minimum clear space equal to 65% of the x-height around the logo.
4. Typography:
Font: Samsung Sharp Sans Bold | Kerning: Auto | Tracking: 10

Do not size the logo smaller than 7mm in height for print media and 20px in height for digital media to ensure legibility.

Specification



Minimum size



Print: 7mm height
Digital: 20px height

SmartThings Logo

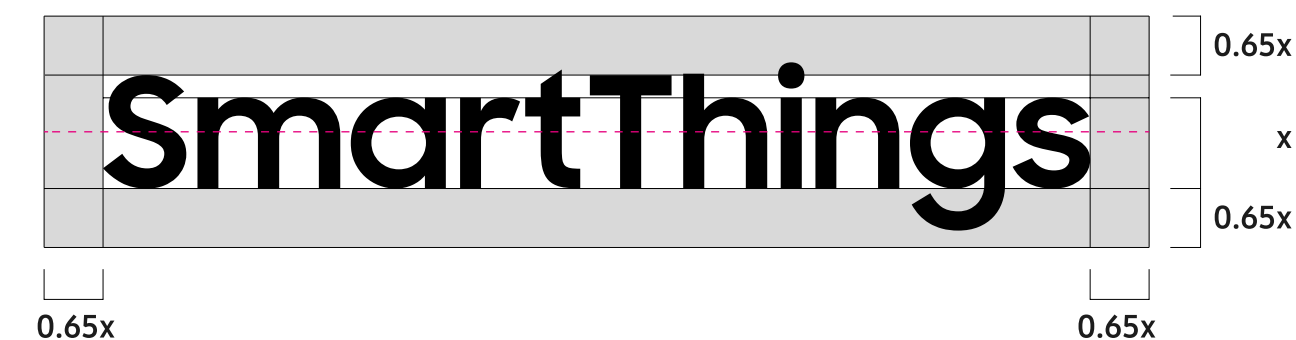
Clear Space & Minimum Size (continued)

Letter only type.

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

Do not size the logo smaller than 4.5mm in height for print media and 13px in height for digital media to ensure legibility.

Specification



SmartThings  x-height

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

Minimum size

SmartThings

Print: 4.5mm height
Digital: 13px height

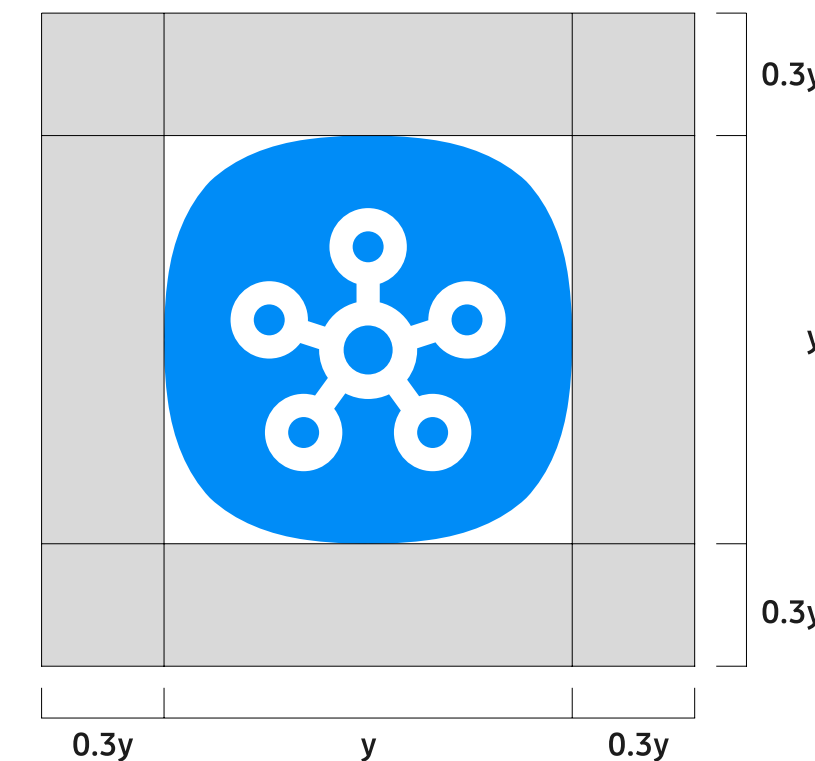
SmartThings Logo

Clear Space & Minimum Size (continued)

Icon only type.

1. Use the height of the app icon with background to set the clear space and minimum size.
2. The icon's clear space is equal to 30% of the height of the icon.
3. The icon should not be smaller than 7mm in print or 20px in digital.

Clear space



Minimum size



Print: 7mm height
Digital: 20px height

SmartThings Logo

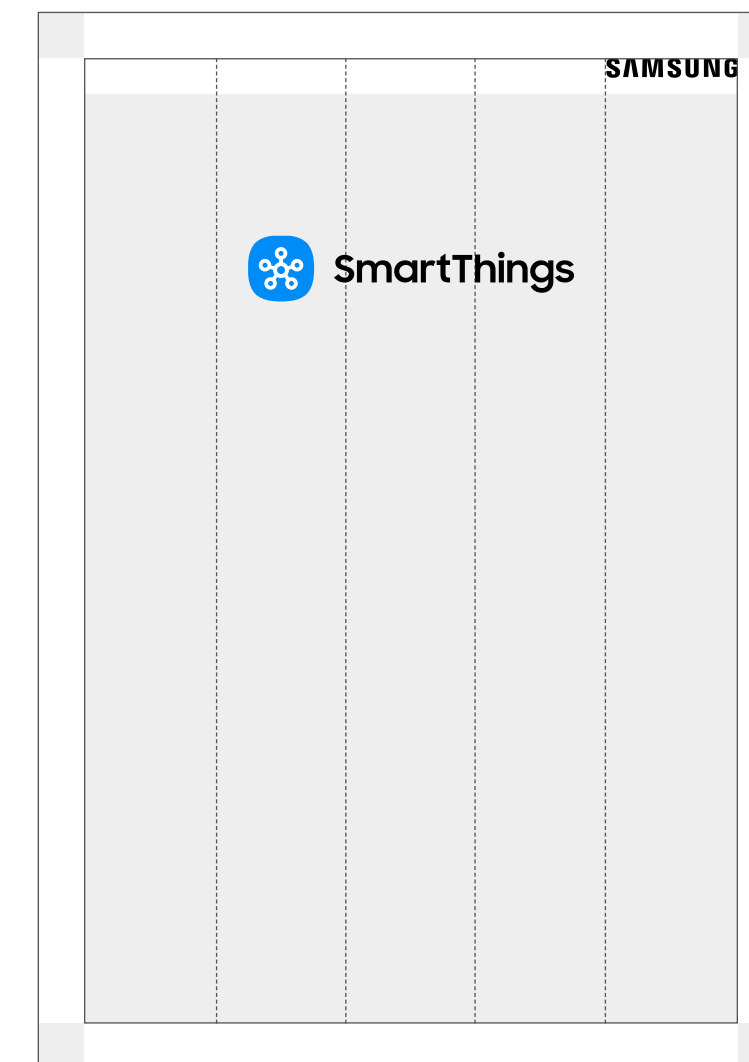
Placement: Within Creative

1. Do not place other elements in the same level to the lettermark.
2. SmartThings logo should be always placed below the lettermark in accordance with brand hierarchy.

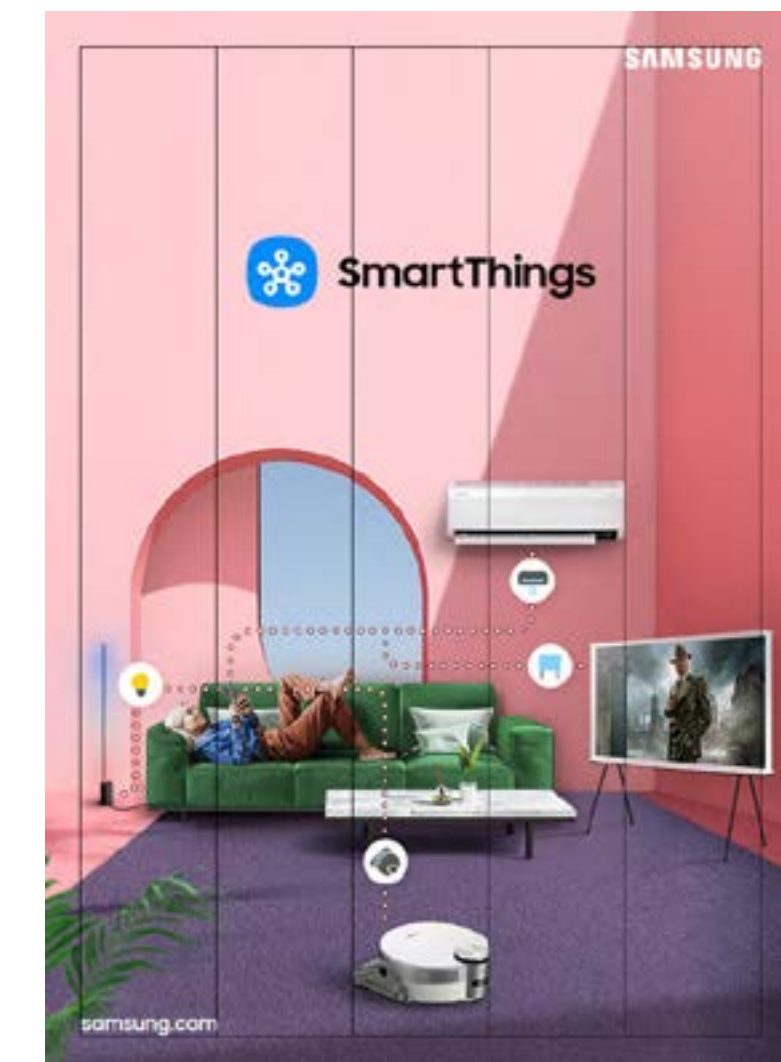
Notes:

- Lettermark can be placed either top left or top right corner.
- SmartThings logo can be placed anywhere within the creative as long as it's below the lettermark.
- Use prominent placement in communications where SmartThings takes priority over other messaging.

Prominent placement



Example



SmartThings Logo

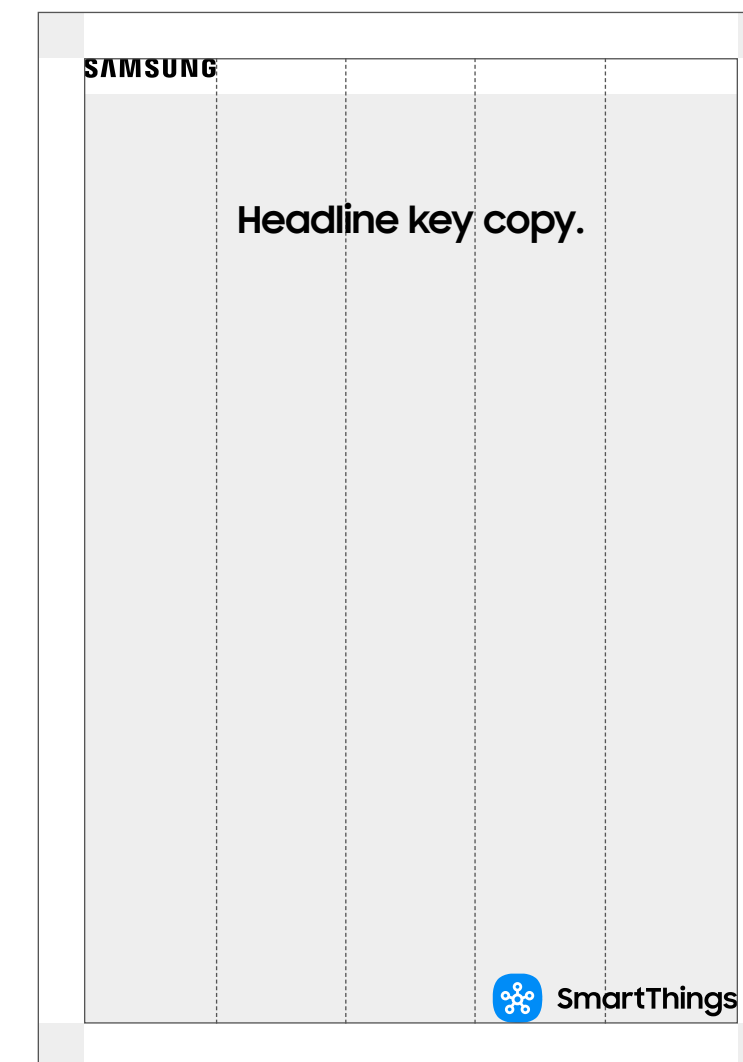
Placement: Bottom Corners

1. Place SmartThings logo in the bottom corner when there's priority key message.
2. SmartThings logo can be placed in either left or right bottom corner. Preferably in diagonal side to the lettermark.

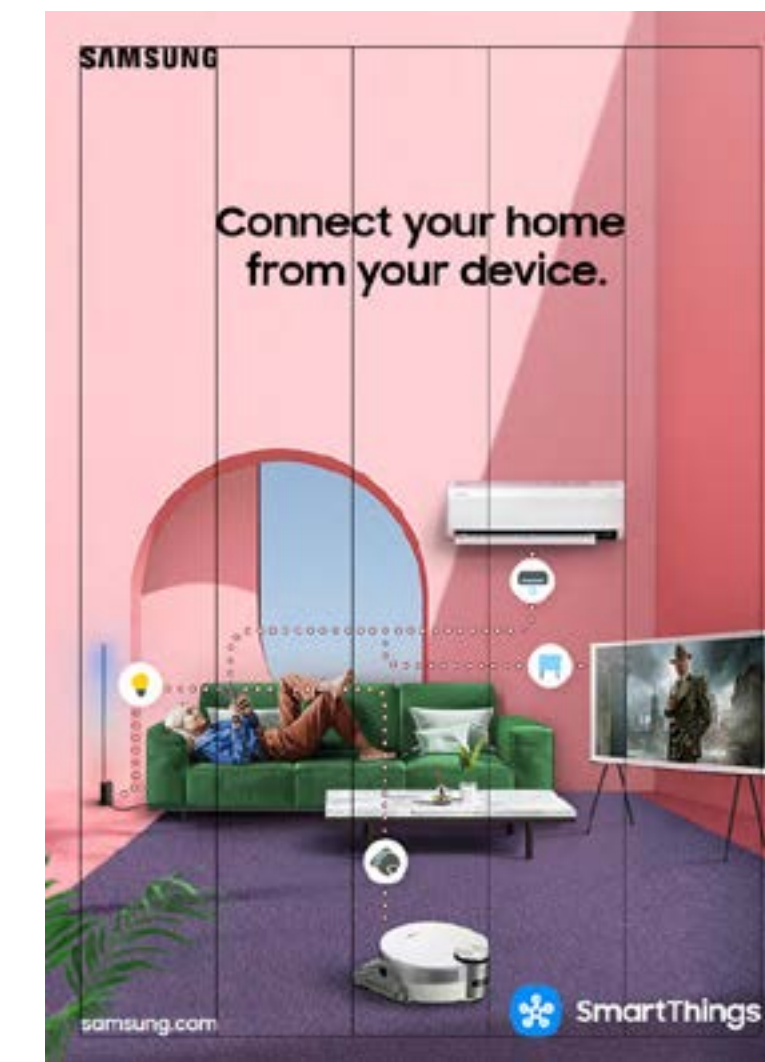
Notes:

- Lettermark can be placed either top left or top right corner.
- SmartThings logo can be placed in either left or right bottom corner diagonal to the lettermark.
- Corner placement should be used in communications where there is a large key message or key image which takes priority.

Prominent placement



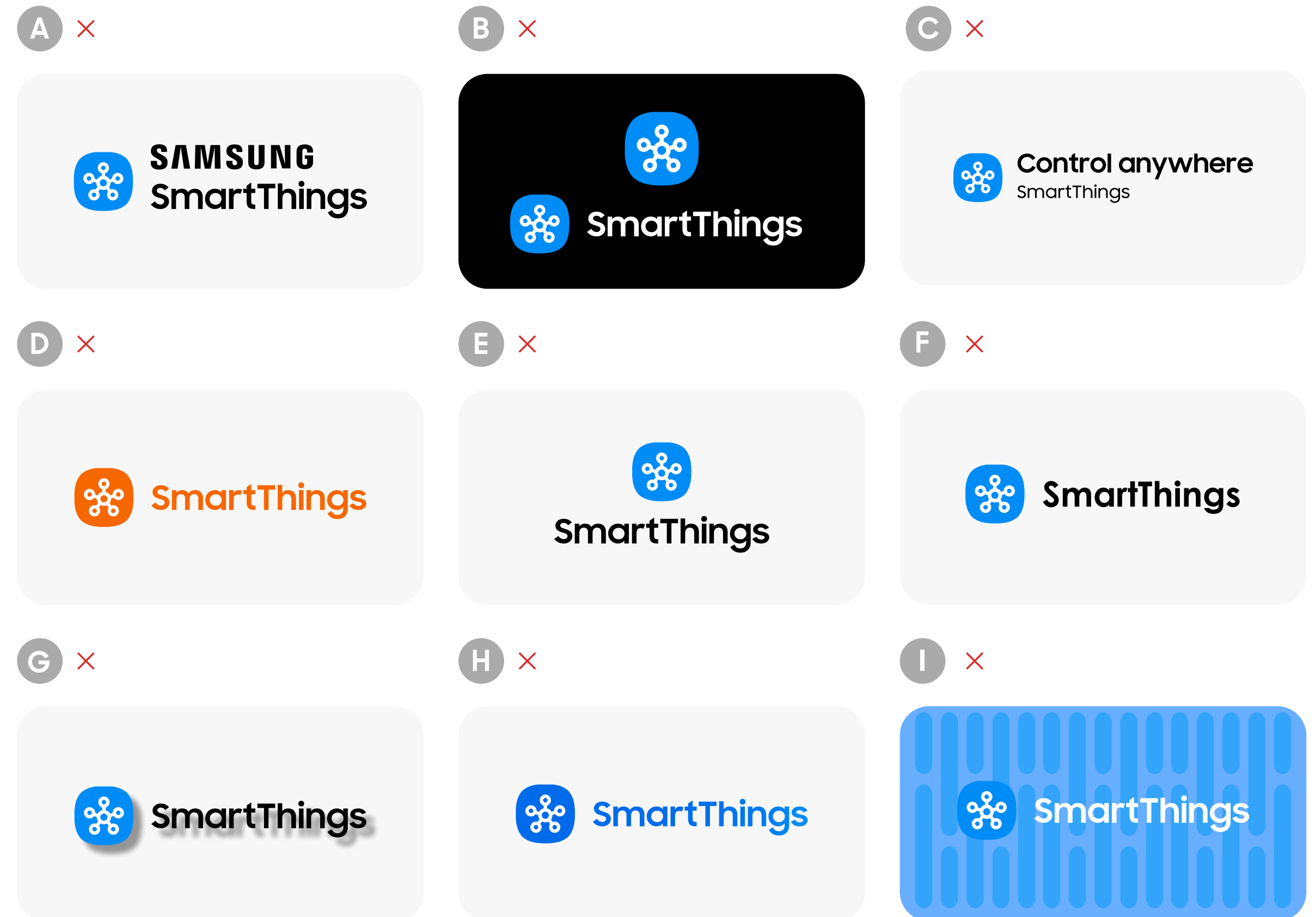
Example



SmartThings Logo

Do Nots

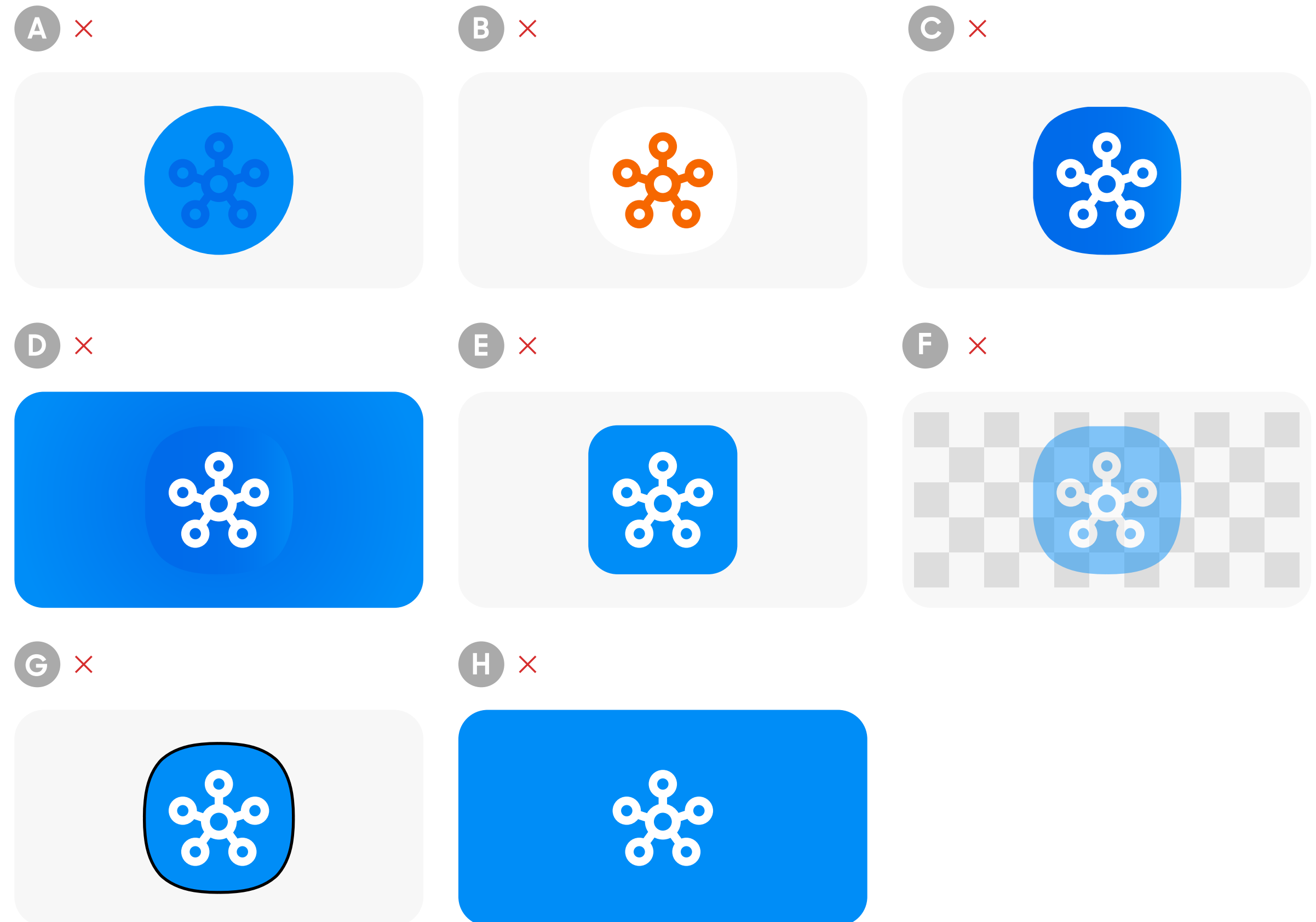
- A** Do not create a lock-up with the master brand
- B** Do not use the icon repeatedly.
- C** Do not create a lock-up with marketing messages.
- D** Do not change the lock-up color.
- E** Do not stack up the icon with the logo.
- F** Do not change the typeface.
- G** Do not add drop shadows.
- H** Do not use a gradient effect.
- I** Do not place the logo on busy backgrounds with insufficient contrast.



SmartThings Logo

Do Nots

- A** Do not recreate the icon.
- B** Do not change the icon line color.
- C** Do not change the icon background color.
- D** Do not place the icon on background with insufficient contrast.
- E** Do not change the shape of icon.
- F** Do not apply opacity.
- G** Do not add extra outline.
- H** Do not remove the icon background.



SmartThings Logo

Logo Variation: Letter with Icon

Here are a few examples of how to apply the logo to various touchpoints.

Web page



Print



Digital ad



Event



In app



Social (end tag)



SmartThings Logo

Logo Variation: Icon Only

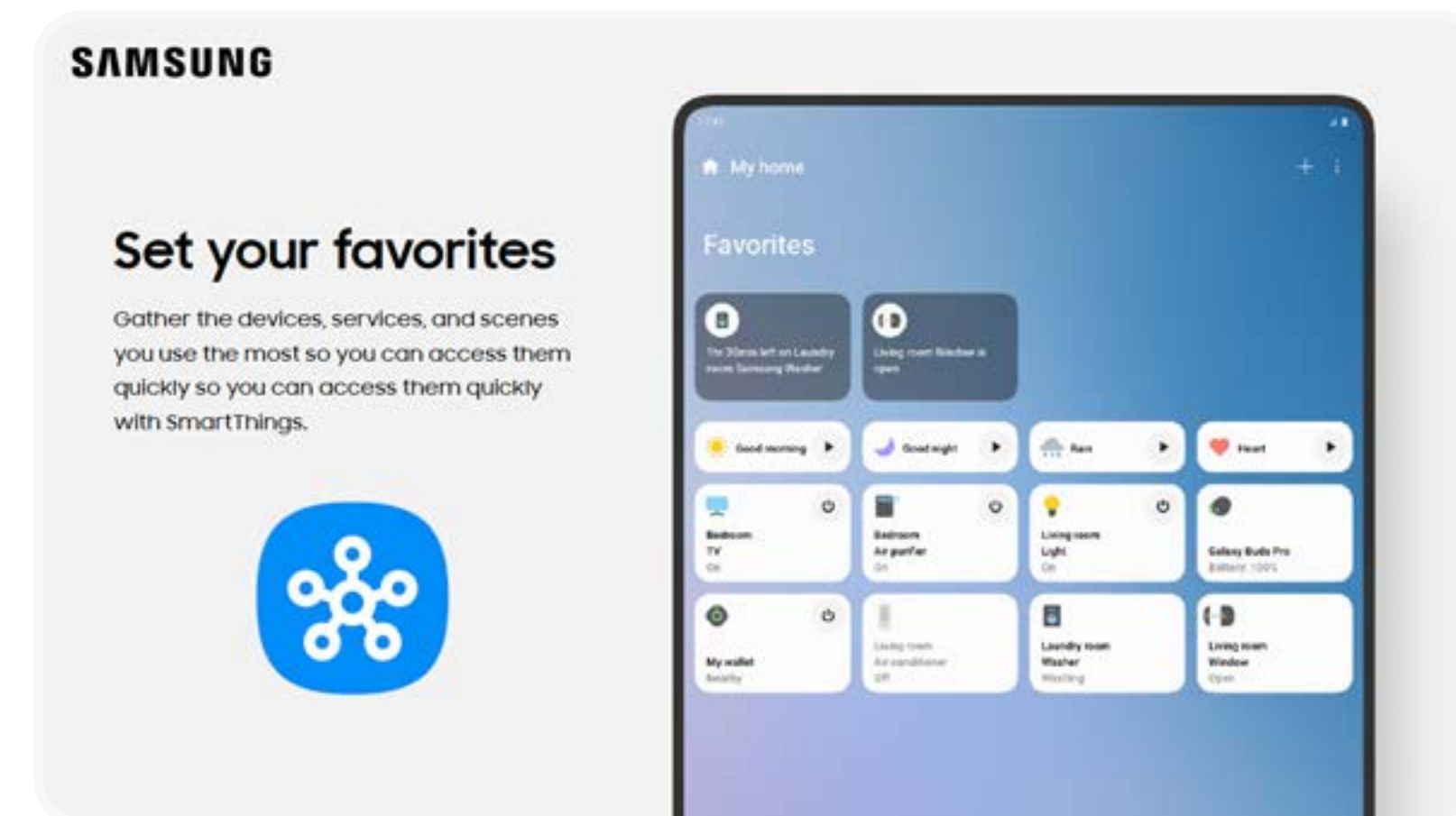
Here are a few examples of how to apply the logo to digital and social touchpoints.

Do not use icon only logo when the creative does not include SmartThings within the content.

Social



Digital ad

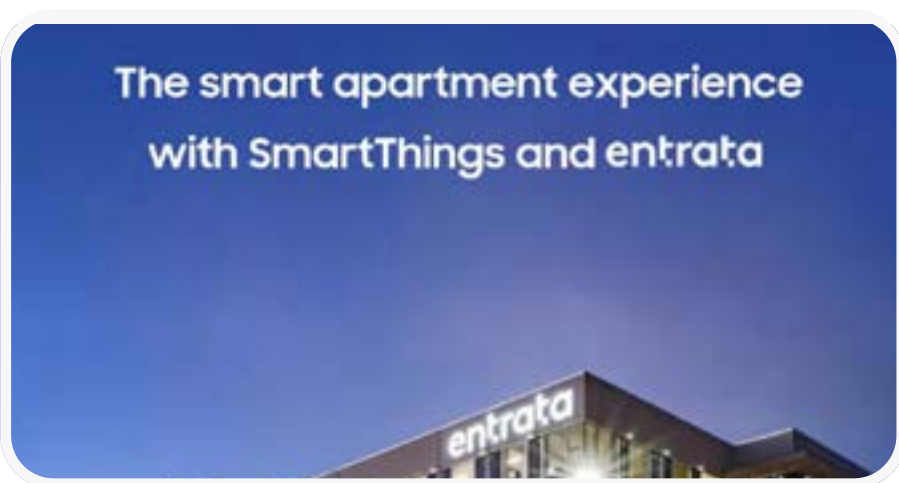


SmartThings Logo

Logo Variation: Letter Only

Here are a few examples of how to apply the logo to various touchpoints.

Partnership



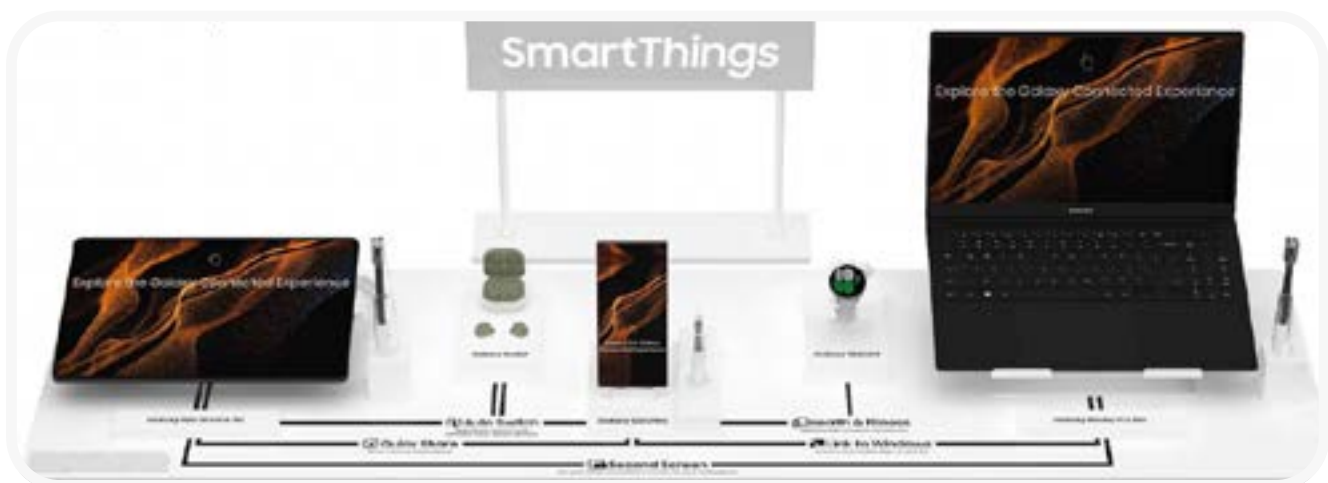
Products



Packages



Retail (POSM)



SmartThings Logo

Logo Variation: Live Text

When SmartThings is used within sentence, type them out instead of using logo file.

Print



Web page

Let SmartThings share insights on your connected devices, help with your house chores and enhance your experiences, both in and outside your home.

- Optimize your home devices for a smart lifestyle tailored to your needs.
- Enjoy a customized home with innovative SmartThings-compatible devices that simplify your day-to-day life.
- SmartThings also lets you automate your home so your mornings are easier and your nights are calmer.
- Connect and control your SmartThings-compatible products with your smartphone or tablet with Connected Care.

[SmartThings app for iOS](#)

[SmartThings app for Android](#)

Partnership Logo

Ground Rules

Partnership composite logos are used for strategic partnership that's in equal relation to the SmartThings brand. Two logos should be visually balanced, and it's preferred to place our logo first.

Horizontal

Letter
with icon



Letter
only

SmartThings | Partner Logo

Vertical



Partner Logo

SmartThings

Partner Logo

Partnership Logo

Partnership Logo Lock-Ups

Letter with icon type

1. For the horizontal format, the preferred position of the logo is on the left / top is preferred for vertical format.
2. Set the partner logo in balanced size to the SmartThings logo.

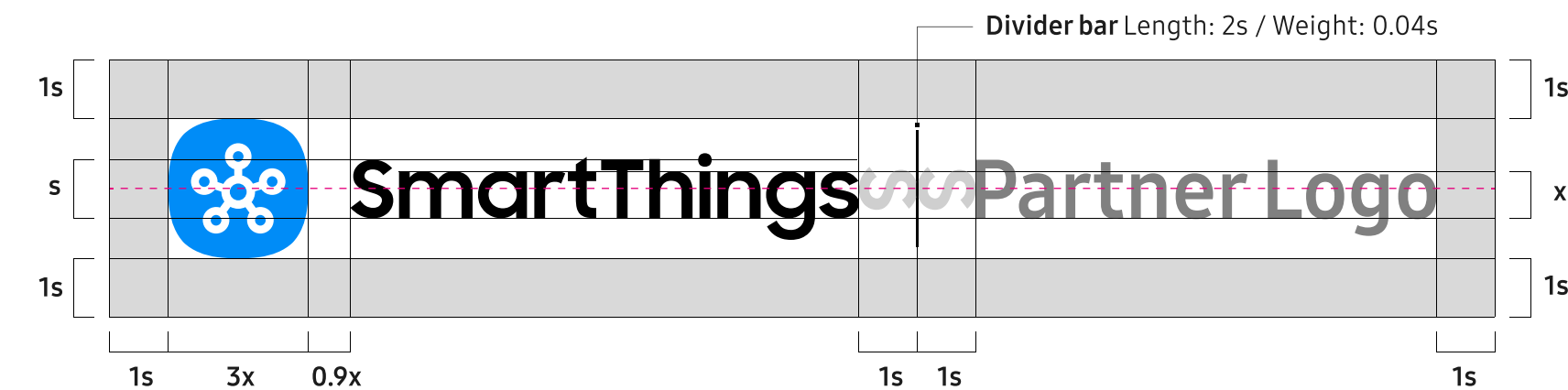
Do not composite with icon only.

Note: Refer to 'Partnership Composite Logo Playbook' for partnership logo specifications.

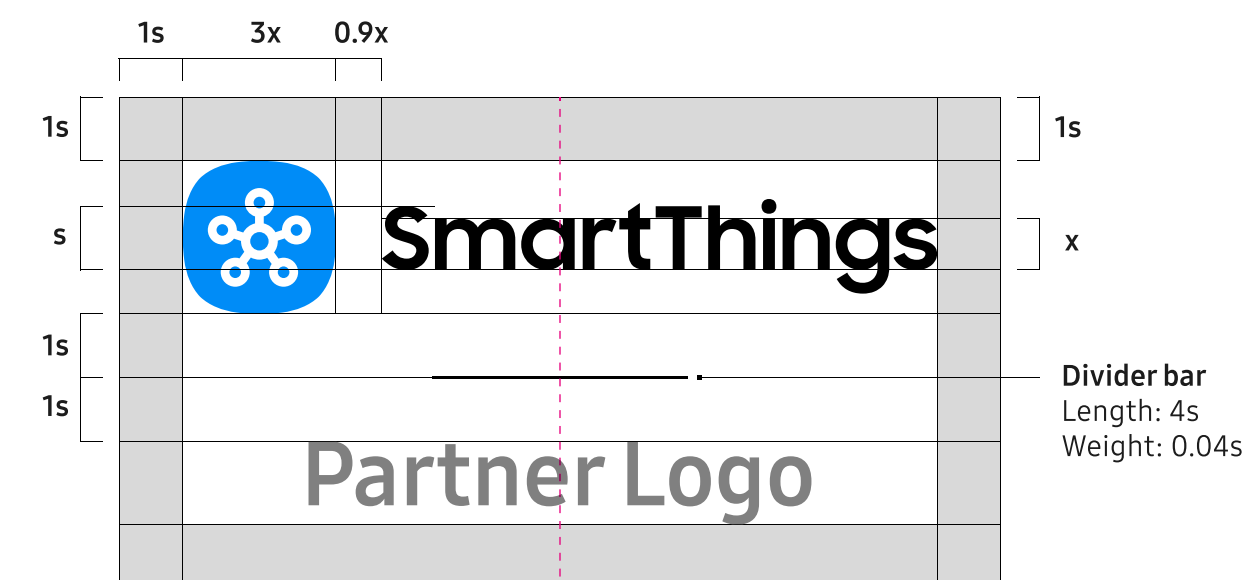
s: Cap height

x: Height of lower case letters

Horizontal partnership lock-up format (preferred)



Vertical partnership lock-up format



Partnership Logo

Partnership Logo Lock-Ups (continued)

Letter only type

1. For the horizontal format, the preferred position of the logo is on the left / top is preferred for vertical format.
2. Set the partner logo in balanced size to the SmartThings logo.

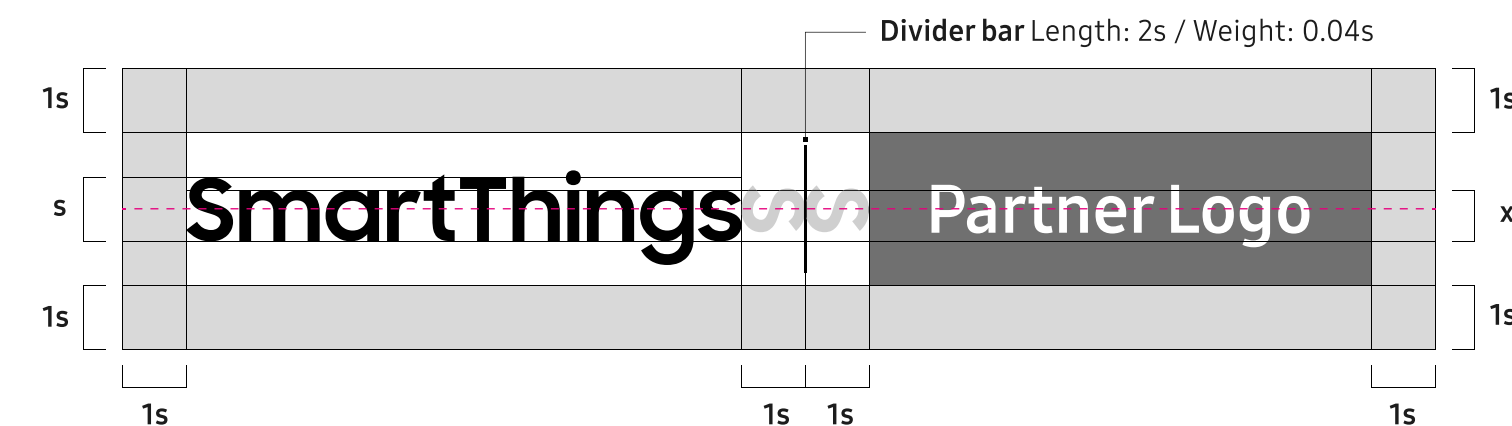
Do not composite with icon only.

Note: Refer to 'Partnership Composite Logo Playbook' for partnership logo specifications.

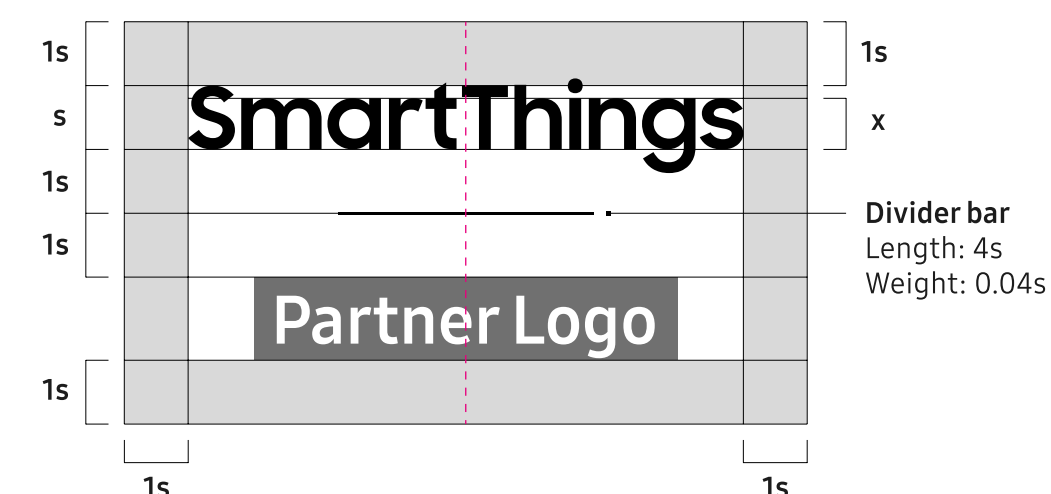
s: Cap height

x: Height of lower case letters

Horizontal partnership lock-up format (preferred)



Vertical partnership lock-up format



Partnership Logo

Partnership Logo Lock-Ups (continued)

Examples:

1. Partner logos will vary in shape and proportions. Select the lock-up format that results in the best visual balance.
2. Use the cap height to determine the size and spacing. If you need other lock-up ratios, please contact the HQ Marketing Team.

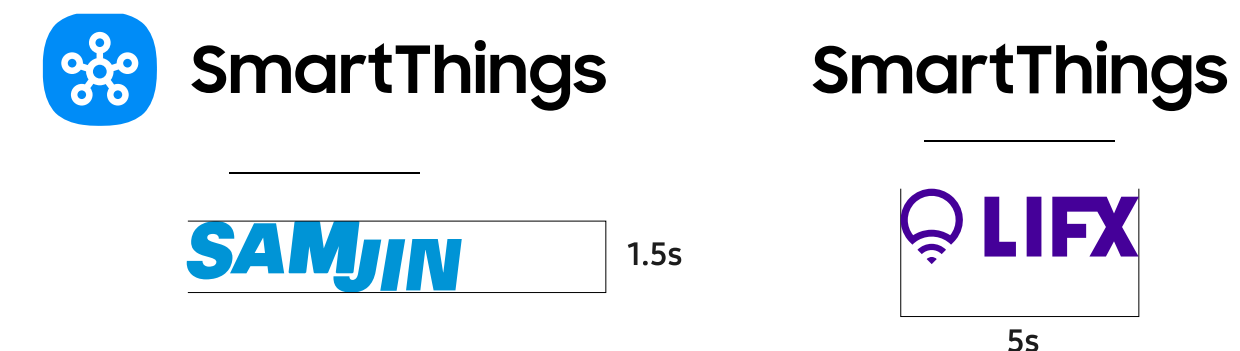
Note: When creating partnership lock-ups, use the capital “S” height of SmartThings to determine the spacing and size of the partner logo.

s-height 

Horizontal



Vertical



Partnership Logo

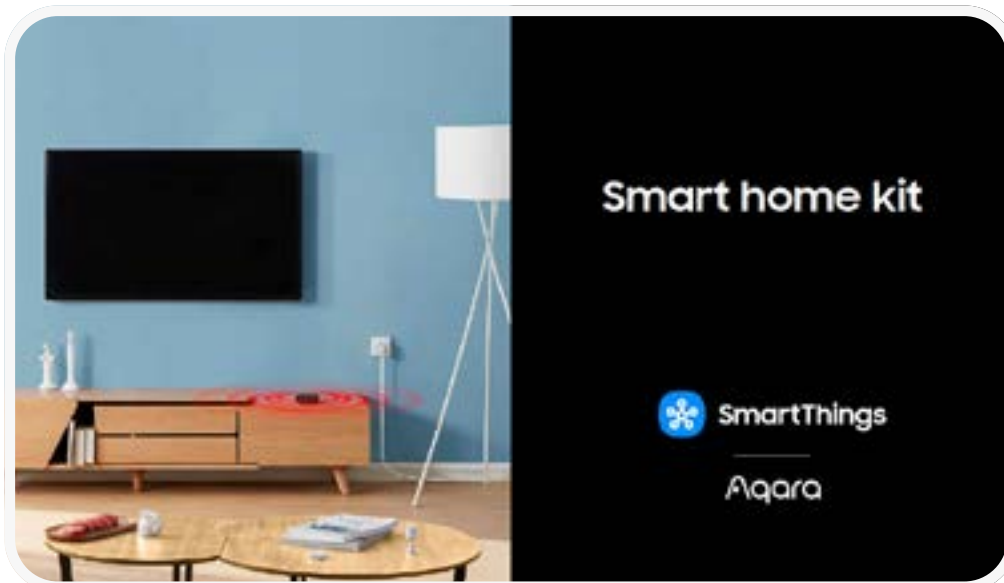
Usage Examples

The following examples apply the partnership logo lock-up guidelines to common usage scenarios..

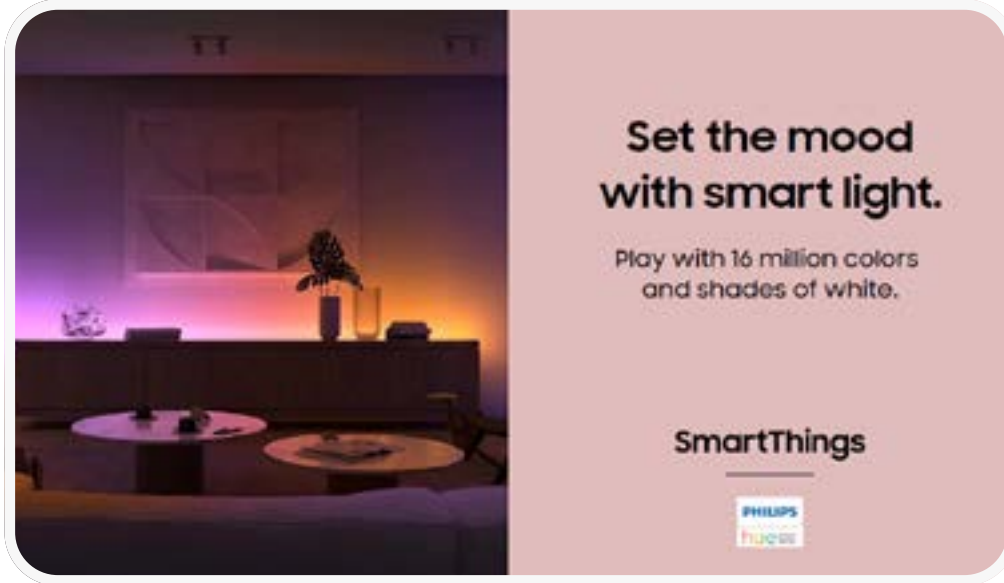
Horizontal

Vertical

Letter
with icon



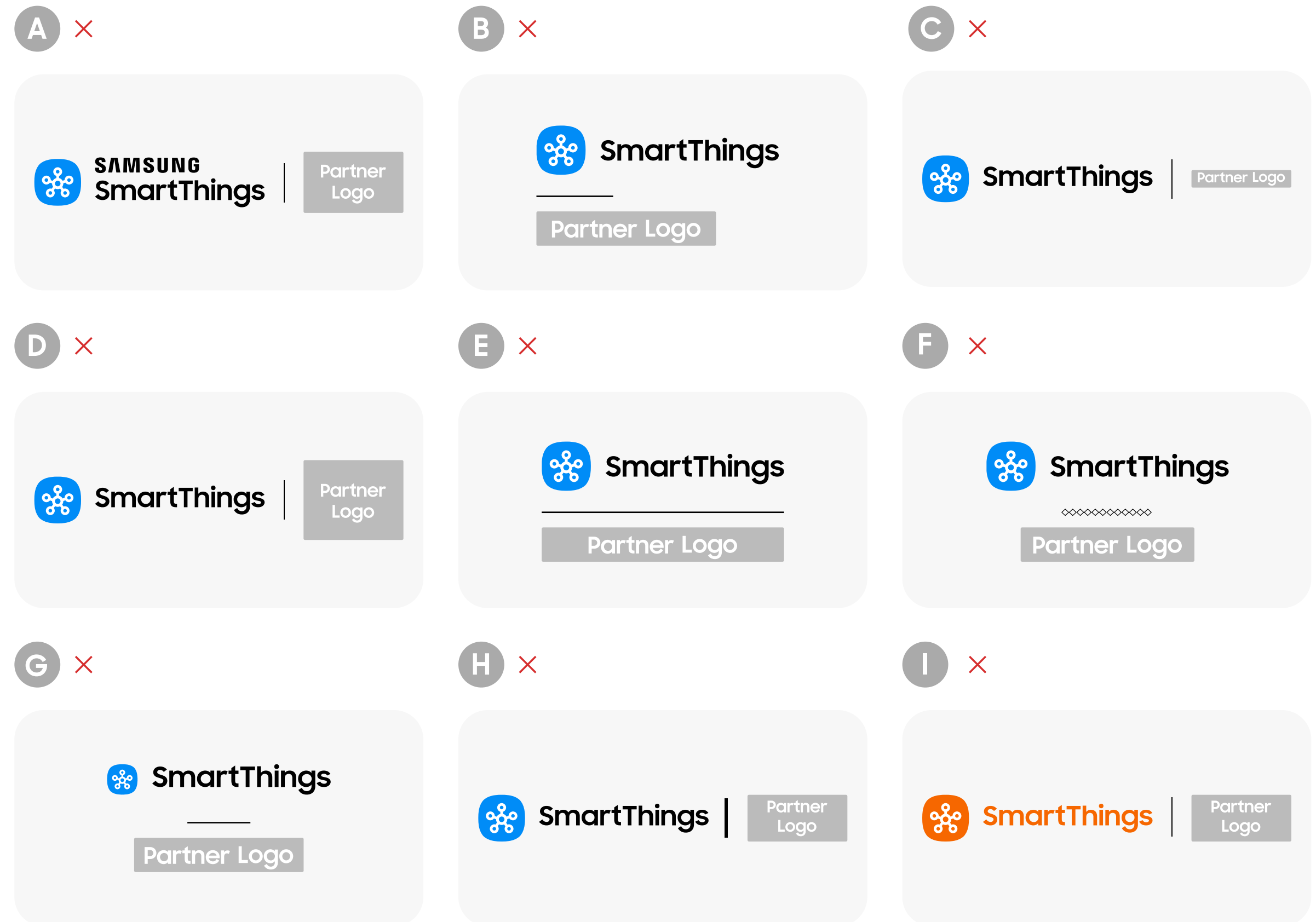
Letter
only



Partnership Logo

Do Nots

- A** Do not create a lock-up with the lettermark.
- B** Do not use any alignment other than centered.
- C** Do not use a lock-up format that is not visually balanced.
- D** Do not scale the partner logo larger than the SmartThings logo.
- E** Do not change the length of the divider bar.
- F** Do not use other graphic elements as a divider.
- G** Do not change the ratio of the icon.
- H** Do not change the line weight of the divider bar.
- I** Do not change the color of the logo.



Photography & Visuals

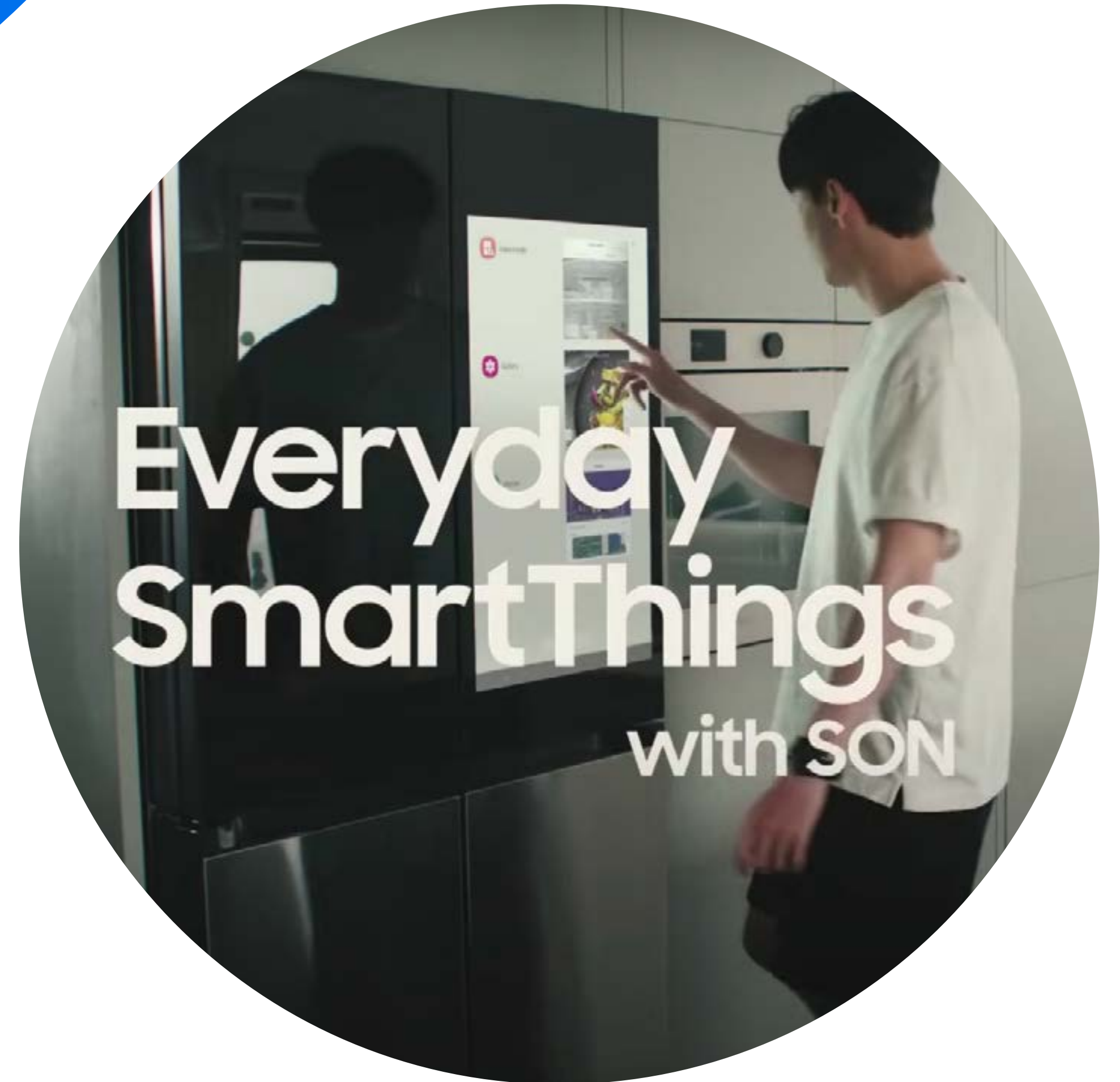
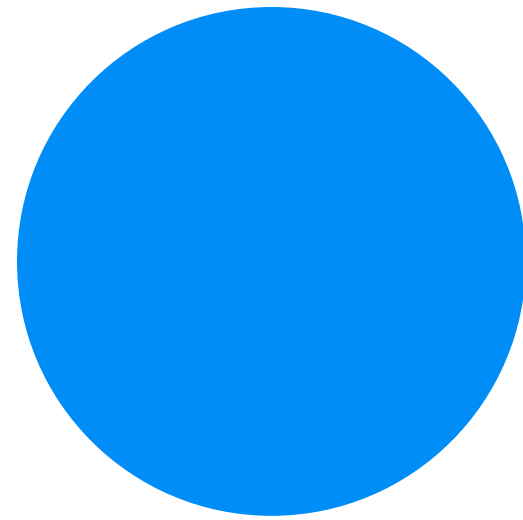


Lifestyle Photography & Video

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.



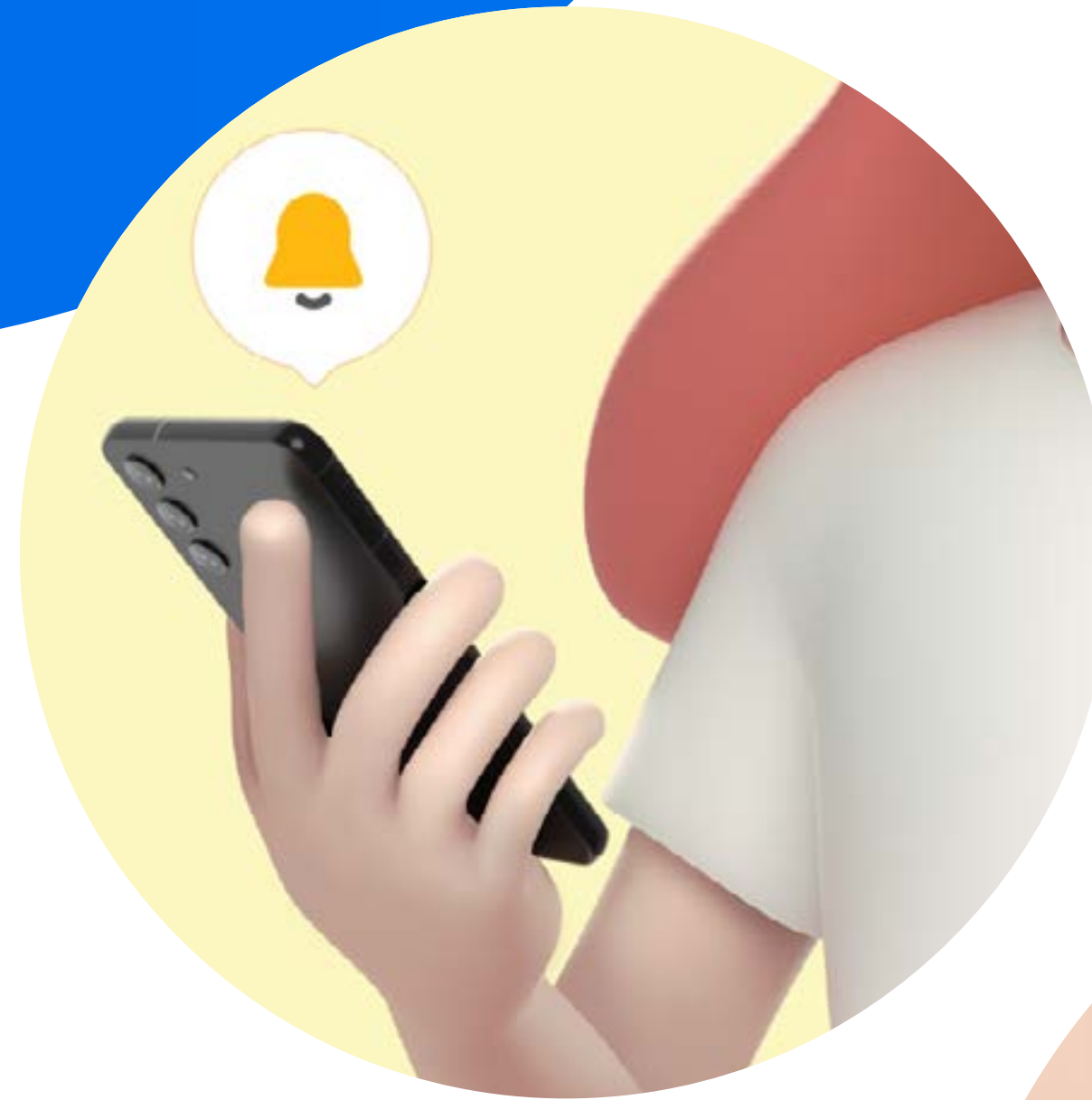
Photography & Visuals



Lifestyle Photography & 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).

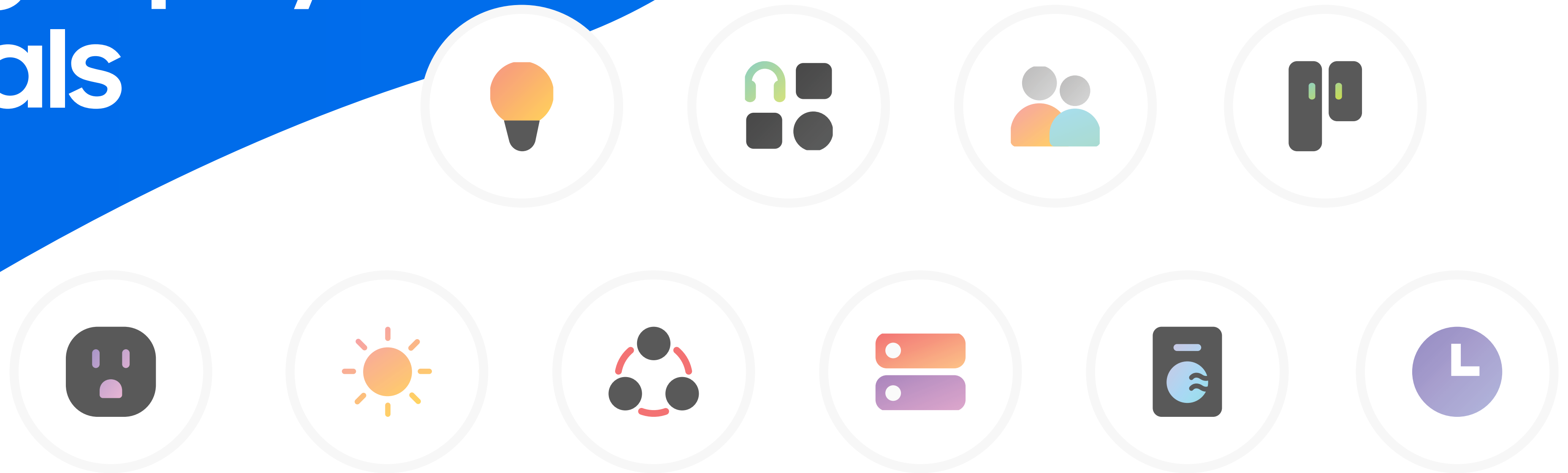
Photography & Visuals



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.

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.



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

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