

SmartThings Logo Toolkit

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Global Brand Marketing

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Table of contents

1. Logo		2. Partnerships		3. Endorsements & badges	
5	Logo	18	Partnership lock-ups	26	Endorsement lock-ups
7	Color	21	Partnership lock-up examples	30	Clear space and minimum size
9	Clear space and minimum size	22	Usage examples	31	Placement
10	Placement	24	Do not's	34	Color
13	Usage in mobile interfaces			35	Badges
14	Usage examples			38	Clear space for badges
16	Do not's			39	Usage examples
				40	Do not's

Introduction

SmartThings connects the diverse aspects of daily life and takes it to another level. When people see our brand across all touchpoints, it reinforces our identity and the things we do—connecting and enhancing life. It must appear consistent and credible to our audience.

We encourage you to learn and follow the rules and guidelines suggested in this toolkit to ensure message consistency and drive brand awareness. It will also be helpful if you are aware of the general guidelines in the Samsung Mobile Services Logo Toolkit. Most of the information in this publication is based on them.

1 Logo

- 1.1 Logo
- 1.2 Color
- 1.3 Clear space and minimum size
- 1.4 Placement
- 1.5 Usage in mobile interfaces
- 1.6 Usage examples
- 1.7 Do not's

1.1 Logo

The icon lock-up is the preferred logo choice. If the icon lock-up stands out too much and does not blend into the overall design, you may use the logo without the icon to ensure visual balance.

Logo with icon - Preferred



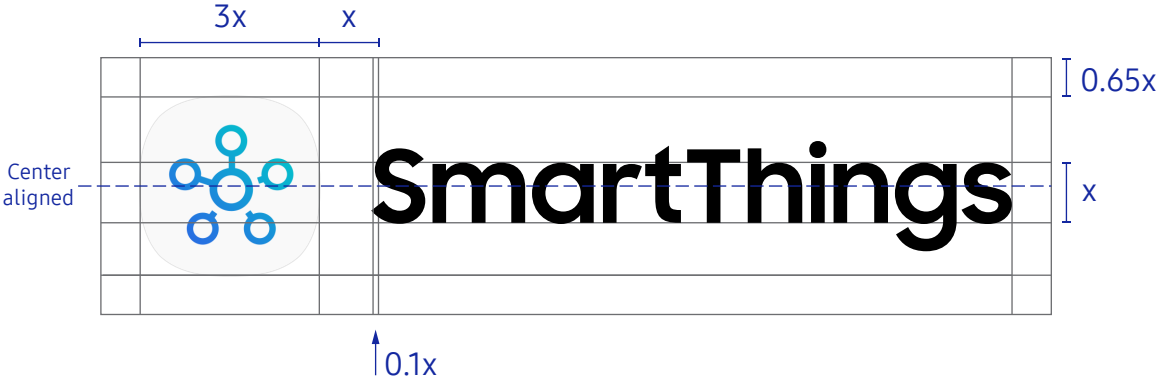
SmartThings

Logo without icon

SmartThings

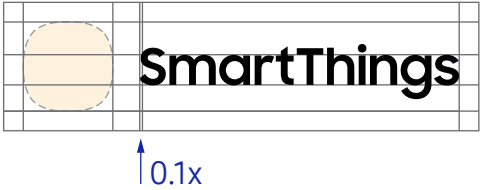
1.1 Logo (continued)

Ratio



SmartThings

Alignment



Since the logo has a curved leading character, it should be spaced 90% of the x-height from the icon.

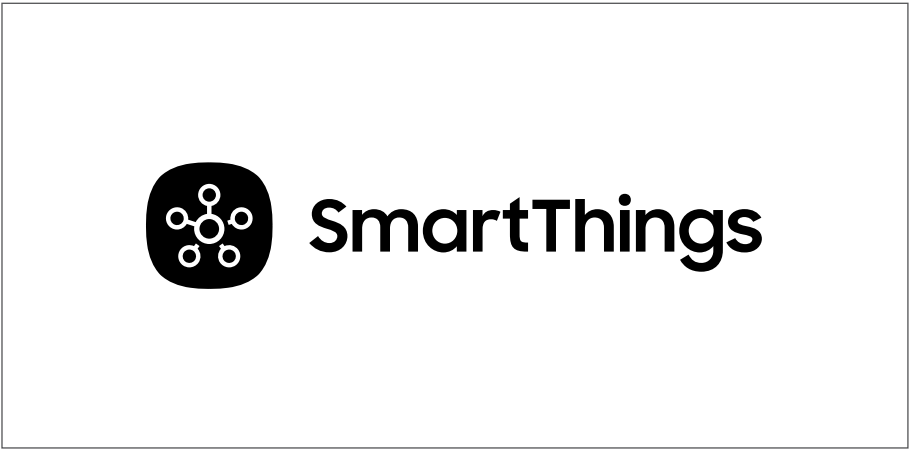
- ① The SmartThings logo should follow the Samsung masterbrand guidelines, using the same typography and colors.
- ② Use the same font size for all characters.
- ③ Use the x-height to determine the size and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.
- ④ When including the icon in the lock-up, align it as shown on the left.
- ⑤ Typography
 - Font: Samsung Sharp Sans Bold
 - Kerning: Auto
 - Tracking: 10

1.2 Color

Black



Color version on light background

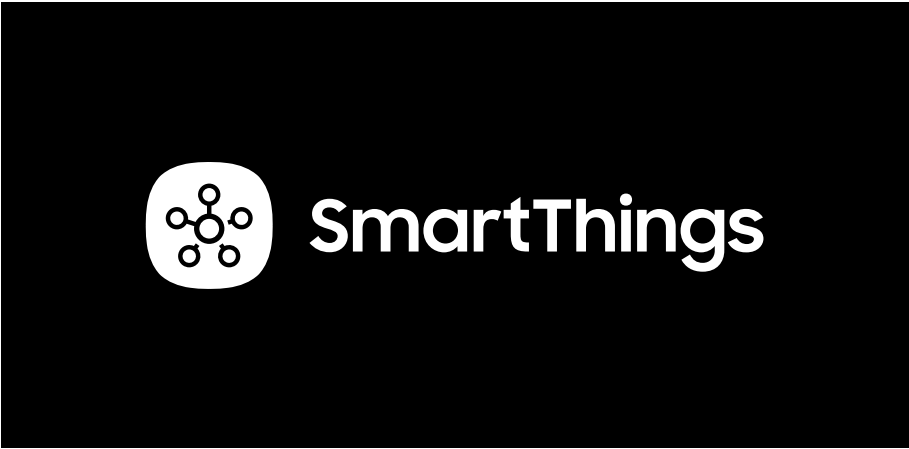


Single-color version on light background

White



Color version on dark background



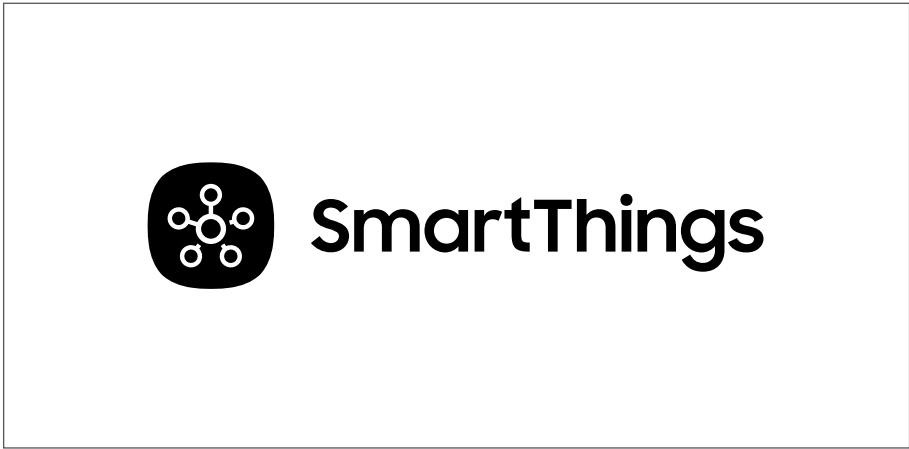
Single-color version on dark background

- ① Icon lock-ups can be full-color, black or white. The four available versions are shown on the left.
- ② Use the black or white versions for product packaging or other applications where only solid color printing is possible.
- ③ 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.

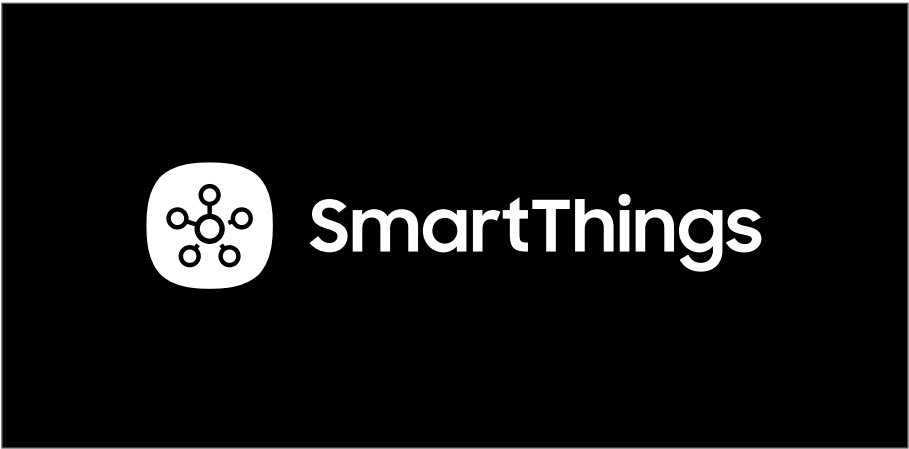
1.2 Color (continued)

Black



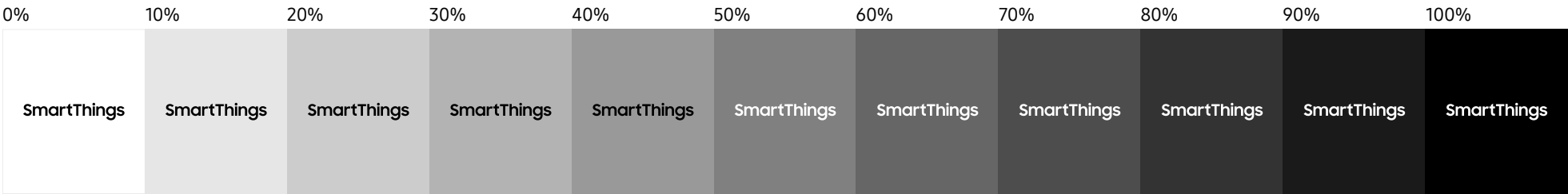
Pantone – Black
CMYK: C0, M0, Y0, K100
RGB: R0, G0, B0
HEX: #000000

White



Pantone – White
CMYK: C0, M0, Y0, K0
RGB: R255, G255, B255
HEX: #FFFFFF

Contrast guidance

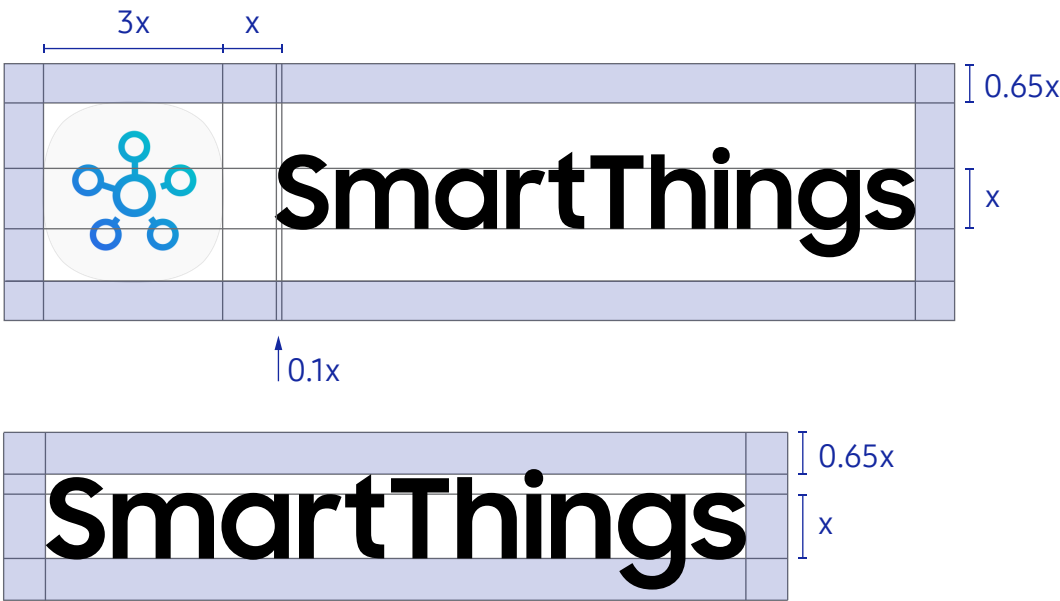


- ① The logo must be either black or white. Select the version that provides an appropriate level of contrast with the background color.
- ② Consistent and accurate usage of color across different applications is key to building a strong visual consistency. The general color references provided to the left for printing process colors (CMYK) and onscreen 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

1.3 Clear space and minimum size

Clear space



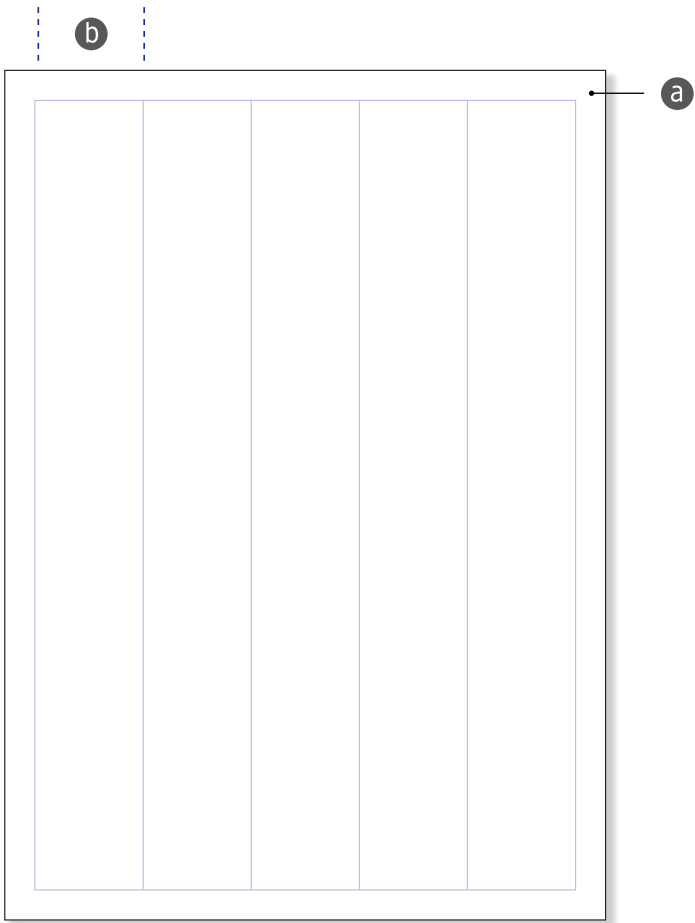
- ① Use the x-height to determine the clear space around the logo. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.
- ② Always leave a minimum clear space equal to 65% of the x-height around the logo.
- ③ **Do not** size the logo smaller than 3 mm in height for print media and 8 pixels in height for digital media to ensure legibility.

Minimum size



1.4 Placement

Layout grid



- a Margins are 3% to 5% of the page width and are equal on all sides. (2% to 8% for extreme cases*)
- b The area inside the margins is divided equally into columns.

Building grids in Adobe Illustrator

- 1 Draw a box matching the artboard size and keep it selected.
- 2 Go to the top menu bar and select Object > Path > Offset Path. Multiply the box width by negative 3% to 5% (box width = 0.03). This new box is the margin. Keep the margin box selected.
- 3 Go to the top menu bar and select Object > Path > Split into Grid. Enter the number of columns based on the layout orientation. See the chart on the right for recommendations.

Building grids in Adobe InDesign

- 1 Create a new document at the desired page size.
- 2 In the margins field, enter the page width multiplied by 3% to 5% (e.g., 3% = 0.03) to create your margins. In the columns field, enter the number of columns based on the layout orientation. See the chart on the right for recommendations. Enter 0 in the column gutter field.

- 1 A grid is a system for organizing a layout. It determines the size and placement of graphic elements and typography.
- 2 For ease of use, standard size layout templates with grids are available for download.
- 3 For building a non-standard size layout grid, please follow the recommendations below.

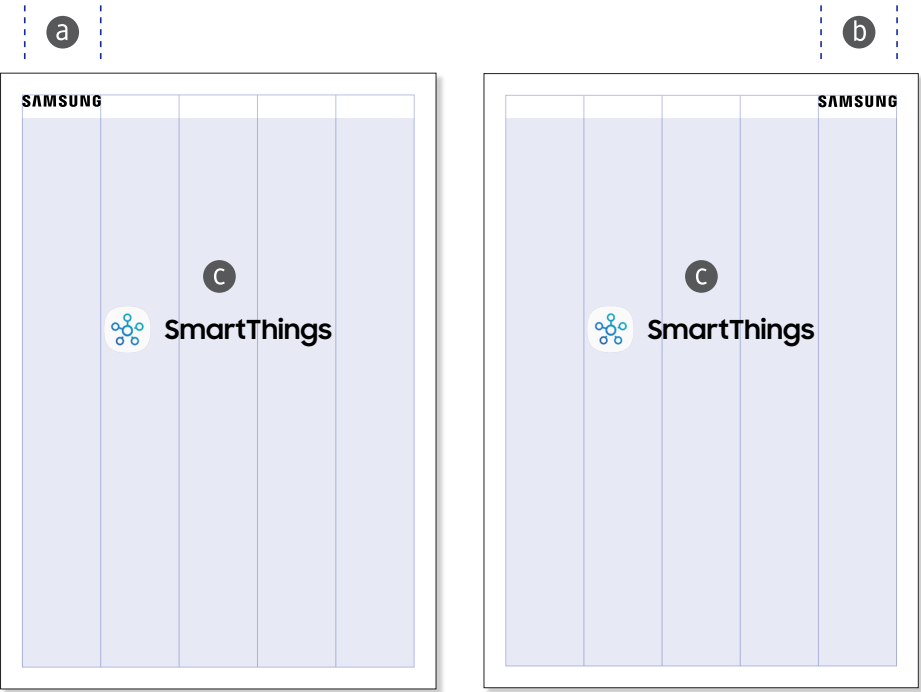
Layout orientation	# of columns
Vertical	5 to 7
Extreme vertical*	1 to 2
Horizontal	5 to 8
Extreme horizontal*	6 to 10

* Indicates layouts where the ratio between width and height exceeds 1:3.

** See Samsung Brand Application Advertising v3.3 for more information on other layout formats.

1.4 Placement (continued)

Prominent placement



Lettermark placement

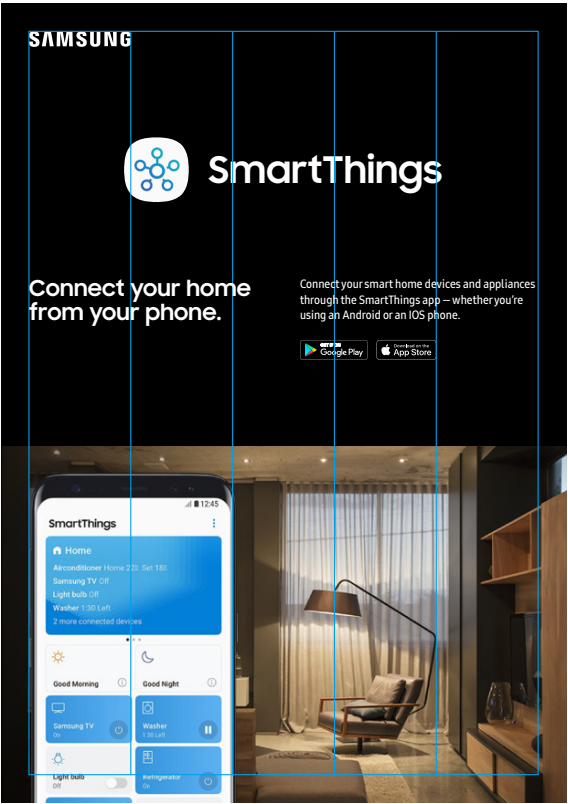
- Ⓐ Top-left corner
- Ⓑ Top-right corner

Logo placement

- Ⓒ Anywhere in the creative area

Scale and position the logo as required.

Example



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

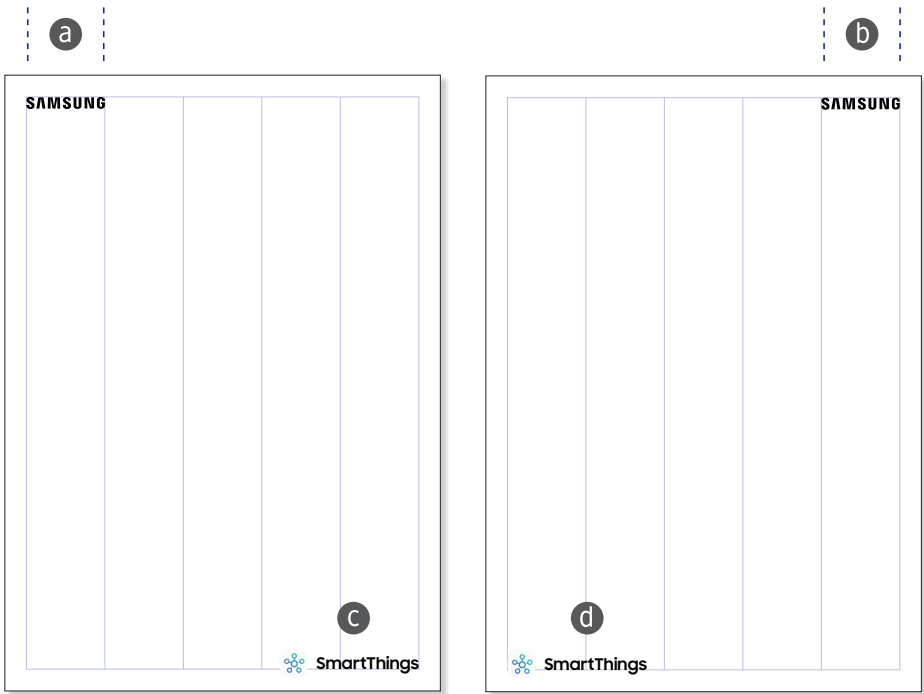
When using the logo prominently, you should not size the lettermark narrower than one column width.

- ① Use this placement guide for communications where SmartThings needs to be branded as a Samsung product.
- ② Size the lettermark to fit one column width. It can be placed in the top-left or top-right corner of the layout as shown.
- ③ You can place the logo anywhere in the creative area. Consider the overall design layout to decide the position.
- ④ When using the logo for prominent placement, the recommended height of the logo is from 120% to 200% of the lettermark.

Note
Do not place the lettermark or the logo outside of the grid.
Do not place the lettermark in either of the bottom corners.

1.4 Placement (continued)

Corner placement



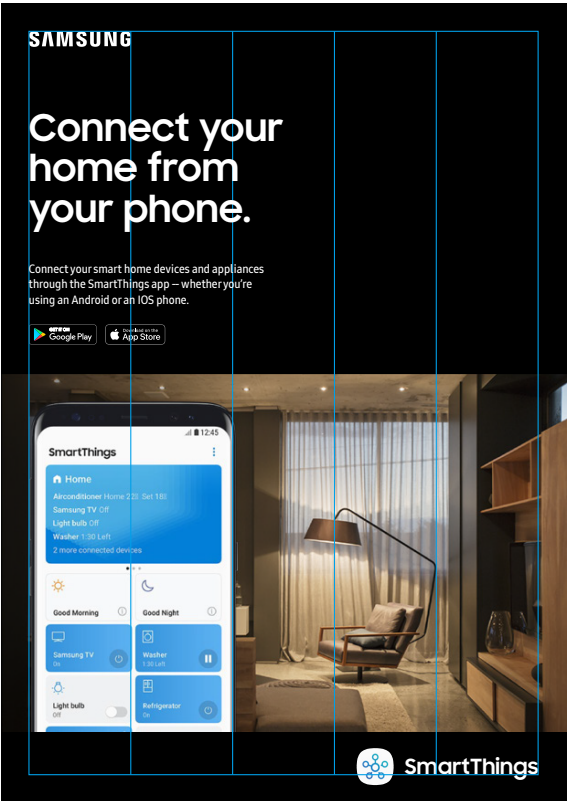
Lettermark placement

- ① Top-left corner
- ② Top-right corner

Logo placement

- ③ Bottom-right corner
- ④ Bottom-left corner

Example



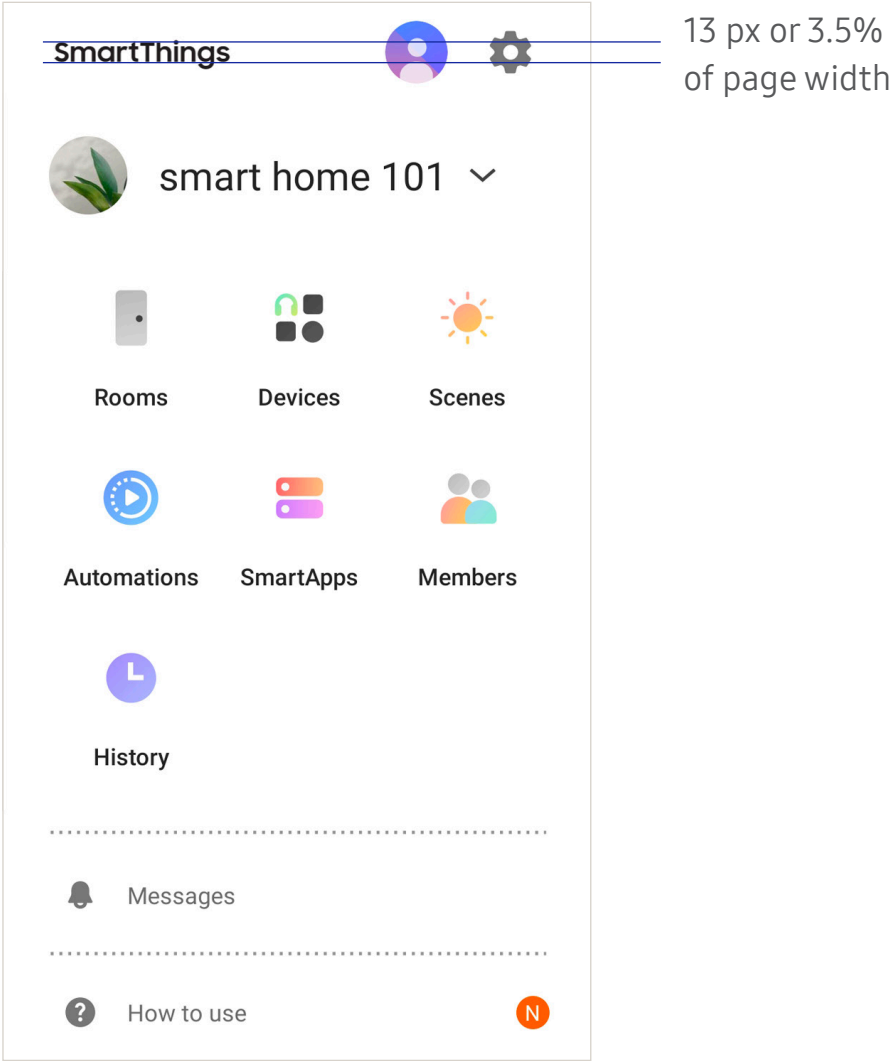
Corner placement should be used in communications where there is a large key message or key image which takes priority.

- ① Use this placement guide for communications where SmartThings needs to be branded as a Samsung product.
- ② Size the lettermark to fit one column width. It can be placed in the top-left or top-right corner of the layout as shown.
- ③ Once the lettermark position is determined, place the logo in the opposite bottom corner. When selecting the visual, ensure that there is enough space in the bottom corner for the logo.
- ④ When using corner placement, the recommended height of the logo is from 100% to 150% of the lettermark.

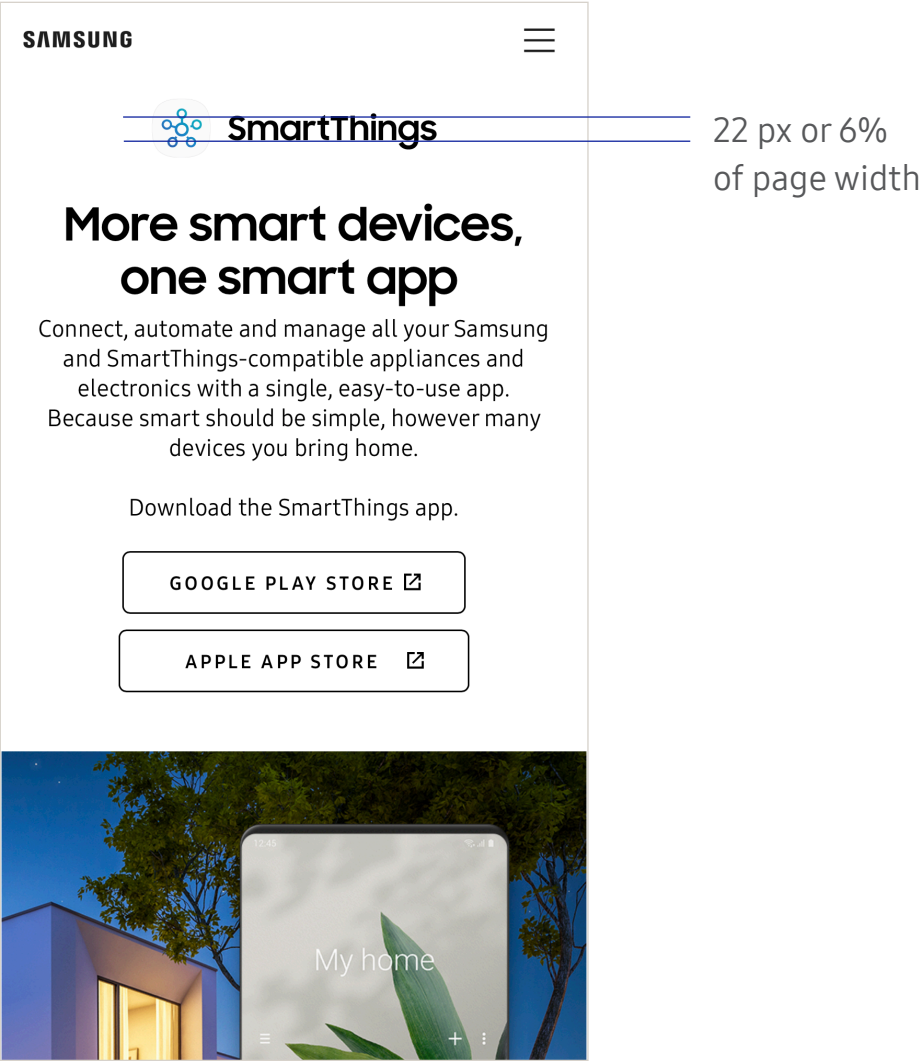
Note
Do not place the lettermark or the logo outside of the grid.
Do not place the lettermark in either of the bottom corners.

1.5 Usage in mobile interfaces

App header example



About page example

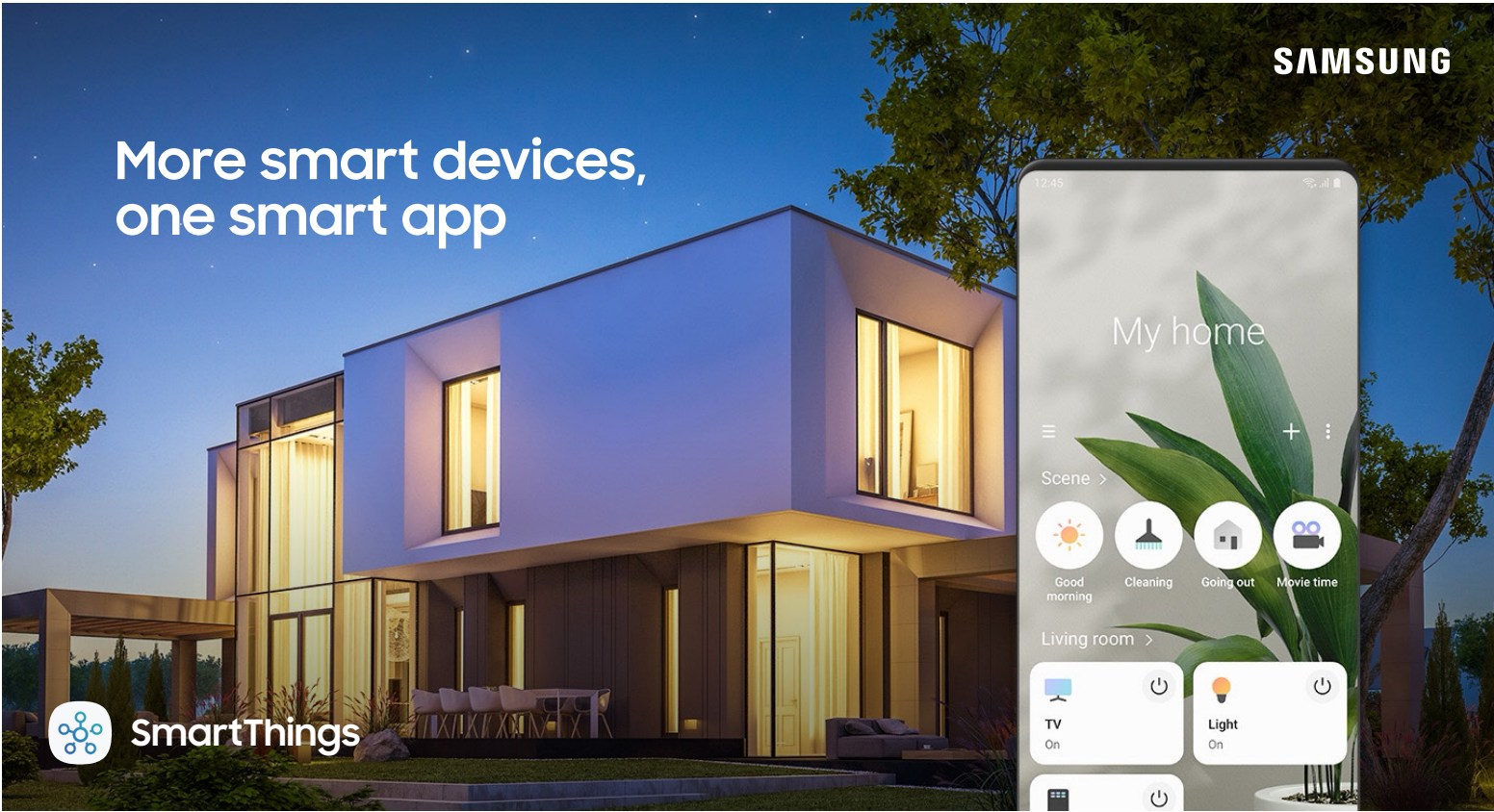


- ① The logo should always be sized consistently across app pages.
- ② For app headers, the recommended cap height size of the logo is 13 pixels. Left-align the logo within the screen.
- ③ For about pages, the recommended cap height size of the logo is 22 pixels. Center-align the logo within the screen.

1.6 Usage examples

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

Logo with icon



Logo without icon

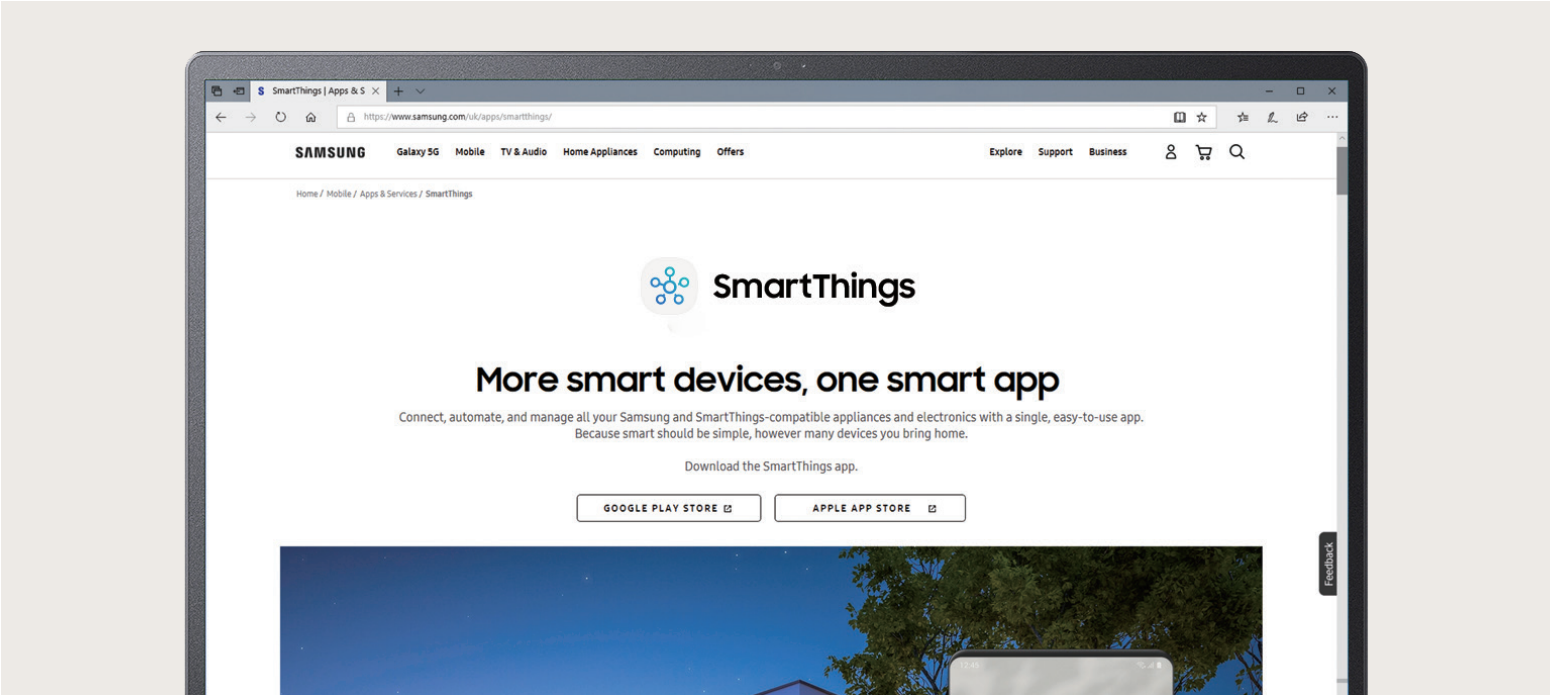


* You may omit the icon to better fit the visual environment.

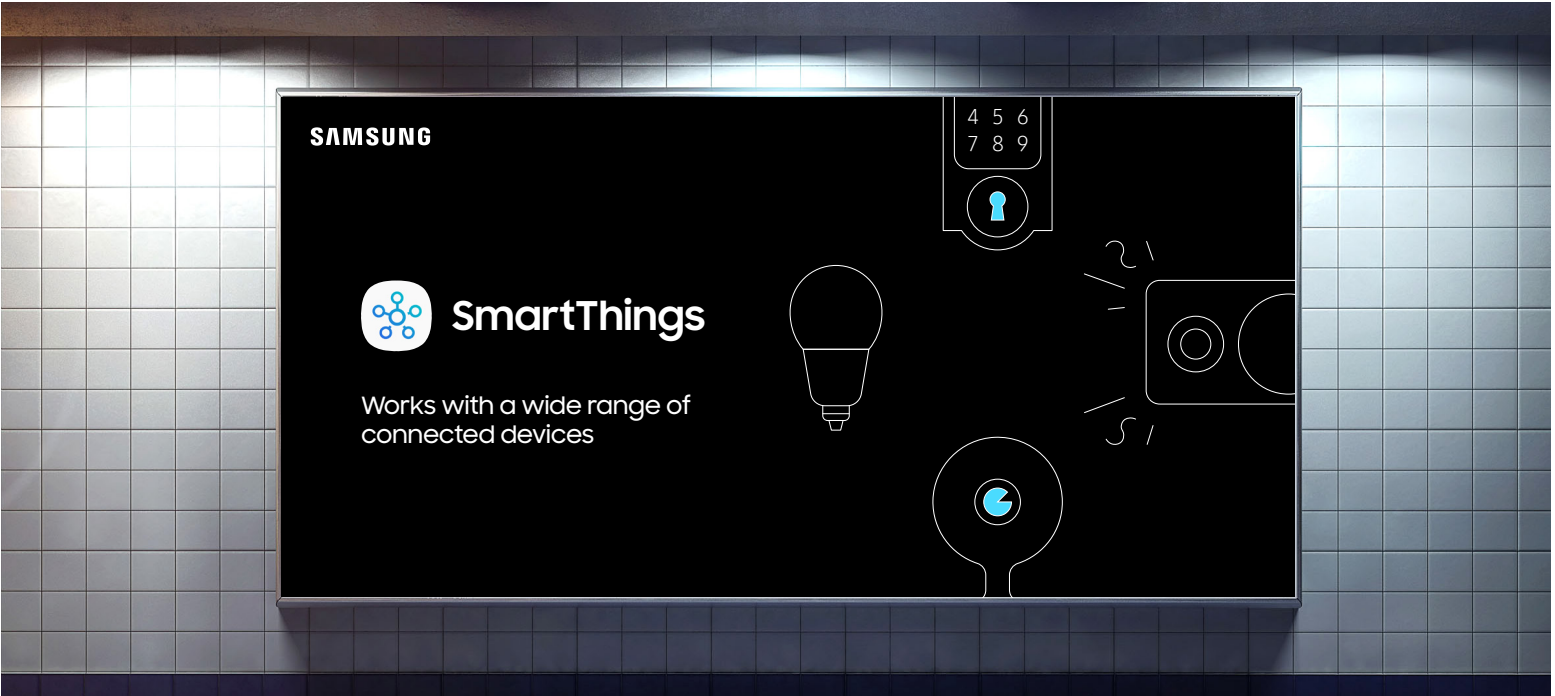
1.6 Usage examples (continued)



Print



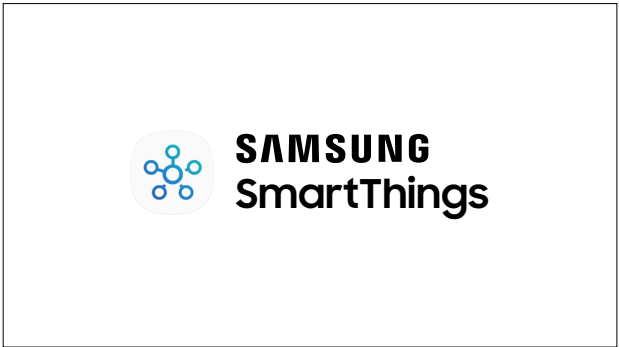
Webpage



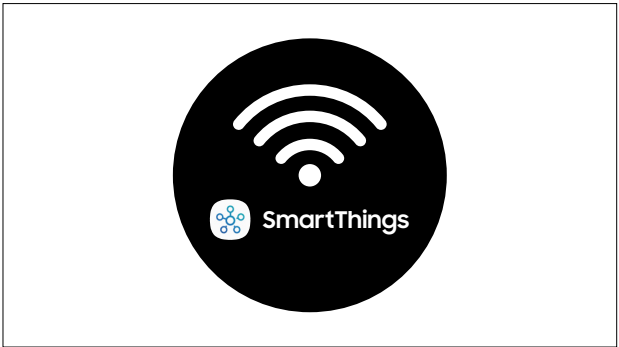
OOH

1.7 Do nots

Ⓐ X



Ⓑ X



Ⓒ X



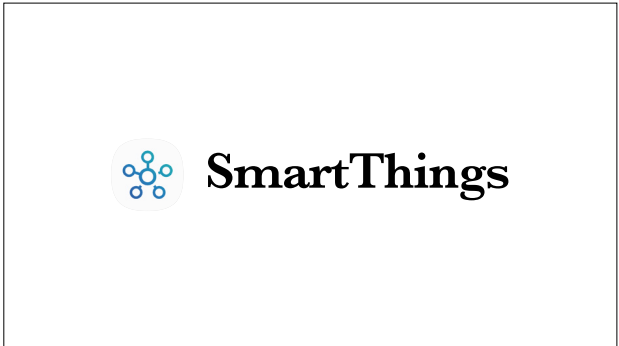
Ⓓ X



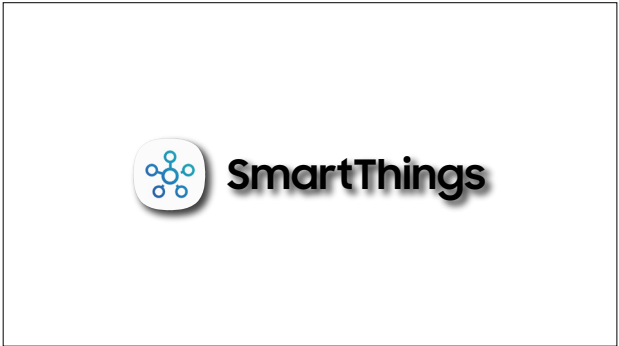
Ⓔ X



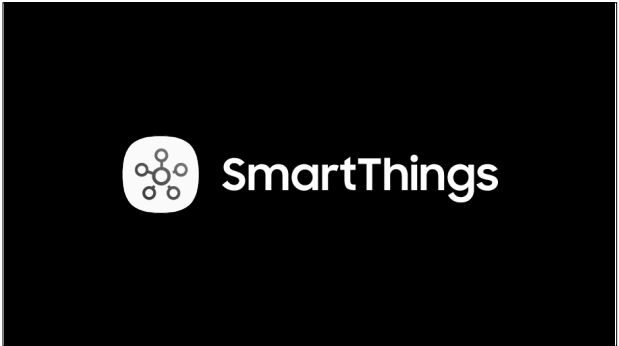
Ⓕ X



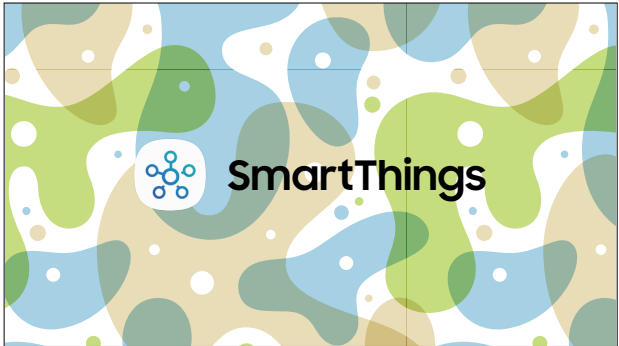
Ⓖ X



Ⓗ X



Ⓘ X



- Ⓐ Do not create a lock-up with the lettermark.
- Ⓑ Do not create a lock-up with other visual elements.
- Ⓒ Do not create a lock-up with marketing messages.
- Ⓓ Do not change the lock-up color.
- Ⓔ Do not distort or change the shape.
- Ⓕ Do not change the typeface.
- Ⓖ Do not add drop shadows.
- Ⓗ Do not use a black and white gradient in the icon.
- Ⓘ Do not place the logo on busy backgrounds with insufficient contrast.

2 Partnerships

- 2.1 Partnership lock-ups
- 2.2 Partnership lock-up examples
- 2.3 Usage examples
- 2.4 Do nots

2.1 Partnership lock-ups

The preferred logo position for partnership lock-ups is on the left for horizontal lock-ups and top for vertical lock-ups.

Horizontal format

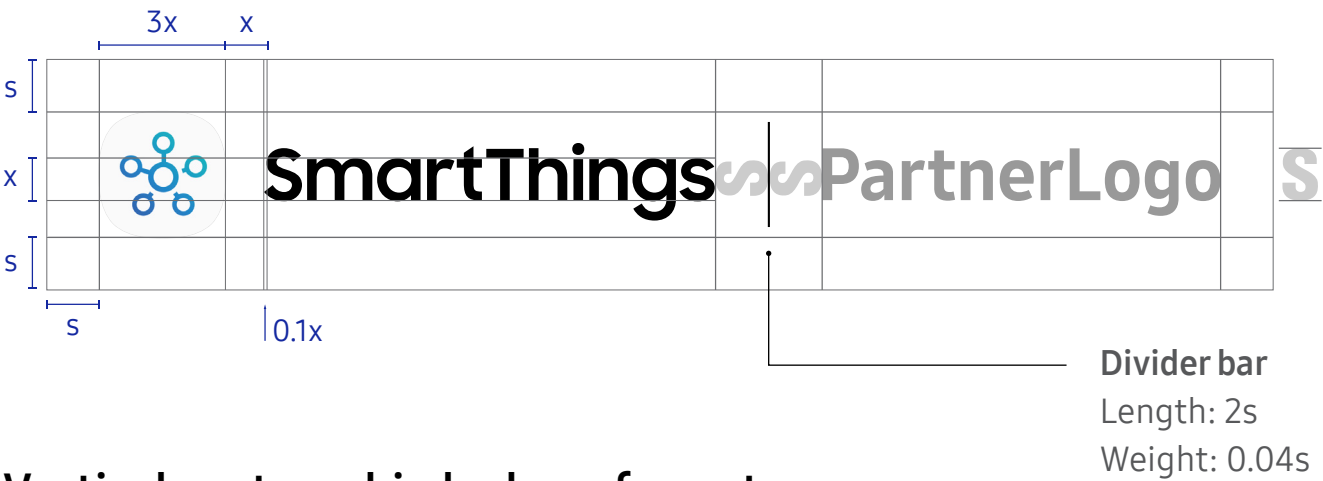


Vertical format



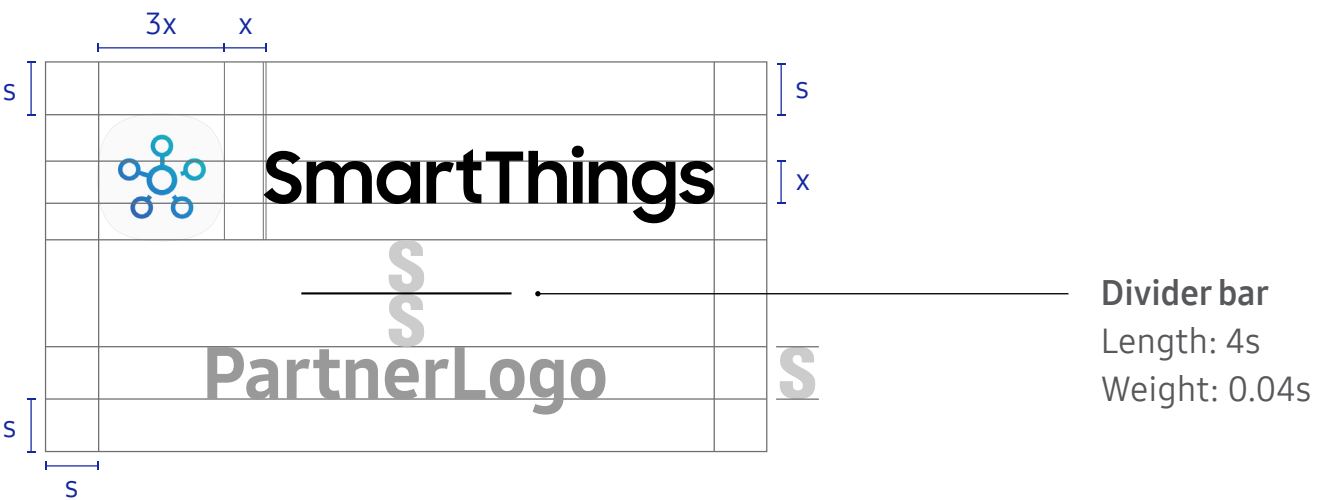
2.1 Partnership lock-ups (continued)

Horizontal partnership lock-up format



Since the logo has a curved leading character, it should be spaced 90% of the x-height from the icon for visual balance.

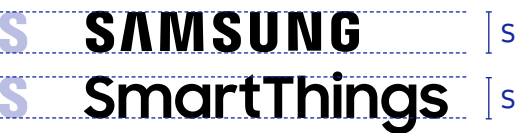
Vertical partnership lock-up format



s: Cap height
x: Height of lower case letters

- ① For the horizontal format, the preferred position of the logo is on the left. For the vertical format, the preferred position is on top.
- ② The height of the partner logo should be the same as the cap height of the logo.
- ③ Both formats use a bar as a divider with spacing equal to the cap height on both sides.

Note
When creating partnership lock-ups, use the “S” in the lettermark to determine the spacing and size of the partner logo. The cap height of the logo should be equal to the height of the “S” in the lettermark.



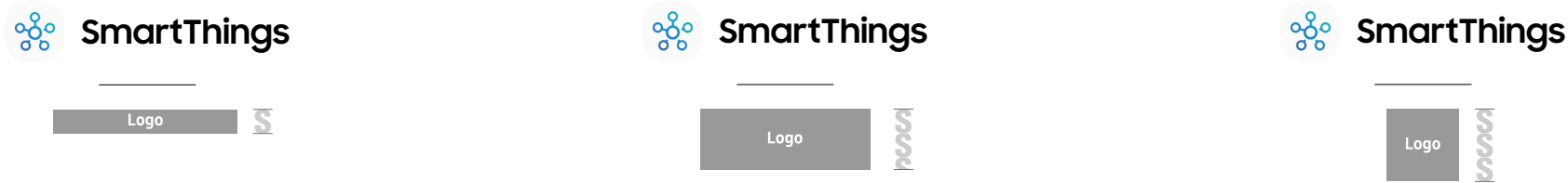
2.1 Partnership lock-ups (continued)

Horizontal partnership lock-up



- ① Partner logos will vary in shape and proportions. Select the lock-up format that results in the best visual balance.
- ② In general, a 1:1 ratio should be used in partnership lock-ups. You may also use one of the two optional ratios shown on the left based on the shape of the partner logo. Use the cap height to determine the size and spacing. If you need other lock-up ratios, please contact the HQ Marketing Team.

Vertical partnership lock-up



When the shape of the partner logo is an extremely wide and short rectangle, use a height of 1s.

When the shape of the partner logo is a wide rectangle, use a height of 2.5s.

When the shape of the partner logo is a regular polygon, use a height of 3s.

Note
When creating partnership lock-ups, use the “S” in the lettermark to determine the spacing and size of the partner logo. The cap height of the logo should be equal to the height of the “S” in the lettermark.



2.2 Partnership lock-up examples

Horizontal partnership lock-up examples



- ① Partnership lock-ups can be horizontal or vertical in format. Examples of both formats are on the left.
- ② Always ensure that the partner logo has equal and balanced visual weight. Size the logo proportionately to match the SmartThings logo.

Vertical partnership lock-up examples



Note
When creating partnership lock-ups, use the “S” in the lettermark to determine the spacing and size of the partner logo. The cap height of the logo should be equal to the height of the “S” in the lettermark.



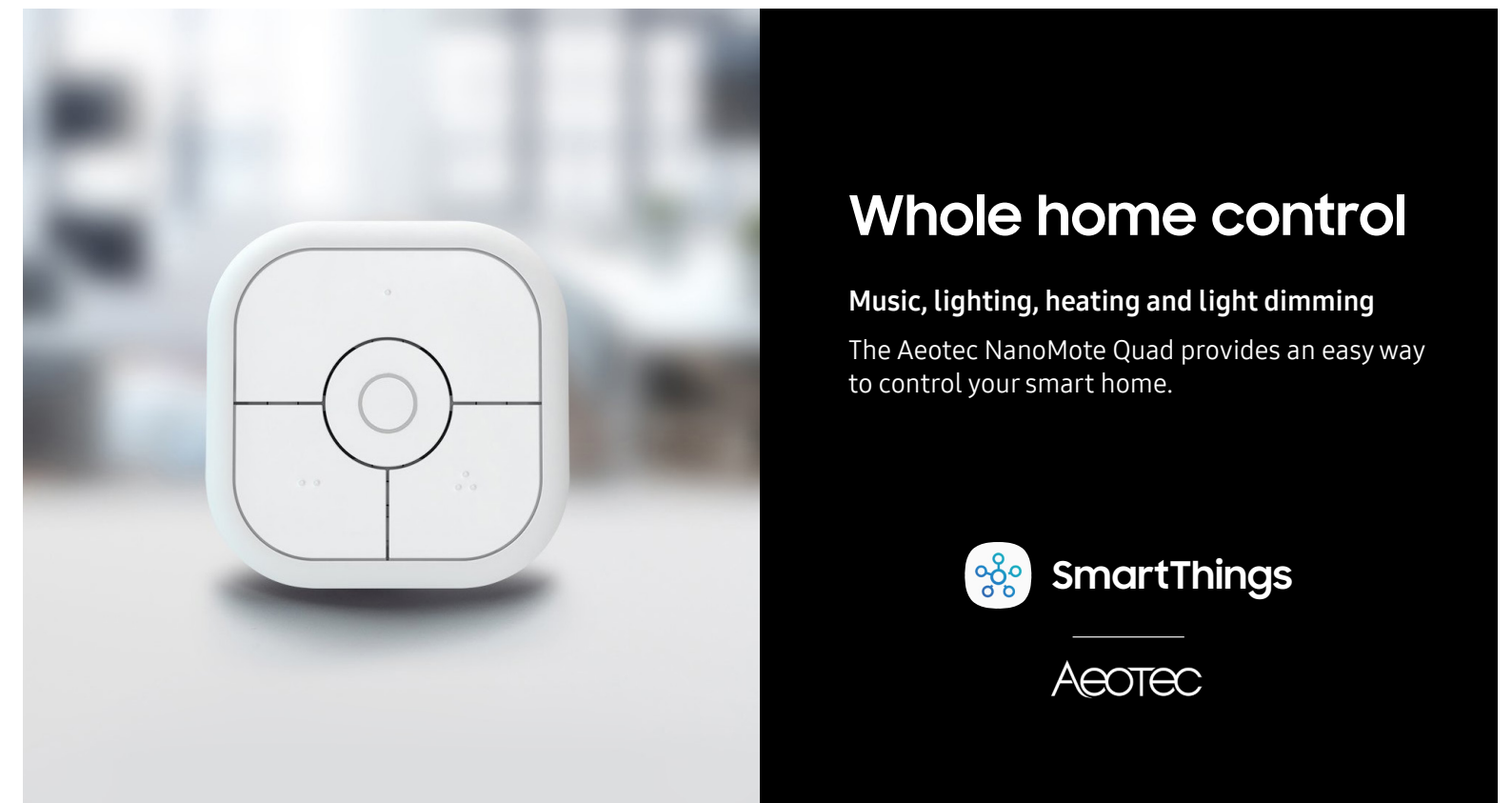
2.3 Usage examples

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

Horizontal partnership lock-up

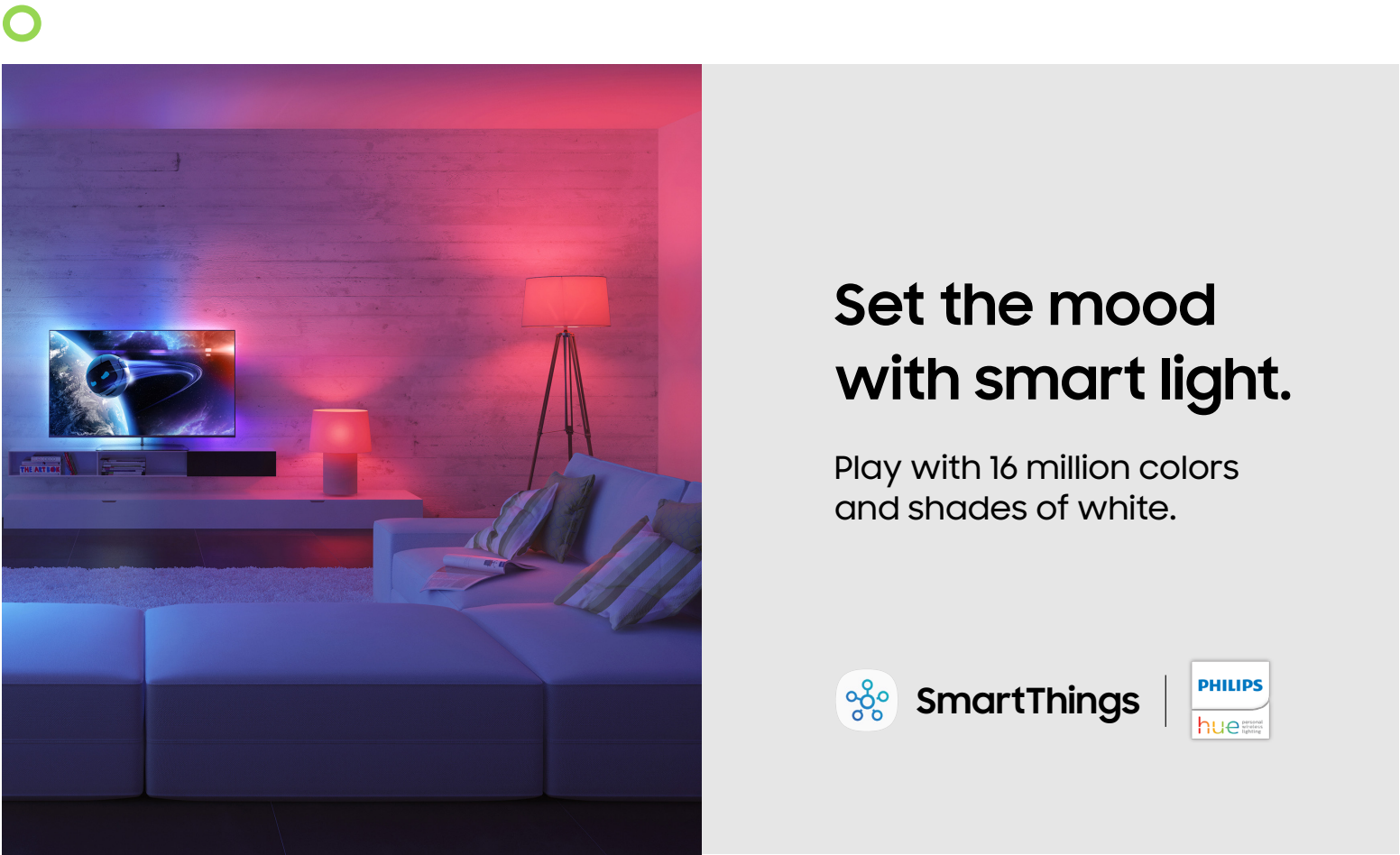


Vertical partnership lock-up

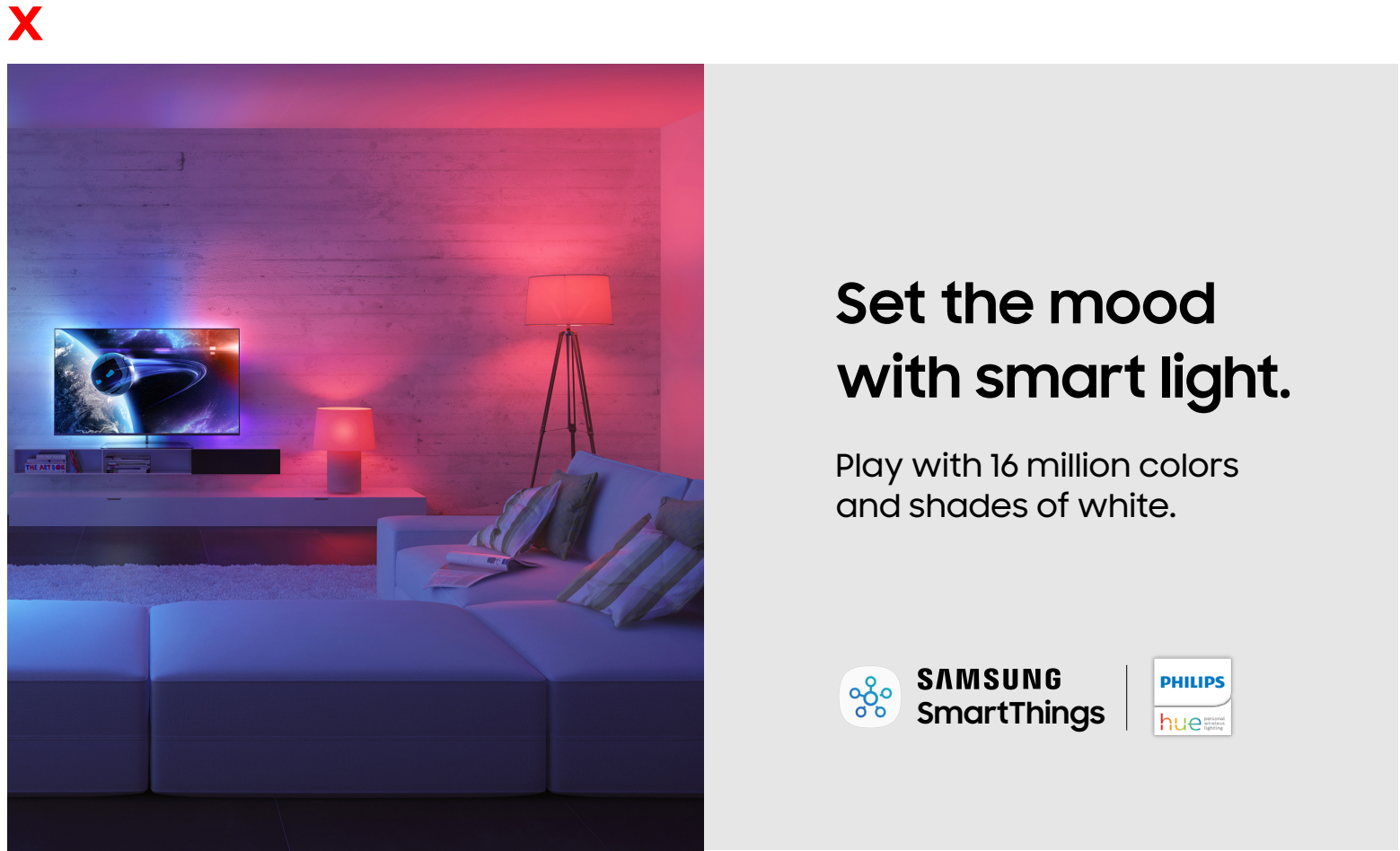


2.3 Usage examples (continued)

The SmartThings logo is used without the lettermark in all lock-ups, including partnerships.



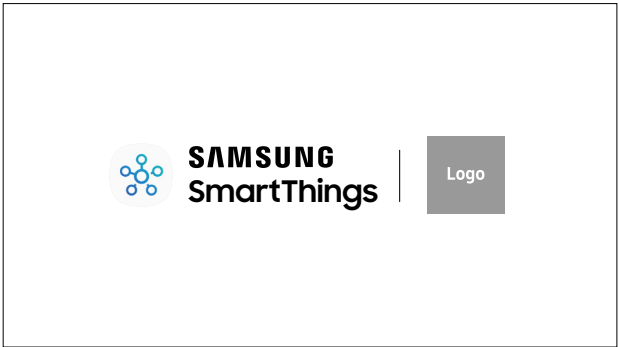
Ensure that the partnership lock-up is visually balanced.



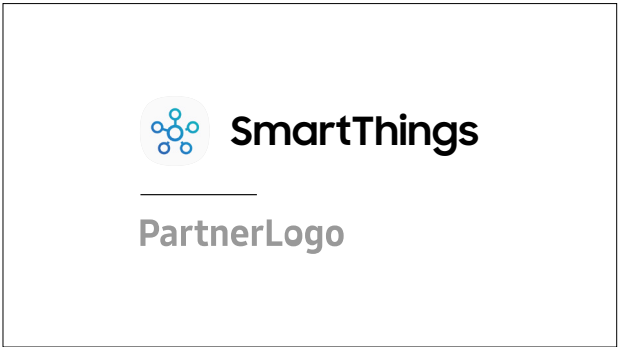
Do not lock up the lettermark with the logo.

2.4 Do nots

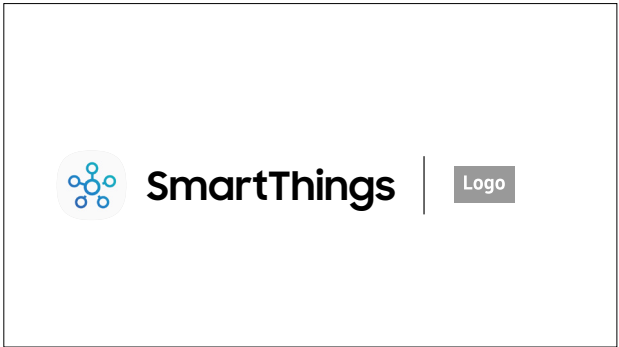
Ⓐ X



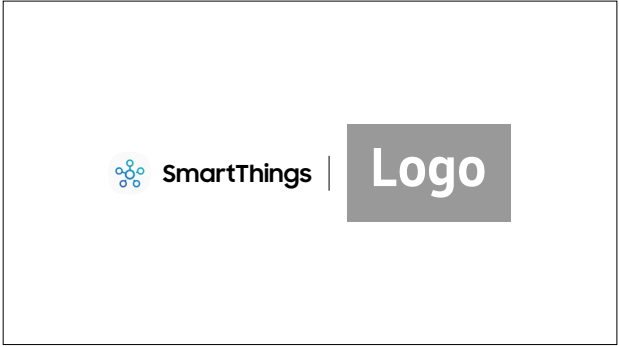
Ⓑ X



Ⓒ X



Ⓓ X



Ⓔ X



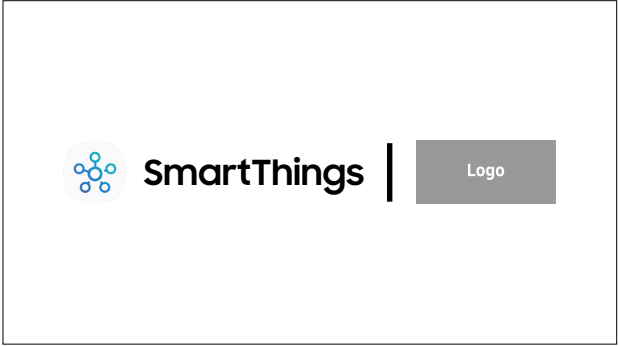
Ⓕ X



Ⓖ X



Ⓗ X



Ⓖ X



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

3 Endorsements & badges

- 3.1 Endorsement lock-ups
- 3.2 Clear space and minimum size
- 3.3 Placement
- 3.4 Color
- 3.5 Badges
- 3.6 Clear space for badges
- 3.7 Usage examples
- 3.8 Do not's

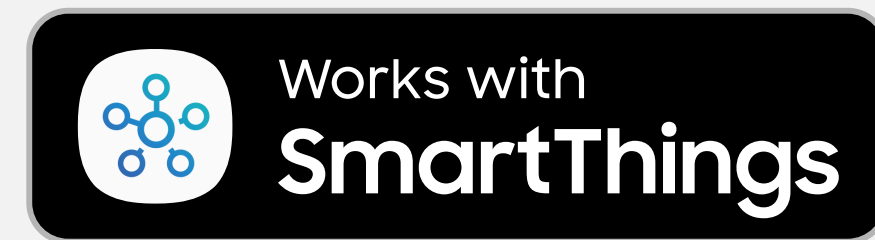
3.1 Endorsement lock-ups

Endorsement lock-ups and badges are used to indicate compatibility with the SmartThings ecosystem.

Endorsement lock-up

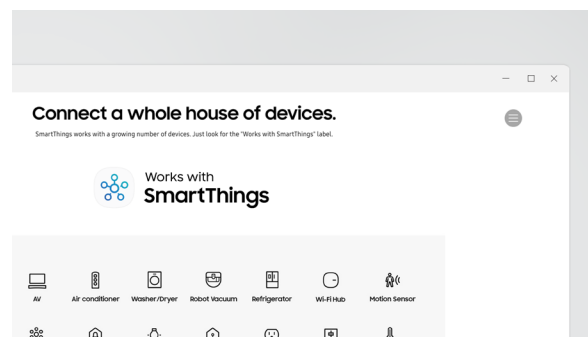


Endorsement badge



3.1 Endorsement lock-ups (continued)

Works with



Common usages include marketing, merchandising and packaging for partners such as Google.

Works as a hub



Common usages include marketing, merchandising and packaging for devices such as SmartThings Hub.

Powered by

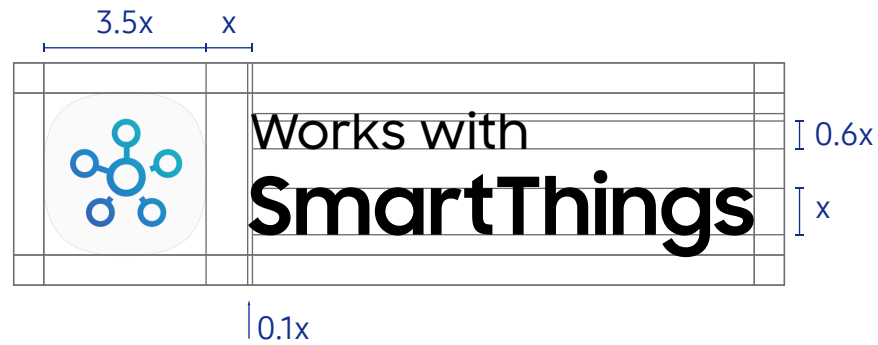


Common usages include marketing, merchandising and packaging for exclusive partnerships.

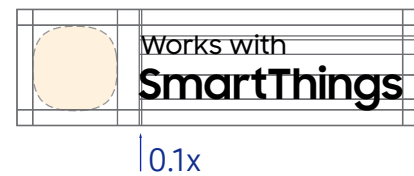
- ① Use vertical endorsement lock-ups for product packaging and services that meet SmartThings criteria for compatibility and support.
- ② “Works with” lock-ups can be used for both Samsung and third-party packaging.
- ③ “Works as a hub” lock-ups can be used on packaging for products that meet SmartThings criteria for hub functionality.
- ④ “Powered by” lock-ups are for rare cases where we have exclusive partnerships. Contact the HQ Marketing Team for approval before use.

3.1 Endorsement lock-ups (continued)

Vertical endorsement with icon



Alignment

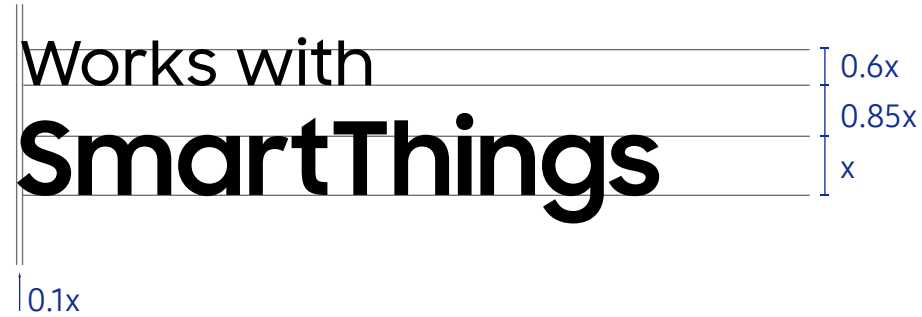


Since the logo has a curved leading character, it should be spaced 90% of the x-height from the icon to align visually with the endorsement line.

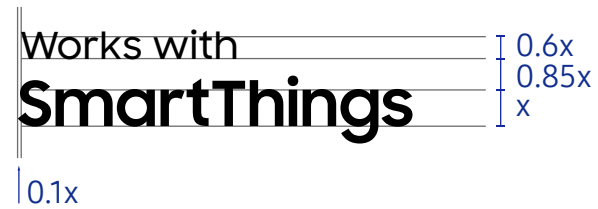
- ① When including the icon in endorsement lock-ups, arrange it as shown on the left. Use the x-height of the logo to determine the size and alignment. The x-height is the distance between the character baseline and the imaginary mean line that marks the tops of lowercase letters.
- ② Endorsement typography
 - Font: Samsung Sharp Sans Medium
 - Kerning: Auto
 - Tracking: 10
 - Case: Sentence

3.1 Endorsement lock-ups (continued)

Vertical endorsement without icon



Alignment

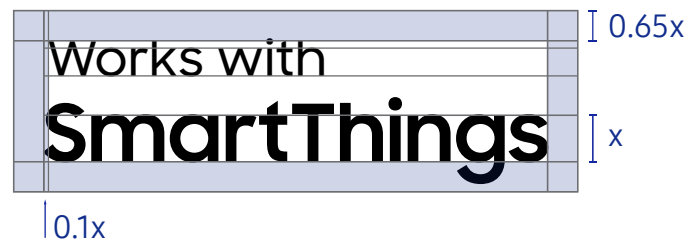
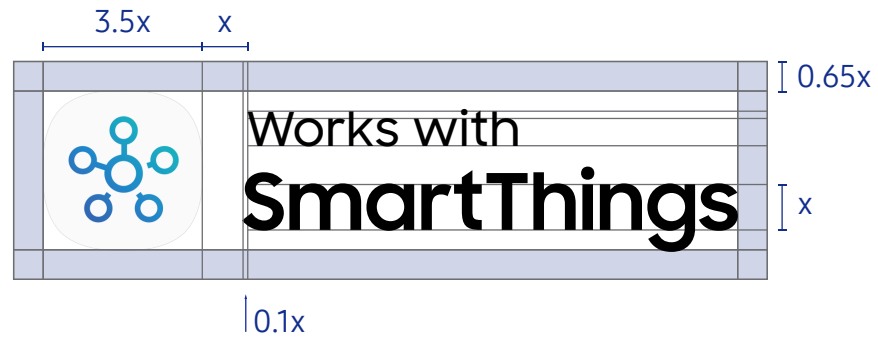


Since the logo has a curved leading character, it should be offset 10% of the x-height to the left to align visually with the endorsement line.

- 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 Endorsement typography
 - Font: Samsung Sharp Sans Medium
 - Kerning: Auto
 - Tracking: 10
 - Case: Sentence

3.2 Clear space and minimum size

Clear space



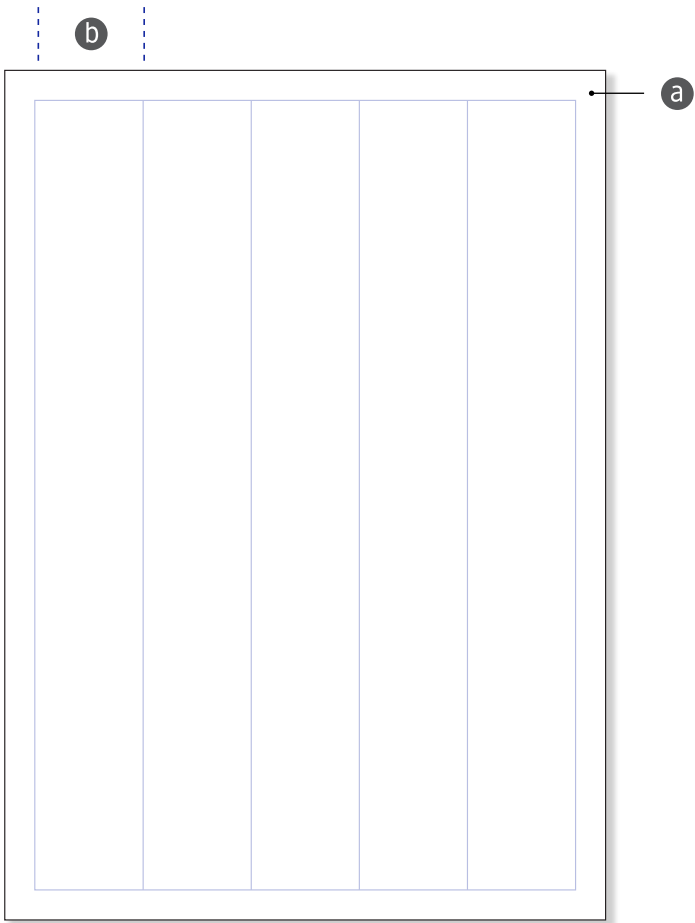
Minimum size



- 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.

3.3 Placement

Layout grid



- a Margins are 3% to 5% of the page width and equal on all sides. (2% to 8% for extreme cases*)
- b The area inside the margins is divided equally into columns.

Building grids in Adobe Illustrator

- 1 Draw a box matching the artboard size and keep it selected.
- 2 Go to the top menu bar and select Object > Path > Offset Path. Multiply the box width by negative 3% to 5% (box width = 0.03). This new box is the margin. Keep the margin box selected.
- 3 Go to the top menu bar and select Object > Path > Split into Grid. Enter the number of columns based on the layout orientation. See the chart on the right for recommendations.

Building grids in Adobe InDesign

- 1 Create a new document at the desired page size.
- 2 In the margins field, enter the page width multiplied by 3% to 5% (e.g., 3% = 0.03) to create your margins. In the columns field, enter the number of columns based on the layout orientation. See the chart on the right for recommendations. Enter 0 in the column gutter field.

- 1 A grid is a system for organizing a layout. It determines the size and placement of graphic elements and typography.
- 2 For ease of use, standard size layout templates with grids are available for download.
- 3 For building a non-standard size layout grid, please follow the recommendations below.

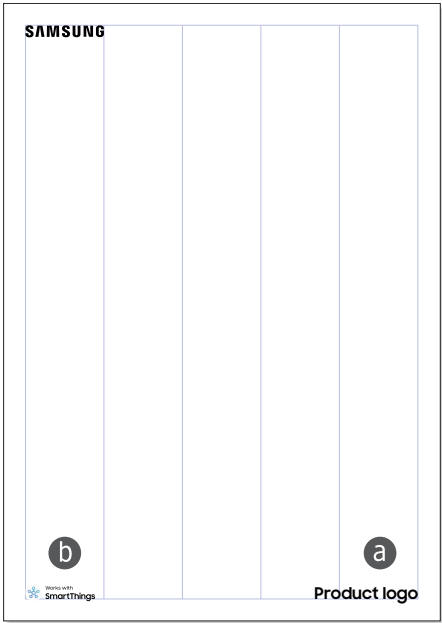
Layout orientation	# of columns
Vertical	5 to 7
Extreme vertical*	1 to 2
Horizontal	5 to 8
Extreme horizontal*	6 to 10

* Indicates layouts where the ratio between width and height exceeds 1:3.

** See Samsung Brand Application Advertising v3.3 for more information on other layout formats.

3.3 Placement (continued)

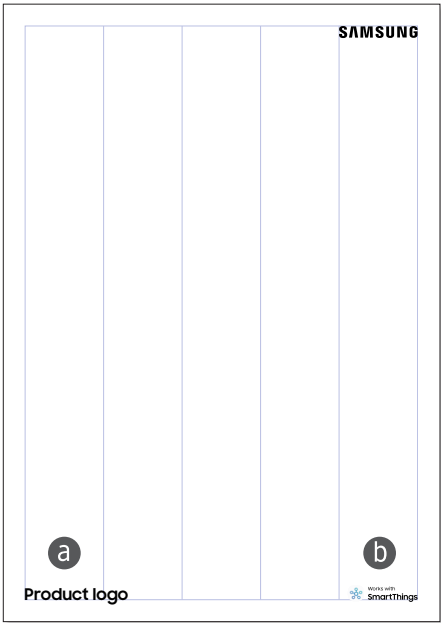
Corner placement



Lettermark placement
Top-left corner

Product logo placement
a Bottom-right corner

Endorsement lock-up placement
b Bottom-left corner

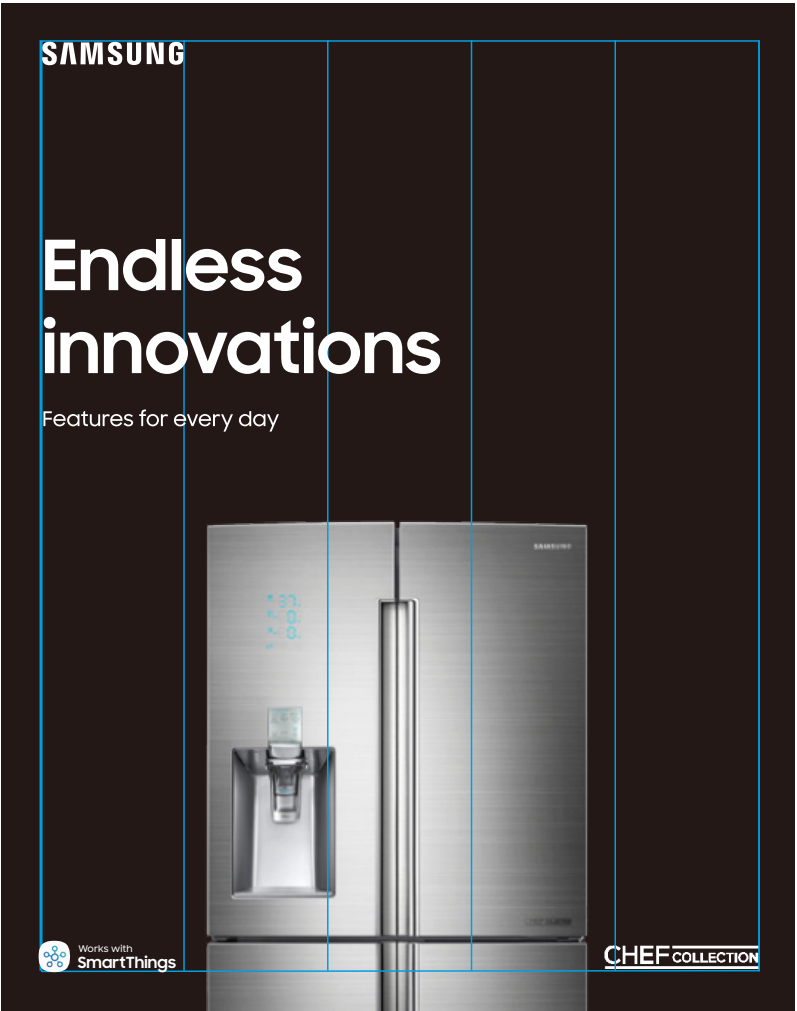


Lettermark placement
Top-right corner

Product logo placement
a Bottom-left corner

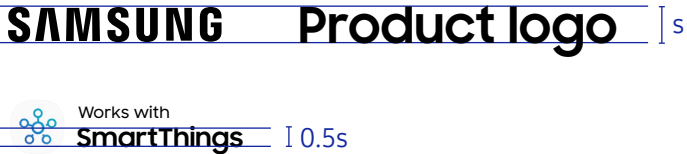
Endorsement lock-up placement
b Bottom-right corner

Example



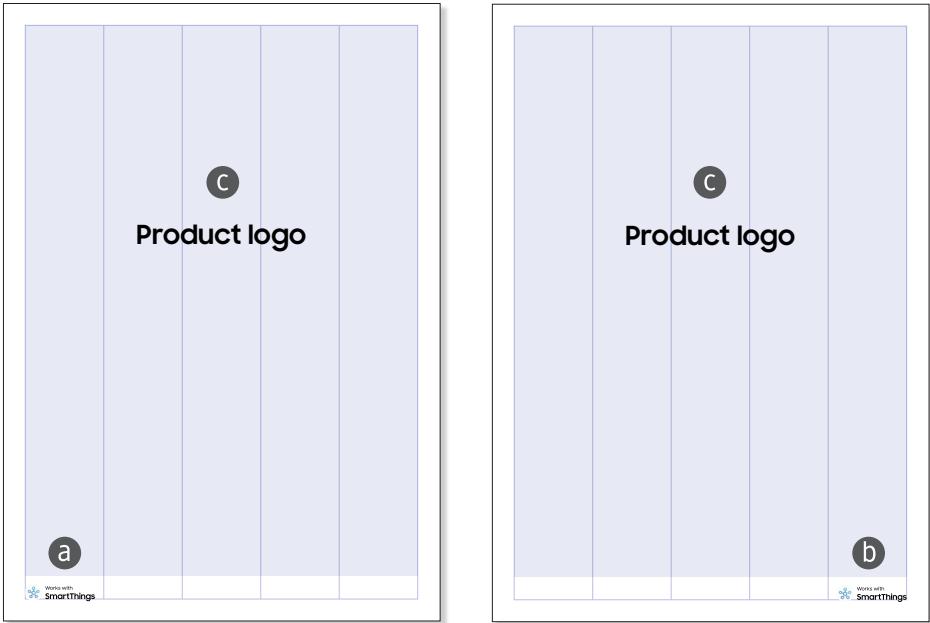
- ① Use this placement guide for communications where SmartThings endorses another Samsung product.
- ② Use corner placement in communications where there is a large key message or key image which takes priority.
- ③ Size the lettermark equal to one column width.
- ④ When selecting the visual, ensure that there is enough space in the bottom corner for the logo.

Cap height ratio
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”.



3.3 Placement (continued)

Corner placement



Endorsement lock-up placement

- Ⓐ Bottom-left corner
- Ⓑ Bottom-right corner

Product logo placement

- Ⓒ Anywhere in the creative area

Example



- ① Use this placement guide for communications where SmartThings endorses other products.
- ② Corner placement should be used in communications where there is a large key message or key image which takes priority.
- ③ Place endorsement lock-ups in one of the bottom corners of the page.

Note

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

3.4 Color

Black



Color version on light background



Single-color version on light background

White



Color version on dark background



Single-color version on dark background

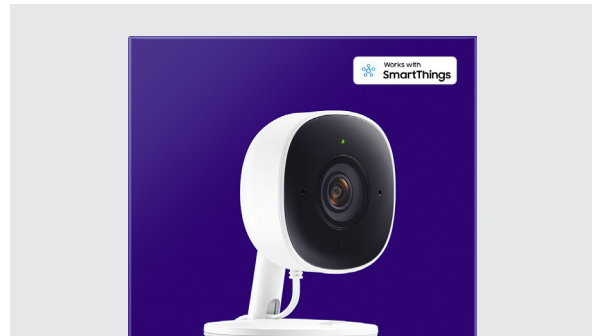
- ① Endorsement lock-ups with the icon can be full-color, black or white. The four available versions are shown on the left.
- ② Use the black or white versions for product packaging or other applications where only solid color printing is possible.
- ③ Always consider the overall design layout to determine 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.

3.5 Badges

Works with



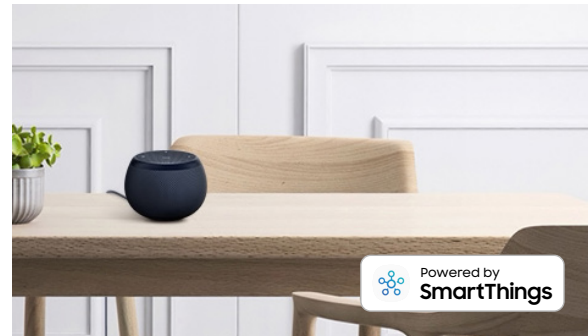
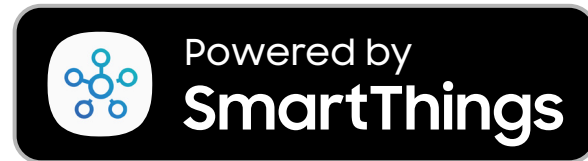
Common usages include marketing, merchandising and packaging for partners such as Google.

Works as a hub



Common usages include marketing, merchandising and packaging for devices such as SmartThings Hub.

Powered by

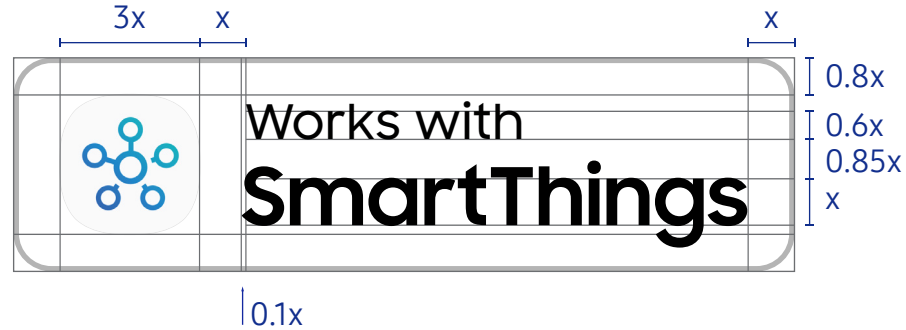


Common usages include marketing, merchandising and packaging for exclusive partnerships.

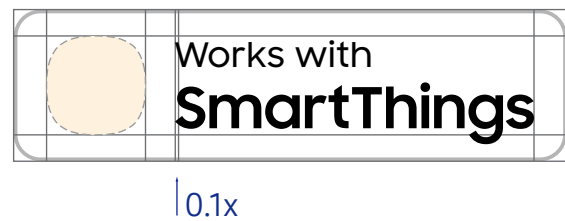
- ① Use endorsement badges for product packaging and services that meet SmartThings criteria for compatibility and support.
- ② Use endorsement badges especially when:
 - other endorsing brands appear in the same communication.
 - a third party requires our endorsement.
- ③ “Works with” lock-ups can be used for both Samsung and third-party packaging.
- ④ “Works as a hub” lock-ups can be used on packaging for products that meet SmartThings criteria for hub functionality.
- ⑤ “Powered by” lock-ups are for rare cases where we have exclusive partnerships. Contact the HQ Marketing Team for approval before use.

3.5 Badges (continued)

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 Service name typography
 - Font: Samsung Sharp Sans Medium
 - Kerning: Auto
 - Tracking: 10
 - Case: Title

3.5 Badges (continued)

White version



Black version



Badge background

White version
CMYK: C0, M0, Y0, K0
HEX: #FFFFFF

Black version
CMYK: C0, M0, Y0, K100
HEX: #000000

Gray outline color

Stroke aligns inside
the badge edge.
CMYK: C0, M0, Y0, K30
HEX: #B2B2B2

Line weight

Equal to 11.5% of
the x-height

Round corner radius

Equal to 82% of
the x-height

- 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.

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

3.6 Clear space for badges

Clear space



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

Minimum size



3.7 Usage examples

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

Endorsement

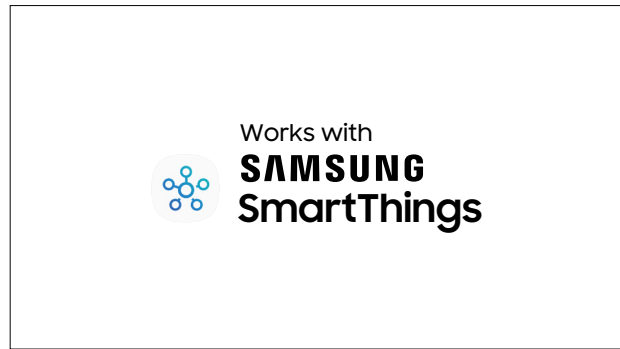


Badge

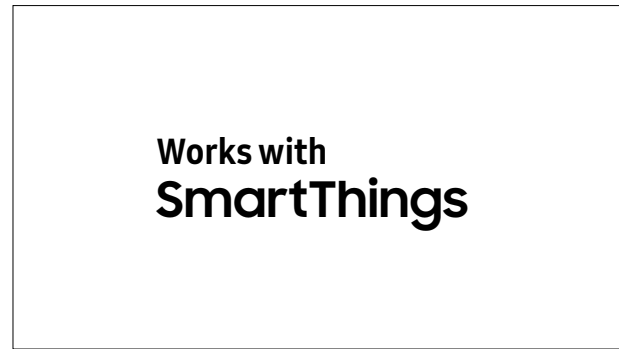


3.8 Do nots

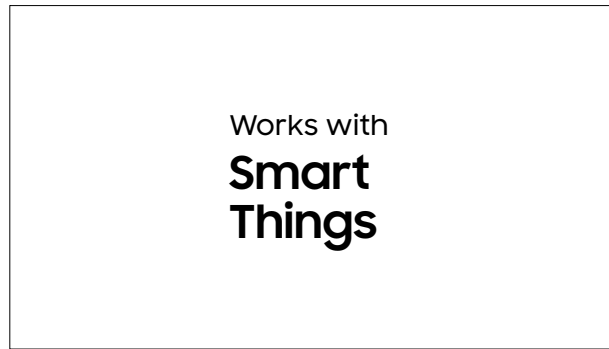
Ⓐ ✗



Ⓑ ✗



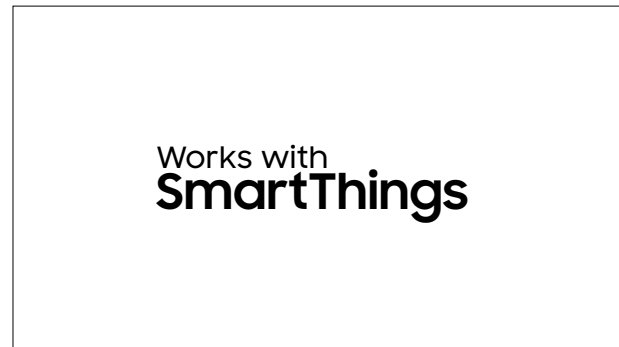
Ⓒ ✗



Ⓓ ✗



Ⓔ ✗



Ⓕ ✗



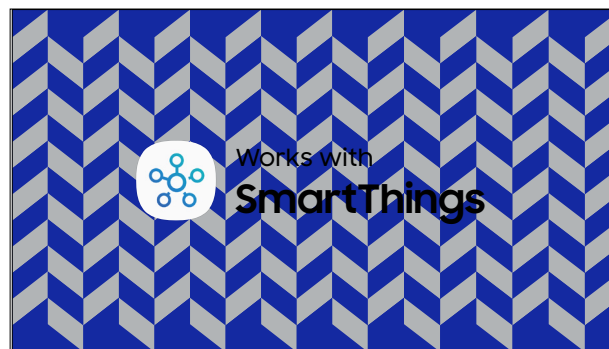
Ⓖ ✗



Ⓗ ✗



Ⓖ ✗



- Ⓐ Do not create a lock-up with the lettermark.
- Ⓑ Do not change the typeface of the endorsement line.
- Ⓒ Do not stack SmartThings differently.
- Ⓓ Do not alter the size of the endorsement line.
- Ⓔ Do not violate the spacing rule.
- Ⓕ Do not change the color of the endorsement lock-up.
- Ⓖ Do not alter the proportions of the icon and lock-up.
- Ⓗ Do not add drop shadows.
- Ⓖ Do not place the logo on busy backgrounds with insufficient contrast.

3.8 Do nots (continued)

a X



b X



c X



d X



e X



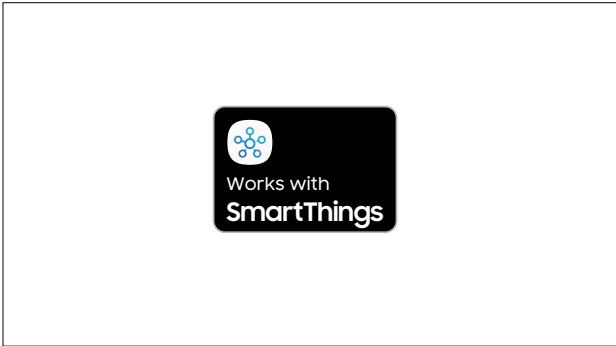
f X



g X



h X



i X



- 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.


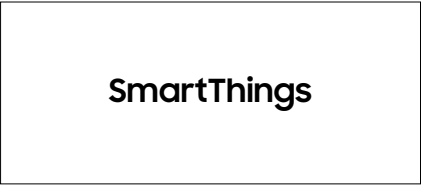

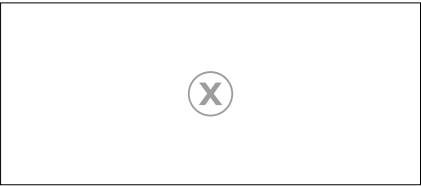
4 Artwork




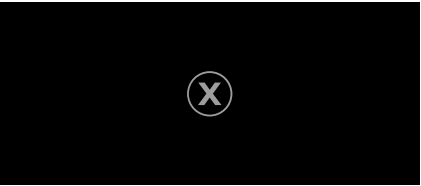
- 4.1 Logo
- 4.2 Endorsements
- 4.3 Badges

4.1 Logo

Artwork formats for existing mobile services are available from the Mobile Services Team. Please contact the team for more information.

Please note that not all formats will be available for every service, depending on the type of service and requirements.

	With icon	Without icon
Positive formats		
	SmartThings_icon_pos	SmartThings_pos
		
	SmartThings_icon_bw_pos	

	With icon	Without icon
Reverse formats		
	SmartThings_icon_rev	SmartThings_rev
		
	SmartThings_icon_bw_rev	

4.2 Endorsements

Artwork formats for existing mobile services are available from the Mobile Services Team. Please contact the team for more information.

Please note that not all formats will be available for every service, depending on the type of service and requirements.

Positive formats

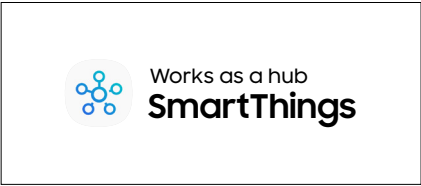
With icon



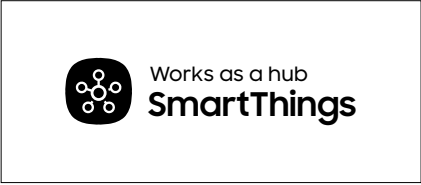
SmartThings_end_ww_ver_icon_pos



SmartThings_end_ww_ver_icon_bw_pos



SmartThings_end_waah_ver_icon_pos



SmartThings_end_waah_ver_icon_bw_pos

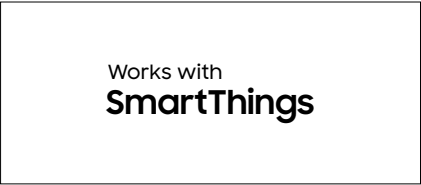


SmartThings_end_pb_ver_icon_pos

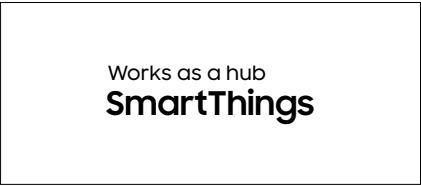
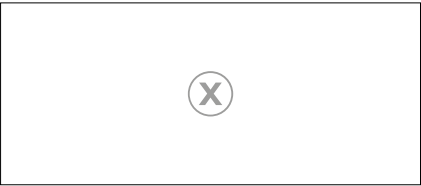


SmartThings_end_pb_ver_icon_bw_pos

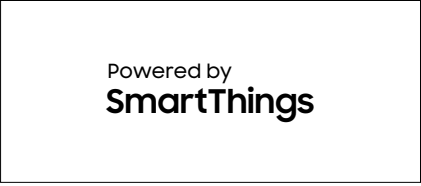
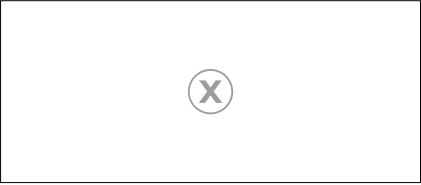
Without icon



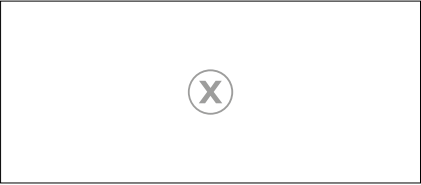
SmartThings_end_ww_ver_pos



SmartThings_end_waah_ver_pos



SmartThings_end_pb_ver_pos



Reverse formats

With icon



SmartThings_end_ww_ver_icon_rev



SmartThings_end_ww_ver_icon_bw_rev



SmartThings_end_waah_ver_icon_rev



SmartThings_end_waah_ver_icon_bw_rev

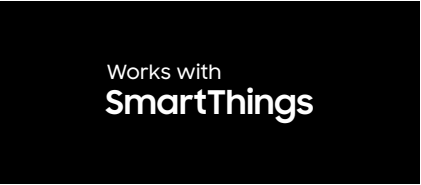


SmartThings_end_pb_ver_icon_rev

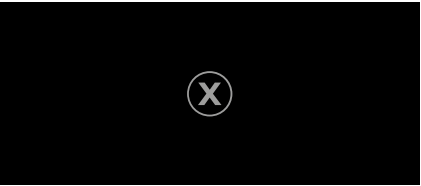


SmartThings_end_pb_ver_icon_bw_rev

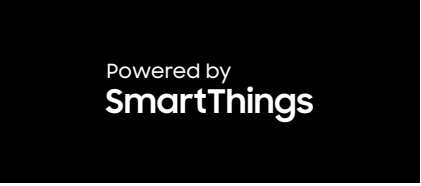
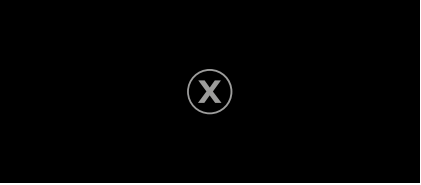
Without icon



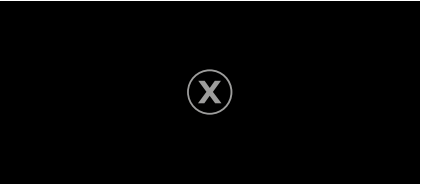
SmartThings_end_ww_ver_rev



SmartThings_end_waah_ver_rev



SmartThings_end_pb_ver_rev



4.3 Badges

Artwork formats for existing mobile services are available from the Mobile Services Team. Please contact the team for more information.

Please note that not all formats will be available for every service, depending on the type of service and requirements.

Positive formats

With icon

Without icon

SmartThings_badge_ww_pos

SmartThings_badge_waah_pos

SmartThings_badge_pb_pos

Reverse formats

With icon

Without icon

SmartThings_badge_ww_rev

SmartThings_badge_waah_rev

SmartThings_badge_pb_rev

For more information

All resources are accessible in PVI at

PVI > By Product > Mobile Content and Service > Apps and Services > Services > [SmartThings](#)

**For more information regarding mobile service logos
and lock-ups, contact:**

Service Marketing | GBM Group | HQ Marketing Team

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SAMSUNG