SΛMSUNG pay

Samsung Pay Identity Guidelines

February 2018

Samsung Pay is a mobile payment app you can use virtually everywhere you swipe or tap your credit card.

This document was created to set parameters for using the elements and visuals that make up our unique brand identity.

Follow these guidelines to help Samsung Pay become instantly recognizable, wherever people see it.

Overview

Table of contents

Logos

Horizontal & vertical

The Samsung Pay logo is our core visual asset. When people see it in store windows or near checkout terminals, they know they can use Samsung Pay. It's made up of the Samsung masterbrand logo and the Pay service wordmark.

The logo must appear in a lock-up, and "Pay" should never appear on its own.

Vertical lock-up

Scale ratios
x = height of masterbrand logo

SΛMSUNG

pay

x

1.54 x

Horizontal lock-up

SΛMSUNG pay

1.54 x

Sizing

Our sizing guidelines help ensure legibility across print and digital mediums.

Vertical lockup
For print, the minimum height is 15mm.

For digital, the minimum height should be 24px.

Horizontal lockup
For print, the minimum height is 8mm.

For digital, the minimum height is 13px.

Vertical lock-up minimum size

Print

SAMSUNG pay   15mm

Digital

SAMSUNG pay   24px

Horizontal lock-up minimum size

Print

SAMSUNG pay   8mm

Digital

SAMSUNG pay   13px

Logo
clear space

An area of clear space must be left around each edge of the logo. This allows the logo to breathe and makes it easier to recognize. Don't place other visual elements within this exclusion zone.
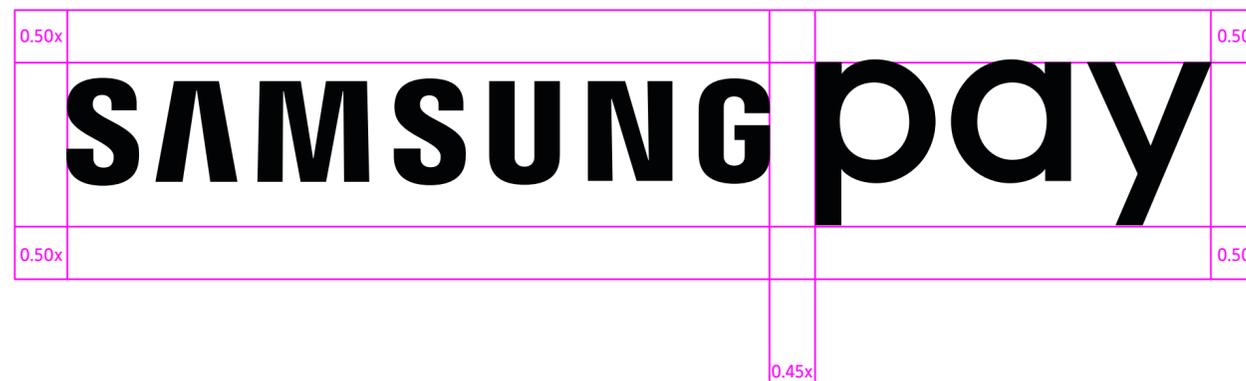
The clear space is equal to 0.5x, or half the height of the masterbrand.

Vertical lock-up

Scale ratios
x = height of masterbrand logo

0.5x · 0.5x · 0.5x · 0.5x · 0.5x · 0.5x

SAMSUNG
pay

Horizontal lock-up

0.50x · 0.50x · 0.50x · 0.50x

SAMSUNG pay

0.45x

Black logo

For monotone applications, the black version of the logo must be used if positioned on a white background.

Logo placement on photography
When placing the logo on top of a photo, make sure the photo has a light background. Also, choose the logo that will give the highest level of contrast. Remember to pay attention to the clear space rules to avoid placing the logo over cluttered areas of the photo.

01. Vertical lock-up

Black logo on white background

02. Vertical lock-up

Black logo on grey background

03. Vertical lock-up

Black logo placed over light tone photography

04. Vertical lock-up

Black logo placed over photography sitting on an area of tone no darker than 25% black

01. Horizontal lock-up

Black logo on white background

02. Horizontal lock-up

Black logo on grey background

03. Horizontal lock-up

Black logo placed over flat area of light tone photography adhering to clear space rules

04. Horizontal lock-up

Black logo placed over photography sitting on an area of tone no darker than 25% black

White logo

For monotone applications, the white version of the logo must be used if positioned on a black or dark background.

Logo placement on photography
When placing the logo on top of a photo, make sure the photo has a dark background. Also, choose the logo that will give the highest level of contrast. Remember to pay attention to the clear space rules to avoid placing the logo over cluttered areas of the photo.

01. Vertical lock-up

White logo on black background

02. Vertical lock-up

White logo on blue background

03. Vertical lock-up

White logo placed over dark tone photography

04. Vertical lock-up

White logo placed over photography sitting on an area of tone no darker than 25% white

01. Horizontal lock-up

White logo on black background

02. Horizontal lock-up

White logo on blue background

03. Horizontal lock-up

White logo placed over flat area of dark tone photography adhering to clear space rules

04. Horizontal lock-up

White logo placed over photography sitting on an area of tone no darker than 25% white

Co-branding

Orientation
There are two lock-ups for co-branding situations; horizontal and vertical. You should use the the horizontal lock-up for most instances. The vertical lock-up is only for tall thin formats, such as online skyscraper banners.

Sizing
Partner logos should always appear the same size or smaller than Samsung Pay.
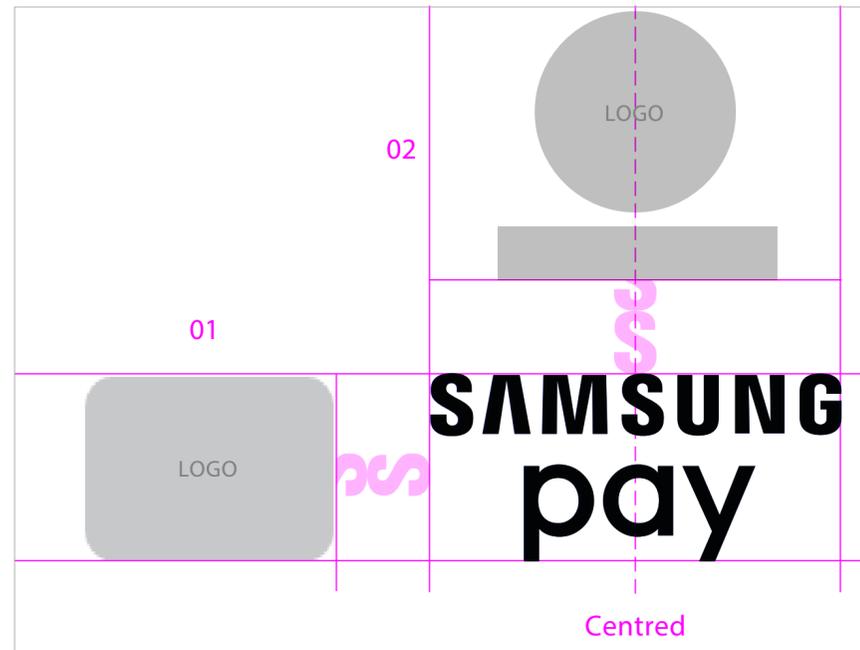
Orientation

01. Horizontal
Partner logo placed to the left of the Samsung Pay logo at the same height as the Samsung Pay logo or centered above the Samsung Pay logo
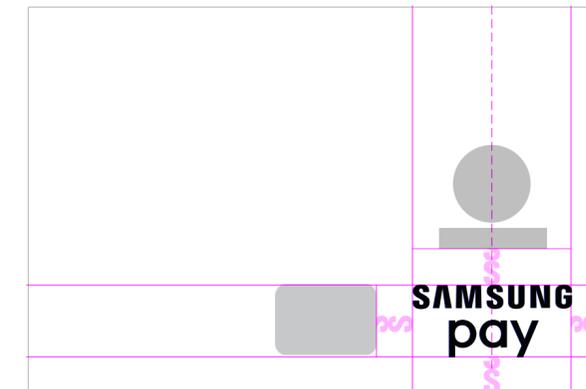
02. Vertical
Partner logo centered above the Samsung Pay logo, and proportionally sized to the Samsung Pay logo
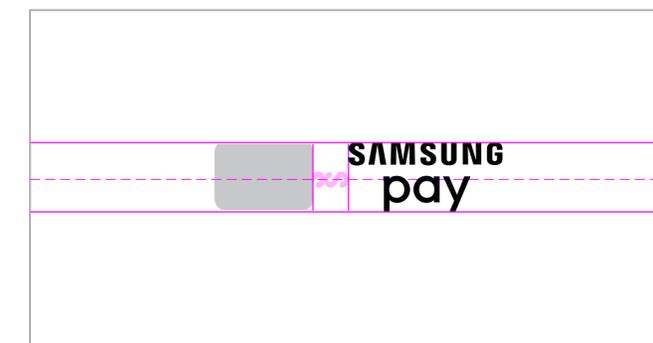

02

LOGO

01

LOGO

SAMSUNG pay

Centred

Print

Horizontal

SAMSUNG pay

TV

Vertical

SAMSUNG pay

Text

Samsung Pay can be written using regular text in body copy or when all other payment options are in regular text too.

Text-only
In a text-only format, Samsung Pay should be the same font and weight as the rest of the document. Also, be sure to use title-case. In other words, the "S" in Samsung, and the "P" in Pay should be capitalized.

Uppercase
Samsung Pay should only be written in uppercase when the type style of the UI is all uppercase. Samsung Pay shouldn't be written in uppercase in body copy.

Translations
Never translate "Samsung Pay" into other languages.

Correct usage

01. Title case

Samsung Pay

02. All uppercase

SAMSUNG PAY

NOTE: Only to be used in UIs where the type style is all uppercase

Incorrect usage

01. Mixed font weights / Pay in bold

Samsung **Pay**

02. Title case Samsung / uppercase Pay

Samsung PAY

03. Uppercase Samsung / title case Pay

SAMSUNG Pay

04. Uppercase bold Samsung / mixed case regular Pay

SAMSUNG Pay

What not to do (don'ts)

Alterations
Never recreate or alter the Samsung Pay logo in any way.

The following examples show incorrect logo use.

Incorrect usage

01. Don't use other colors apart from Samsung Pay primary colors

02. Don't outline the logo

03. Don't use gradients

04. Don't position the logo at angles

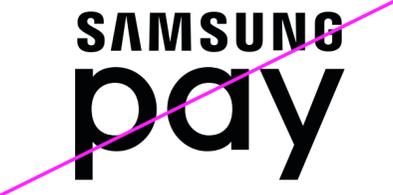05. Don't add drop shadows or other effects

06. Don't abbreviate

07. Don't use Pay in another font

08. Don't use Pay alone

09. Don't re-size or reposition the lock-up

Wordmark
& text
combination

Never recreate the Samsung Pay logo. Don't try to combine the Samsung masterbrand or Pay wordmark with regular text.

01. Masterbrand Samsung / Pay text title case

SAMSUNG Pay

02. Masterbrand Samsung / Pay text uppercase

SAMSUNG PAY

03. Samsung text uppercase / Pay wordmark

SAMSUNG**pay**

04. Samsung text title case / Pay wordmark

Samsung**pay**

Colors

Palette overview

Samsung Pay uses a streamlined version of the masterbrand color palette, divided into two color groups: primary colors and secondary colors.

Primary colors
Our overall brand look and feel utilizes a combination of black and white with Samsung Blue in almost all of our visual elements.

Secondary colors
Secondary colors should be used to support the primary colors. They can be used across UX and any illustrations, or other graphic elements, helping to tell the Samsung Pay story.

Primary 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

Samsung Blue
PMS 286 C
CMYK 100/80/0/0
RGB 20/40/160
HEX 1428A0

Secondary colors

Sky Blue
PMS 3005 C
CMYK - 100/34/2/0
RGB - 0/119/200
HEX - 0077C8

Sea Blue
PMS 306 C
CMYK - 80/0/4/0
RGB - 0/179/227
HEX - 00B3E3

Teal
PMS 3265 C
CMYK - 66/0/39/0
RGB - 0/195/178
HEX - 00C3B2

Clover
PMS 2285 C
CMYK - 40/0/90/0
RGB - 151/214/83
HEX - 97D653

Saffron
PMS 1365 C
CMYK - 0/28/73/0
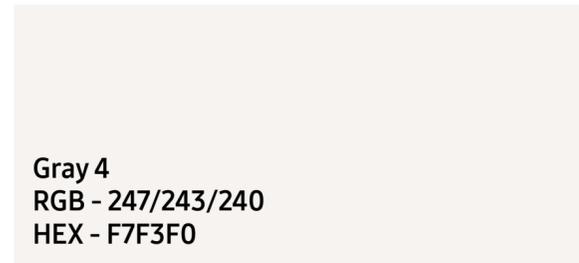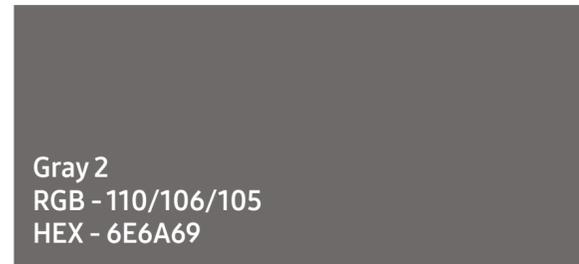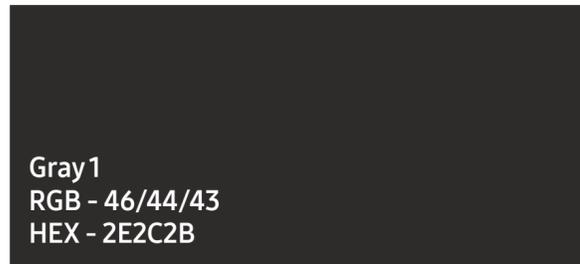RGB - 255/181/70
HEX - FFB546

Coral
PMS Warm Red C
CMYK - 0/80/70/0
RGB - 255/67/55
HEX - FF4337

Palette overview

Gray
Various tones of warm gray provide a more human feel for our brand. We use high contrast that never feels too neutral when using gray tones.

Gray

Gray 1
RGB – 46/44/43
HEX – 2E2C2B

Gray 2
RGB – 110/106/105
HEX – 6E6A69

Gray 3
RGB – 215/210/203
HEX – D7D2CB

Gray 4
RGB – 247/243/240
HEX – F7F3F0

App icon

App icon

The default app icon should only be used online to represent the app itself. It shouldn't be used in print materials, nor in place of the Samsung Pay logo. For the latest version of the app icon, please reach out to the contact on page 34.

Icon

In-app
& online

In-app & online button

The Samsung Pay button is for use on the checkout page or product detail page of participating third-party apps and websites.

The Samsung Pay button should always appear in your app or website as a directly clickable asset that immediately launches into the Samsung Pay experience.

The Samsung Pay button should never be used in marketing communications.

Button visibility
To ensure best visibility and sufficient contrast, the black Samsung Pay button should be used on white and light colored backgrounds, while the white Samsung Pay button should be used on black and dark colored backgrounds.

Samsung Pay black button

Samsung black button on white background

Samsung Pay white button

Samsung white button on black background

CTA buttons

Pay with
The "Pay with Samsung Pay" button is used to notify users that they can purchase items and services in-app with Samsung Pay.

Add to
The "Add to Samsung Pay" button is used in banking apps to notify users that they can add their credit or debit card information into Samsung Pay. For additional information on this functionality, please reach out to your designated representative.

Donate with
The "Donate with Samsung Pay" button is used to notify users that they can donate to nonprofit organizations with Samsung Pay.

Samsung Pay black CTA buttons

"Pay with" CTA

Pay with SAMSUNG pay >

"Add to" CTA

Add to SAMSUNG pay >

"Donate with" CTA

Donate with SAMSUNG pay >

Button sizing

The sizing ratios displayed should be followed to ensure clear readability on the Samsung Pay button.
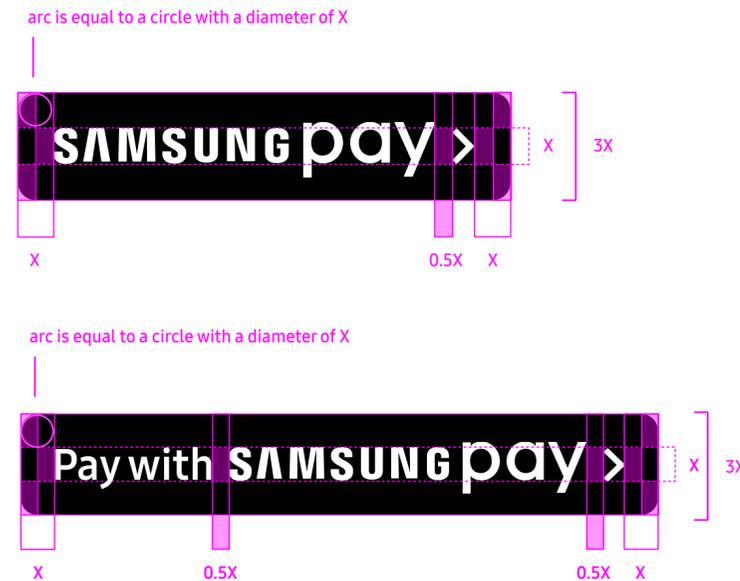
Samsung Pay payment buttons can be equal to or larger than similar payment or checkout buttons. The button should never be smaller than other buttons.

Flexible width
The width of the button can be extended to match other environmental elements. When extending, the width should always be extended evenly on both sides of the mark.

Samsung Pay black CTA buttons

Scale ratios
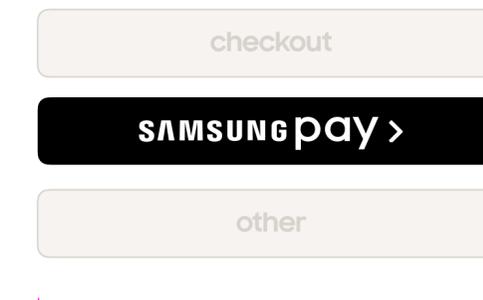X = height of masterbrand logo

arc is equal to a circle with a diameter of X

X   0.5X   X

arc is equal to a circle with a diameter of X

X   0.5X   0.5X   X

Minimum size

At minimum the button should have a width of 139pt and a height of 30pt

30pt

139pt

Adjustable width

Width can be adjusted to match other environmental elements

checkout

other

Button clear space

Padding
An area of clear space must be left around each edge of the button. This allows the button to breathe and makes it easier to recognize. Graphics, typography, or other buttons should not be placed within this exclusion zone.

Samsung Pay black CTA buttons

Minimum padding
Y= height of button

SAMSUNG pay >

Y

0.1Y

0.1Y

Pay with SAMSUNG pay >

Y

0.1Y

0.1Y

Partner buttons

There are two lock-ups for partner button situations: horizontal and vertical. You should use the horizontal lock-up for most instances. The vertical lock-up should only be used if the partner lock-up is vertical.

Partner logos should always appear as a 1:1 height ratio to Samsung Pay mark for horizontal placement and 1:1 height ratio to Samsung Pay logo for vertical placement.

Samsung Pay black partner buttons

Partner logo lock up

Partner button sizing

When using a partner button, follow the sizing ratios displayed to ensure clear readability.

A divider bar should be used to separate the Samsung Pay logo from the partner logo. A white bar should be used on black buttons and a black bar should be on white buttons.

When using a horizontal lock-up, the padding between the divider and each logo should be 0.5x. When using a vertical lock-up, the padding between the divider and each logo should be x.

Samsung Pay black partner buttons

Scale ratios
x = height of masterbrand logo
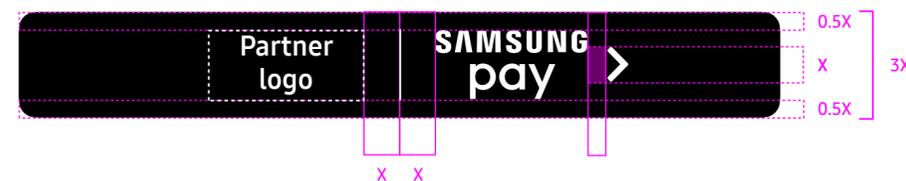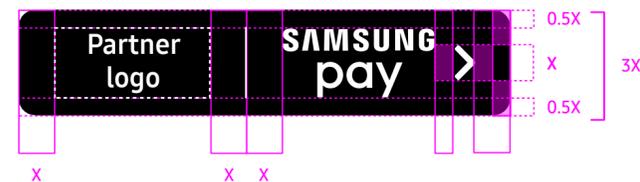
In-app & online mark

Use the Samsung Pay logo to identify Samsung Pay within payment flows when other payment brand marks are also displayed by logo.
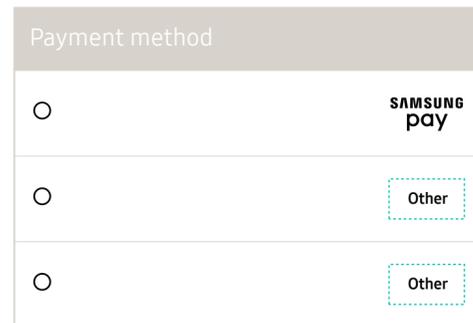
Size
Within payment flows, match the height of other lock-ups displayed in this format. The Samsung Pay logo should never appear smaller than other brand marks.
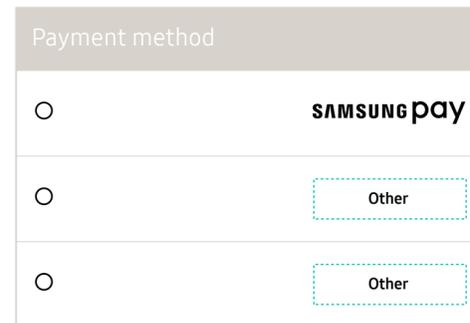
Text
Samsung Pay should be displayed in text when other payment options are also displayed in text.

Match the existing UI font and typographical style. Don't imitate Samsung Pay typography.
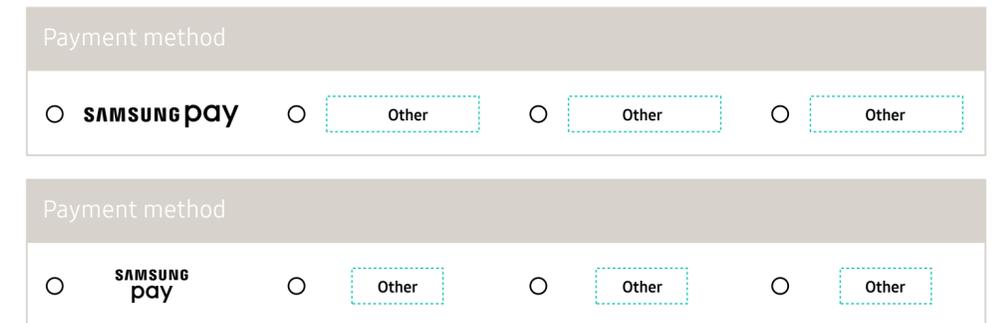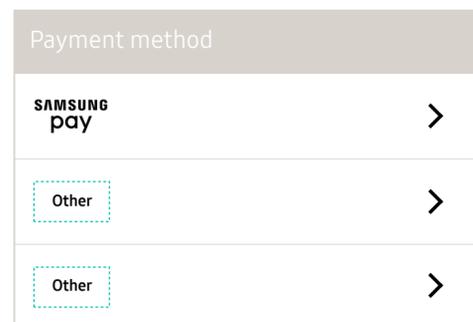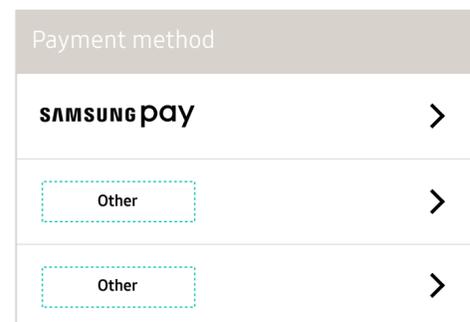
Radial button vertical lock-up

Payment method

SAMSUNG pay

Other

Other

Radial button horizontal lock-up

Payment method

SAMSUNG pay

Other

Other

Alternate radial button horizontal/vertical lock-up

Payment method

SAMSUNG pay   Other   Other   Other

Payment method

SAMSUNG pay   Other   Other   Other

Arrow button horizontal lock-up

Payment method

SAMSUNG pay   >

Other   >

Other   >

Arrow button horizontal lock-up

Payment method

SAMSUNG pay   >

Other   >

Other   >

Text only radial buttons

Payment method

Samsung Pay   Other   Other   Other

Payment method

SAMSUNG PAY   OTHER   OTHER   OTHER
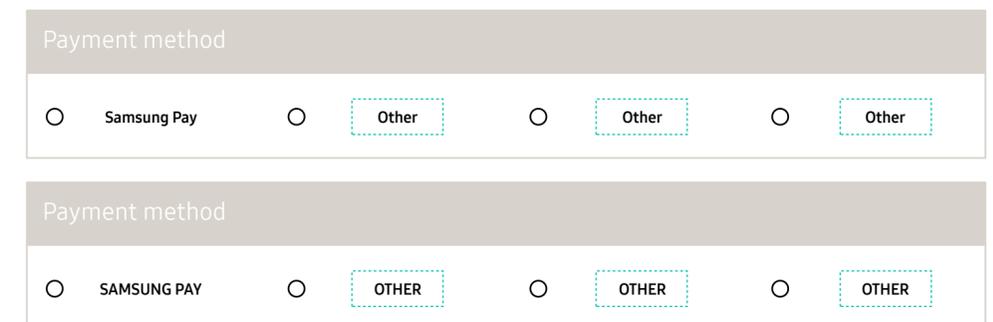
Round/Square buttons

Secondary shapes

In rare circumstances, a partner may place the logo on other button shapes, as long as the designated rules are followed.
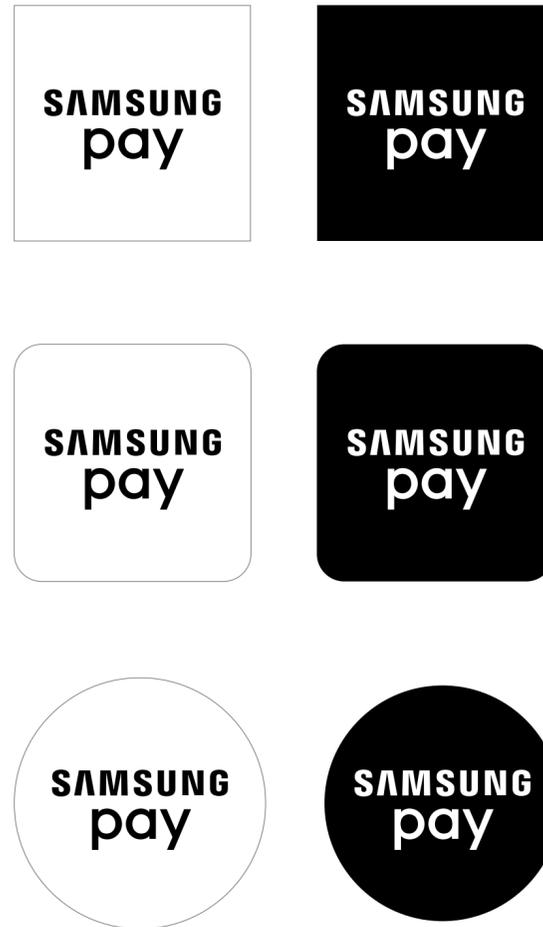
The logo must appear in a lock-up, and "Pay" should never appear on its own. Refer to pages 5 and 22 for logo and button sizing rules.

Clear space must be left around each edge of the logo. Refer to page 7 for clear space rules.

Black shapes should be used on white and light colored backgrounds, and white shapes should be used on black and dark colored backgrounds. Refer to page 20 for button visibility rules.

Reach out to your designated representative for information on using round and square buttons.

What not to do (don'ts)

Alterations
Never recreate or alter the Samsung Pay button in any way.

The following examples show incorrect button use.
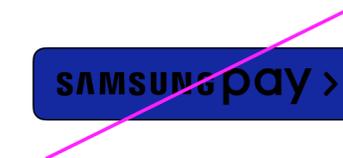
Incorrect usage

01. Don't use Samsung white button on white background or with black stroke

02. Don't use Samsung black button on black background or with white stroke

03. Don't alter the color of the button or masterbrand/wordmark

04. Don't alter the height ratio of the button to the masterbrand/wordmark

05. Don't add drop shadows or other effects

06. Don't abbreviate

07. Don't use type for the button

08. Don't use the Samsung Pay app icon as a button

09. Don't use lower case for text-only button

ATM

ATM

The Samsung Pay logo should be depicted on ATM screens of participating banks. For inclusion of Samsung Pay in ATMs, or for additional information, please reach out to your designated representative.

Sample image

Assets

Assets

Logos
www.samsungpay.com

Fonts
www.samsungpay.com

Buttons
www.samsungpay.com

Contacts

For more information, or if you have any questions, please contact HQ's Global brand marketing team for Samsung Pay below:

The information contained herein is proprietary and confidential to Samsung. Any use, copying, retention, or disclosure by any person other than the intended recipient, or the intended recipient's designees, is strictly prohibited.

Contact

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