

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!~&%@

— SamsungOne Latin 400

SamsungOne

The new universal
typeface for **Samsung**

DESIGN SAMSUNG

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Users discover Samsung through products, the brand platform and culture surrounding the brand. At the center of this discovery is the SamsungOne Font, the building blocks of the universal Samsung experience. Receiving calls with your smartphone, watching your favorite shows on your TV, doing household chores with other appliances as well as the packaging and promotional campaigns seen in various media all converge on one Samsung voice.

SamsungOne signifies the singular and unified experience or world promised by Samsung Electronics.

QR

SamsungOne Latin 700 —

SamsungOne is a unique font designed to help deliver a **connected, universal experience** for Samsung.

— SamsungOne Latin 600

SamsungOne Latin 200 —

Samsung's activities cross different products, platforms, people, cultures and environments.

1 AaBb

SamsungOne Latin 400 —

ABCDEFGHIJKL
 MNOPQRSTUVWXYZ
 abcdefghijklmnopq
 rstuvwxyz1234567890
 ,. ? > @ £ \$ % & *

Connecting people and spaces:

Samsung speaks
to billions of people
around the world.

SamsungOne is the
core tool that helps
us to create a universal
Samsung experience.

Worldwide
Family

Samsung's products
range from mobile
phone to TV, from
laptop to microwave,
and from oven to tablet.
These communicate
on multiple platforms
including print, screen,
form and environment.

SamsungOne helps
connect all of these as
one experience.

Products &
Platforms

SamsungOne sits at
the heart of Samsung's
new visual language
DNA, and provides a
typographic foundation
for the future.

Visual
Language

Key values are incorporated into the DNA of the **SamsungOne** typeface.

These values, as detailed in the following pages, are: **Reliable/Accessible, Contemporary/Innovative, Human/Enduring, Integrated/Expert.**

Reliable/Accessible

Solid, reassuring and legible,
with a consistent, friendly and
warm visual tone.

hagc

SamsungOne Latin 200 —

SamsungOne Latin 600 —

SamsungOne Latin 400 —

SamsungOne Latin 1000 —

Contemporary/Innovative

Modern, sophisticated typographic forms capture **Samsung's** advanced design thinking.



Human/Enduring

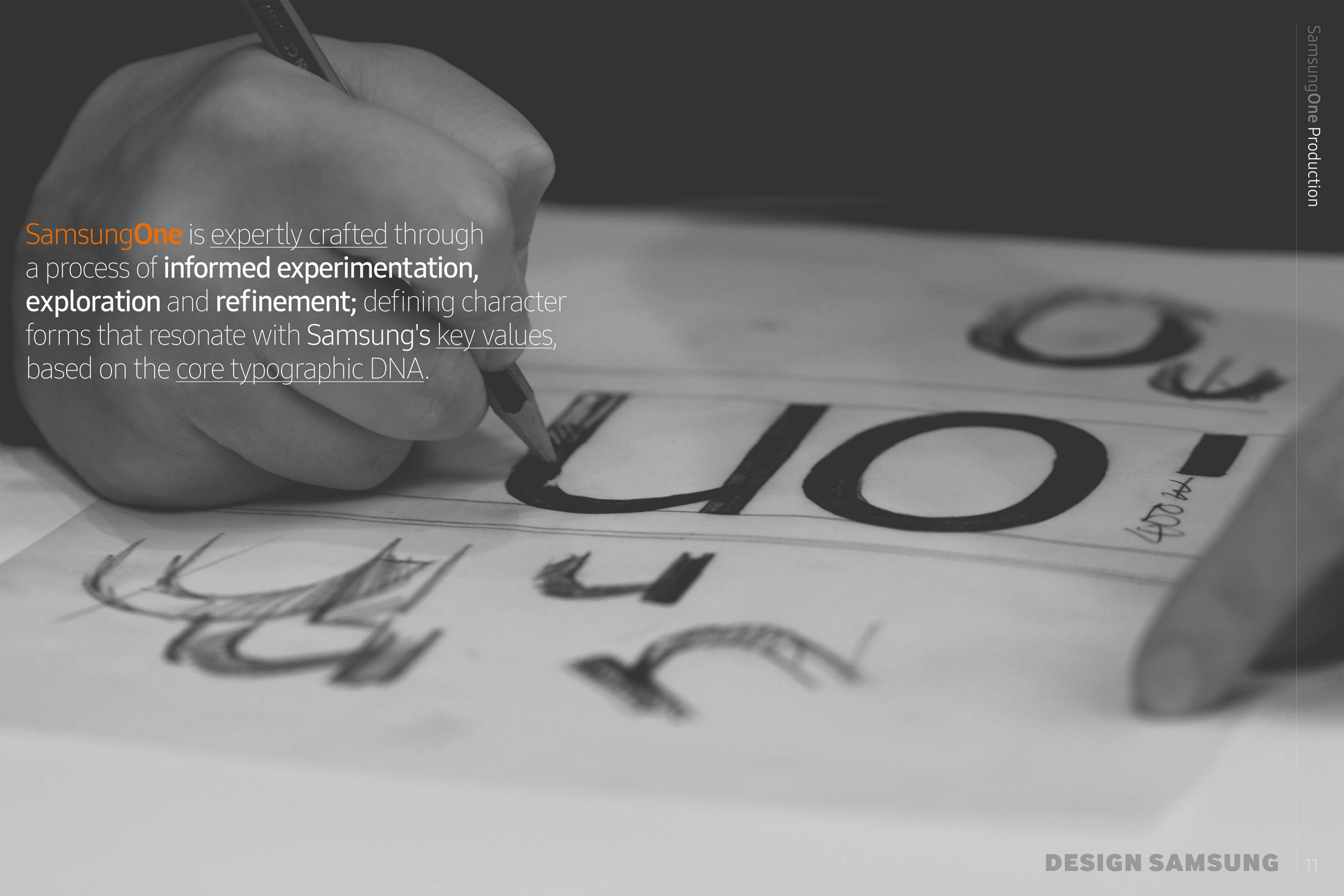
A **fluid** and **open, hand-made** but
structured, non-decorative design
helps build a solid system.



Integrated/Expert

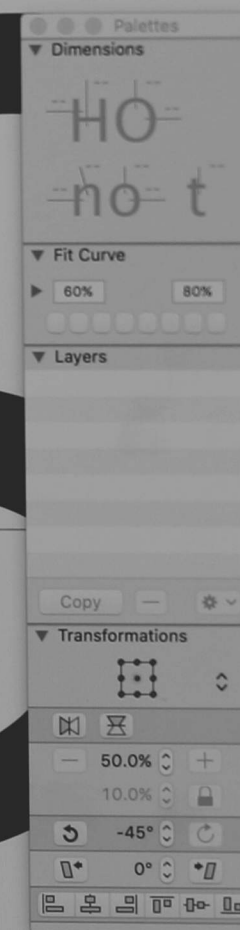
Built-in expertise and **know-how**
ensures all products, experiences
and people are **connected**.



A black and white photograph showing a hand holding a pen, drawing the SamsungOne logo on a piece of paper. The logo is a stylized 'S' followed by '10'. There are other sketches of the logo in various stages of development on the paper. The background is dark and out of focus.

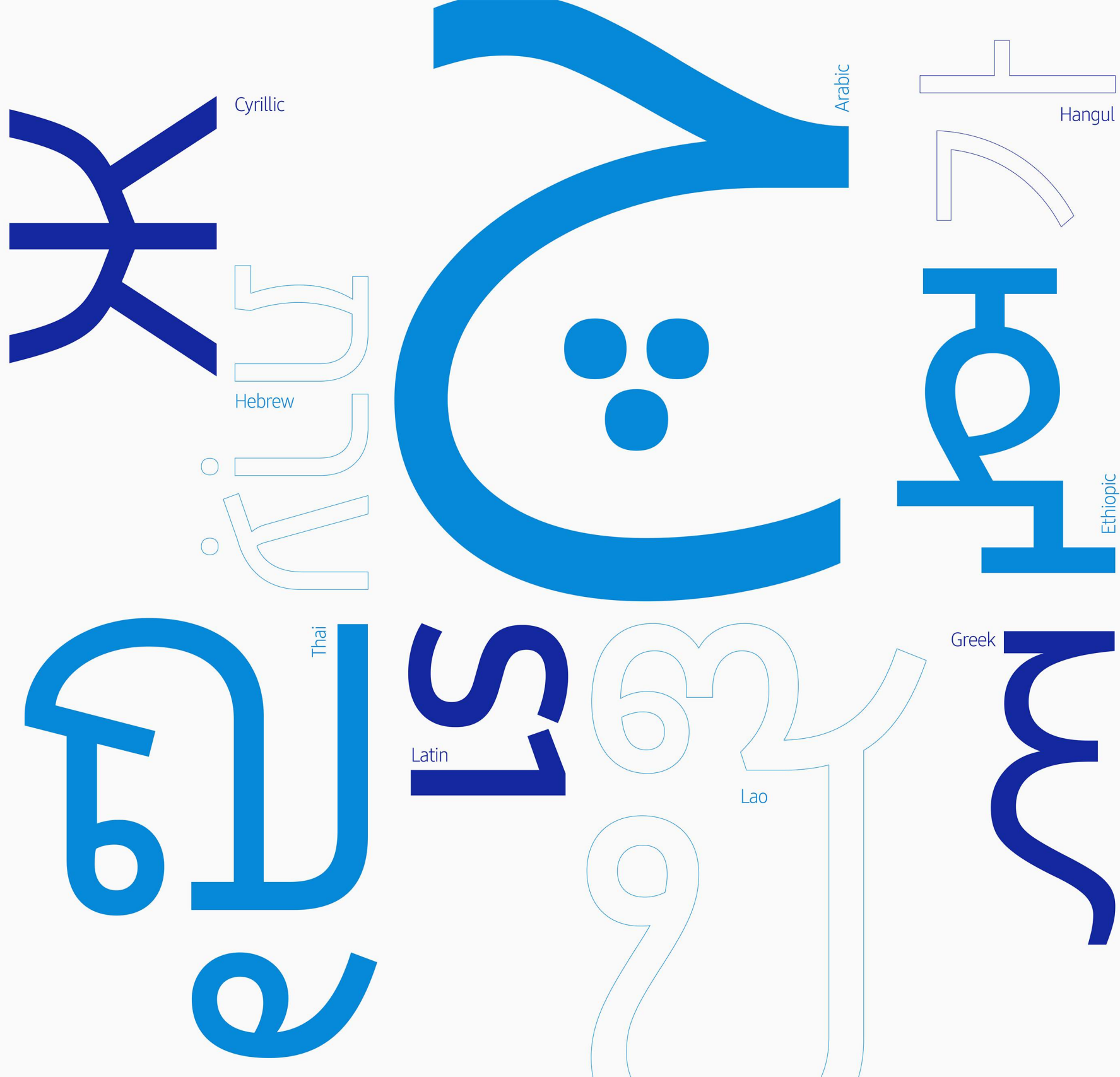
SamsungOne is expertly crafted through a process of **informed experimentation, exploration** and **refinement**; defining character forms that resonate with Samsung's key values, based on the core typographic DNA.

This expert approach was extended through digital production in order to balance and refine the designs of **SamsungOne**, focusing on spacing and optimisation across different platforms, weights, styles, sizes and media.



ndqgloves

SamsungOne is designed based on five core typographic principles and characteristics: **Universal, Legible/Scalable, Humanist, Distinctive** and **Expert**. This DNA is explored across the following pages.



Universal

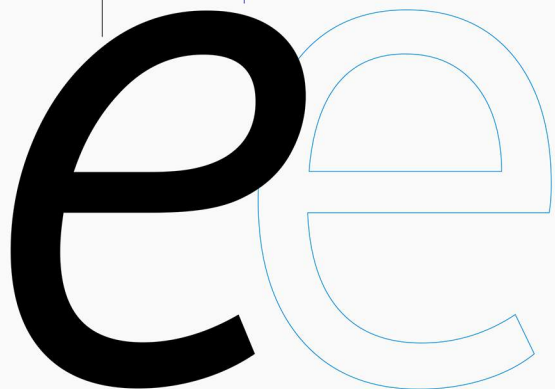
Like a global family, **SamsungOne** is uniquely localised while speaking some of the same typeface DNA.

Universal

The 3 styles of **SamsungOne** allow a **consistent, appropriate** and **flexible** tone of voice across all platfroms.

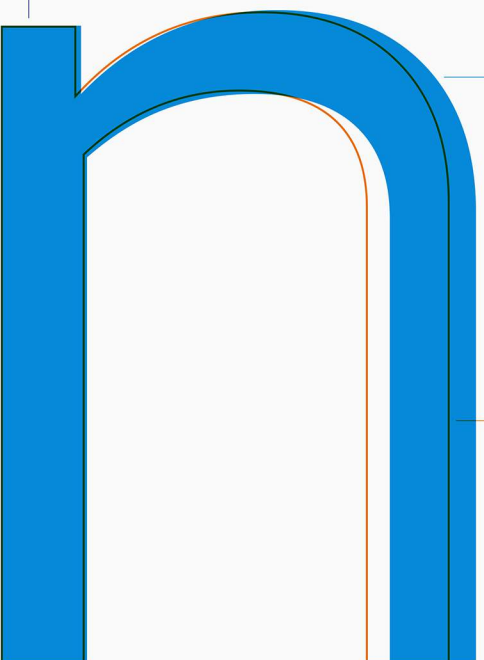
Samsung**One** has a fully crafted Italic with appropriate cursive characters

Italic



Condensed
Regular

Samsung**One** Latin Condensed is drawn with narrower letter forms



200 300
 400 450
 500 550
 600 700 800
 900 1000
 1100

Legible/Scalable

In order for information to be displayed **efficiently** on every platform, in every environment, Samsung have developed a extensive range of weights.

This range of weights also enables expressive design, and contrast for emphasis.

Letterforms are specifically designed to work **functionally** at small sizes, and **dynamically** at large sizes.

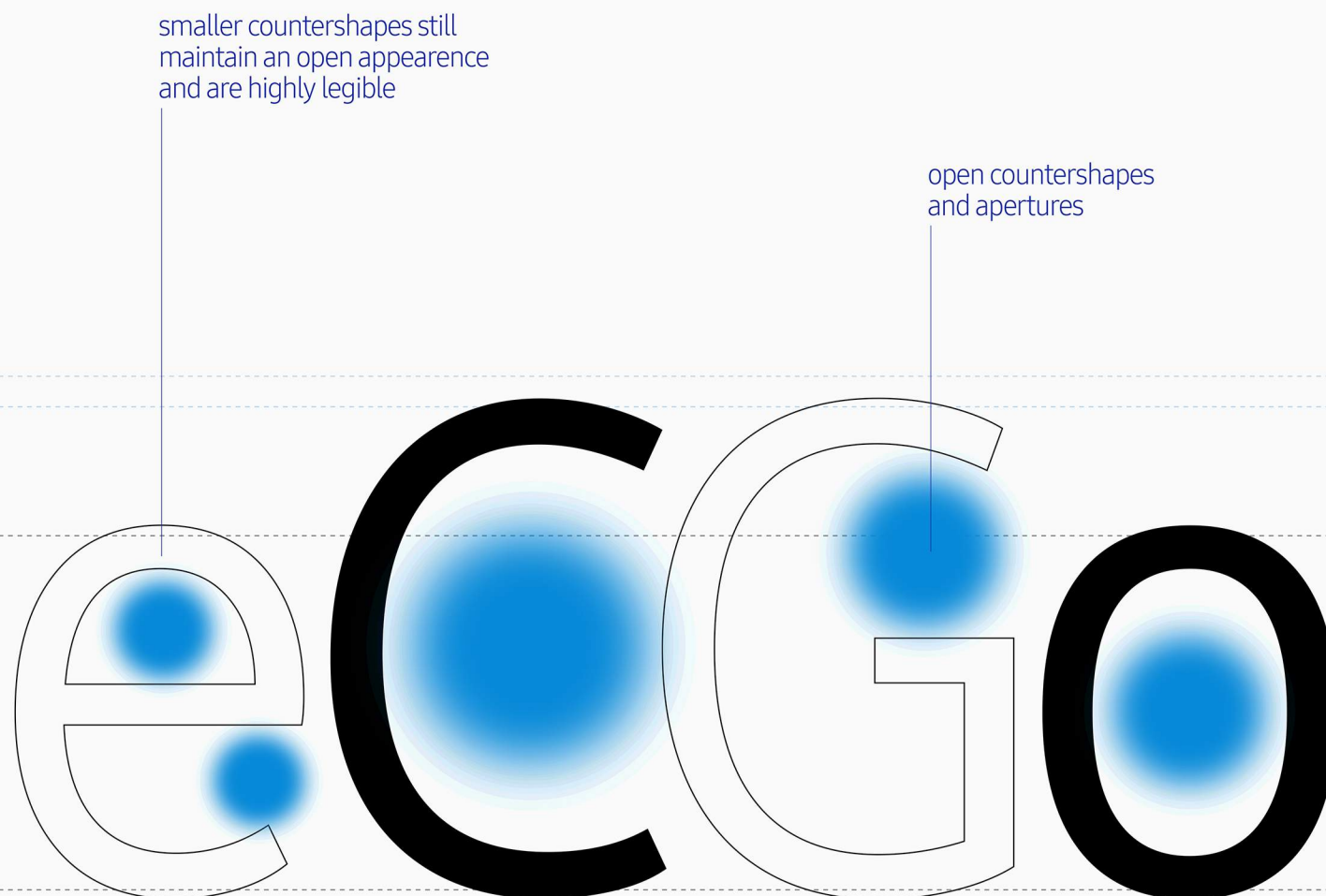
Legible/Scalable

Lighter weights work well at larger sizes

medium
large

small

The standard built-in character spacing is designed for smaller, text sizes and should be decreased for bigger sizes



Characters are **open** and **spacious** aiding readability.

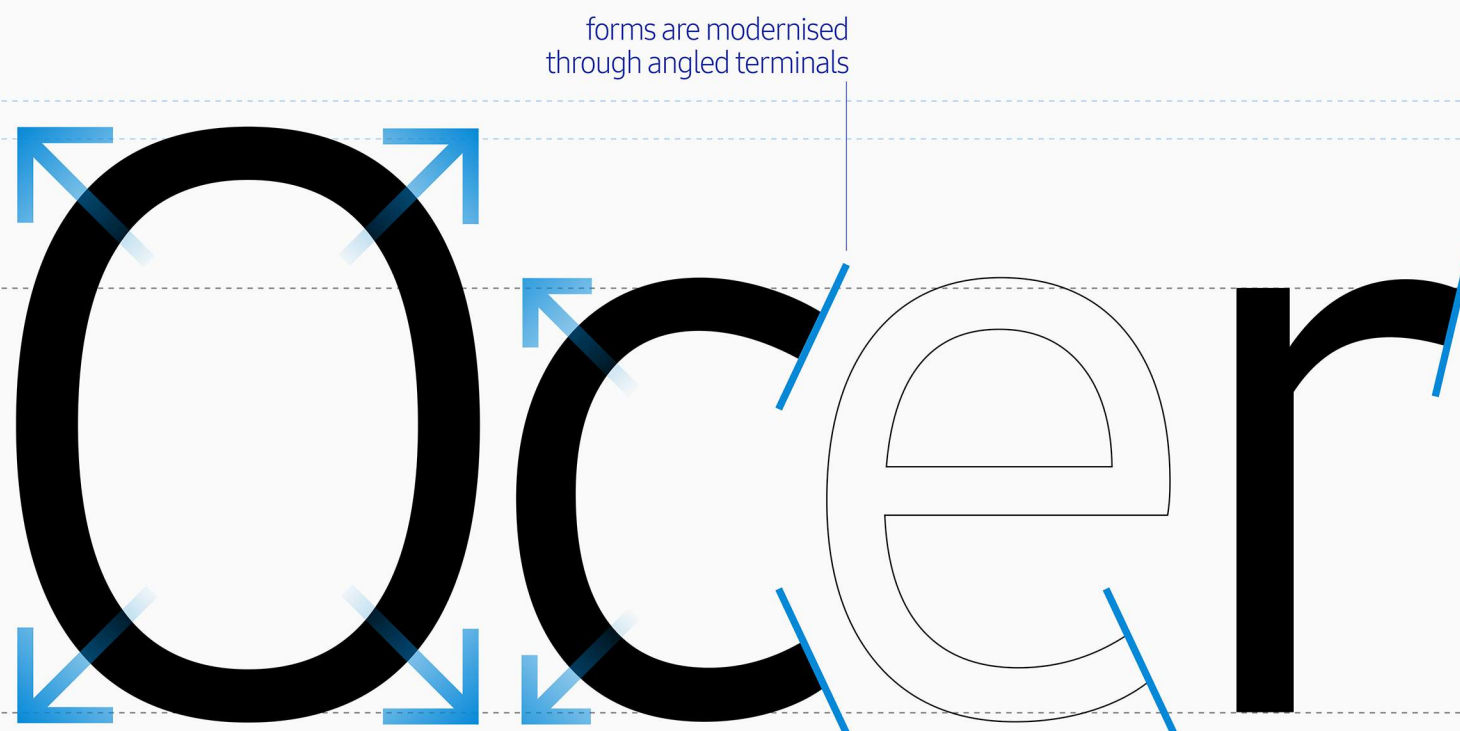
Specific details are added to ensure **legibility** at text sizes.

Legible/Scalable

Humanist

SamsungOne mixes a **simple, single-width** stroke with more **calligraphic** details.





forms are modernised
through angled terminals

squared curves create space
within the countershapes of
the characters

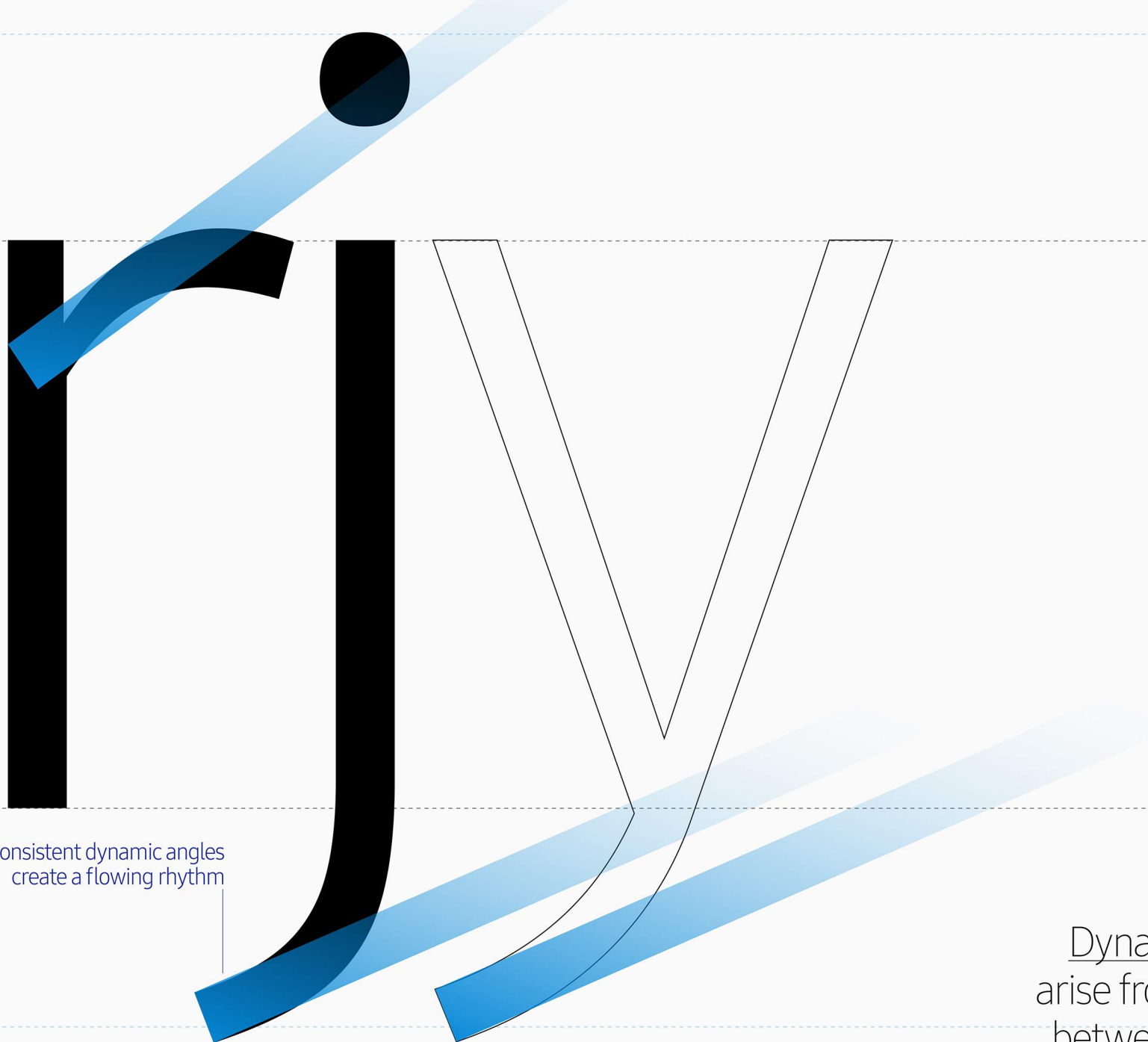
A squared curve is combined
with angled terminal ends to
create a font which is very **human**,
flowing and **open**.

Humanist

Distinctive

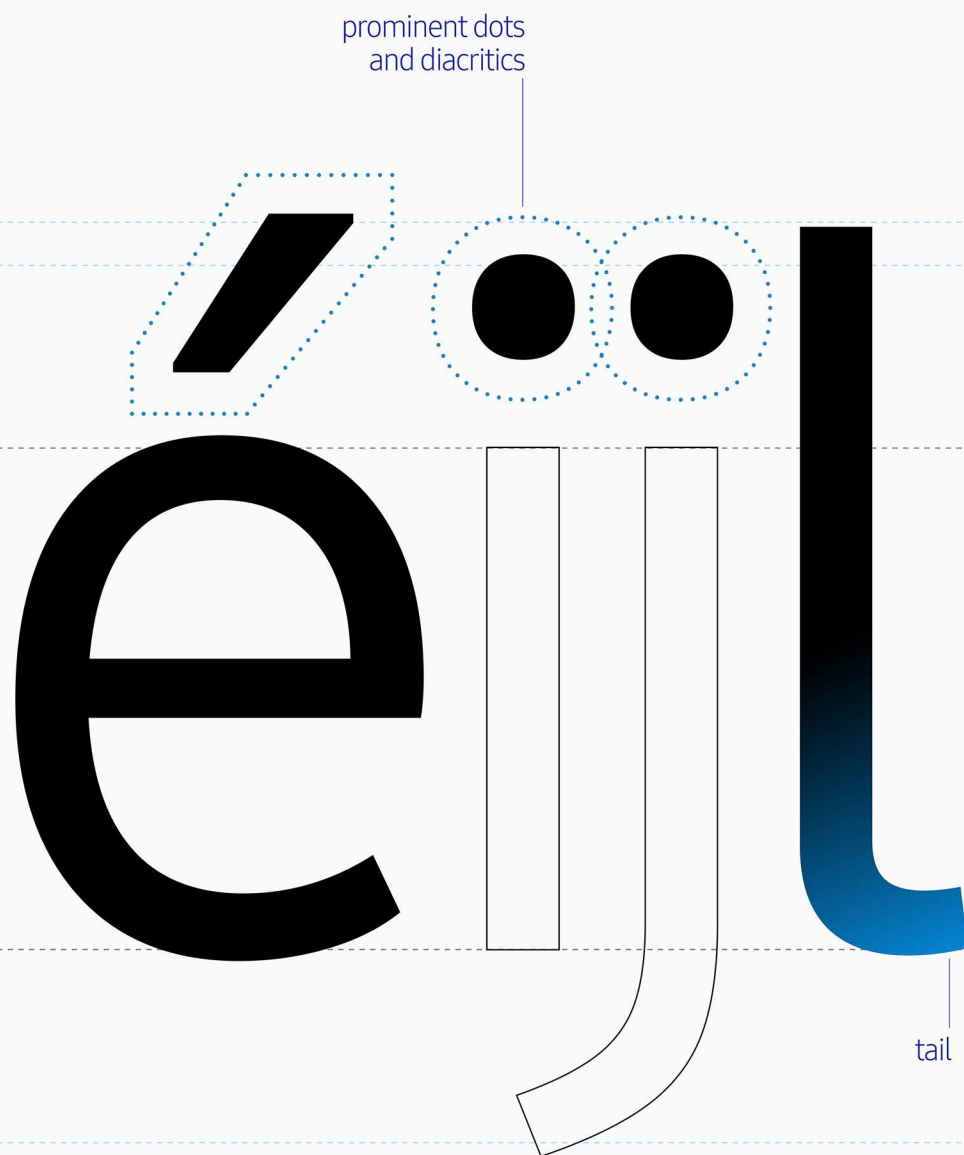
Dynamic angles that arise from the junction between an arc and a line create a **consistent design personality**.

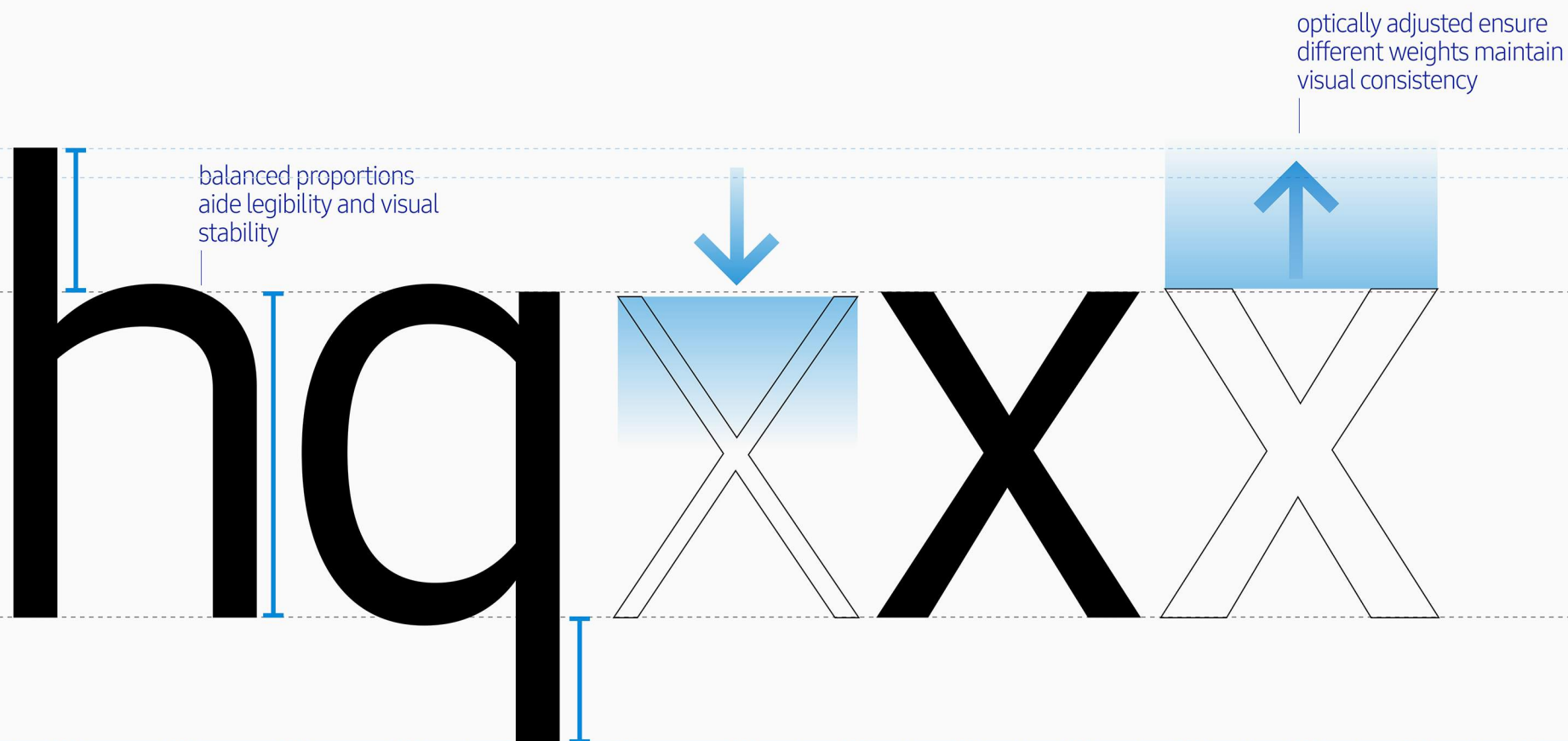
consistent dynamic angles
create a flowing rhythm



Distinctive

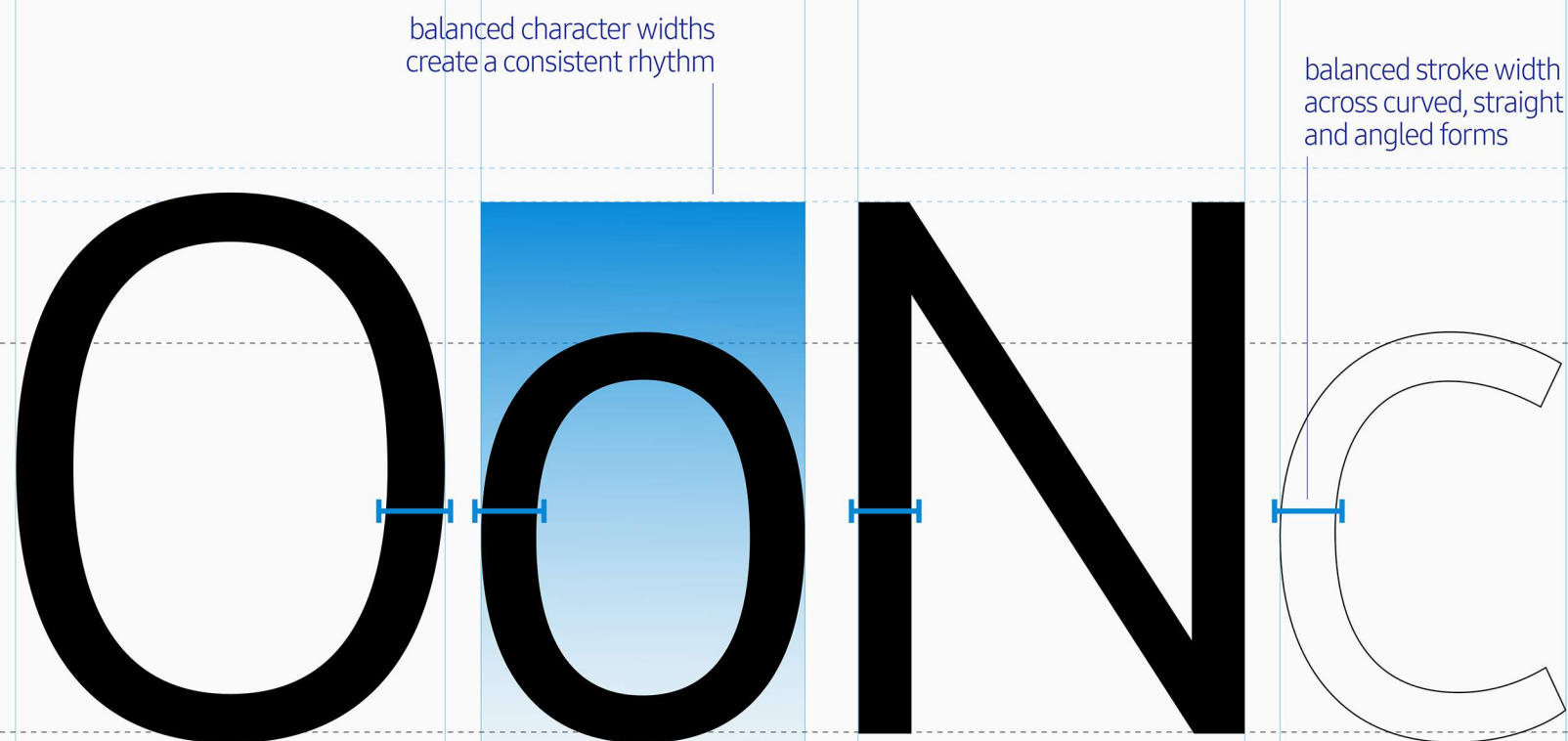
Prominent dots, distinctive diacritics and the tail on l add **legibility** as well as provide some of the **distinctive** design DNA for SamsungOne.





Expert

A crafted hands-on approach to type design and detail where small adjustments to height plus descenders and ascenders ensure **balanced forms**.



Expert

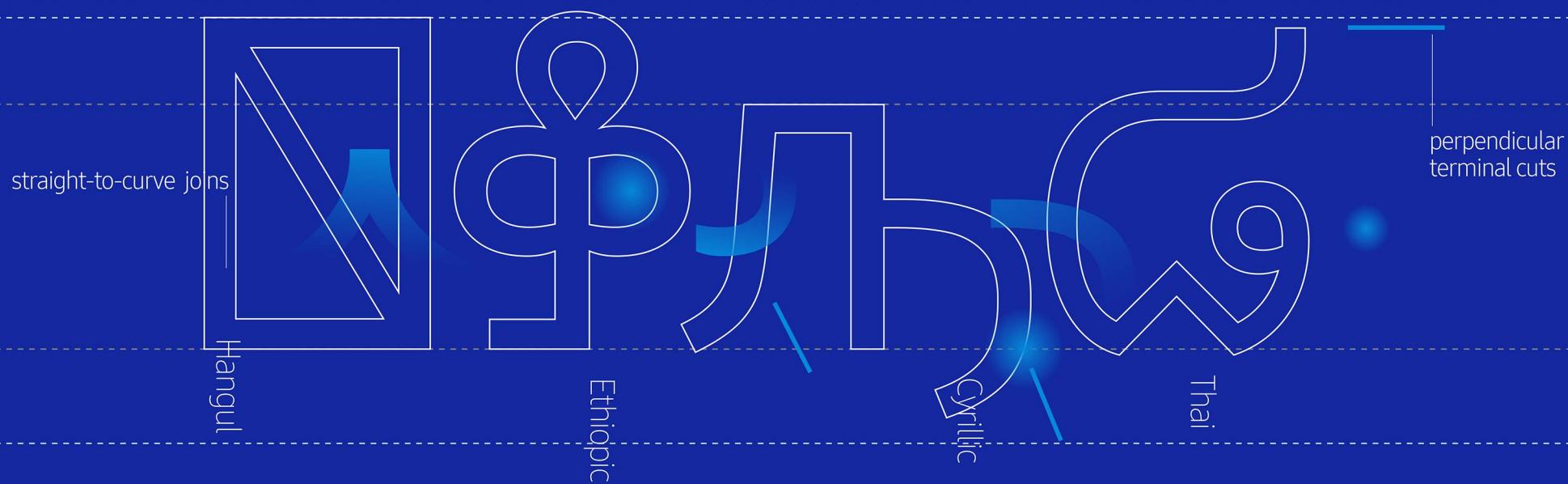
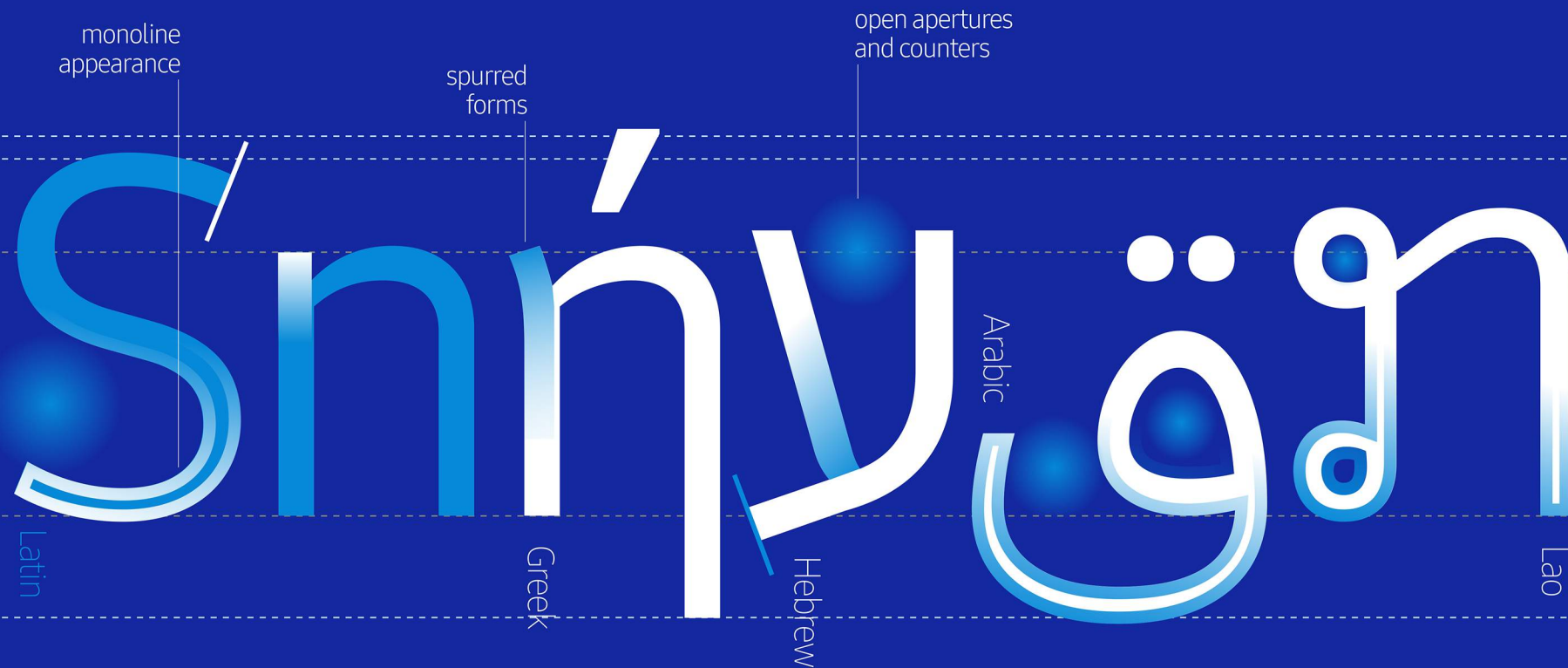
A **balanced** and **proportional** set of characters aids consistency.



SamsungOne is a family of scripts covering 26 writing systems, more than 400 languages, and over 25,000 glyphs, creating a truly **global typeface.**



SamsungOne's extended family has been designed in collaboration with local expert type designers. Key design elements from the core DNA are shared with all international scripts to marry **continuity** with **local authenticity**.



SamsungOne Global Scripts:



Aa Aa Aa

350pt

200pt

100pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Character Selection

[illegible]

Glyph Selection

Д д д

350pt

200pt

100pt

АБВГДЕЁЖЗИЙКЛМНОПР
СТУЎФХЦЧШЫЬЭЮЯабвг
деёжзийклмнопрстуфхц

Character Selection

$$\delta\delta\delta$$

350pt

200pt

100pt

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤ
ΥΦΧΨΩαβγδεζηθικλμνξοπ
ρστυφχψω

Character Selection

350pt

200pt

100pt

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የደገጠጸፅፊ

Character Selection

γ ζ χ

100pt

200pt

350pt

אבגדהוזחטיכךלממן
סעפףצץקרשת

Character Selection

ف ف ف

100pt 200pt 350pt

غ ظ خ ذ ث ت ش ر ق ص ف ع س ن
م ل ك ي ط ح ز و ه د ج ب ا

Character Selection

ສ ສ ສ

350pt 200pt 100pt

ກຂຄງຈສຊຍດຕຖທນບ ປຜຝພ
ຟມຢຣລວຫອຣ

Character Selection

한글 한글

200pt 100pt

우리는 사용자의 꿈과 가치를 존중합니다.

Character Selection

ป ข ข

350pt 200pt 100pt

กขชคฅฉงจฉซฌฎฐฑฒณดต
ถทธนบปผฝพฟภมยร
ฤลฦวศษ

Character Selection

简体 简体

200pt 100pt

我们相信人们追求梦想的价。

Character Selection

繁体 繁体

200pt 100pt

我們相信人們追求夢想的價值。

Character Selection

Samsung**One** Bangla

বাংলা

200pt

বাংলা

Character Selection

Samsung**One** Gurmukhi

ਭ

200pt

ਪੰਜਾਬੀ

Character Selection

Samsung**One** Odia

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200pt

ଓଡ଼ିଆ

Character Selection

Samsung**One** Tamil

இ

200pt

தமிழ்

Character Selection

Samsung**One** Devanagari

ल

200pt

देवनागरी

Character Selection

Samsung**One** Kannada

ಓ

200pt

ಕನ್ನಡ

Character Selection

Samsung**One** Olchiki

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200pt

ՅՐ ՅՂԵՂ

Character Selection

Samsung**One** Telugu

డి

200pt

తెలుగు

Character Selection

Samsung**One** Gujarati

ચ

200pt

ગુજરાતી

Character Selection

Samsung**One** Malayalam

ഇ

200pt

മലയാളം

Character Selection

Samsung**One** Sinhala

ව

200pt

සිංහල

Character Selection

SamsungOne

Samsung Electronics

Project Manager: Sun Ae Kim

Project Leader: Whan Oh-Sung

Project Participants: Youngsu Park, Byoungok Lee,
Jieun Kim, Jihye Myung, Juhee Kim

Brody Associates

Type Director: Neville Brody

Senior Type Designer: Luke Prowse

Type Designer: Florian Runge

Designers: Jack Llewellyn, Chris Nott, Josh Saunders

Project Producer: Philip Rodgers

Project Management Support: Joe Dick

Collaborating Global Script Designers

Khajag Apelian

Oded Ezer

Fontrix

Founder (Beijing Founder Electronics Co., Ltd)

Tom Grace

Jeremie Hornus and Black Foundry

ITF (Indian Type Foundry)

Ben Mitchell

Hrant Papazian

Irene Vlachou