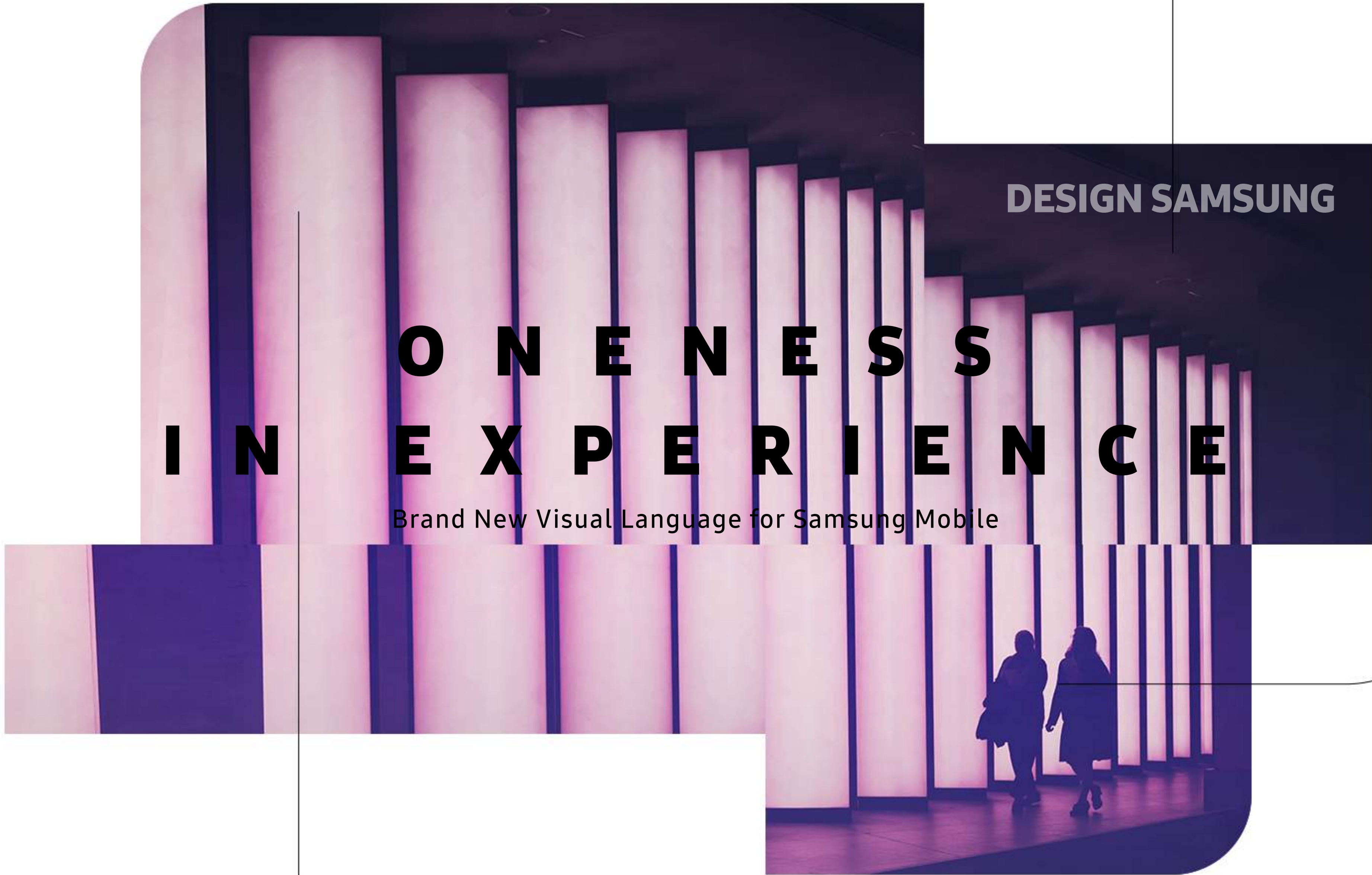


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**I N O N E N E S S  
E X P E R I E N C E**

Brand New Visual Language for Samsung Mobile





## Visual language can be interpreted as a social act.

It must have traditional elements of communication, as well as an expression of identity.

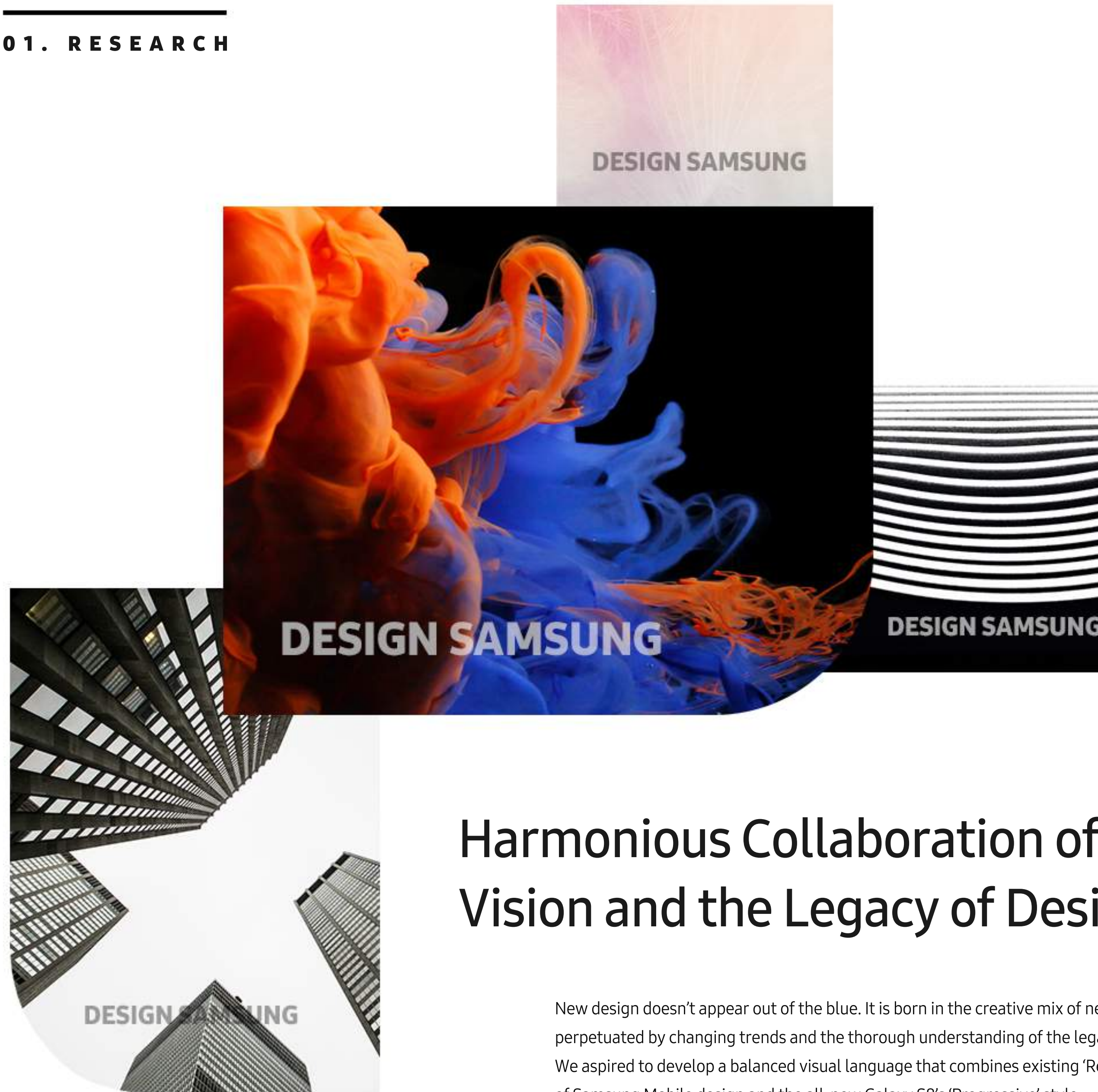
Samsung Mobile's new visual language communicates with users through a unique expression while maintaining familiar visual communication cues.

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01. RESEARCH



## Harmonious Collaboration of Vision and the Legacy of Design

New design doesn't appear out of the blue. It is born in the creative mix of new values perpetuated by changing trends and the thorough understanding of the legacy of design. We aspired to develop a balanced visual language that combines existing 'Refined' styles of Samsung Mobile design and the all-new Galaxy S8's 'Progressive' style.

Extensive research in the fields of design, art, and passion were conducted, and various case studies were examined to germinate the seeds of inspiration for this project.

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## 02. DEVELOPMENT

# Visual Language for Seamless Experience

Design for the Galaxy S8 was first conceived based on the idea of providing a perfect interaction between physical and digital space. The product's physical details inspired the visual language we were developing, and our challenge was to impart a unique identity to the Samsung Mobile device while staying in the same wavelength of contemporary trends.



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# Continuous

The identity of a product is not determined solely by its external design. The most important factor is a natural connection between the first impression of a product design and the iconography system that is continuously displayed on screen.



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We analyzed the elegant and stylish shape of the Galaxy S8 and developed a new iconography system that was inspired by the rounded treatment of the Galaxy S8's curves.



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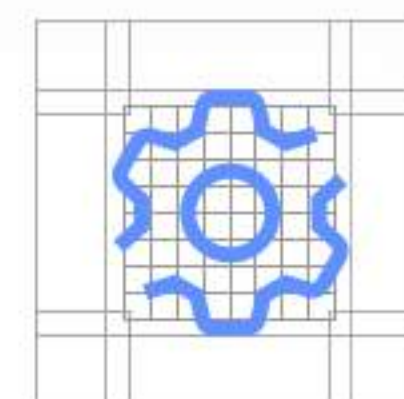
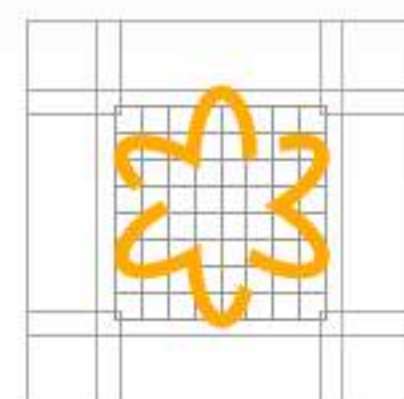
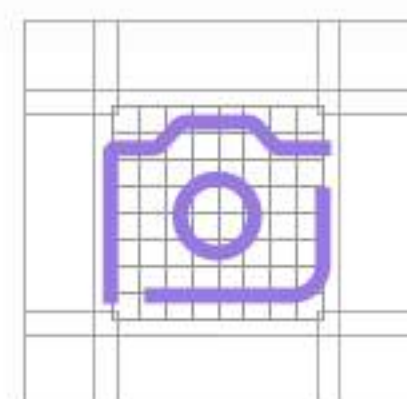
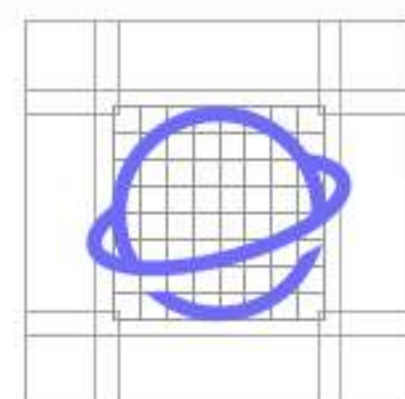
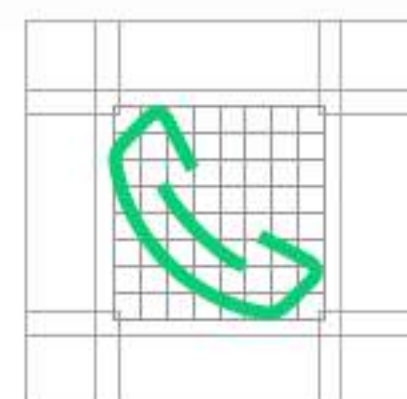
# Light & Line

With the proliferation of visual experiences, more and more user interfaces that contain these experiences are becoming flat. However, the user interaction between a product and interface is not flat, but three-dimensional. The Galaxy S8's crucial navigational keys such as the Home, Back, and Recent keys are placed inside of the screen to offer new experiences, but we also had to secure familiar experiences for the user.

We first molded the Home button in a block shape and imagined visual elements of a light shining from within and a Line that is formed from a shadow.



We discovered that the line formed on the side that emits light doesn't connect well with the shadow on the surface. We eventually clipped a portion of the line to create a flat but with an appearance of three-dimensionality. This newly designed, unique iconography now serves as a bridge between hardware and software.

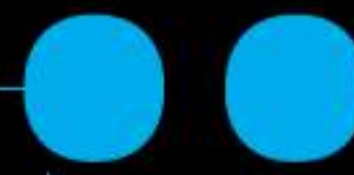


# Own-able Shape & Meaningful Colors

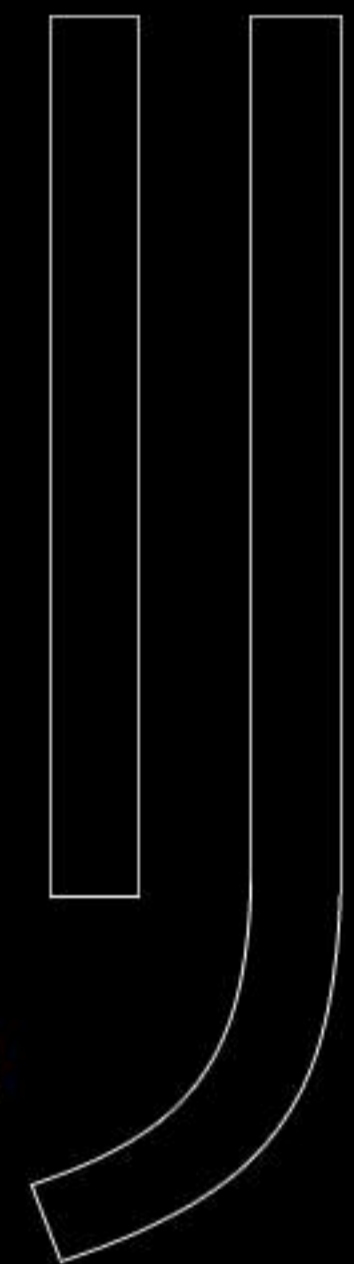


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We imbued Samsung's unique identity into app icons that have been designed through the newly developed iconography system. We created an improved variation of the SamsungOne Font's dot and applied it to the curves of the outer square lines that contain the icon graphics.



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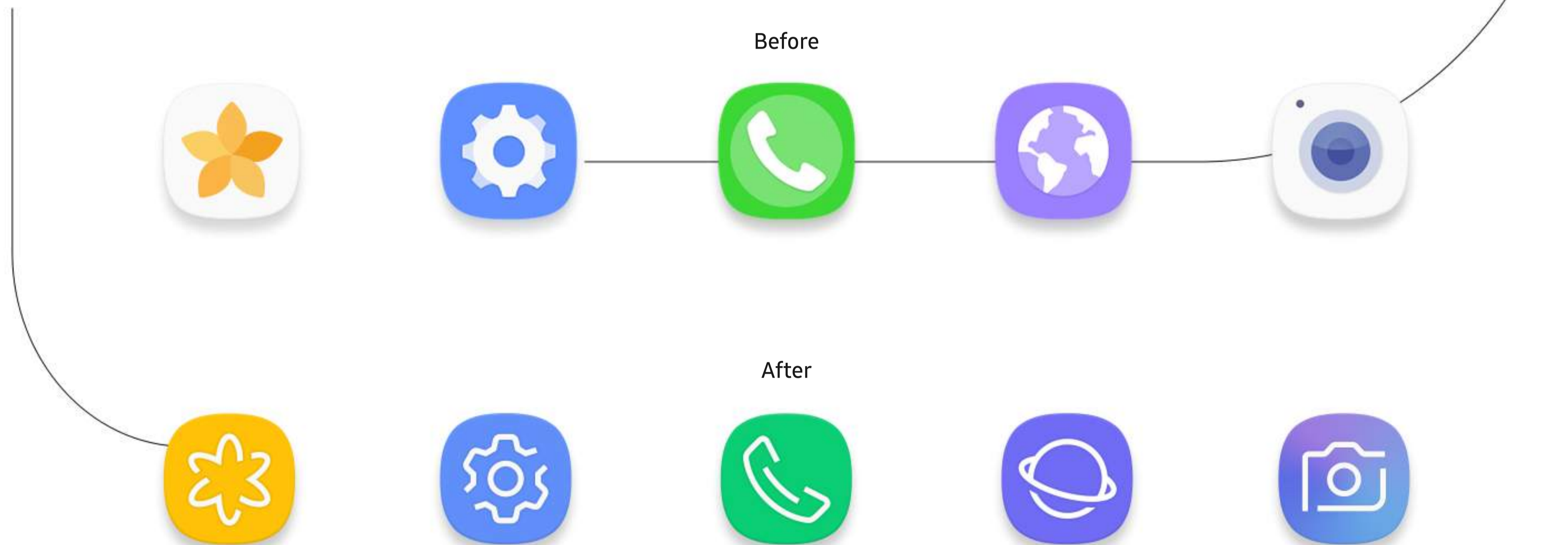
**SamsungOne**  
The new universal  
typeface for Samsung

To increase usability and establish a friendly environment for newly added apps, we created a color group that categorizes the apps by priority and function.



**03. NEW DESIGN**

More to see the new Samsung Mobile icon.





Some designs do not require 'brand' names to have recognizable identities, and some designs seem simple, but have clear functions.

Samsung Mobile's new visual language maintains a balance between universality and uniqueness without tilting to either side. This uniform, yet multi-faceted language will mark the beginning of a whole new world of expanded experiences for users.

[design.samsung.com](https://design.samsung.com) >

