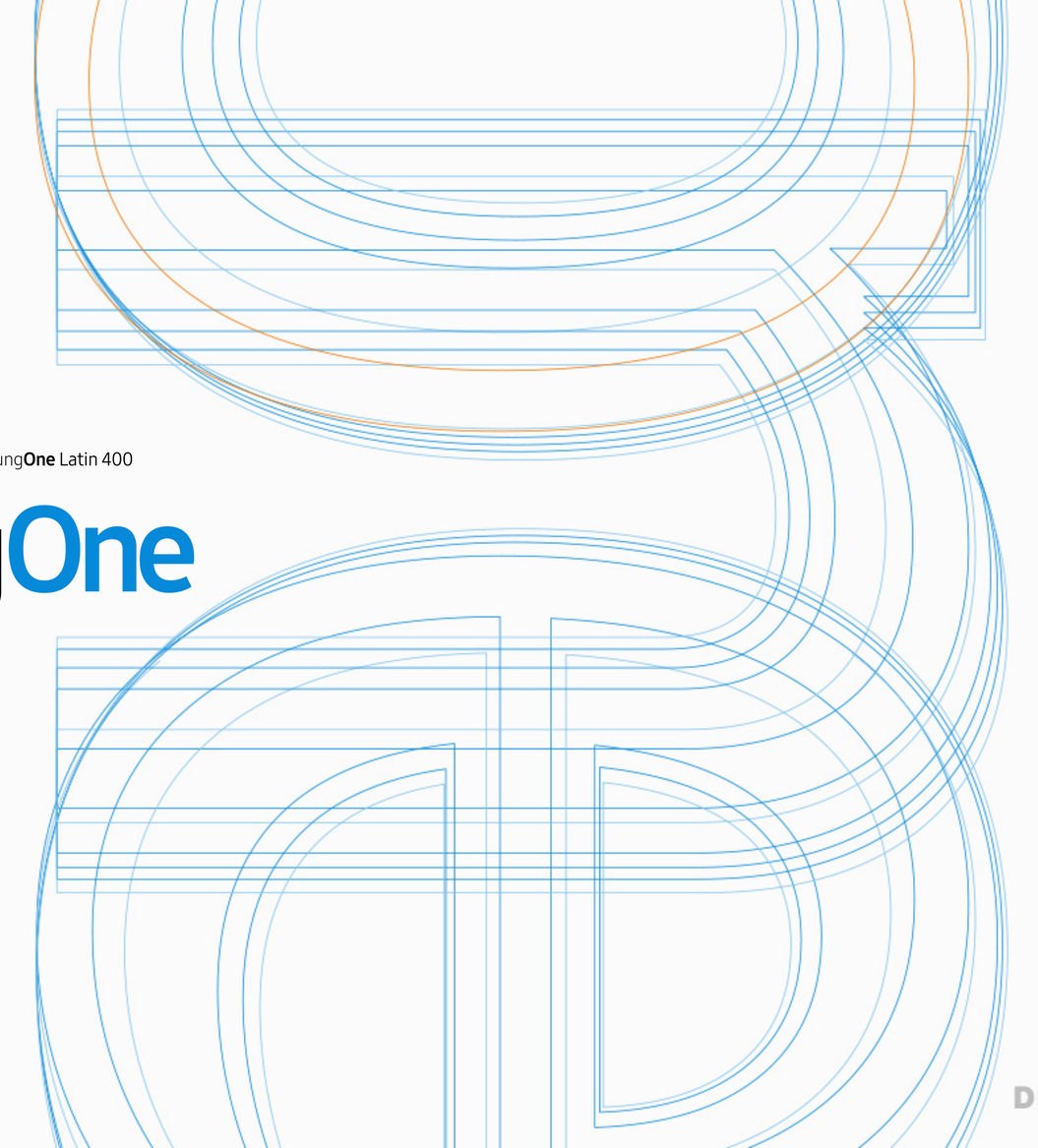
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*!?&%@

SamsungOne Latin 400

SamsungOne

The new universal
typeface for **Samsung**



1

AaBb

SamsungOne Latin 200

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

SamsungOne Latin 700

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

SamsungOne Latin 600

Design

The Samsung**One** font connects:

People

Products & Services

Visual Language

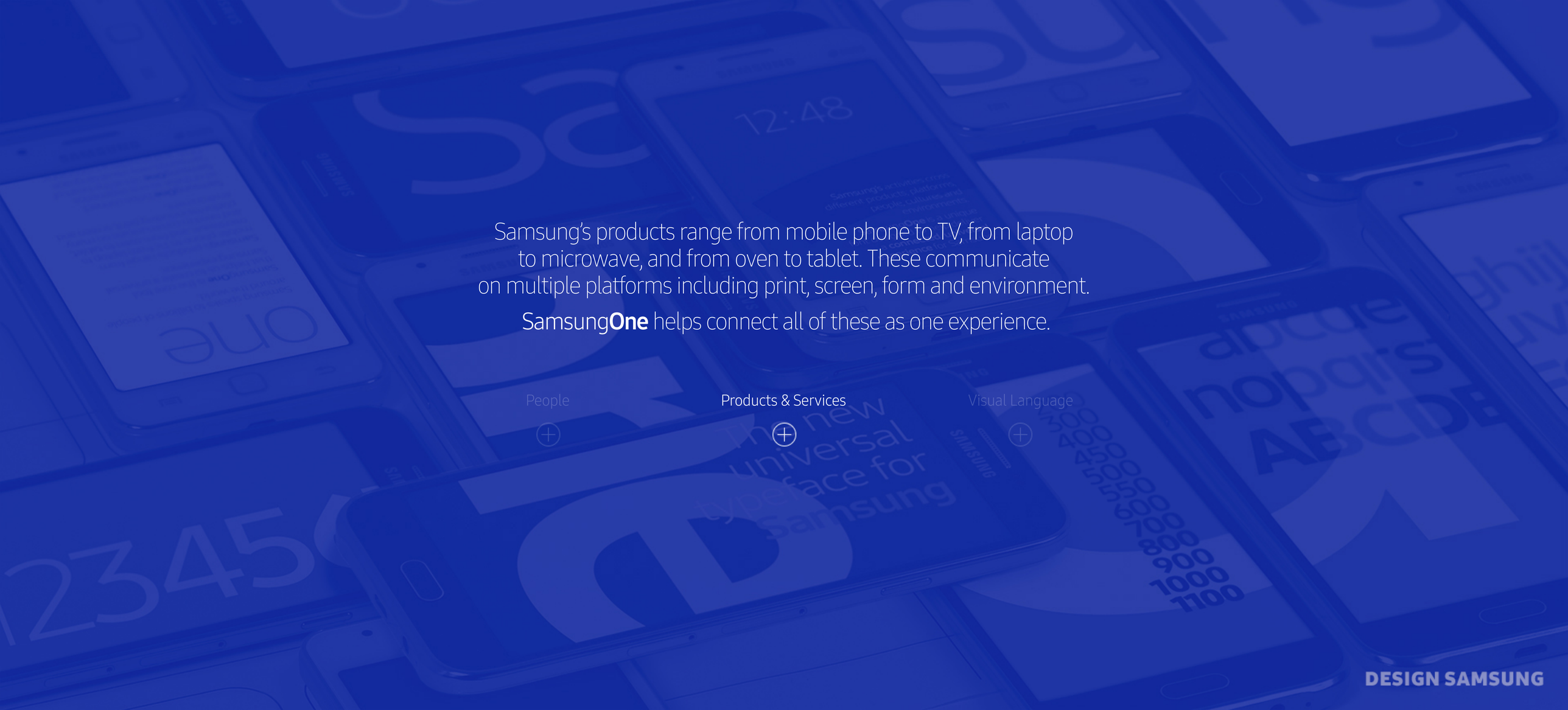
Samsung speaks to billions of people around the world.

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

People

Products & Services

Visual Language



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.

Samsung**One** helps connect all of these as one experience.

People

Products & Services

Visual Language

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

People

Products & Services

Visual Language

The Samsung**One** DNA incorporates specific key values:

Reliable & Accessible

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

Contemporary & Innovative

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

Human & Enduring

Fluid and open, hand-made but structured, non-decorative and designed within a solid system.

Integrated & Expert

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

Humanist

Distinctive

Universal

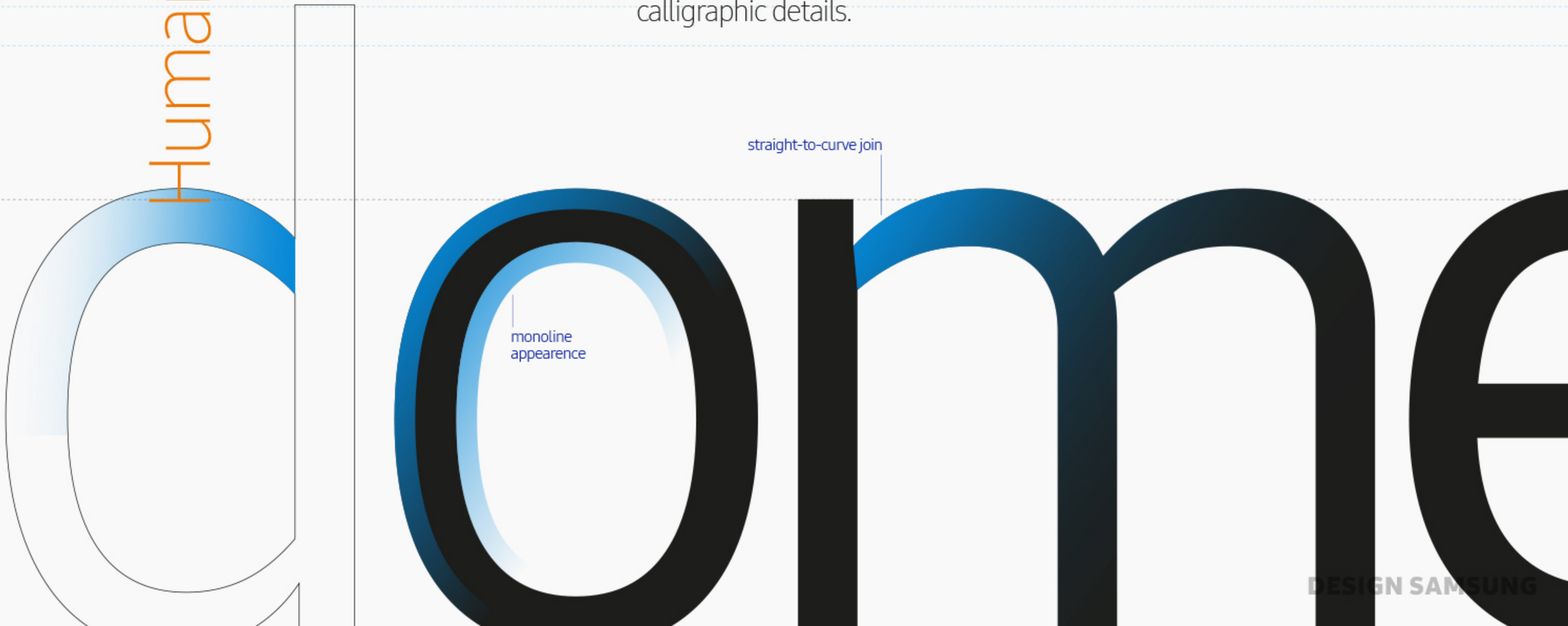
Expert

Legible/Scalable

SamsungOne is designed using five core typographic principles and characteristics

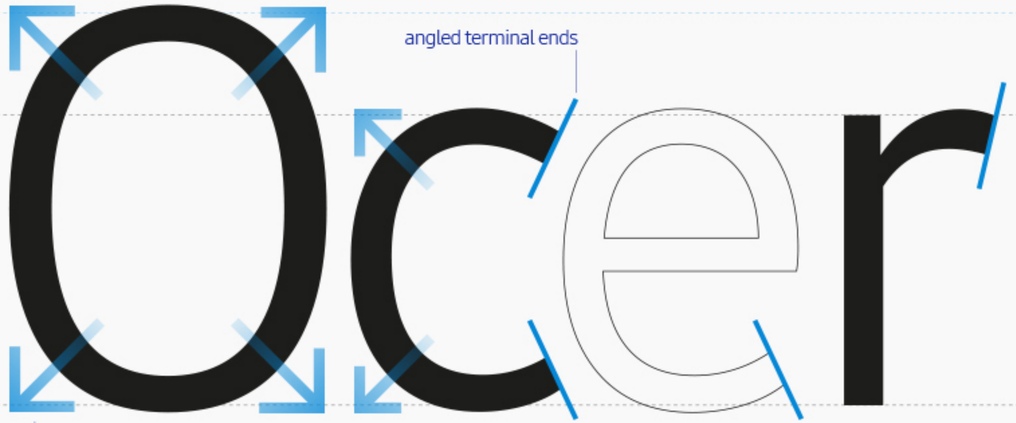
Humanist

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



DESIGN SAMSUNG

Humanist

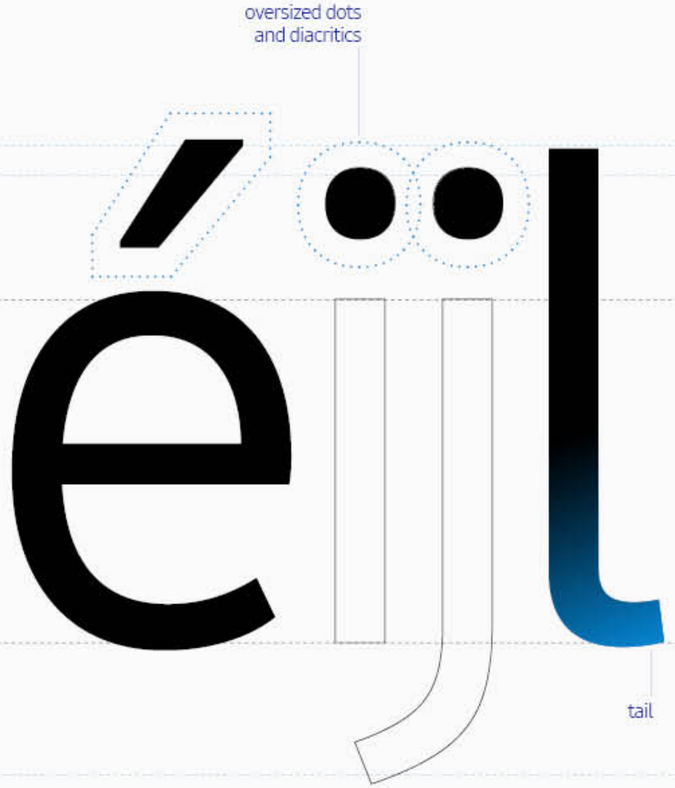


A squared curve is combined with angled terminal ends to create a font which is very human, flowing and open.

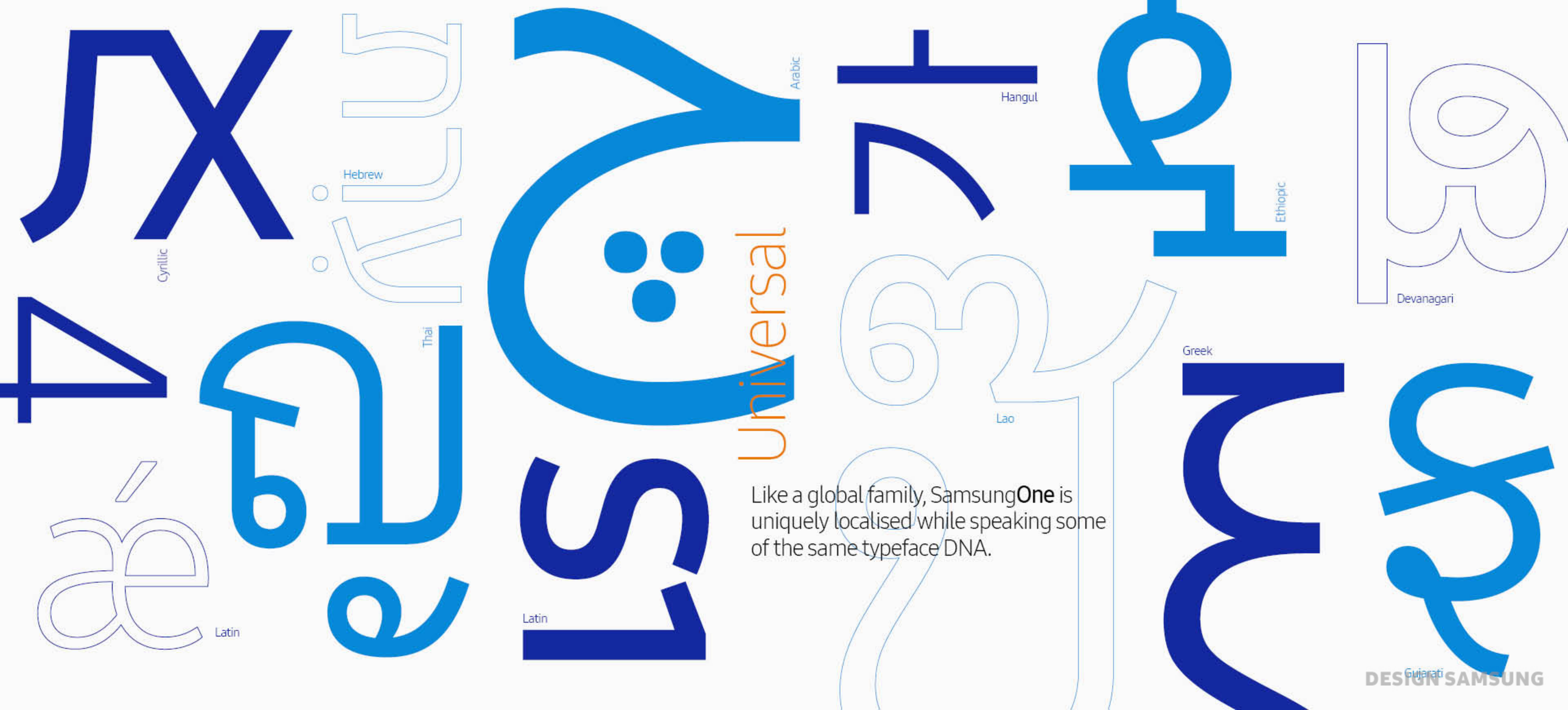
Dynamic angles that come from how an arc joins a line create a consistent design personality.

Distinctive

Distinctive



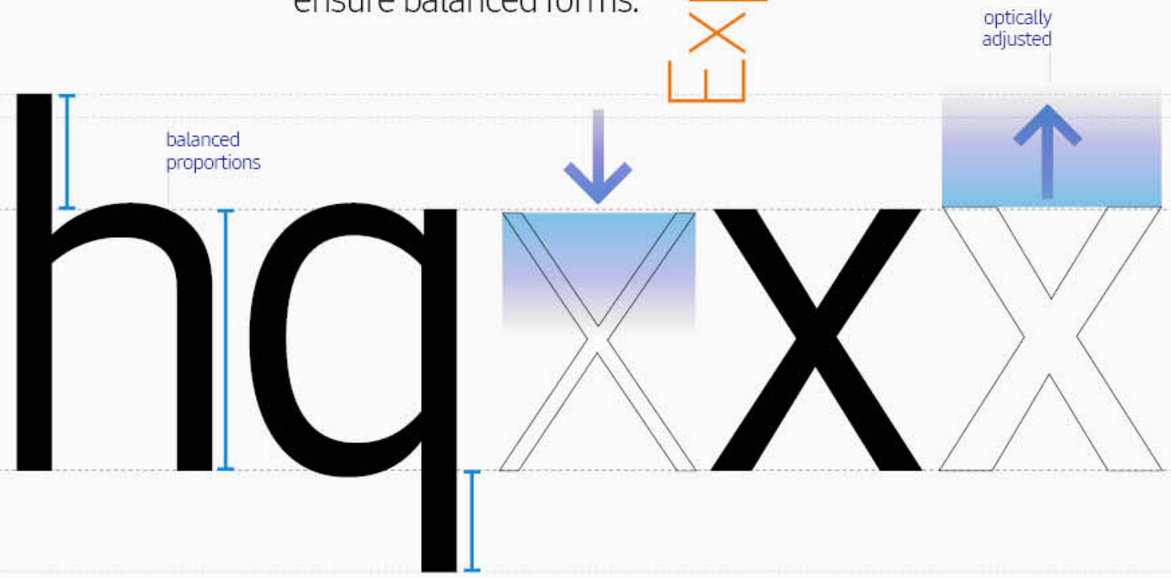
Over-sized dots, distinctive diacritics and the tail on l add legibility as well as provide some of the distinctive design DNA for Samsung**One**.

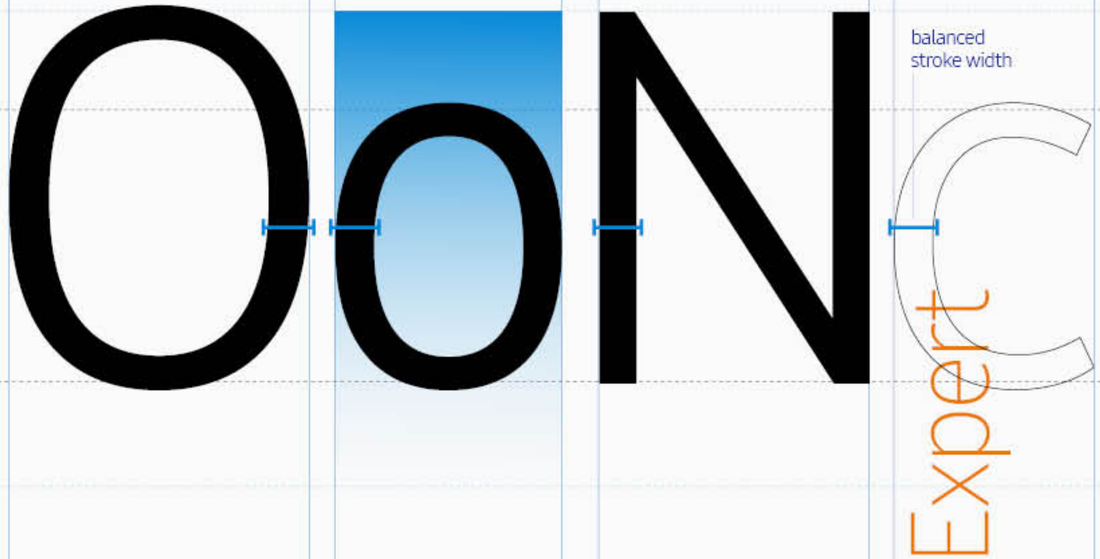


DESIGN SAMSUNG

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.

small

medium

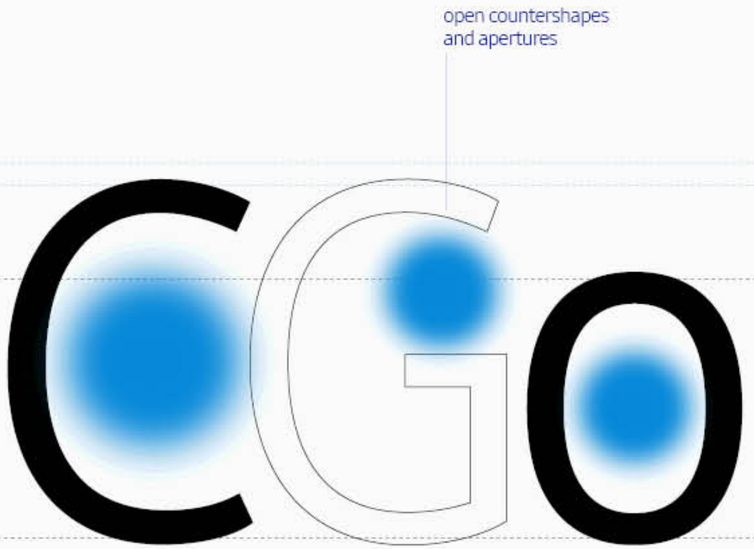
large

Legible/Scalable

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

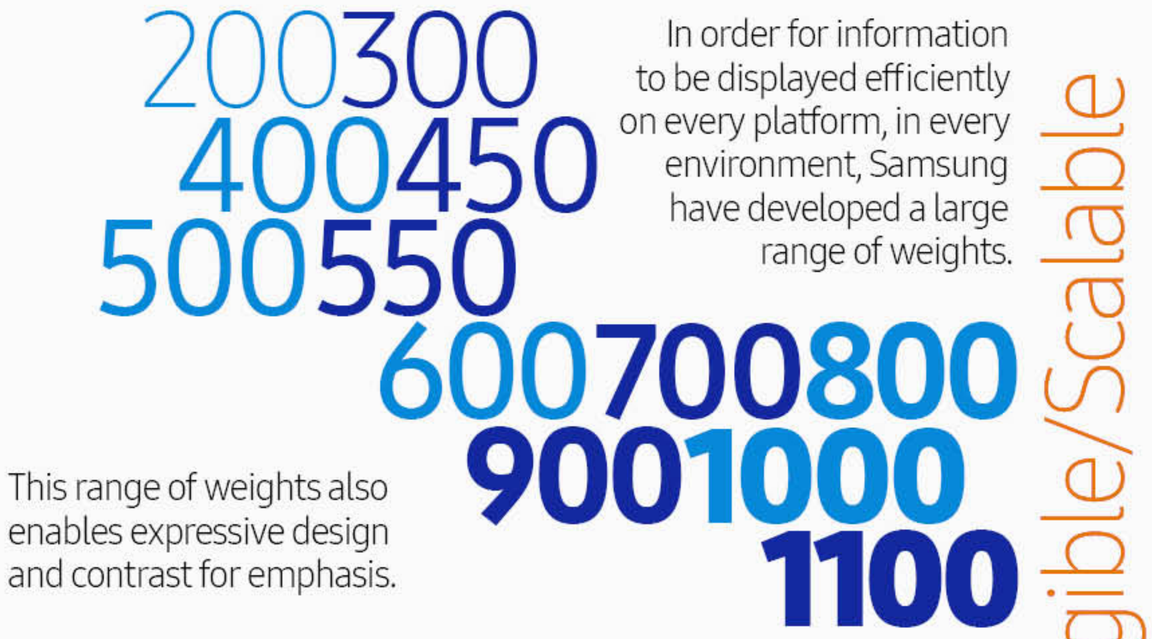
DESIGN SAMSUNG

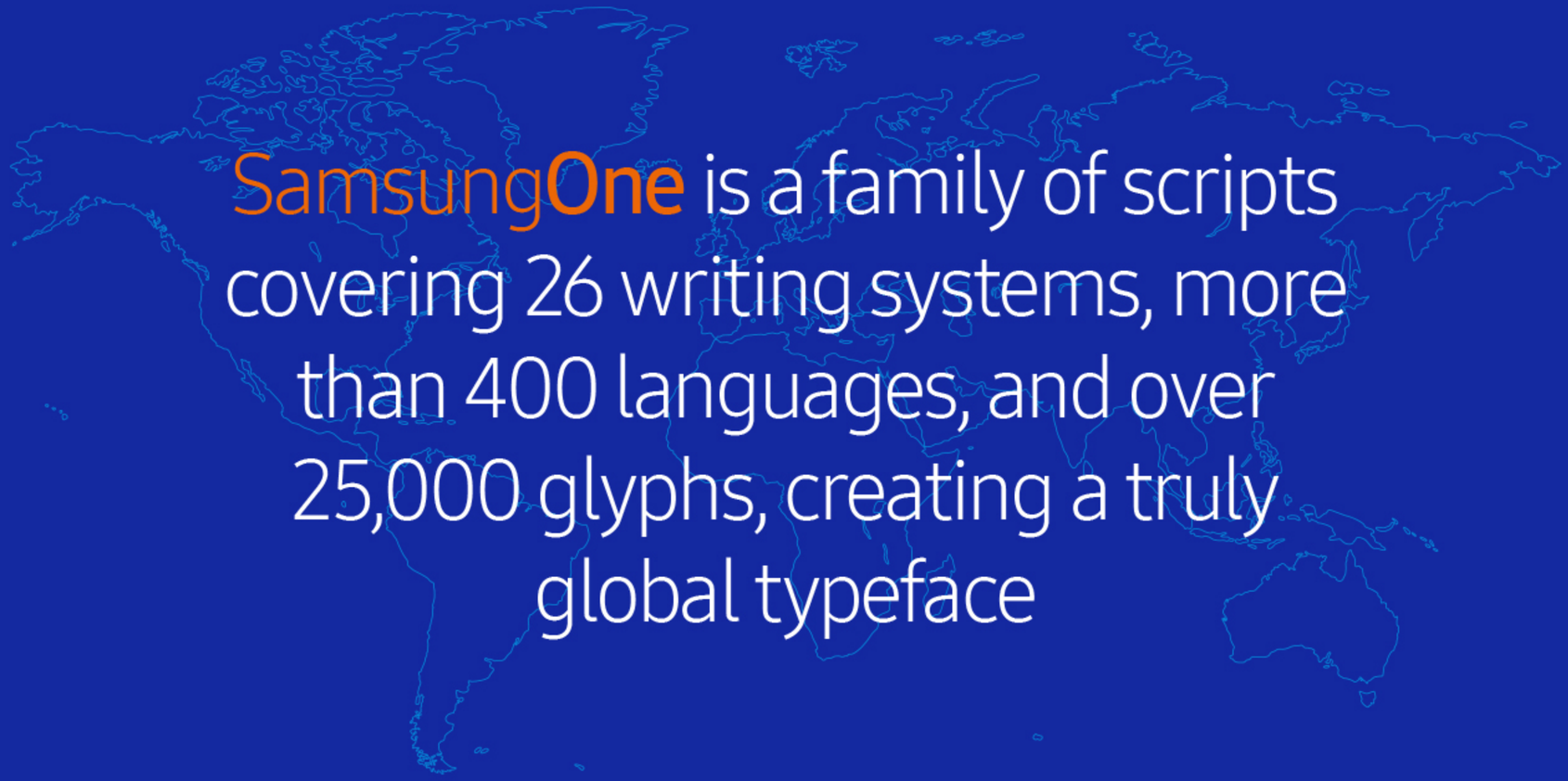
Legible/Scalable



Characters are open and spacious aiding readability.

Specific details are added to ensure legibility at text sizes.


200300
400450
500550
600700800
9001000
1100
In order for information to be displayed efficiently on every platform, in every environment, Samsung have developed a large range of weights.
This range of weights also enables expressive design and contrast for emphasis.
Legible/Scalable



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

DESIGN SAMSUNG

SamsungOne은 전세계 각 언어들의 고유한 지역성을 유지하면서도
SamsungOne만이 가진 개성과 DNA를 잃지 않습니다.

각국의 SamsungOne 서체를 살펴보십시오.

DESIGN SAMSUNG

Cyrillic
кириллица

Д

Greek
ελληνικά

DESIGN SAMSUNG

DESIGN SAMSUNG

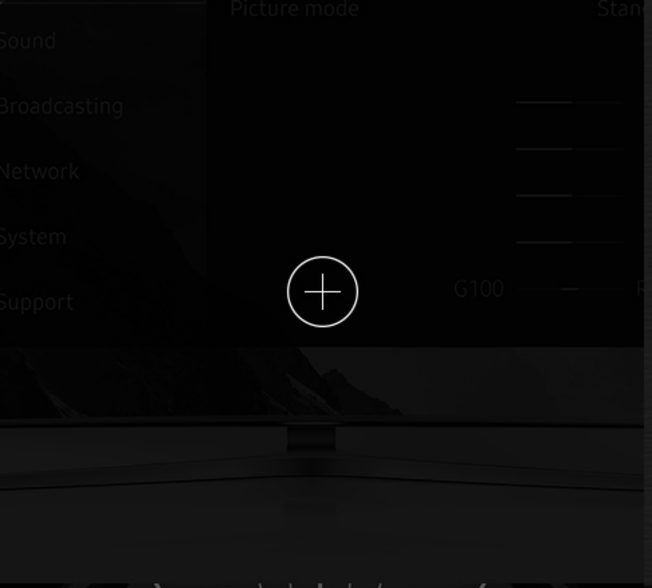
DESIGN SAMSUNG

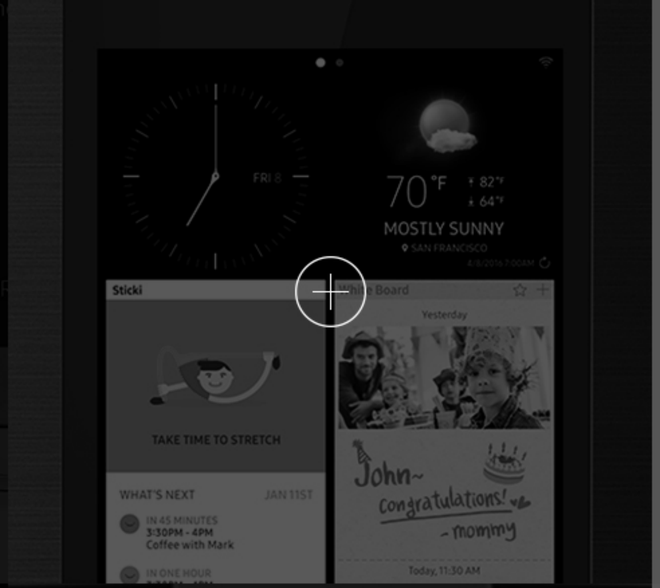
DESIGN SAMSUNG

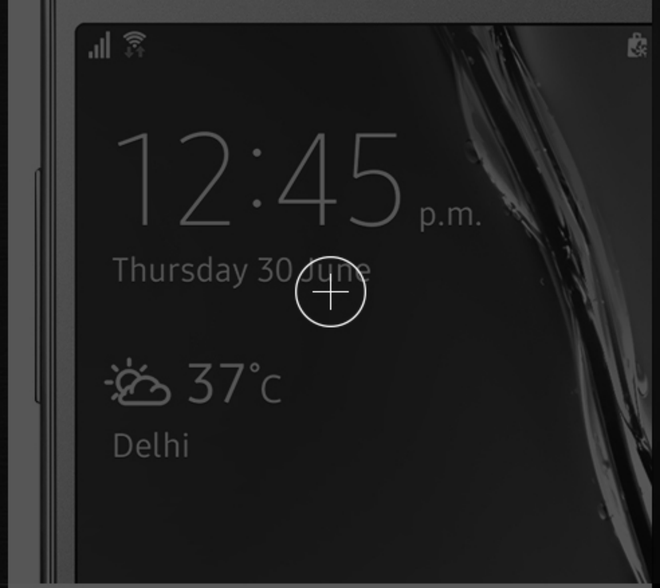
가강곳건그군괄귤깡꽃끓기난널냉넋놓늪넷넓내뇌눈
님달댐덧덮돐된듦뒤딩똘뜯땅락랑럽랜렇려롤룰료룽
뤄리마맘맵멀멍몫몰묘묽뭐믕및방병보봄붓불뷰빈빛
빨뺌삐삶생섞설송숨셨숯슥싶쌀씻앙앱없열옻왜용월
윤응잃잎잤쟁적젊젠좀죄줄줘증짧찢찾청철체쳤총촬
축측칩치칡캄캐컬켰콕콜쾌쿡퀄큰킨킹팟팽펄펜펼퐁
표풋풂프픽핑항해했향헐현형혜홍횃휑힝꽃
꽃
Hangul
한글

DESIGN SAMSUNG

DESIGN SAMSUNG

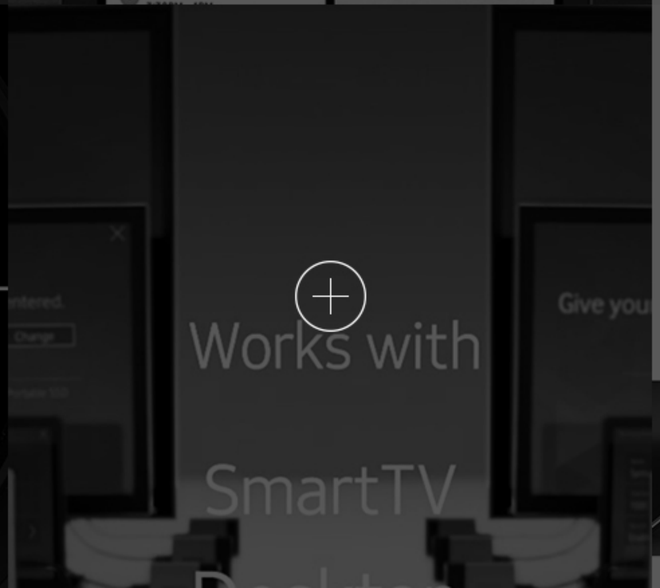

Picture mode
Sound
Broadcasting
Network
System
Support
G100

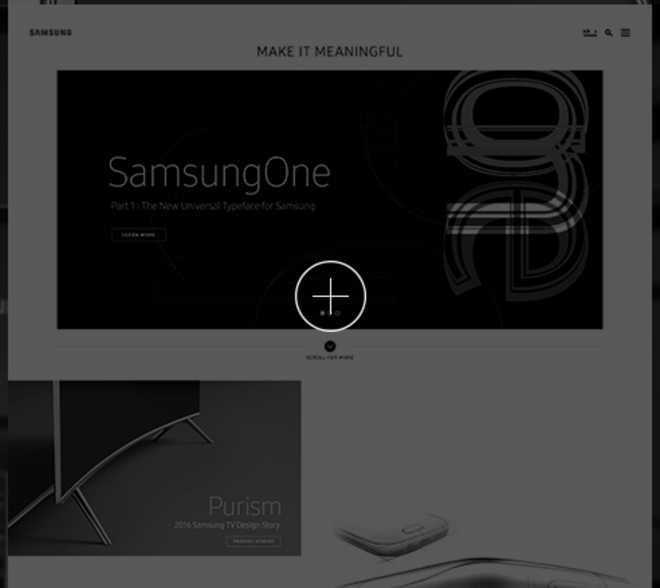

FRI 8
70°F
82°F
64°F
MOSTLY SUNNY
SAN FRANCISCO
Sticki
Board
Yesterday
TAKE TIME TO STRETCH
WHAT'S NEXT
JAN 11ST
IN 45 MINUTES
3:30PM - 4PM
Coffee with Mark
John~
Congratulations!
~mommy
Today, 11:30 AM


12:45 p.m.
Thursday 30 June
37°c
Delhi

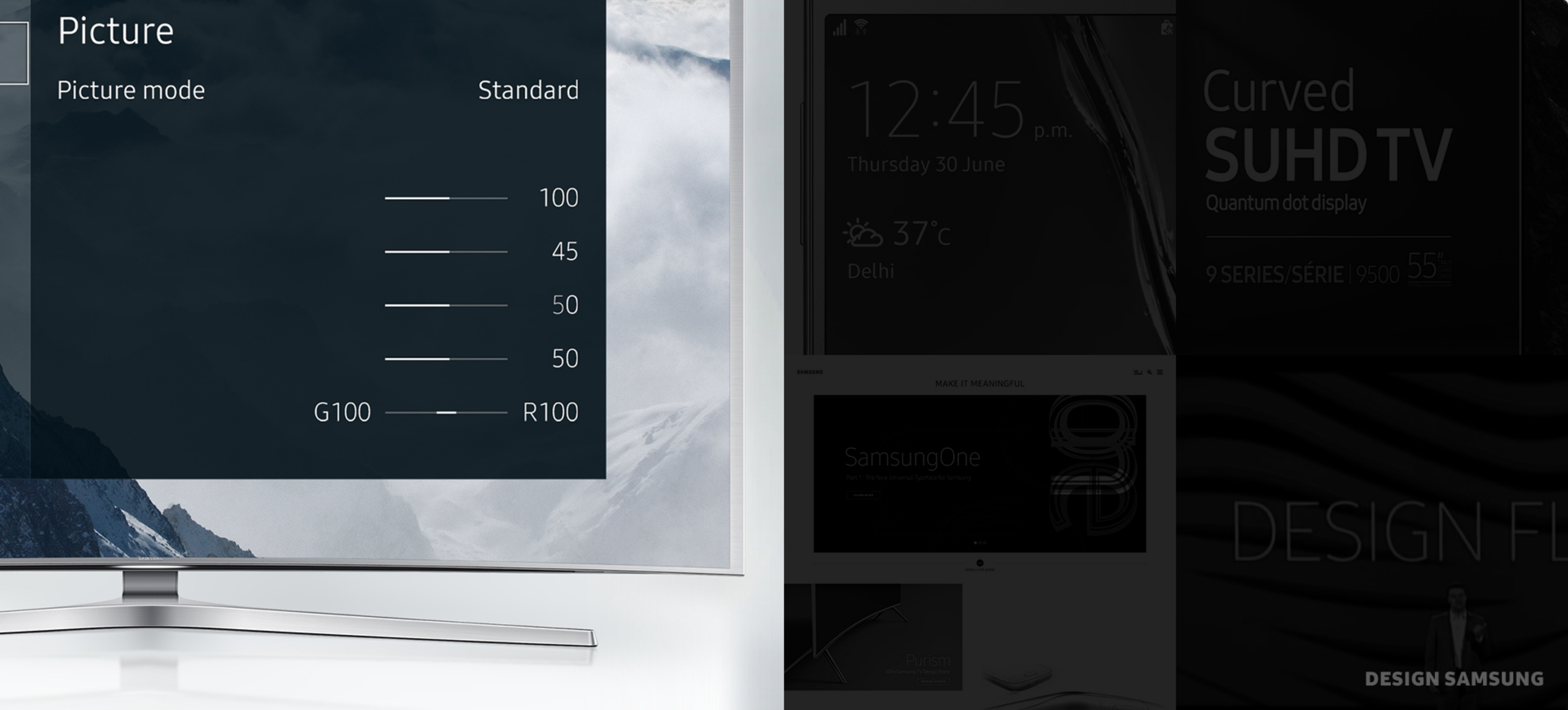
Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500
55"

28


Works with
SmartTV

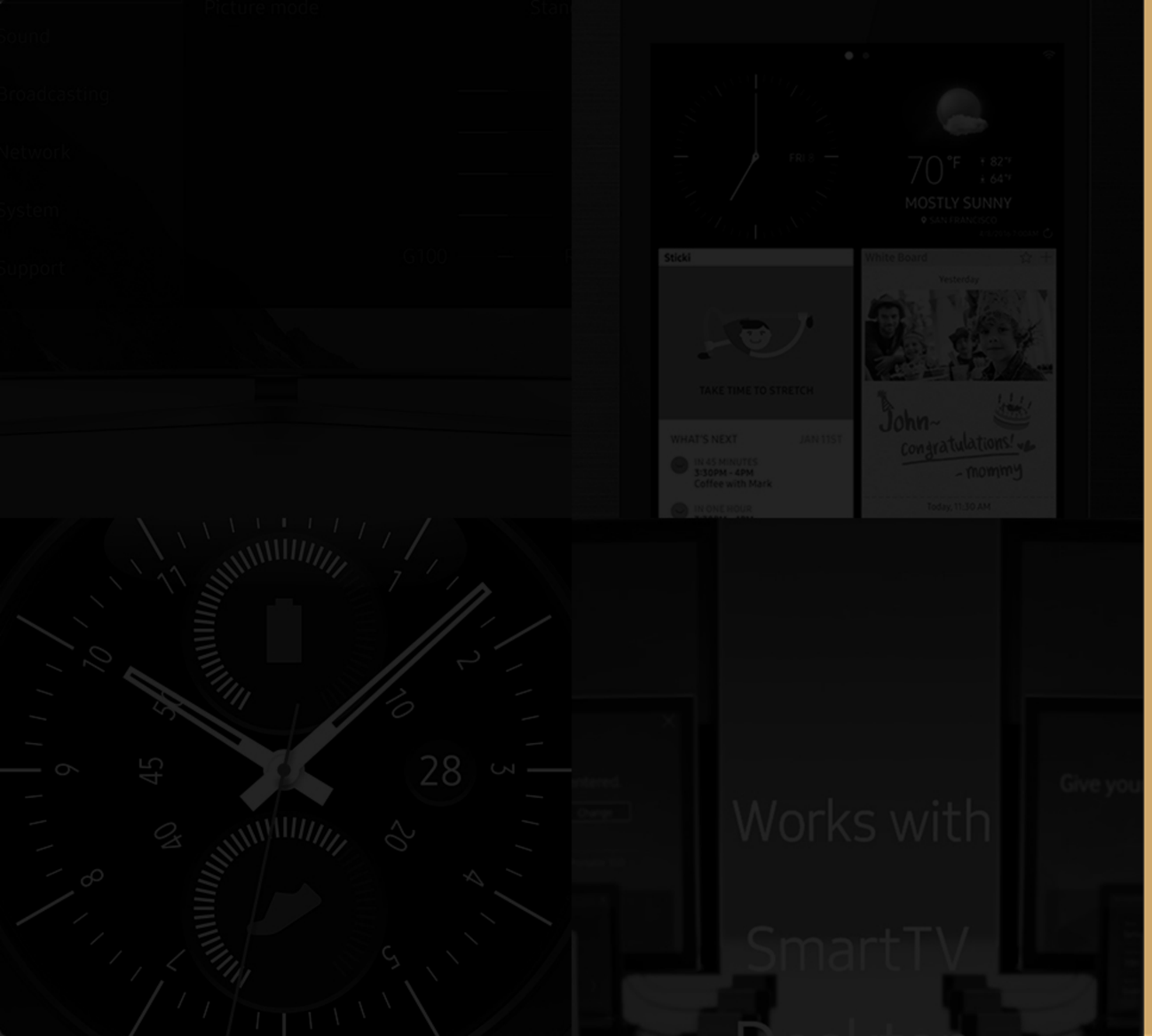

SAMSUNG
MAKE IT MEANINGFUL
SamsungOne
Part 1: The New Universal Typeface for Samsung
Purism
2016 Samsung TV Design Story

DESIGN FL
DESIGN SAMSUNG


Picture
Picture mode
Standard
100
45
50
50
G100
R100
12:45 p.m.
Thursday 30 June
37°C
Delhi
MAKE IT MEANINGFUL
SamsungOne
Purism
Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500
55"
DESIGN SAMSUNG

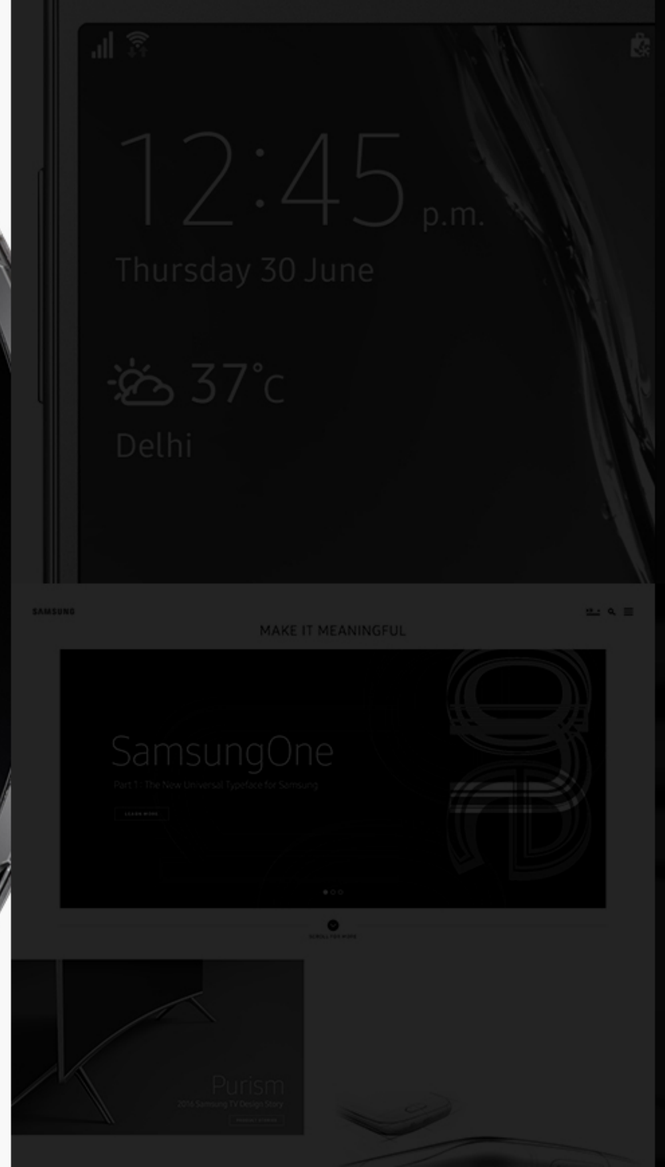
FRI 8
70 °F
82°F
64°F
MOSTLY SUNNY
SAN FRANCISCO
4/8/2016 7:00AM
Sticki
TAKE TIME TO STRETCH
WHAT'S NEXT
JAN 11ST
IN 45 MINUTES
3:30PM - 4PM
Coffee with Mark
IN ONE HOUR
3:30PM - 4PM
Budget Meeting
IN ONE HOUR
3:30PM - 4PM
Soccer Practice
White Board
Yesterday
John~
Congratulations!
-mommy
Today, 11:30 AM
i love it!
I Love mom
View Inside
Shopping List
CLUB DES CHEFS
Club des Chefs
Groceries by Mastercard
Pandora
Samsung Radio
Sunday brunch
Samsung
Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500
55"
DESIGN SAMSUNG

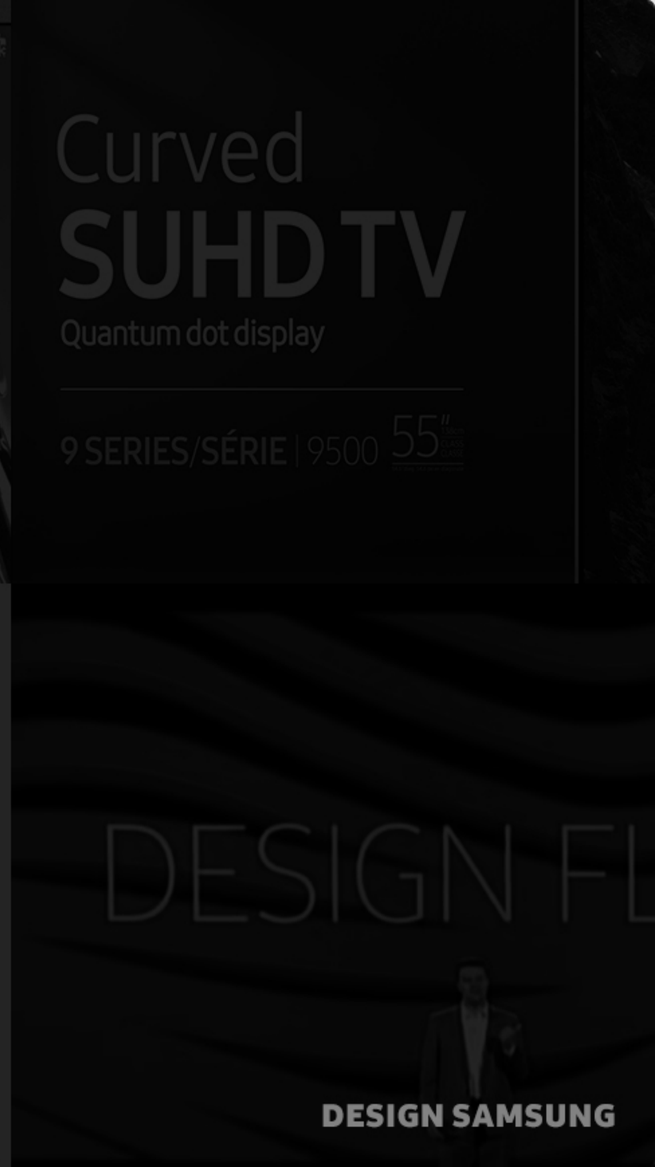
SAMSUNG
12:45 p.m.
Thursday 30 June
37°C
Delhi
Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500
DESIGN SAMSUNG


Picture mode
Sound
Broadcasting
Network
System
Support
70°F
MOSTLY SUNNY
Sticki
TAKE TIME TO STRETCH
WHAT'S NEXT
IN 45 MINUTES
5:30PM - 6PM
Coffee with Mark
White Board
Yesterday
John~
Congratulations!
~mommy
Today, 11:30 AM
Works with
SmartTV

SAMSUNG
Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500
55" 138cm CLASS CLASSE
ULTRA HD PREMIUM
QUANTUM DOT COLOR
HDR 1000
SUPREME MR 240
SMART HUB
4 HDMI
NETFLIX
www.samsung.com
DESIGN SAMSUNG

28


12:45 p.m.
Thursday 30 June
37°C
Delhi
MAKE IT MEANINGFUL
SamsungOne
Purism


Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500
DESIGN SAMSUNG

Curved
SUHD TV
Quantum dot display
9 SERIES/SÉRIE | 9500 55"
DESIGN FL
DESIGN SAMSUNG

SAMSUNG

KR

MAKE IT MEANINGFUL

SamsungOne

Part 1 : The New Universal Typeface for Samsung

LEARN MORE

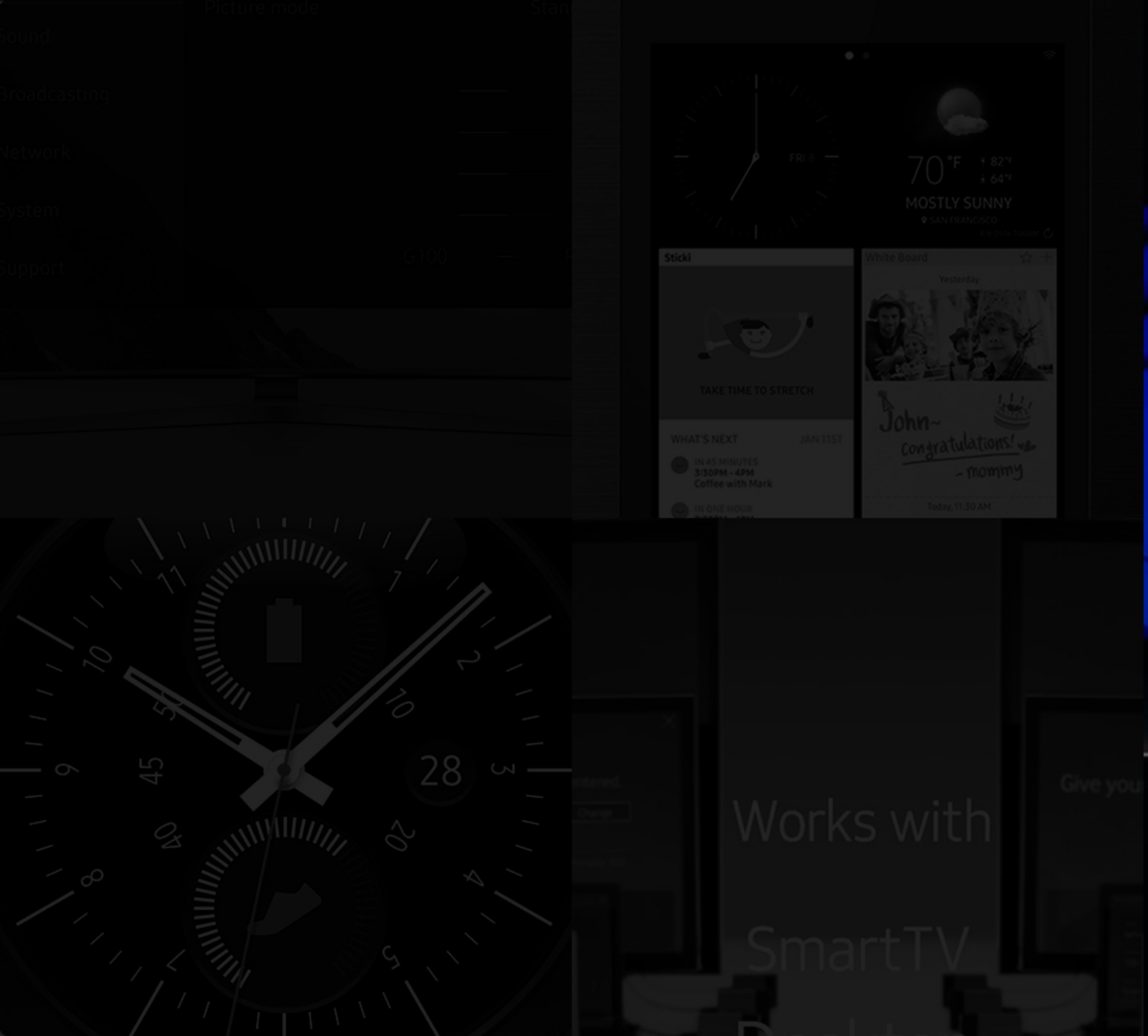
SCROLL FOR MORE

Curved
SUHD TV
Quantum dot display

9 SERIES/SÉRIE | 9500 55"

DESIGN FL

DESIGN SAMSUNG


Picture mode
Sound
Broadcasting
Network
System
Support
70 °F
MOSTLY SUNNY
Sticki
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White Board
Yesterday
John~
Congratulations!
~mommy
Today, 11:30 AM
Works with
SmartTV

DESIGN FLEXIBILITY
DESIGN SAMSUNG

SamsungOne

Users discover Samsung through products, the brand platform and culture surrounding the brand. At the center of this discovery is the Samsung**One** 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. This signifies the singular and unified experience or world promised by Samsung Electronics.

The untold story behind the Samsung**One** Font, as well as an interview with world renown typographer Neville Brody, can be found in **part 2** of this series.

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