

Samsung Climate Solutions

Brand Playbook

November 2023

Central Marketing Team | SEACE

Intro

In 2022 Samsung Climate Solutions developed a new brand strategy and visual identity around the new brand message: Find your flow.

This deck contains the next phase of the brand strategy and visual identity to ensure a more distinctive, bold and edgy design in line with the direction of the HQ global brand, aiming for instant recognition of Samsung Climate Solutions to the global brand while setting the brand apart from competitors. The objective is to leverage the strength of the renowned Samsung brand to expedite the growth of Samsung Climate Solutions within the HVAC market.

01.1

Samsung Logo & Climate Solutions lettermark

Choosing the right logo depends on the purpose of communication: In B2C the Samsung logo is used, where in B2B it is used combined with the Climate Solution lettermark

SAMSUNG

For B2C ATL communications, always use the Samsung logo. On BTL level, is a marketing decision on where it should be used combined with the Climate Solution lettermark.

SAMSUNG
Climate Solutions

For B2B communications, always use the combination of Samsung logo and the Climate Solutions lettermark.

01.3

Typography

Principles:

- Samsung Sharp Sans is our main typeface to convey a consistent brand look and feel. Use bold & medium to define content hierarchy and avoid message clutter.
- Only capitalise the first letter of the each sentence. Writing in all capital letters is allowed for limited usage only.
- Use black or white to maximize boldness of our typography. Colored text is not allowed.
- Do not use graphic treatments or special effects such as outlines, gradients or drop shadows.

Samsung Sharp Sans

Samsung Sharp Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.*

Samsung Sharp Sans Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.*

- ① Samsung Sharp Sans is a proprietary typeface used for headlines and taglines.
- ② Use the bold weight for headlines.
- ③ Use the medium weight for subheadlines and body copy.
- ④ Use SamsungOne when Samsung Sharp Sans is not available.
- ⑤ Turn off ligature settings.

01.4

Setting the right typeface

	Principle	Description
Headline	Sharp Sans Bold	<ul style="list-style-type: none">- Use auto leading, or tighter leading when headlines look too open.- Tracking is set at 10pt in headlines.- For digital environments (i.e. dotcom, digital banners, etc.) Samsung Sharp Sans Medium is allowed for usage.
Subheads	Sharp Sans Medium	<ul style="list-style-type: none">- Use auto leading with no tracking.
Body copy	Sharp Sans Medium	<ul style="list-style-type: none">- Use auto leading with no tracking.



01.5

Lettermark placement

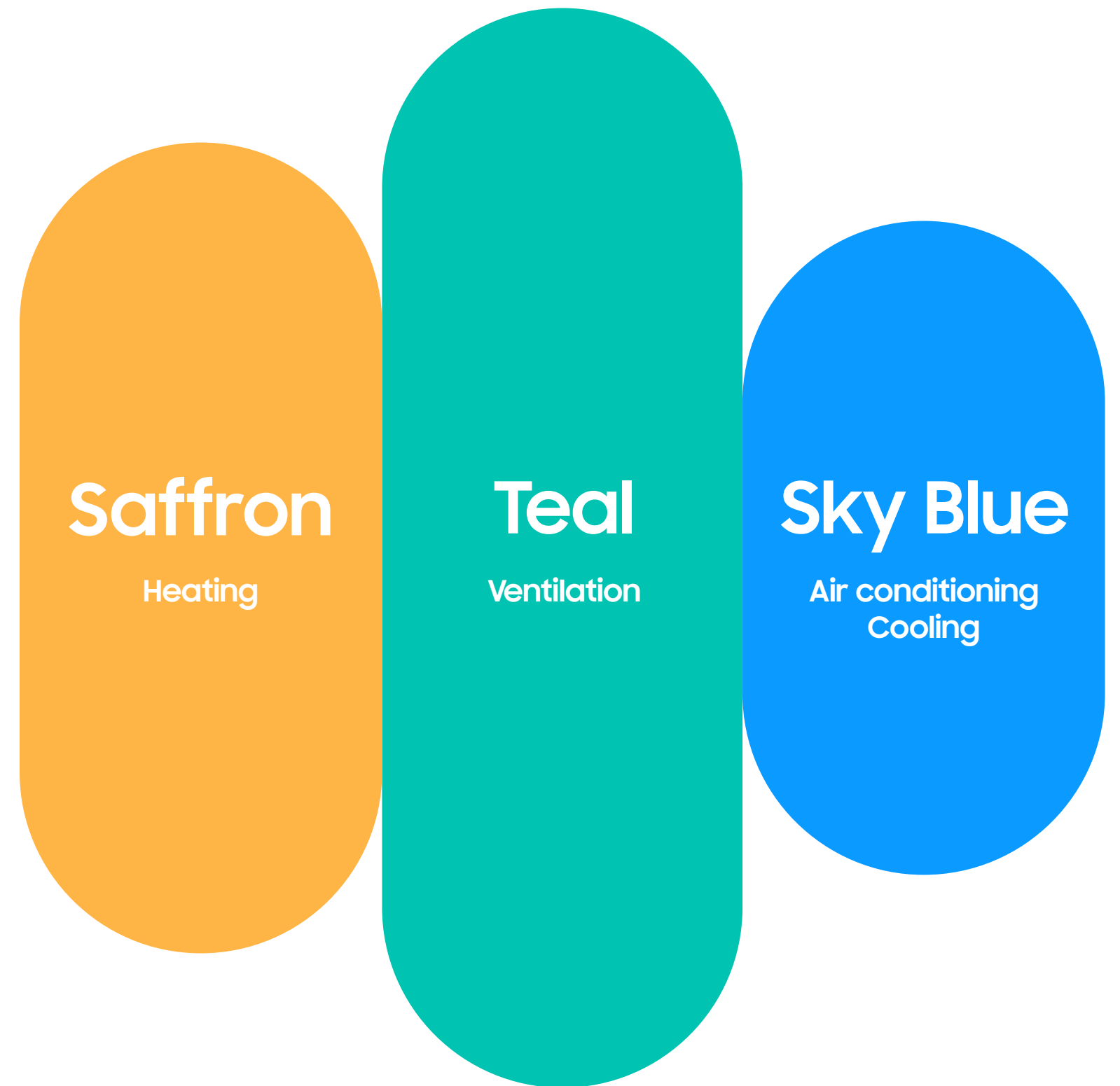
The recommended placement of the lettermark is upper right corner.
Do not place the lettermark on any of the bottom corners.



02.1

Samsung Climate Solutions branded colour palette

Cool colours as Sky Blue are used for cooling/air conditioning units, Teal for ventilation and warm colours as Saffron, for heating applications.



02.2 Extended colour palette

White	Black	Samsung Blue	Sky Blue	Sea Blue	Teal	Lavender	Saffron	Coral
CMYK - 0/0/0/0 RGB - 255/255/255 HEX - FFFFFFFF	CMYK - 0/0/0/100 RGB - 0/0/0 HEX - 000000	PMS 286 C CMYK - 100/80/0/0 RGB - 20/40/160 HEX - 1428A0	PMS 3005 C CMYK - 100/34/2/0 RGB - 0/119/200 HEX - 0B9AFF	PMS 306 C CMYK - 80/0/4/0 RGB - 0/179/227 HEX - 00B3E3	PMS 3265 C CMYK - 66/0/39/0 RGB - 0/195/178 HEX - 00C3B2	PMS 7452 C CMYK - 55/37/0/0 RGB - 128/147/220 HEX - 8093DC	PMS 1365 C CMYK - 0/28/73/0 RGB - 255/181/70 HEX - FFB546	PMS Warm Red C CMYK - 0/80/70/0 RGB - 255/67/55 HEX - FF4337

Attention:

(!) Clover

The green colour clover is **not used** within the Climate Solutions colour palette. This is due to this colour being too much linked to eco-friendliness. Due to greenwashing we currently stay away from this colour.

(!) Sky Blue

The colour Sky Blue has been **updated** to a more fresh and vibrant colour, to better match the needs of its Air Conditioning/Cooling identity.

04.1

Brand manifesto

- Life isn't one-size-fits-all.
- Everyone is unique. Individual.
- Some days you'll want to chill out and relax.
- Others you might want to get warm and cosy.
- It's the same for our customers.
- They might need to play it cool before a big meeting.
- Or want to feel perfectly at home, wherever they are.
- We know that for people to be their best selves, the conditions have to be right.
- They need a sense of comfort and control^[L]_[SEP] to feel happier, calmer and more productive.
- To create their own personal oasis. At work and^[L]_[SEP] at home. At play and at rest.
- Our human-driven climate solutions and innovative technology helps create that perfect world.
- For you and everyone around you.
- So you can find your flow.

04.2

Brand message

As our brand message, Find your flow provides a starting point for different creative interpretations and executions:

- “**Find**” encourages audiences to explore the product range and a variety of different use cases, locations and benefits.
- “**your**” emphasises how our products’ settings can be personalised for everyone’s own requirements, and gives us creative freedom to adapt the platform for a variety of audiences and scenarios.
- “**flow**” links mainly to the sense of personal peak performance and feeling at our best that we identified in our initial research, while also alluding to air and water that are at the heart of our products.

04.3

Additional headlines

Find your cool:

We will use this when referring to the cooling effects of our Air Conditioning products - and how they can make us feel happier and more motivated - for B2B and B2C audiences.

It can also refer to how our products allow installers to confidently provide an efficient and professional service that results in happy customers.

Find your comfort:

We will use this when referring to the warming effects of our Heating products - and how they can make us feel more at home - for B2B and B2C audiences.

05.1

The Oasis

The Samsung Oasis is an organic device that represents the inner emotions of people and visualises the benefits of Samsung Climate Solutions products.

The oasis is light, made of air. To the eye the oasis might look like ice or glass. Simply to make it visible to us. However, as the oasis represents emotion, it would in fact be invisible to the human eye.

The visual representation both has a shine, and a matte depth. As you would see when looking through real ice or glass. It always surrounds the hero of the composition, that could be a person, or an environment with people.

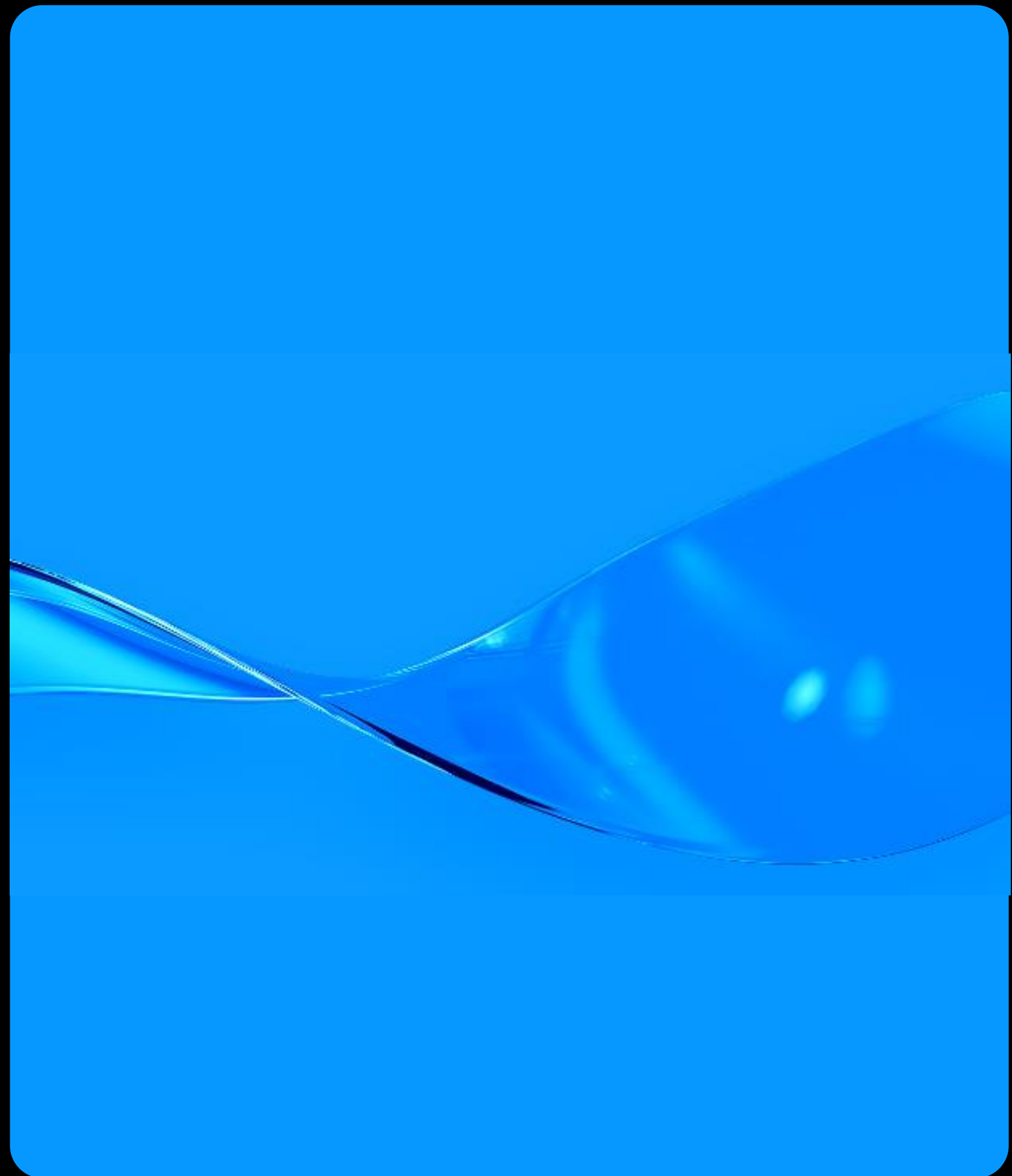
It is round in shape, but at times only certain parts of Oasis might be shown. For example, it may appear to flow 'through' a scene or environment.

It should be colour-matched to images or footage in terms of tones and hues, and its backgrounds will be clutter free and feature the Samsung secondary colour palette.

11

Instructions: Applying the Oasis

The Oasis is provided in a high-resolution export, available in transparent PNG format, as depicted in this example, along with other variations. It is colorized in the distinct blue hue for enhanced clarity and comprehension.

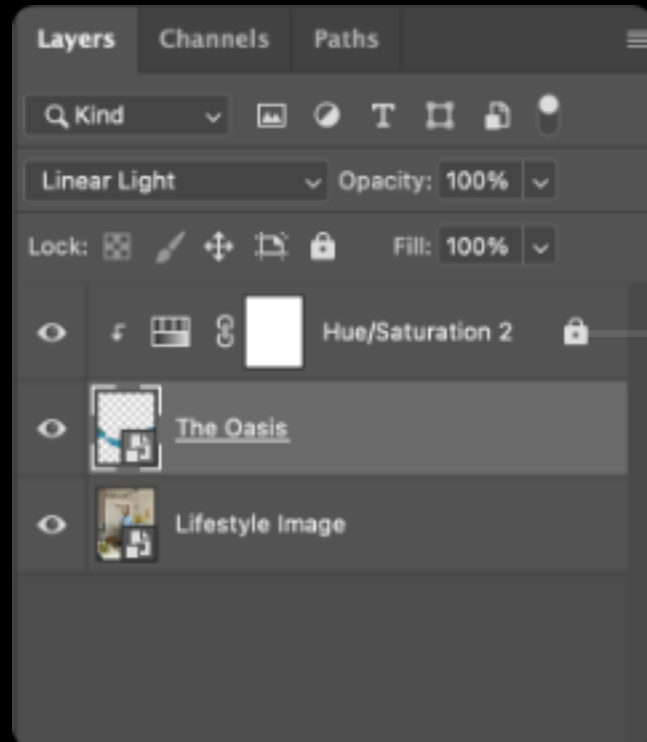


Using in Photoshop

Layers:

The Oasis should be positioned above the lifestyle image in a way that harmonizes with the composition, ensuring it doesn't obscure faces or products. It should seamlessly integrate into the environment, following a natural flow.

The blending mode of should be switched to **Linear Light**.



Masked to Oasis Adjustment Layer:
Hue/ Saturation

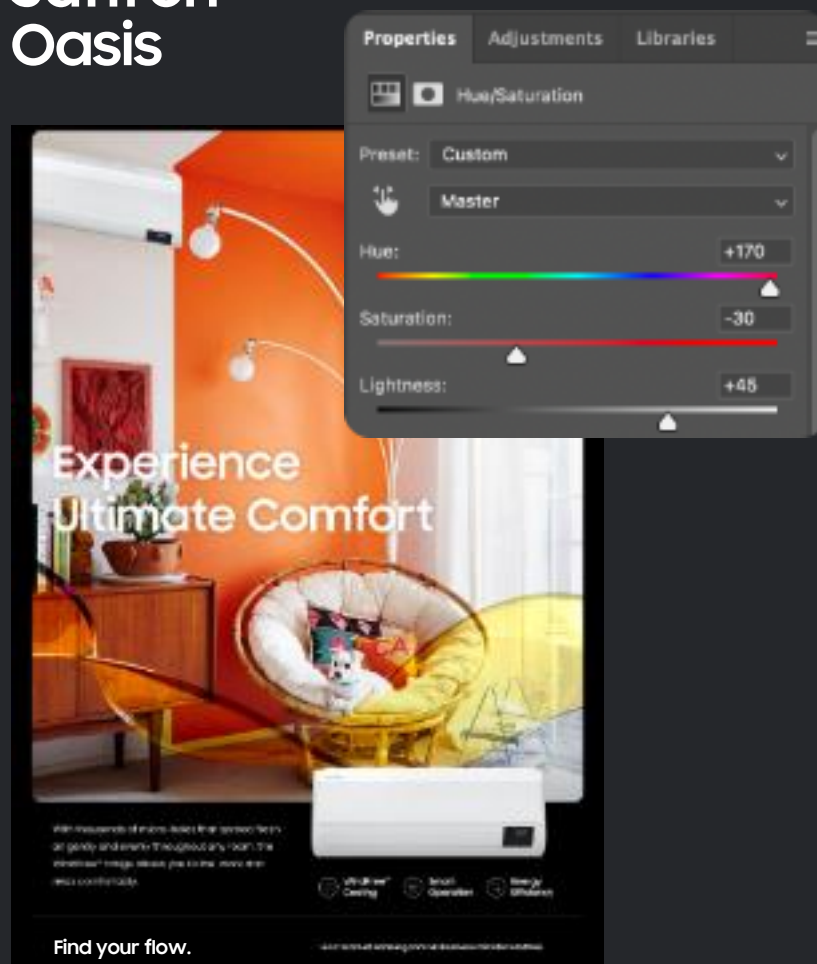
(Proposed adjustments in the next slide)



Setting the right colour.

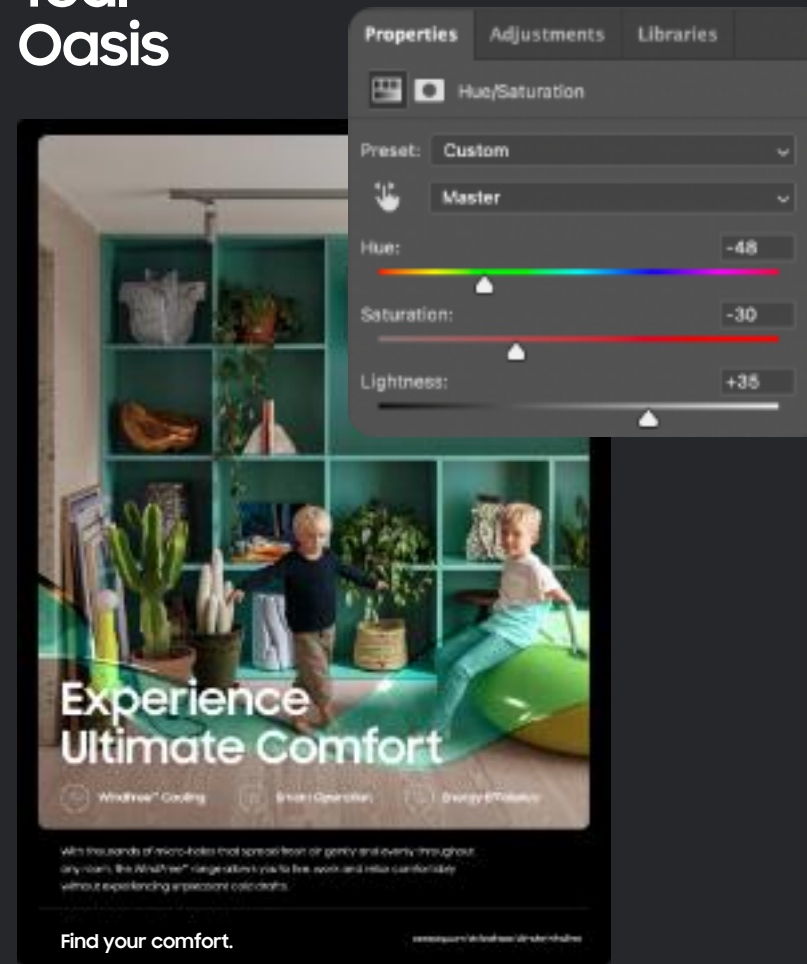
Proposed adjustments of the Hue/Saturation layer for the different hues.
Please be aware that the toning and lighting of each photograph may differ,
resulting in varying adjustment requirements on different occasions.

Saffron Oasis



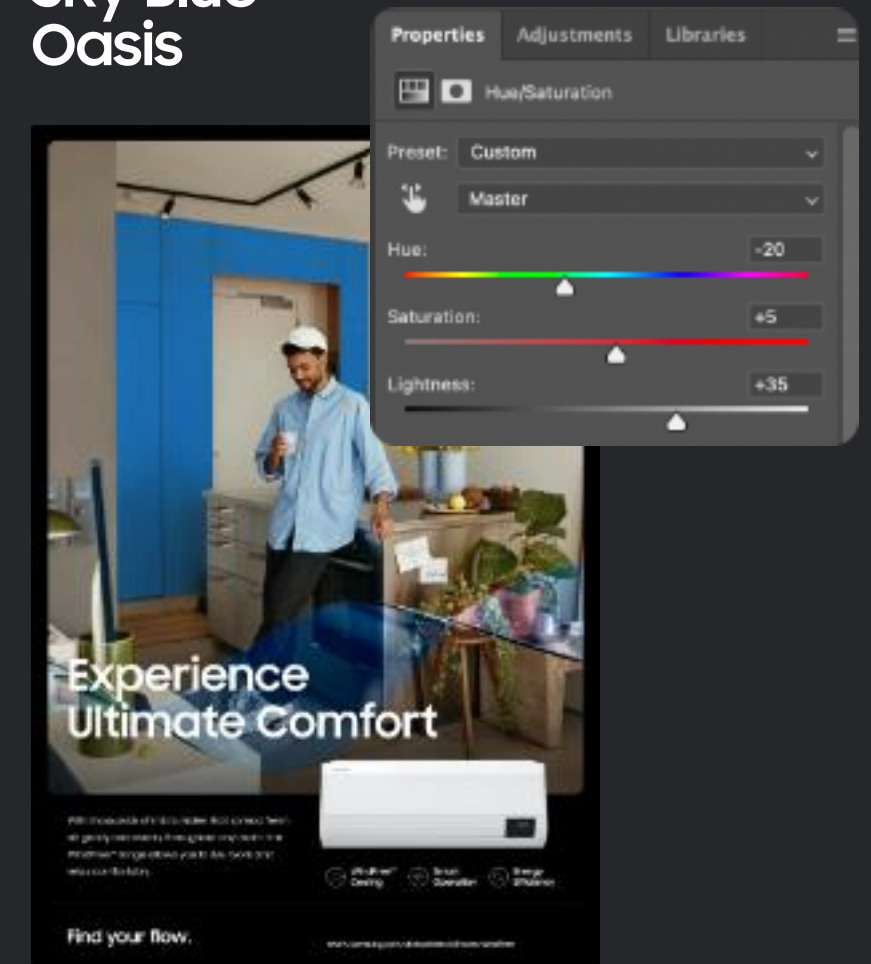
- Heating

Teal Oasis



- Ventilation

Sky Blue Oasis



- Air conditioning/
Cooling

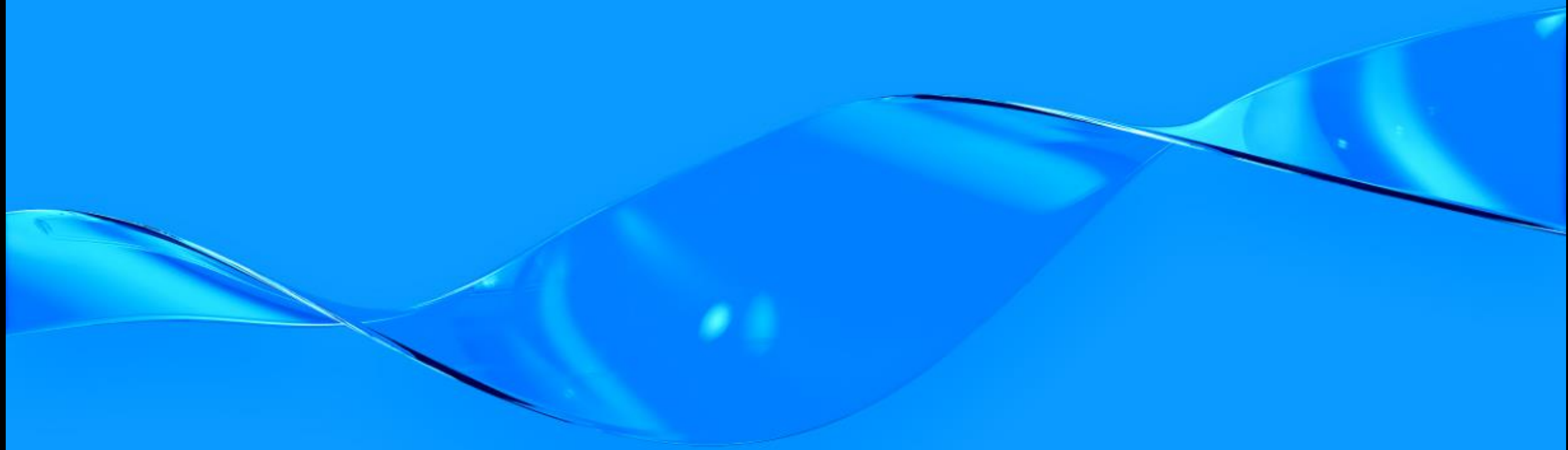
05.2

The Oasis in branded coloured backgrounds.

The oasis represents the perfect mood, climate or need of a person. It represents both coolness and warmth. Depending on whether we are addressing our heating or cooling offering. It will be an ownable brand asset that will become an instant visual creative for all things Samsung Climate Solutions.



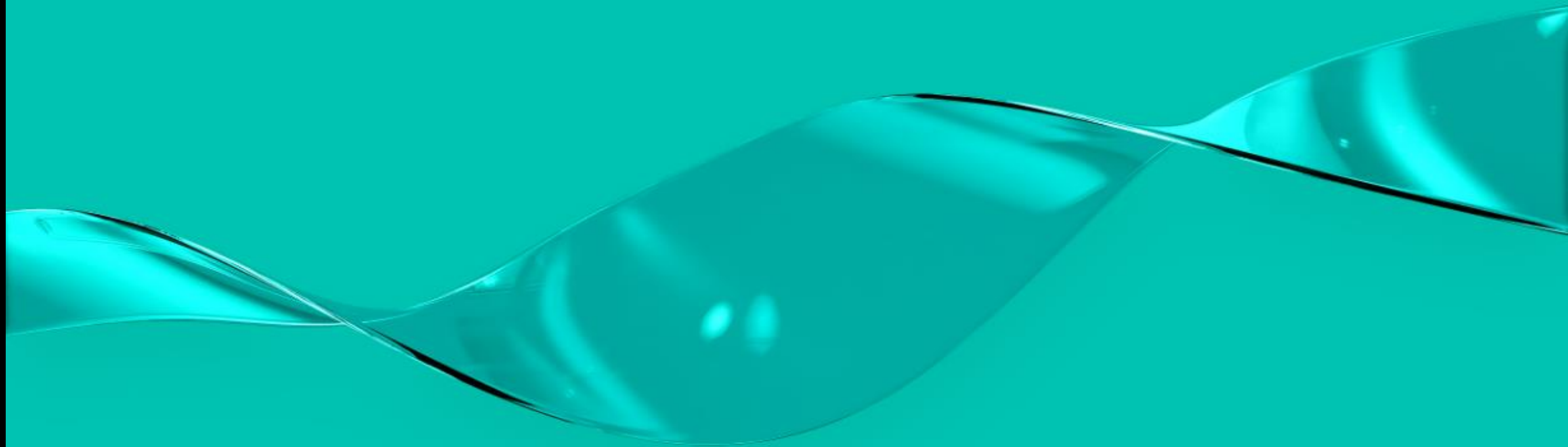
Oasis Type 01



Sky Blue

Oasis Type 02

Sky Blue



Oasis Type 01



Saffron



Saffron



Black



Black

06

Bridging the communication divide between B2C and B2B

The vision/goal of this playbook is to create a seamless and visually cohesive brand experience that caters to both B2C and B2B audiences. Our strategy involves unifying the design elements and messaging across all stages of the marketing funnel to ensure that the SEACE brand is consistently recognizable and aligns with the global Samsung brand.

In essence, we want to ensure that the design, messaging, and overall brand presentation resonate with both consumer and business audiences, fostering stronger brand recognition and trust.



06

Print

To create brand recognition with our target audiences we will emphasize on how our products make them feel - and position our family of climate solutions as smart, leading-edge tech, more responsive to their habits and preferences than anything else on the market: attuned to their flow.



06.1

Lifestyle Ad Compositions

The standard lifestyle print ad is the foundation for printing ads, encompassing key elements for effective communication, particularly when conveying extensive information. This includes a prominent headline, space for disclaimers, up to three unique selling points (optional), the campaign signature, and a URL/CTA.

The lifestyle image should incorporate vibrant colours within the surroundings (as shown in the examples below). It should feature individuals in natural poses engaged in everyday activities, alongside the Oasis. The Oasis should appear in one of our three branded colours, each representing its distinct purposes: heating, ventilation, and cooling.

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

WindFree™ Cooling Smart Operation Energy Efficiency

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your flow. samsung.com/uk/business/climate/windfree

Ad Anatomy

Black boarder

A black boarder around images and solid colours ads consistency and creates a print-safe zone.

Lifestyle Image

Bold headline

Samsung Sharp Sans - Bold - 44px
Drop shadow if needed (Black on 20%)
Flexible positioning (height), based on photo composition and Oasis placement.

Placement for USPs

Limited body copy

Samsung Sharp Sans - Medium - 10px

Campaign signature

SAMSUNG
Climate Solutions

Samsung logo + Climate Solutions

**Experience
Ultimate Comfort**



WindFree™ Cooling



Smart Operation



Energy Efficiency

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your flow.

samsung.com/uk/business/climate/windfree

Light black gradient

*Linear gradient (black to transparent) on 60%

URL/ other CTA

Ad Anatomy

+disclaimer

Black boarder

A black boarder around images and solid colours ads consistency and creates a print-safe zone.

Lifestyle Image

Bold headline

Samsung Sharp Sans - Bold - 44px
Drop shadow if needed (Black on 20%)
Flexible positioning (height), based on photo composition and Oasis placement.

Placement for USPs

Limited body copy

Samsung Sharp Sans - Medium - 10px

Campaign signature

Disclaimer

Samsung Sharp Sans - Medium - 6px

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

WindFree™ Cooling Smart Operation Energy Efficiency

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your flow.

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samsung.com/uk/business/ultimate/windfree

Samsung logo + Climate Solutions

Light black gradient

*Linear gradient (black to transparent) on 60%

URL/ other CTA

Ad Anatomy

+disclaimer +QR Code

Black boarder

A black boarder around images and solid colours ads consistency and creates a print-safe zone.

Lifestyle Image

Bold headline

Samsung Sharp Sans - Bold - 44px
Drop shadow if needed (Black on 20%)
Flexible positioning (height), based on photo composition and Oasis placement.

Placement for USPs

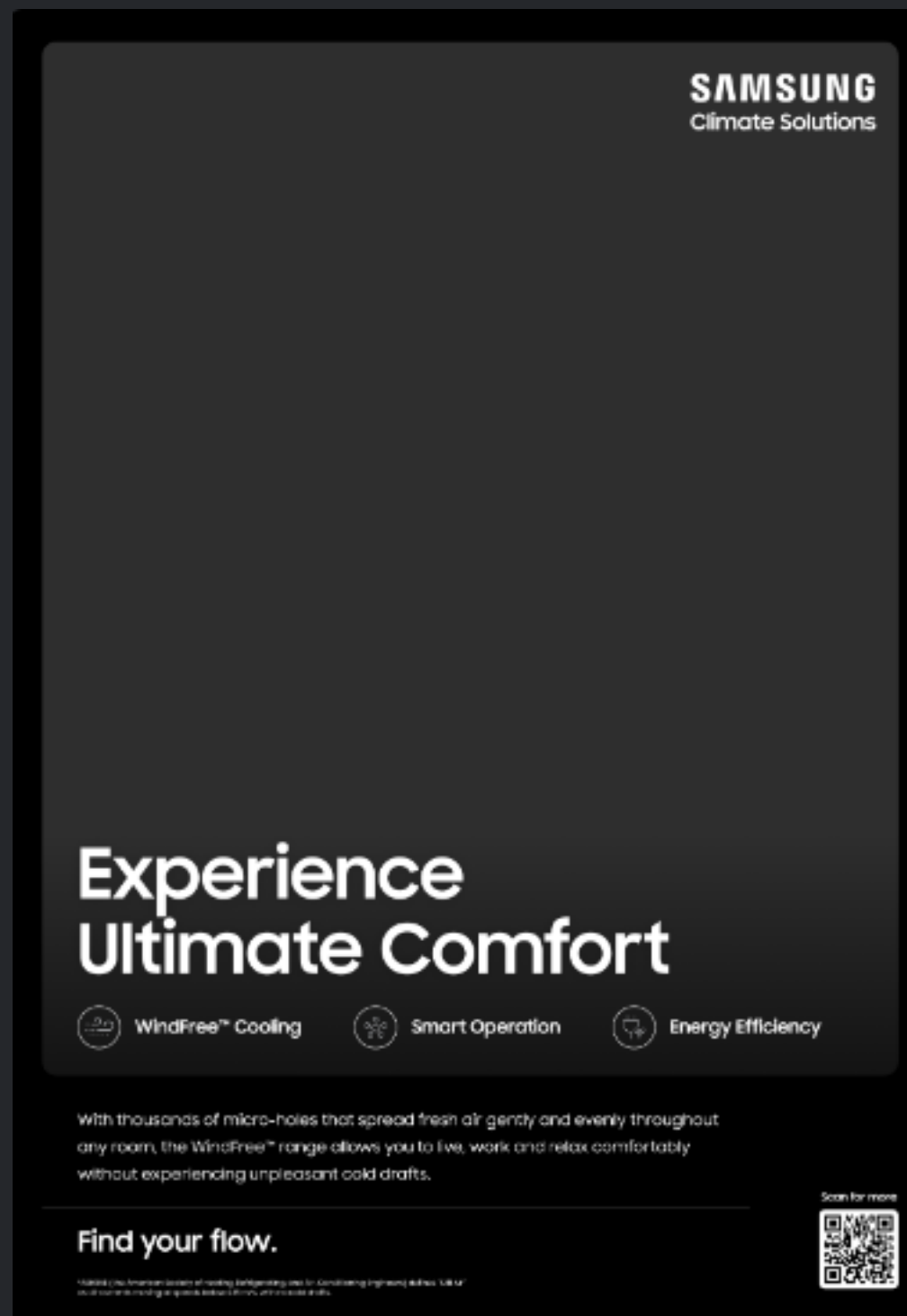
Limited body copy

Samsung Sharp Sans - Medium - 10px

Campaign signature

Disclaimer

Samsung Sharp Sans - Medium - 6px



Samsung logo + Climate Solutions

Light black gradient

*Linear gradient (black to transparent) on 60%

QR Code

Minimum size on print, is 1,5cm

Examples

Note:

This layout of composition is used when the product is clearly displayed within the life style, therefore there is no need for a separate pack shot in the composition.

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

WindFree™ Cooling Smart Operation Energy Efficiency

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your flow.

*APRIL 2016 American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) 55-2010: Current meeting of standards class ESE (1) with no cold drafts.

samsung.com/uk/business/climate/windfree

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Climate Solutions

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Find your flow.

*APRIL 2016 American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) 55-2010: Current meeting of standards class ESE (1) with no cold drafts.

Scan for more



(!) Images are for illustration purposes only to showcase the usage of the concept across different channels.

Examples

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

WindFree™ Cooling Smart Operation Energy Efficiency

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your comfort.

*APRIL 2016, AMERICAN SOCIETY OF HEATING, REFRIGERATING AND AIR-CONDITIONING ENGINEERS (ASHRAE) 55.4P. CURRENTLY MEETING ASHRAE 55.4P WITH 100% COMFORT.

Scan for more



SAMSUNG
Climate Solutions

Experience Ultimate Comfort

WindFree™ Cooling Smart Operation Energy Efficiency


With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your flow.

samsung.com/uk/business/climate/windfree

Images are for illustration purposes only to showcase the usage of the concept across different channels.

Landscape
Example




SAMSUNG

Experience Ultimate Comfort

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

Find your comfort.

Scan for more




(!) Images are for illustration purposes only to showcase the usage of the concept across different channels.

06.2

Print, including a pack-shot.

This layout, following the standard print layout, fulfils the requirement of featuring a pack-shot of a product (or a product family). The pack-shot is positioned at the lower right corner, accompanied by the three re-positioned unique selling points and aligned with a relevant URL.



SAMSUNG
Climate Solutions

Experience Ultimate Comfort

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

- WindFree™ Cooling
- Smart Operation
- Energy Efficiency

Find your flow.

Learn more at samsung.com/uk/business/climate/windfree

Ad Anatomy

Black boarder

A black boarder around images and solid colours ads consistency and creates a print-safe zone.

Lifestyle Image

Bold headline

Samsung Sharp Sans - Bold - 44px
Flexible positioning (height) based on pack-shot size, photo composition and Oasis placement.

Drop shadow if needed (Black on 20%)

Limited body copy

Samsung Sharp Sans - Medium - 10px

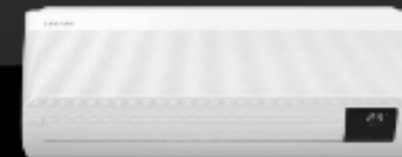
Campaign signature

SAMSUNG
Climate Solutions

Samsung logo + Climate Solutions

**Experience
Ultimate Comfort**

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.



WindFree™ Cooling Smart Operation Energy Efficiency

Find your flow.

Learn more at samsung.com/uk/business/climate/windfree

Light black gradient

*Linear gradient (black to transparent) on 60%

Product

Placement for USPs

URL/ other CTA

Ad Anatomy

+QR Code

Black boarder

A black boarder around images and solid colours ads consistency and creates a print-safe zone.

Lifestyle Image

Bold headline

Samsung Sharp Sans - Bold - 44px
Flexible positioning (height) based on pack-shot size, photo composition and Oasis placement.

Drop shadow if needed (Black on 20%)

Limited body copy

Samsung Sharp Sans - Medium - 10px

Campaign signature

Samsung logo + Climate Solutions

Light black gradient

*Linear gradient (black to transparent) on 60%

Product

Placement for USPs

QR Code

Minimum size on print, is 1,5cm

Examples

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

- WindFree™ Cooling
- Smart Operation
- Energy Efficiency

Find your flow.

Scan for more

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

- WindFree™ Cooling
- Smart Operation
- Energy Efficiency

Find your flow.

Learn more at [samsung.com/uk/business/climate/windfree](https://www.samsung.com/uk/business/climate/windfree)

(!) Images are for illustration purposes only to showcase the usage of the concept across different channels.

Landscape Example




SAMSUNG

Experience Ultimate Comfort


With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

Find your comfort. [Learn more at samsung.com/uk/business/climate/windfree](https://www.samsung.com/uk/business/climate/windfree)

 WindFree™ Cooling  Smart Operation  Energy Efficiency

Scan for more



 Images are for illustration purposes only to showcase the usage of the concept across different channels.

06.3

Outdoor units

These examples serve the purpose of showcasing the outdoor units of Samsung Climate Solutions. Since actual outdoor environments in residential and corporate settings often lack the required vibrant colours as per this design approach, the compositions have been simplified, enriched with vivid hues, and are now representing outdoor spaces in an abstract manner (refer to the provided examples for guidance).

The choice of colours typically corresponds to the ongoing communication objectives, whether related to ventilation, cooling, or heating. The usage of the oasis remains consistent with the lifestyle/indoor advertising .

SAMSUNG
Climate Solutions

EHS Mono HT Quiet
Hassle-free installation & servicing.

The outdoor unit of the EHS Mono HT Quiet is designed to be simple to install and maintain. The heat pump's internal parts are easily accessible via the side panel which can be removed easily by undoing three screws.

Find your flow.

samsung.com/uk/business/climate/windfree

Examples

SAMSUNG
Climate Solutions

Experience Ultimate Comfort

WindFree™ Cooling Smart Operation Energy Efficiency

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably without experiencing unpleasant cold drafts.

Find your flow.

Scan for more

*APRIL 2016. AMERICAN SOCIETY OF HEATING, REFRIGERATING AND AIR-CONDITIONING ENGINEERS (ASHRAE) 55.4P. CURRENTLY MEETING AS ABOVE CAN BE EASY WITH NO COLD DRAFTS.

Images are for illustration purposes only to showcase the usage of the concept across different channels.

SAMSUNG
Climate Solutions

EHS Mono HT Quiet
Hassle-free installation & servicing.

The outdoor unit of the EHS Mono HT Quiet is designed to be simple to install and maintain. The heat pump's internal parts are easily accessible via the side panel which can be removed easily by undoing three screws.

Find your flow.

samsung.com/uk/business/climate/windfree

07.1

Photography directions:

Use Vivid Brand Colours: Always include a splash of vivid colours from your brand's playbook, prioritizing the three primary brand colours. Ensure that these colours are prominently featured in the image to reinforce brand identity.

Create "Breathing Space": Incorporate white space in the images to give the impression of spaciousness and airiness. This helps convey a sense of openness and comfort within the rooms.





Important:

1. **Use Ambient Lighting:** Ensure that the lighting within the room is ambient and evenly distributed. Avoid harsh or dramatic shadows, as this can create an unwelcome mood.
2. **Bright and Saturated Photos:** Capture images that are bright and saturated in terms of color. This will make the photos visually appealing and inviting.
3. **Display Vivid Colors:** In addition to the brand colors, emphasize other vibrant colors present in the scene to make the image pop and evoke a lively atmosphere.
4. **Avoid Pastel Colors:** Stay away from pastel colors in your photography, as these tend to be softer and less vibrant than your desired style.
5. **Avoid Colors Gradients:** Steer clear of colors that gradient into other tones. Instead, opt for solid, well-defined colors that align with your brand's visual identity.
6. **Capture Candid Moments:** Instead of posed shots, try to catch candid, spontaneous moments. This could be someone reading a book, cooking, or simply relaxing. Candid shots often feel more authentic.
7. **Keep It Comfortable:** Encourage your subjects to wear comfortable clothing that represents their style. This will help them relax and be themselves.

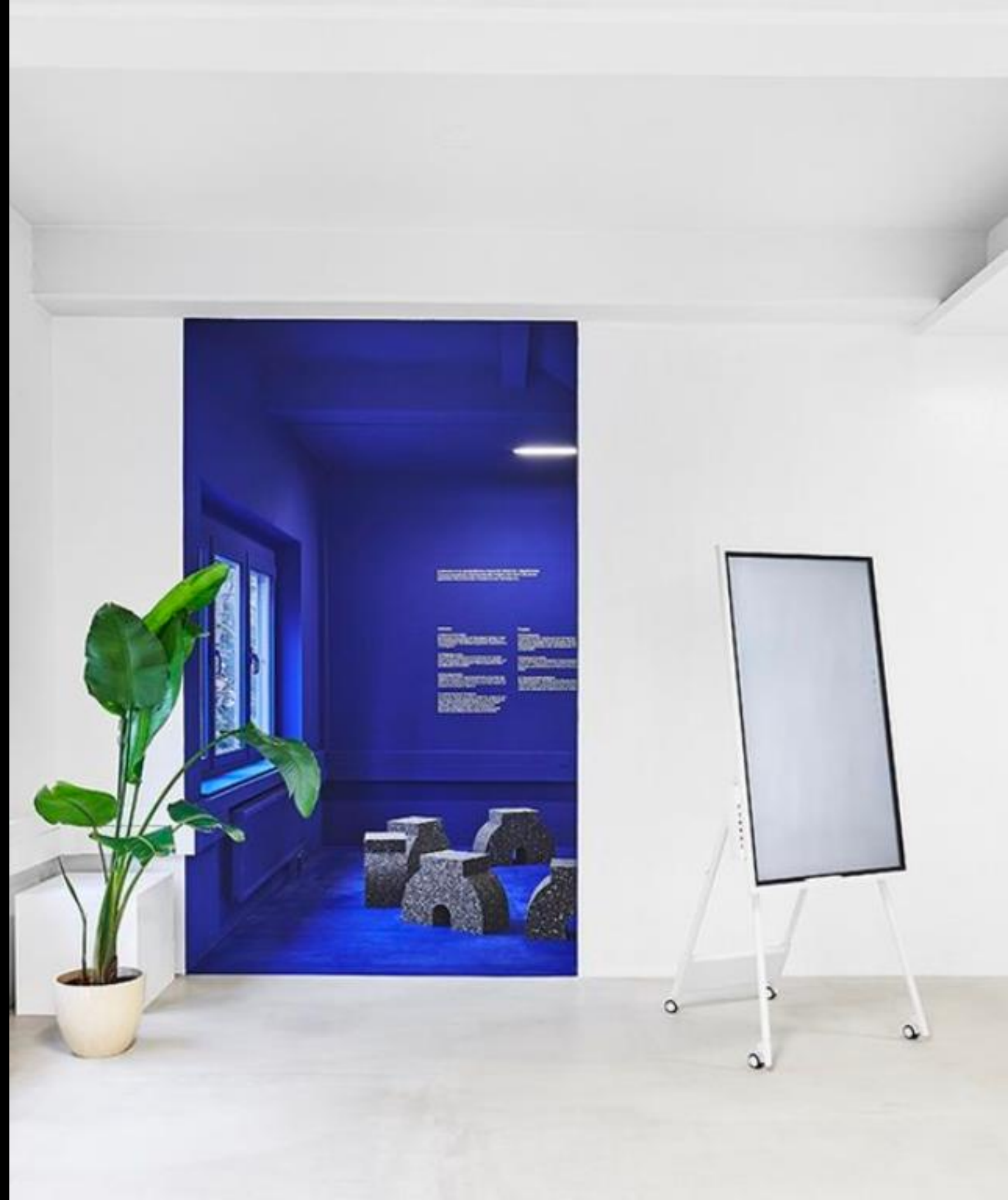
It's important to ensure that your photographers are aware of these guidelines and can work effectively to produce images that meet these criteria. Consistency in following these directions will help maintain a cohesive brand image across your photography.

07.2

Photography Locations/Pillars

Samsung SEACE has set its sights on two primary communication pillars: B2C (Home) and B2B endusers (Hotel, Restaurant, Retail, Offices and School). The following mood boards are curated with examples that effectively illustrate these communication pillars.

It's important to clarify that these are location examples and not indicative of the final photography results, which should invariably feature people.



07.2 Locations/ Pillars

01. Hotels



07.2 Locations/ Pillars

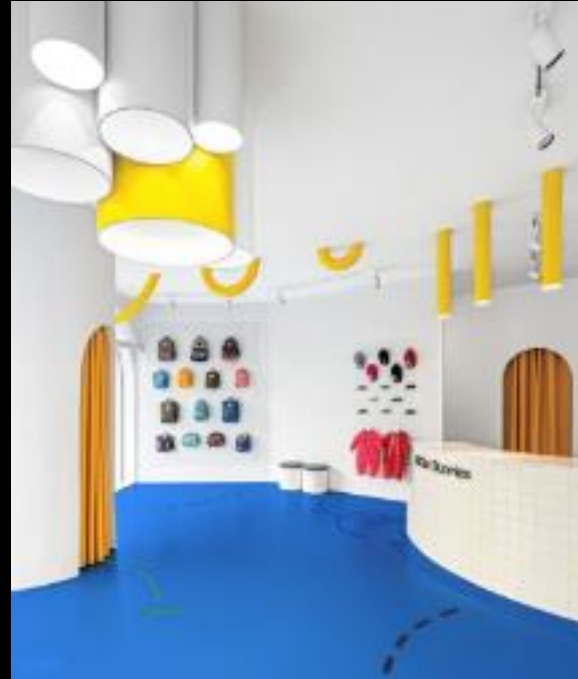
02. Home



Examples of interiors

07.2 Locations/ Pillars

03. Retail



Examples of interiors

07.2 Locations/ Pillars

04. Restaurant



07.2 Locations/ Pillars

05. Office



Examples of interiors

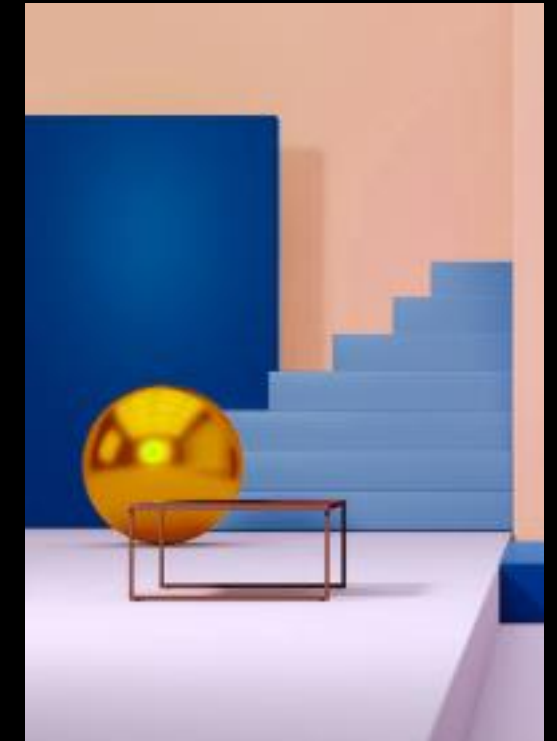
07.2 Locations/ Pillars

06. School



07.2 Locations/ Pillars

07. Abstract



08.1

Faces/ Imagery

Our characters become the faces of our brand, so it's important to get it right when casting talent.



Examples

Our characters become the faces of our brand, so it's important to get it right when casting talent. Use the list below as a checklist:

What they are

1. Authentic actors
2. Memorable, expressive features
3. Bold, spirited, curious personalities
4. Actors who can improvise, have fun
5. Inclusive, engaging in a group/family
6. Comfortable with the camera capturing intimate, vulnerable moments, a range of emotions
7. Diversity isn't just skin colour: Our cast is further defined by their unique cultural background, family dynamic, personal sense of self and style

What they aren't

1. Pretty, but typical or forgettable features - Controlled, passive personalities - Posed models - Disengaged from group/family members - One-note emotion, generic happiness
2. Diversity defined by skin color alone, exploitative diversity, political



Examples



08.2

Portraits in ad compositions

In these examples, the lifestyle image has been replaced with the vibrant visuals of the “Find Your Flow” campaign, including a prominent headline, space for disclaimers, a pack-shot and up to three unique selling points (optional), the campaign signature, and a URL/CTA.

Attention:

Portraits can not be used as the only main communication imagery; they should always be complemented by a product image (pack shot) unless the product is visually integrated within the same advertisement or communication medium.

SAMSUNG
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Experience Ultimate Comfort

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

- WindFree™ Cooling
- Smart Operation
- Energy Efficiency

Find your comfort.

Learn more at samsung.com/uk/business/climate/windfree

Examples

Note:

The placement of the headline should be adaptable to accommodate varying pack-shot heights, while ensuring it never overlaps with the person's face and neck.

SAMSUNG
Climate Solutions

Ultimate Home Climate Convenience

With thousands of micro-holes that spread fresh air gently and evenly throughout any room, the WindFree™ range allows you to live, work and relax comfortably.

- WindFree™ Cooling
- Smart Operation
- Energy Efficiency

Find your comfort.

Scan for more

SAMSUNG
Climate Solutions

ClimateHub

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- Smart Operation
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Examples

SAMSUNG
Climate Solutions

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Find your flow.
samsung.com/uk/business/climate/windfree

*ASHRAE (the American Society of Heating, Refrigerating, and Air-Conditioning Engineers) defines "Still Air" as air currents moving at speeds below 0.5 m/s, with no cold drafts.


WindFree™ Cooling Smart Operation Energy Efficiency

The advertisement features a woman in a purple top against a blue background with a flowing fabric effect. A white Samsung WindFree air conditioner is shown in the bottom right corner. The text is clean and modern, emphasizing comfort and gentle airflow.

09

Solid colour compositions

This aspect of visual communication offers swift and brand-consistent outcomes for advertisements, banners, emails, internal communications, presentation decks, expo booths and more. The adaptable and playful layout affords us the desired flexibility across varying layouts, as shown in the following examples.



SAMSUNG
Climate Solutions

EHS Mono HT Quiet
Efficient heating



The EHS Mono HT Quiet, a high temperature, low noise heat pump ideal for the residential renovation market.

Learn more at:
samsung.com/uk/business/climate/windfree

Examples

SAMSUNG
Climate Solutions


Partners in flow.

2022 Climate Solutions Day

Samsung Electronics Air Conditioner Europe
to showcase award-winning, future-ready
solutions for the first time at Climate Solutions Day 2022

Learn more at:
samsung.com/climate

SAMSUNG
Climate Solutions



The Ultimate Air Care

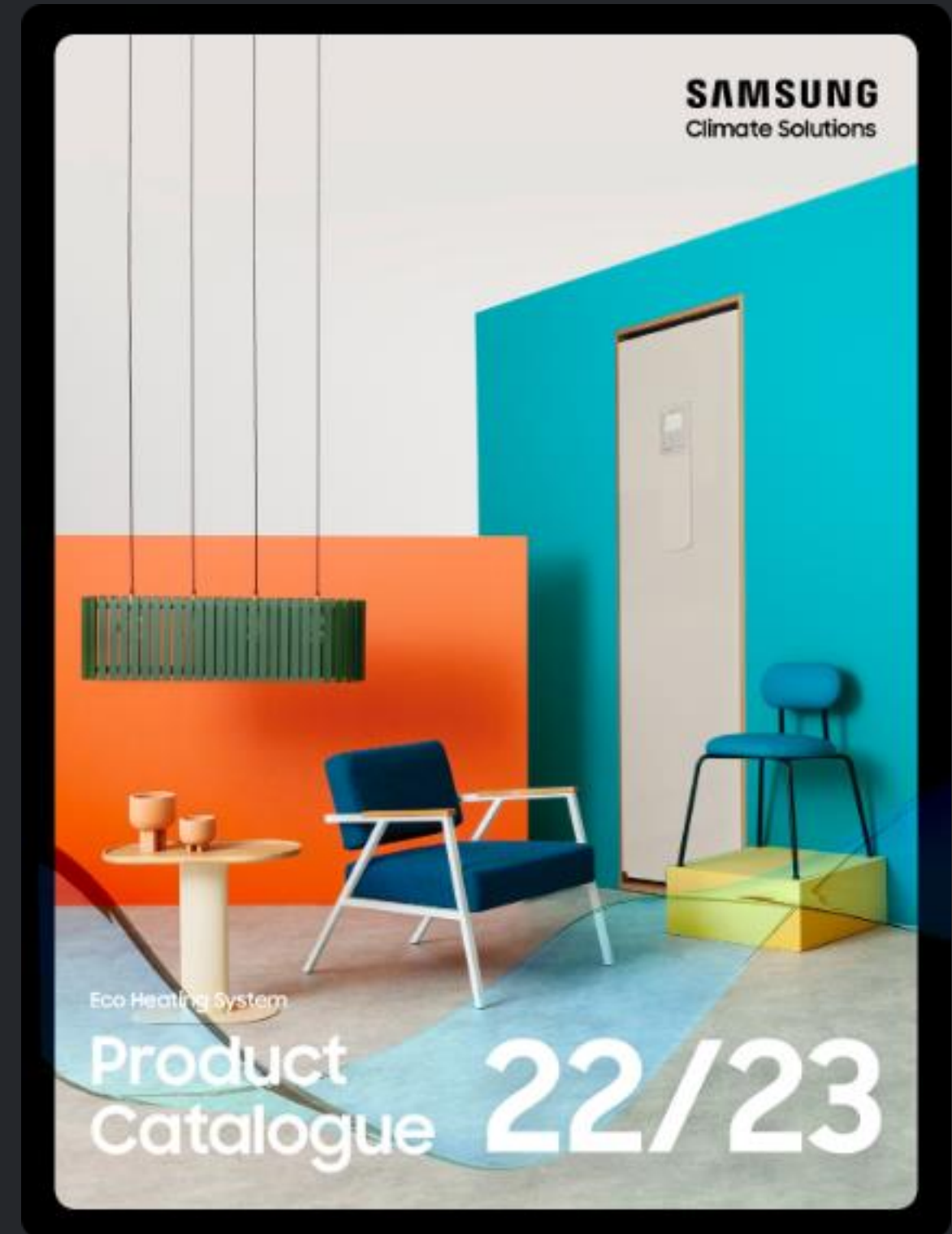
Solutions for your home or for
a business, a climate system tailored
to your unique needs.

Learn more at:
samsung.com/windfree

10

Catalogues

Following the visual explorations conducted, various adaptations can be proposed for the annual editions of Samsung Climate Solutions product catalogues. The guidelines should remain consistent to ensure continuity, encompassing vibrant colors, the right placement of the Oasis, bold typography, and abstract backgrounds.



Examples



Examples of inner pages

Air Care

Uso Heating System. Us rende quam asmpor korest, amimais fer et, quas pra et aut que dolore amet poveritasi ut ad utetur, con pems cum facerem ericrem eic betur, volupta turloot, fer late a ligni tem h ilic be desequatem raes.

Velidtat am quis sed min est, none cum facerem esto quasple uo is niverum quia exerovita soluctia suntlar sequant et ut apis ellendi as inctum ree porente posapedi dollabere seclpsarrie

| Productname | Productname | Productname

Highlights for 2023

WindFree™ Pure 1.0

WindFree™ Pure 1.0 is a powerful air purifier with a HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers. It also features a True HEPA HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers. It also features a True HEPA HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers.

- True HEPA HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers.
- SmartThings app control for remote monitoring and control.
- Auto mode for automatic operation based on air quality.
- Sleep mode for quiet operation at night.
- Energy Star certified for energy efficiency.

Smart Connectivity with Amazon Alexa and Google Assistant

Control your Samsung WindFree Pure 1.0 air purifier with your favorite smart home voice assistants. Simply say "Hey Google, turn on the Samsung WindFree Pure 1.0 air purifier" or "Alexa, turn on the Samsung WindFree Pure 1.0 air purifier" to get started.

Find your flow.

The WindFree™ Pure 1.0 is a powerful air purifier with a HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers. It also features a True HEPA HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers. It also features a True HEPA HEPA H13 filter, capturing 99.97% of particles as small as 0.3 micrometers.

Examples of inner pages

Samsung Climate Solutions at a glance

Samsung Climate Solutions aims to help people find their flow, so they may feel and live their best life – be it at work, play or rest. We are committed to offer you more energy-efficient solutions with innovative cooling, heating, domestic hot water, refrigeration and smart building solutions. For every space where people create memorable experiences together, be it commercial spaces or residential homes.

We offer:

- Heating
- Air conditioning
- Cooling
- Smart

Our flagship innovations that enrich people's lives



NO ONE IS YOU AND THAT IS YOUR POWER






Innovations in detail

360 Cassette

The Samsung 360 Cassette unit, which is the most advanced air conditioning unit, offers a wide range of air conditioning solutions for every space. The 360 Cassette unit offers a wide range of air conditioning solutions for every space. The 360 Cassette unit offers a wide range of air conditioning solutions for every space.

Airflow Control

The 360 Cassette unit offers a wide range of air conditioning solutions for every space. The 360 Cassette unit offers a wide range of air conditioning solutions for every space.

Stylish design

The 360 Cassette unit offers a wide range of air conditioning solutions for every space. The 360 Cassette unit offers a wide range of air conditioning solutions for every space.






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8 Introduction	48 Products at a glance	168 Commercial split	274 Accessories
52 Single Split	110 Multi Split	278 Design and support	266 Controls

Expo booths

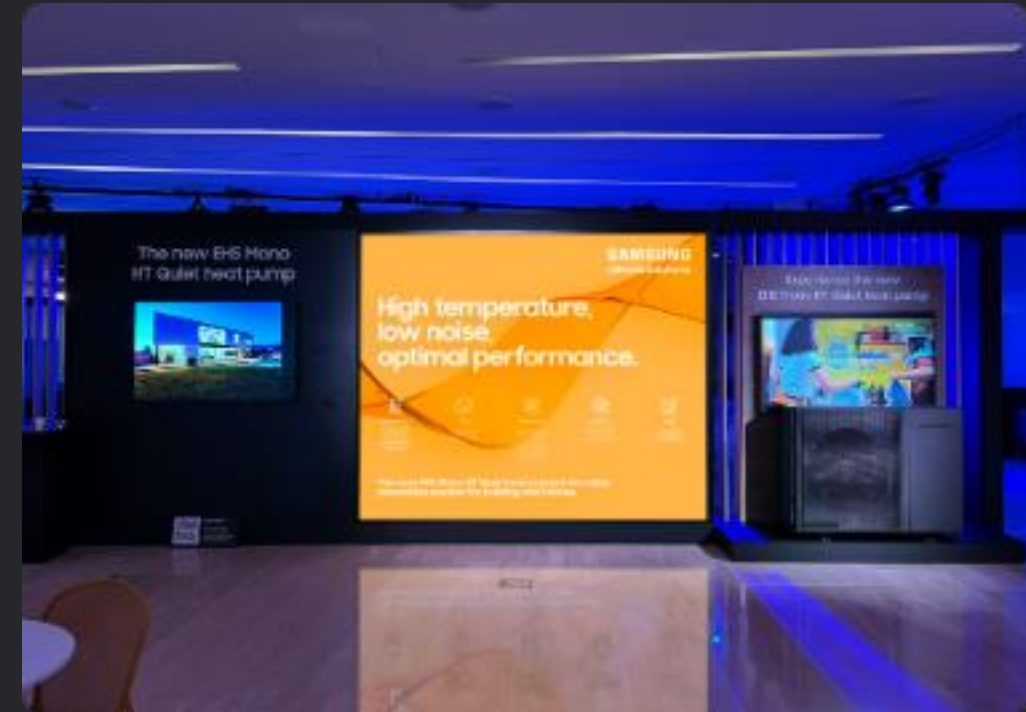
Communication materials such as expo booths can present complexities, involving a range of formats including printed spaces and screens. Adhering to the established principles of using one vibrant branded color for each communication element, where we can also incorporate the color black. Black aids in highlighting products and can elegantly complement the compositions, offering the desired contrast. The recommended use of the Oasis continues to hold, strategically positioned to establish a visual link between the logo and other focal points of interest.



Examples



Examples



12

Oasis in motion

The oasis is a dynamic element, not static. We utilize the oasis in an animated way to emphasize the use of hero products or convey a campaign message.

It should consistently animate from left to right, guiding the user's focus towards important content.

Additionally, we employ it at the end of videos to establish a connection between the campaign message and the Samsung logo, all set in the branded black background colour.



Examples

Oasis Hero Product Storyboard



Saffron/Heating - Version



Examples

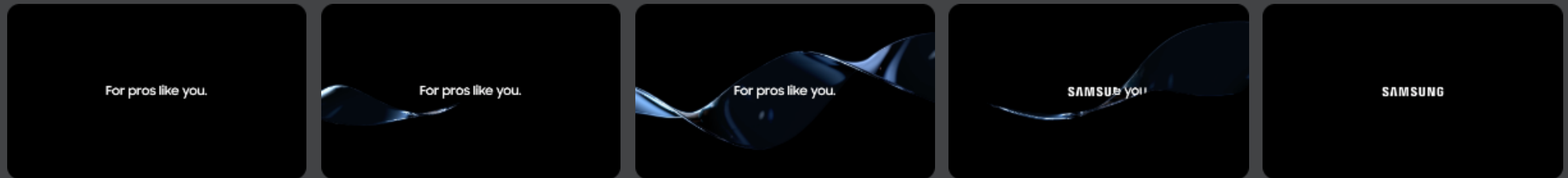
Oasis Storyboard Outro



Find your flow. - Version

Examples

Oasis Storyboard Outro



"For pros like you." campaign - Version

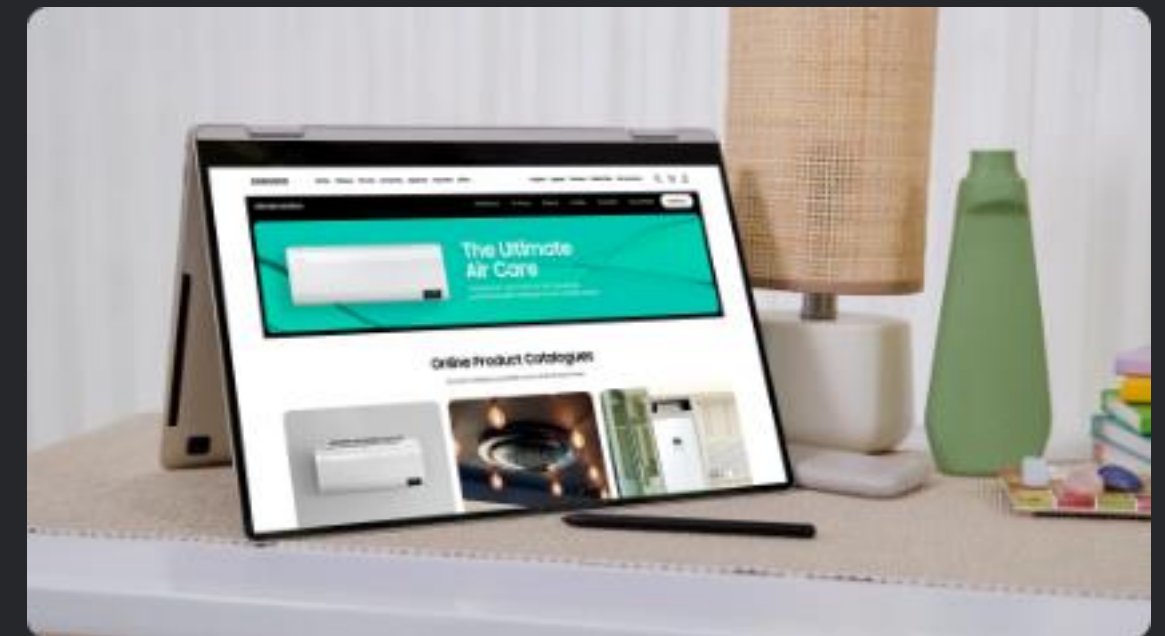
13

Examples & applications

Our characters become the faces of our brand, so it's important to get it right when casting talent.



Examples



Examples

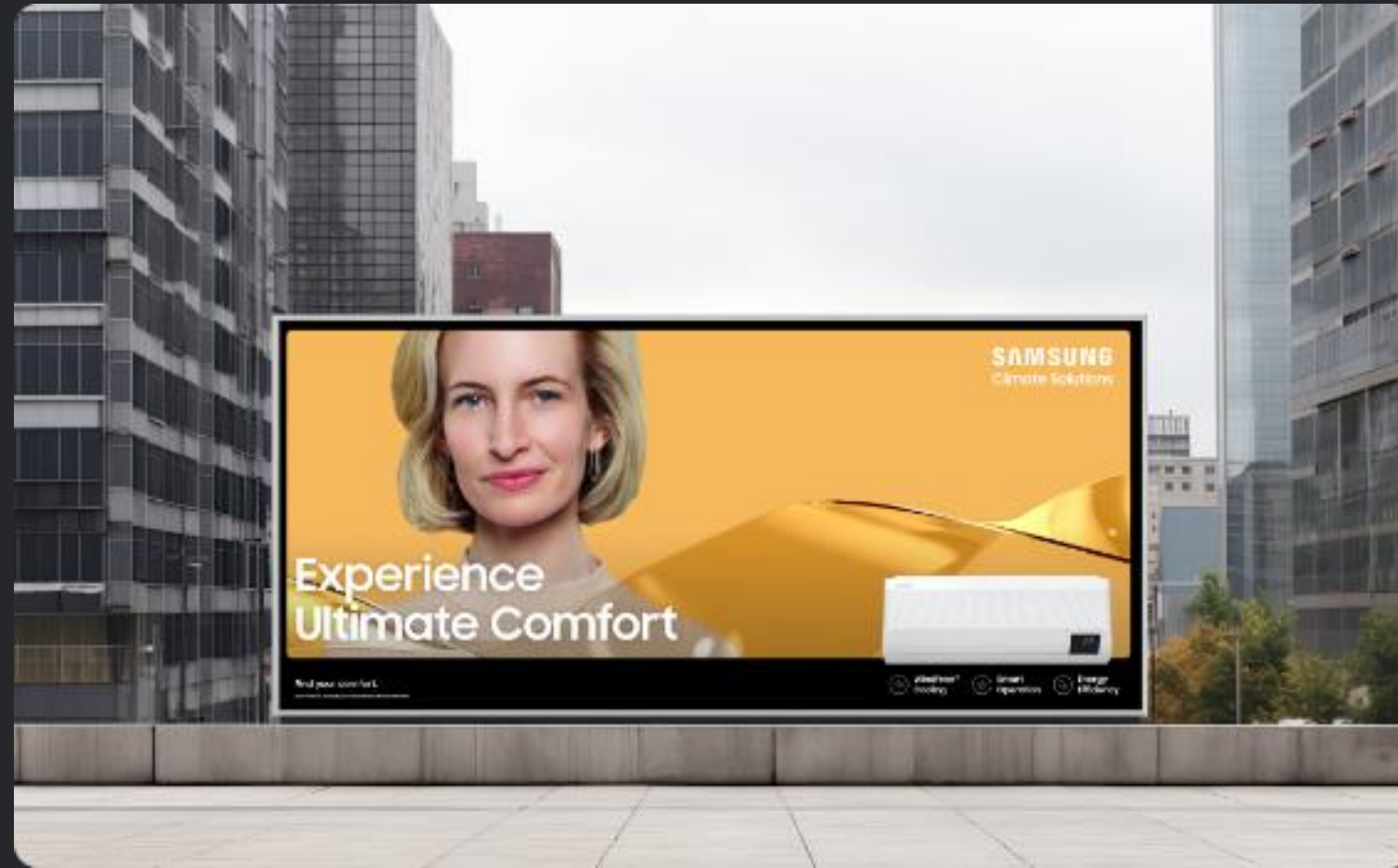


*Images are fictive

Examples

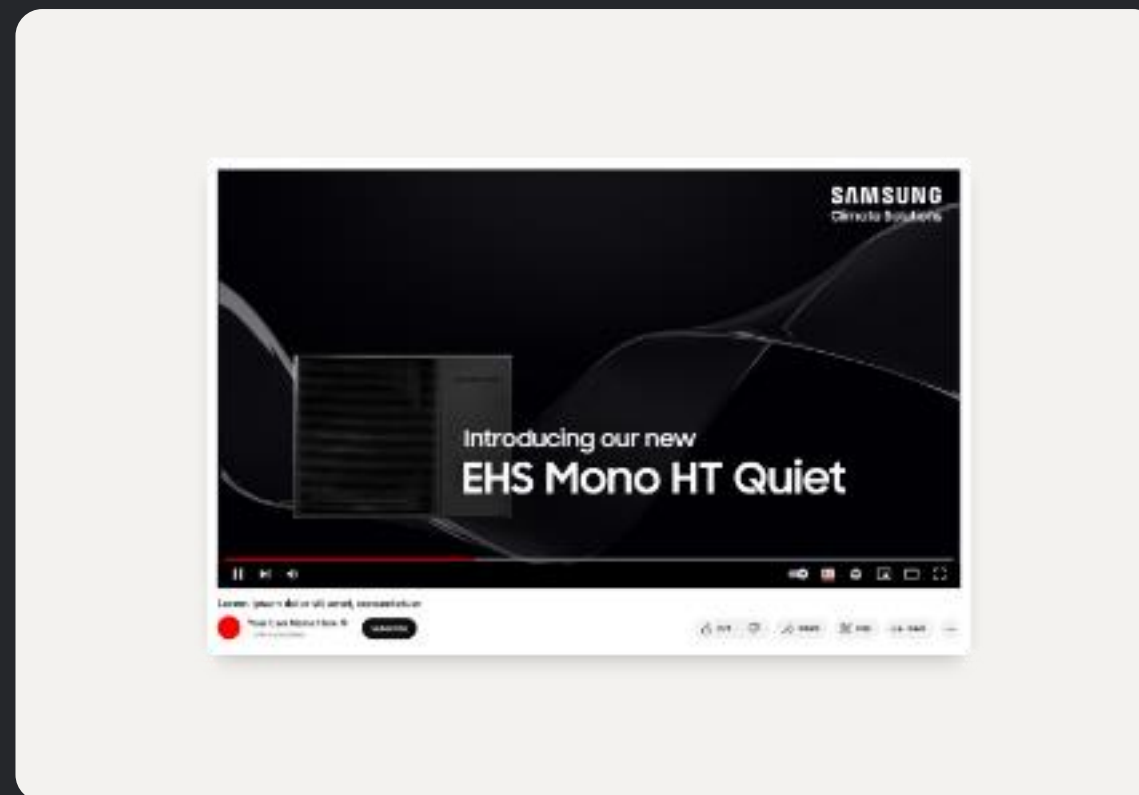


Examples



*Images are fictive

Examples



Examples

Google Ads/ Web banners



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The Ultimate
Air Care

Find your flow.

[Learn more](#)

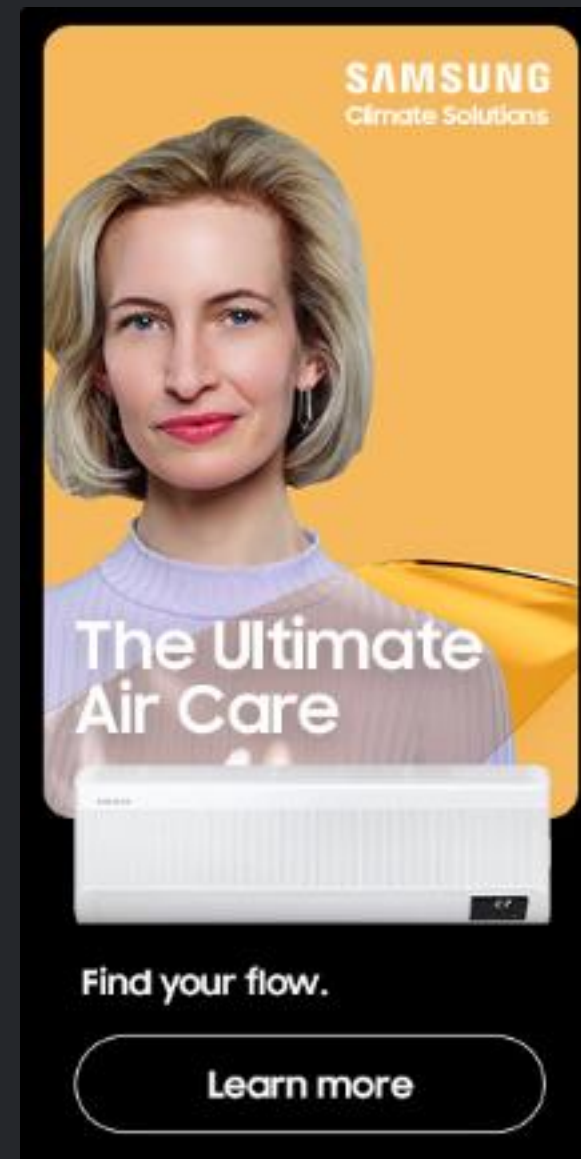


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Team info

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Acknowledgments

These guidelines are the product of a collaborative effort across all Samsung Climate Solutions business groups, key functions and regional operations.

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