

2018 Samsung Plus IMAGE GUIDELINES

SAMSUNG

JUNE 2018

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1. Introduction

The new platform is a playful, inspiring and personal learning experience.

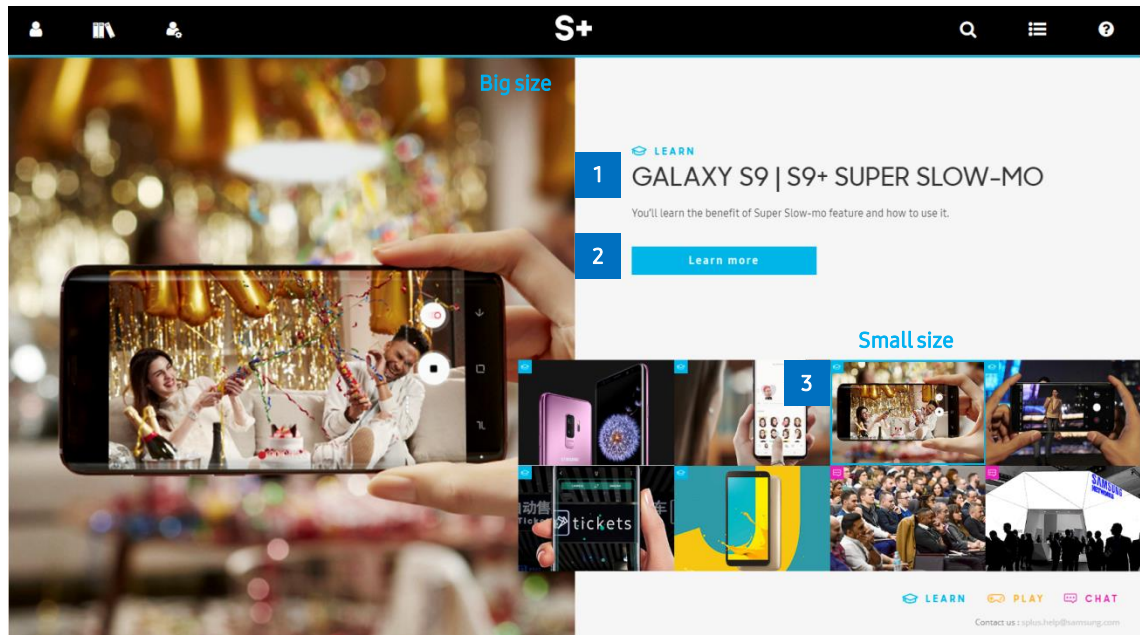
The role of various images is to quickly direct users to the correct learning experience and social activity

Through this selection process, hints of the Samsung Plus personality are highlighted visually.

2. HOMEPAGE

Web

On the homepage, total 8 images can be displayed by local. Including the community and the campaign, many promotional things are available to display on the homepage.



Format	Big size	1,000 X 1,000
	Small size	400 X 225

1 Headline & Description

To give the information of the content or community. (The same as the one on the details)

2 Link to the details

Users can access the details. It's also possible to link to the other sites.

3 Content Category

The icon to indicate the content category is attached on the small image.

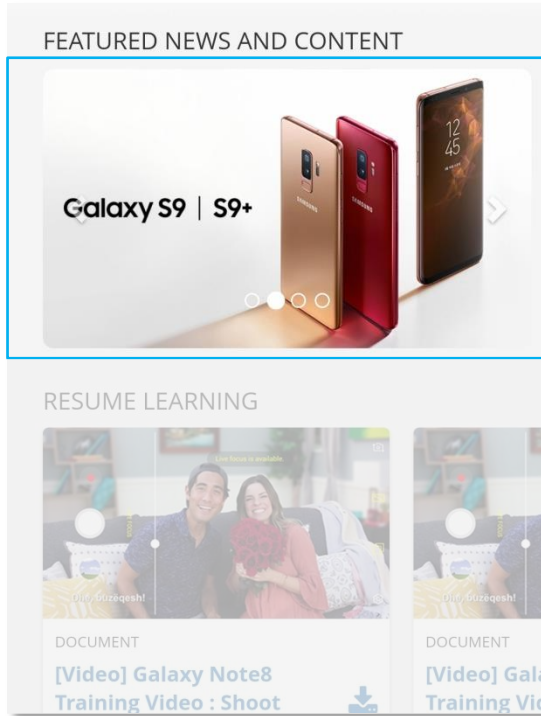


※ Please ask Cheil operation team to display here. It needs 'html coding'.

3. FEATURED NEWS AND CONTENT

App

This works as a promotional banner to engage users. Users can access the specific content or community directly. It is also possible to show the video clip including Youtube.



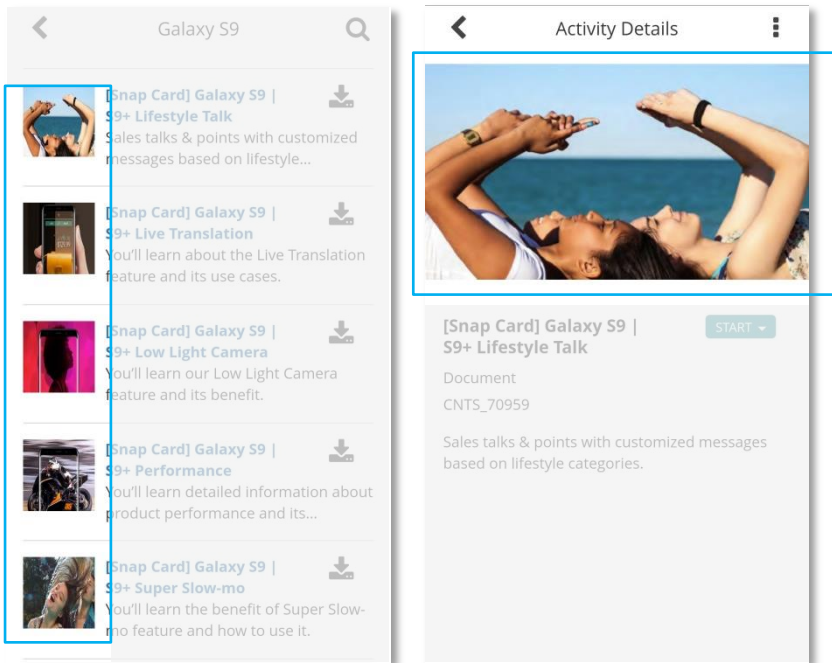
Format		800 X 450
Image	Link	<ul style="list-style-type: none">• A banner links to a specific content or other site.
	Text	<ul style="list-style-type: none">• Text is available, but avoid the indicator place.• Too small size font can be hard to read on mobile. <p>Galaxy S9 S9+</p> <p>Indicator</p> <p>Text Zone</p> <p>Bottom : 10%</p> <p>Font Size : Over 40pt (Recommend)</p>

※ Please ask Cheil operation team to display here. It needs 'html coding'.

4. CONTENT | THUMBNAIL

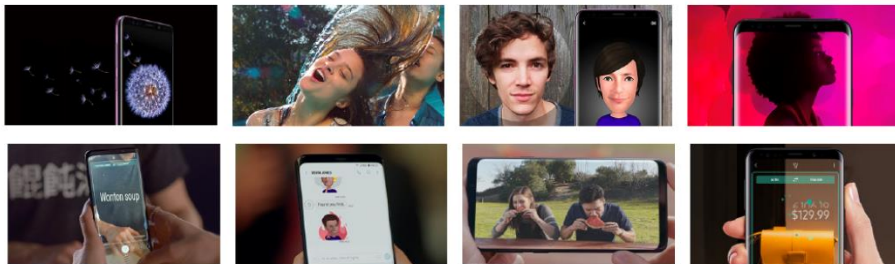
App

Visually highlight a benefit discussed in the learning content.



Format		400 X 225
Image	Background	<ul style="list-style-type: none">• Avoid large blocks of white.• Focus on showing people and real life situations people can relate to
	Product	<ul style="list-style-type: none">• Products are not necessarily required in these thumbnails unless they help to highlight the benefit.* Product images are displayed on 'depth2' which is the previous step of this content thumbnail.
	Text	<ul style="list-style-type: none">• Do not include text in the image

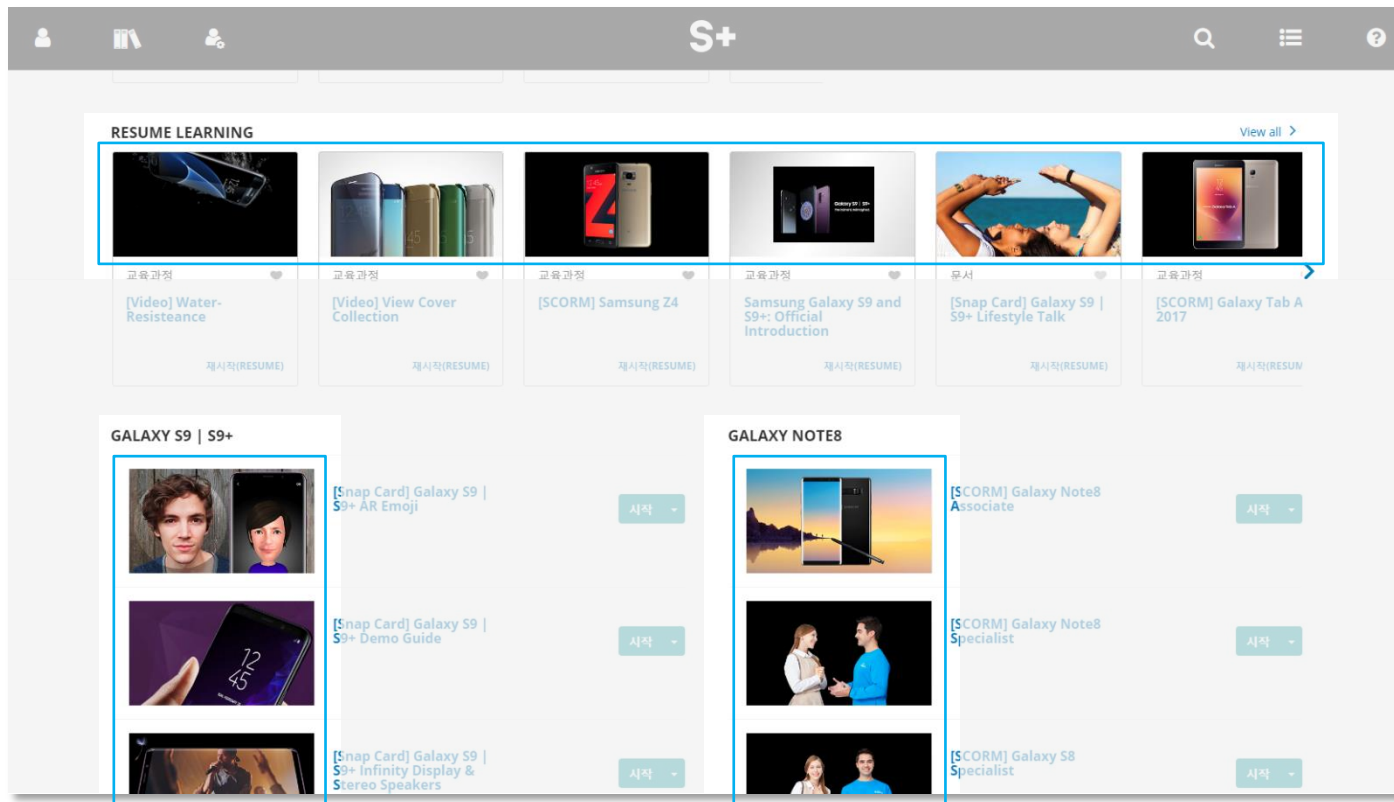
[Examples]



4. CONTENT | THUMBNAIL

Web

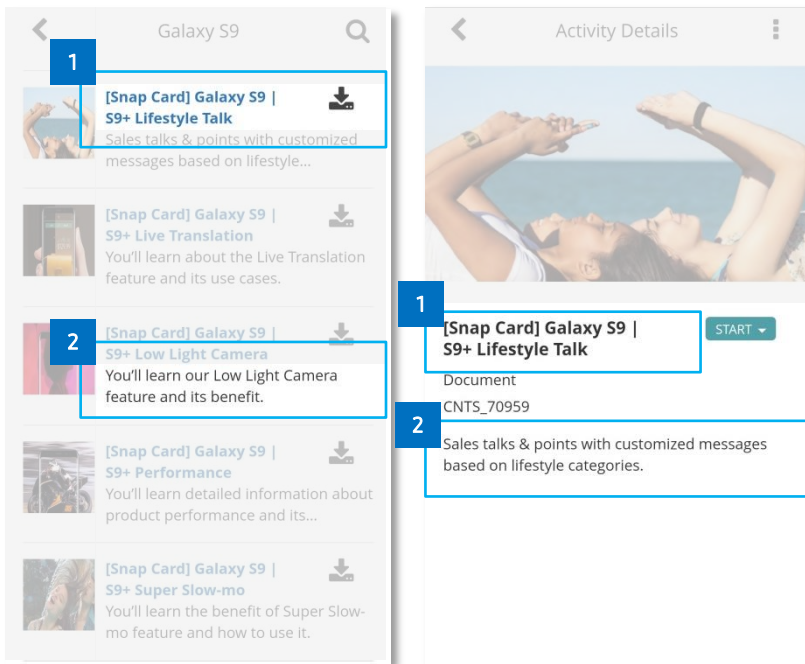
The same thumbnails are applied on the web.



4. CONTENT | HEADLINE & DESCRIPTION

App

Make the headline to give the information of the content, write the description to appeal the learners.



1 Headline

Character Limit		Maximum 60 characters (Recommend : Under 45 characters)
Structure	Product	[Content Type] / Product name / Feature or Other detail (e.g. "[Snap Card] / Galaxy S9 S9+ Super Slow-mo)
	Soft Skill	[Content Type] / Pillar/ Subject (e.g. "[Video] Sales Skills Closing the sale)

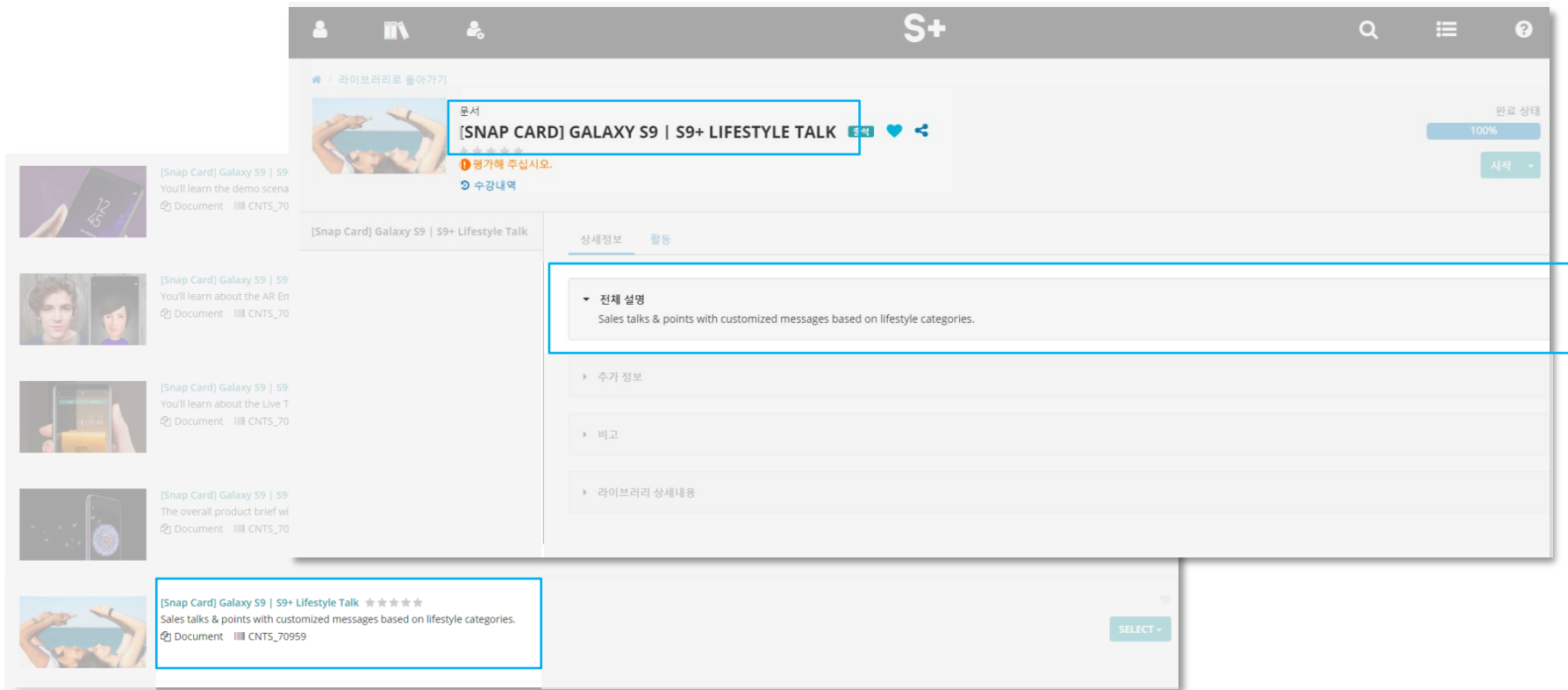
2 Description

Character Limit		Maximum 175 characters
Wording	Tone	<ul style="list-style-type: none">• Avoid formal language, use a fun tone of voice• Write as the learner's friend who knows everything about Samsung.
	Do	<ul style="list-style-type: none">• Write short, clear sentence to ensure clarity around the subject matter.
	Don't	<ul style="list-style-type: none">• Do not SHOUT! Don't push too hard for an action and never condescend.

4. CONTENT | HEADLINE & DESCRIPTION

Web

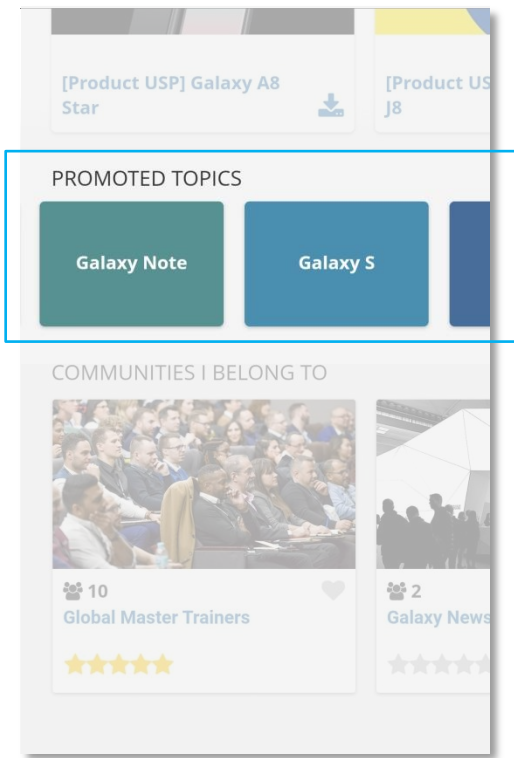
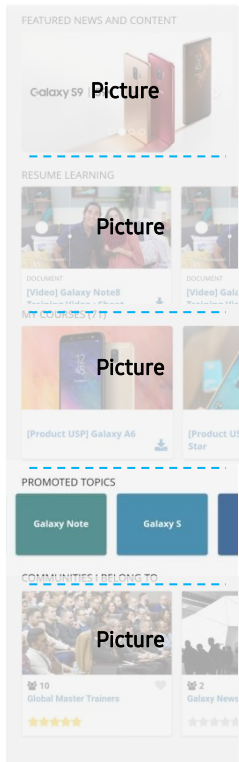
The same headlines and descriptions are applied on the web.



5. PROMOTED TOPICS | PRODUCT CATEGORY (DEPTH 1)

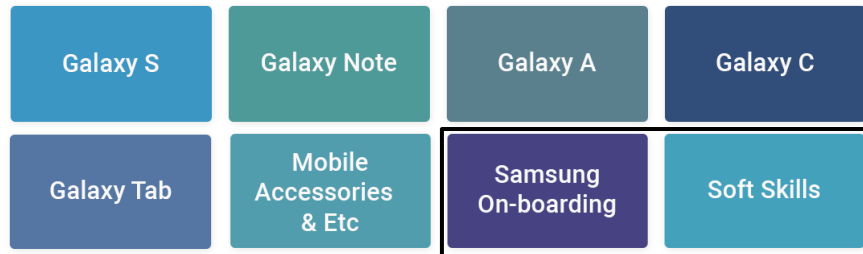
App

Among many images on the app landing page, these thumbnails should be simple and noticeable. (Indicator role)



Format		400 X 225
Image	Background	<ul style="list-style-type: none">• A complementary tint of a Samsung brand color.• Only use the color.
	Text	<p>Do not include text in the image (This is automatically overlaid within in app)</p>

[Examples]

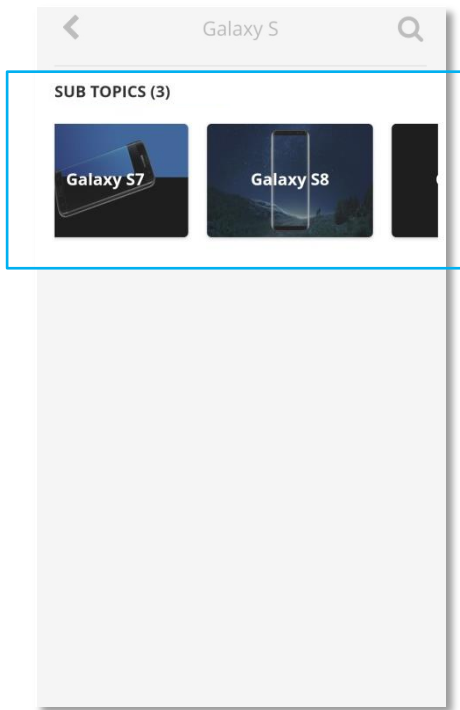


*'Depth 1' can cover the curriculums

5. PROMOTED TOPICS | PRODUCT (DEPTH 2)

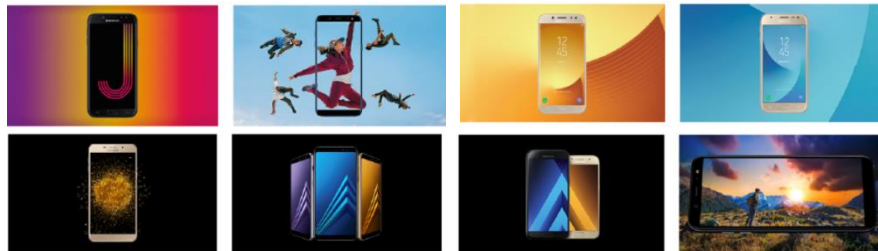
App

Show as few as necessary for clarity at small sizes.



Format		400 X 225
Image	Background	Photographic or color background, use key visual that link to the device
	Product	<ul style="list-style-type: none">• Aim for 1 device whenever possible.• Do not crop or cover the device in the image.
	Text	Do not include text in the image (This is automatically overlaid within in app)

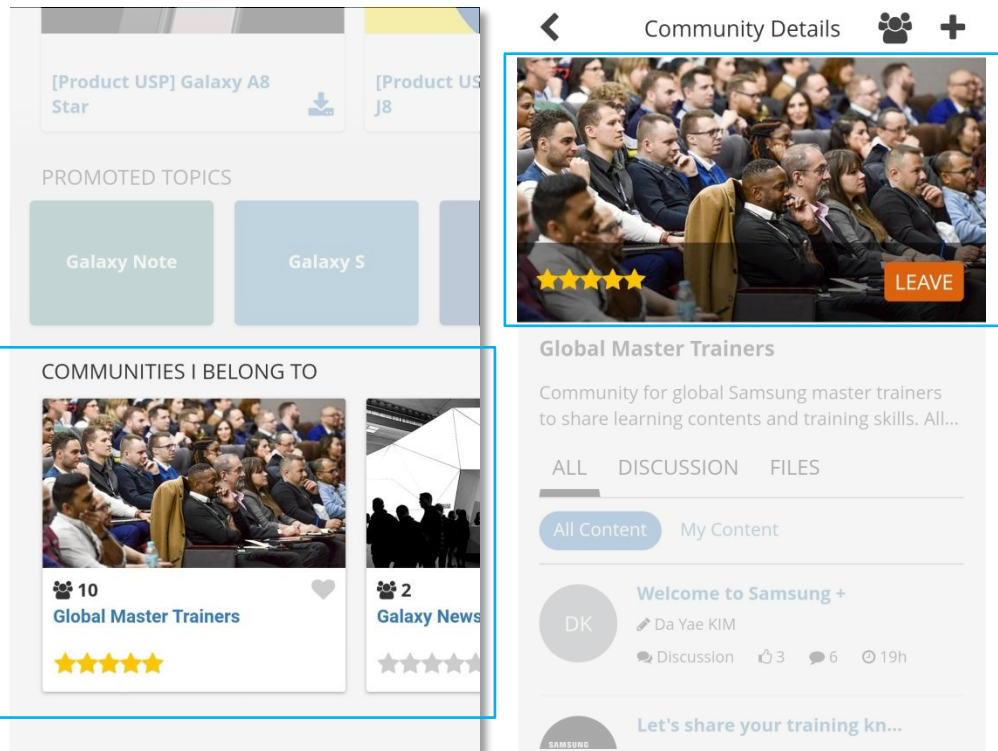
[Examples]



6. COMMUNITY

App

Consider the headline and select a complimentary image.



Format	800 X 450
Image	The image should represent a community. (Lifestyle imagery is the recommended choice)
	Do not include text in the image

[Examples]



6. COMMUNITY

Web

The same thumbnails are applied on the web.

The screenshot displays the Samsung Social Communities web interface. The main section is titled "GLOBAL MASTER TRAINERS" and features a large thumbnail image of a group of people in a classroom setting, which is highlighted with a blue border. Below the image, there is a description: "Community for global Samsung master trainers to share learning contents and training skills. All members are specialized in Galaxy products. Ask anything about the Galaxy." and a five-star rating. To the right of the image, there are buttons for "EDIT" and "LEAVE COMMUNITY".

On the left side, there is a sidebar with a search bar and tabs for "ALL", "MEMBER OF", and "FAVORITES". Below the sidebar, there is a "New" button.

At the bottom, there is a list of other communities, each with a thumbnail image, a title, a member count, and a star rating. The communities listed are:

- Best Promoters (5 Members, 5 stars)
- Global Master Trainers (10 Members, 5 stars)
- Galaxy News room (3 Members, 5 stars)
- Global FSM (1 Member, 5 stars)
- L&D Group (1 Member, 5 stars)

7. SUMMARY

Sub	App / Web	Format	Text	PIC
Homepage	Web	<ul style="list-style-type: none">• Big size : 1,000 X 1,000• Small size : 400 X 225• Image(png/jpg/gif), Video(mp4), Outlink	Not Available	Cheil operation team
Featured News and Content	App	<ul style="list-style-type: none">• Size : 800 X 450• Image(png/jpg/gif), Video(mp4)	Available (Font size : Over 40pt)	Cheil operation team
Content	Web / App	<ul style="list-style-type: none">• Size : 400 X 225• Image(png/jpg)	Not Available	Local admin
Promoted Topics	App	<ul style="list-style-type: none">• Size : 400 X 225• Image(png/jpg)	Not Available	Local admin
Community	Web / app	<ul style="list-style-type: none">• 800 X 450• Image(png/jpg)	Not Available	Local admin