2020. ver 0.1

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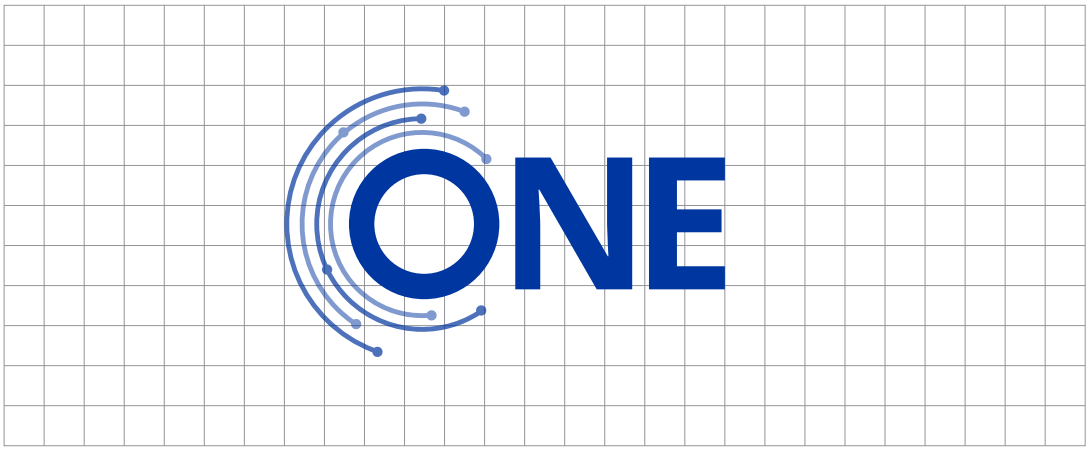
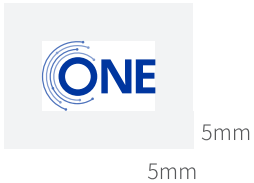
## Wordmark / Abbreviation

Since wordmark of On-Device Neural Engine is an element for representing brand identity, read this regulation carefully not to misuse it. Grid regulation of the wordmark is based on the data in this guideline and be careful not to cause an incorrectness of basic form.

Wordmark




Regulation of minimal margin




Regulation of minimal size

## Wordmark Regulation for Prohibition of Use

Close attention is needed not to cause distortion and transformation of wordmark image of On-Devuce Neural Engine. Images in this page are wrong examples that format, slope or something else are misapplied. By referencing these examples, distortion and transformation of wordmark image should not be occurred.

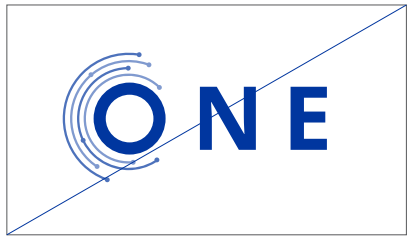
1. When the slope of wordmark is changed arbitrarily.

2. When the ratio of wordmark is changed arbitrarily.

3. When the wordmark is drawn by line.

4. When shadow is added to the wordmark.

5. When the interval of wordmark is changed arbitrarily.

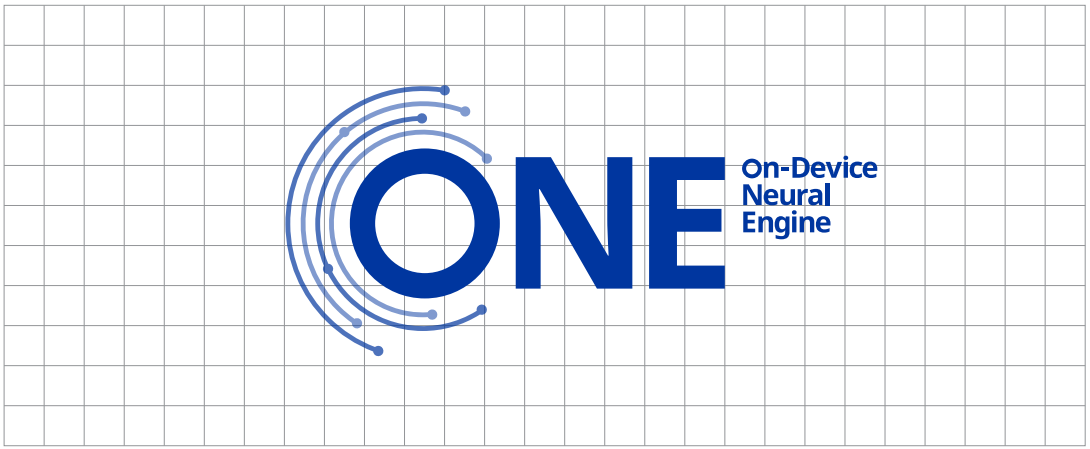



6. When the thickness of wordmark is changed arbitrarily.

## Wordmark / Original

Since wordmark of On-Device Neural Engine is an element for representing brand identity, read this regulation carefully not to misuse it. Grid regulation of the wordmark is based on the data in this guideline and be careful not to cause an incorrectness of basic form.

Wordmark




Regulation of minimal margin

Regulation of minimal size

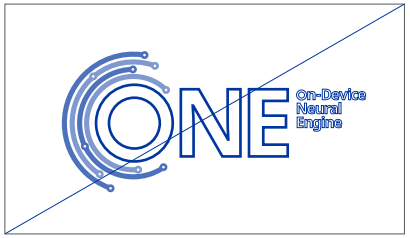
## Wordmark Regulation for Prohibition of Use

Close attention is needed not to cause distortion and transformation of wordmark image of On-Devuce Neural Engine. Images in this page are wrong examples that format, slope or something else are misapplied. By referencing these examples, distortion and transformation of wordmark image should not be occurred.

1. When the slope of wordmark is changed arbitrarily.

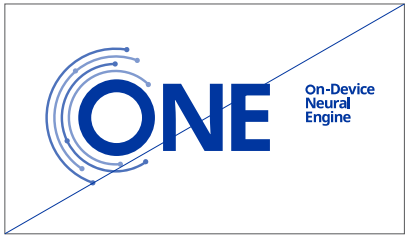
2. When the ratio of wordmark is changed arbitrarily.

3. When the wordmark is drawn by line.




4. When shadow is added to the wordmark.

5. When the interval of wordmark is changed arbitrarily.




6. When the thickness of wordmark is changed arbitrarily.

## Main Color

The main color of ONE, which is one of the representative element for expressing On-Device Neural Engine, is Samsung Blue. When the logo is used for print media, spot color should be used for color representation in principle and standard is Pantone Color or Process Color in this guide.

Main Color

**Samsung Blue**

PANTONE 286 C
CMYK 100 / 80 / 0 / 0
RGB 20 / 40 / 160

Color Range

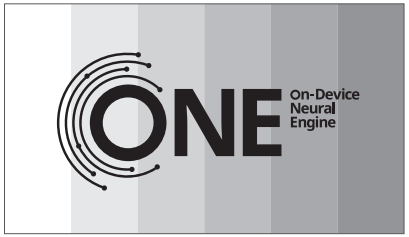
0% 50% 100%

## Logo Usage

The logo should be clearly visible compared to the background color, and should be transformed properly according to color and brightness of background for clear visual effect. Basic principle for the representation of the logo is using dedicated color with white background. However, if image of the logo is not damaged, using various background color is allowed and the detailed regulation is as follow.

1. When the background color is white

2.When the background color is in range of K:0-50




3. When the background color is in range of K:50-100

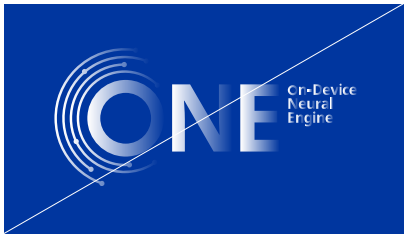
4. When the background color is Samsung Blue

## Regulation for Prohibition of Using Color

Close attention is needed not to cause distortion and transformation of the logo image of On-Devuce Neural Engine. Images in this page are wrong examples that color of the logo, background color are misapplied. By referencing these examples, distortion and transformation of the logo image should not be occurred.

1. When color of the logo is changed arbitrarily.

2. When gradation is used in the logo.




3. When color of the logo is combined arbitrarily.

4. When border line is used in the logo.

## Main Font

Main font of On-Device Neural Engine is Noto Sans KR for Korean and Noto Sans for English.
Designated font is used for format or concept of publication, title and text of visual media, with consideration for the characteristic of applied media.

San Serif_Kor

# Noto Sans KR

| | |
|---|---|
| Light | 지정 서체는 각종 시각전달 매체의 적용 항목의 성격에 따라 선택하여 사용한다. |
| Regular | 지정 서체는 각종 시각전달 매체의 적용 항목의 성격에 따라 선택하여 사용한다. |
| Medium | 지정 서체는 각종 시각전달 매체의 적용 항목의 성격에 따라 선택하여 사용한다. |
| **Bold** | **지정 서체는 각종 시각전달 매체의 적용 항목의 성격에 따라 선택하여 사용한다.** |
| **Black** | **지정 서체는 각종 시각전달 매체의 적용 항목의 성격에 따라 선택하여 사용한다.** |

San Serif_Eng

# Noto Sans

| | |
|---|---|
| Regular | On-Device Neural Engine<br>1234567890 |
| **Bold** | **On-Device Neural Engine**<br>**1234567890** |

Download Link

Noto Sans KR (Korean): https://fonts.google.com/specimen/Noto+Sans+KR
Noto Sans (English): https://fonts.google.com/specimen/Noto+Sans