

SAMSONITE LAUNCH CAMPAIGN 2019

Samsonite

WHY THIS DOCUMENT?

If you're reading this document, you're about to work on the new Samsonite campaign. And if that's the case, opening these guidelines means you're off to a good start – much like Samsonite.

That's because this is more than just a campaign – it's the launch of a new Samsonite. Younger. Bolder. Fresher. Smarter. Lighter. On the go. Or, as we like to call it, **born to go**.

On a campaign and brand-design level, Samsonite will change considerably. To make sure this new style is communicated correctly around the globe, everybody representing the brand needs to be aligned and do things the same way. That's why this document is so important – it gives you the tools and guidelines you need to understand and communicate Samsonite's new philosophy.

We hope that once you truly understand this message, you'll feel inspired and like you were **born to go**, too.



BRAND PHILOSOPHY 04

Born To Go - Hi Tech — Hi Energy - Inspired By The City - Design Principles

CAMPAIGN GUIDELINES 15

Tone of Voice - Grid - Logo - Typography - Typography in Use - Icons - Color - Photography

COMMUNICATION TYPES 66

Campaign Communication - Product & Feature Communication - Promotional Communication

EXAMPLES 82

Out Of Home Communication - Point Of Sale Communication - Digital Communication

①

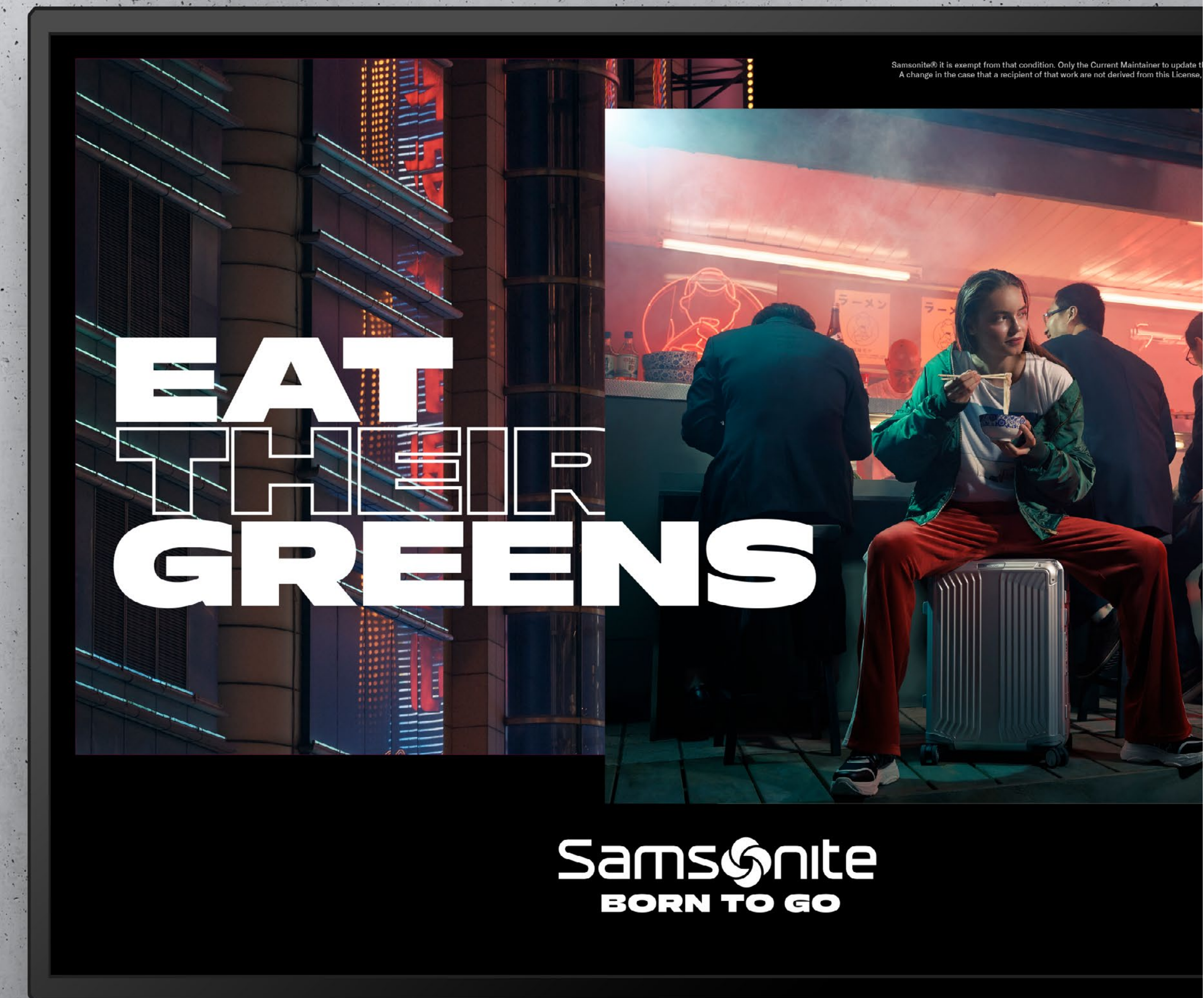
BRAND PHILOSOPHY

WE ARE BORN TO GO BECAUSE YOU ARE

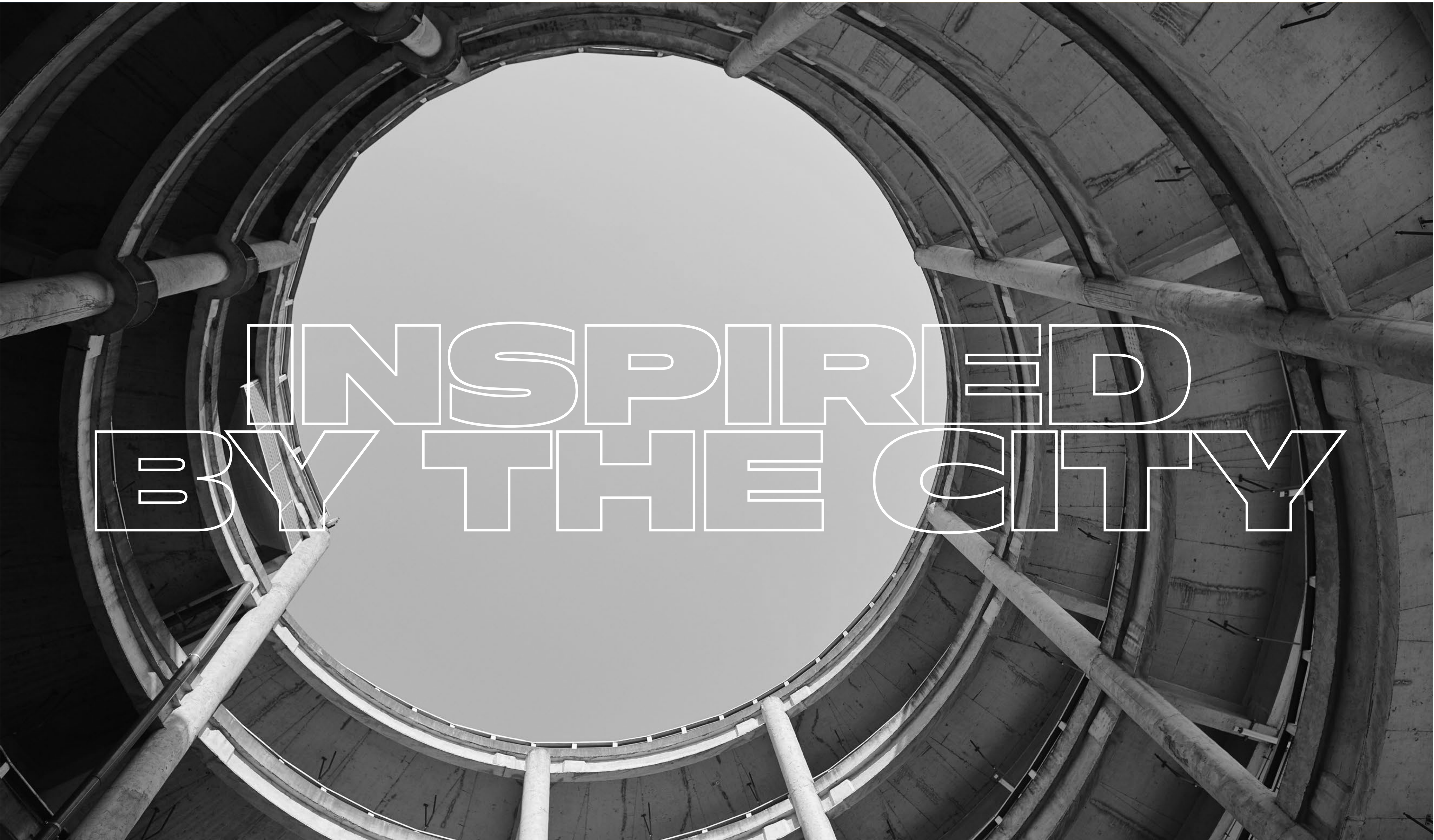
We understand you were **born to go**. For you, being **on the go is a lifestyle**. It's much more than just getting yourself from A to B.

We were **born to go** as well. Which means we know that even though it's exciting, living an **active life** can be exhausting. That's why we focus on **making heavy traveling light** – so that you can keep on moving, exploring, performing, enjoying.

With **technological innovations** – which have always been at the core of our business – we aim to create the **perfect companions** for being on the go. We build products that are designed to go and keep you going.



TWO
MAIN BRAND
DRIVERS



DRIVER I

HI-TECH HIGH ENERGY

Hi-tech meets High energy

The Samsonite brand has technological innovation and product performance in its DNA.

This hi-tech vibe translates into all aspects of our communication.

The high energy vibe is part of the Born To Go campaign strategy, and sets us apart from the competition.

This is what makes us born to go.



DRIVER II

INSPIRED BY THE CITY

Inspiration from the metropolis

Our target audience moves to the beat of the city, and so do we. The city inspires all our design principles and executions.

DESIGN PRINCIPLES

THE CITY NEVER SLEEPS

Samsonite is the perfect companion throughout the day, whether you're working, traveling or going out. This principle is reflected mainly in our photography, which features themes of both day and night.

DYNAMISM OF THE CITY

The city is in constant flux. We want to capture this energy in our identity, photography and layout.

URBAN COMMUNICATION

We find functional typography everywhere from signage and subway maps to house numbers. The richness of this vernacular lettering is at the base of our graphic identity.

THE BEAUTY OF DETAIL

Just like exploring the city, you have to know where to look to really immerse yourself. We find beauty in the little things. And we find beauty in our products as well, in the finely crafted design.

URBAN SPECTRUM

Just like the city is made up of concrete, our identity is built from black, white and grey hues, providing structure. At night, neon and bright lights appear.



THE CITY NEVER SLEEPS

AM TO PM

We aim to show the urban environment at all times of the day and night in a logical way. This establishes Samsonite as the ultimate companion, 24 hours a day.

You can find more info on photography on p.57



Awakening



Bright daylight



Vibrant nightlife

DYNAMISM OF THE CITY

ENERGETIC IMAGERY

Dynamism drives our
photography and composition.
This leads to images of energy
placed in a dynamic grid layout.

More info about the grid on p.17



Showing movement

Photography p.57

Energetic lines and angles

Photography p.57
Layout p.20

Layout design

Grid design p.17
Layout p.20

URBAN COMMUNICATION

Urban typography isn't clean – it gets rained on, tossed around, stretched, stepped on.

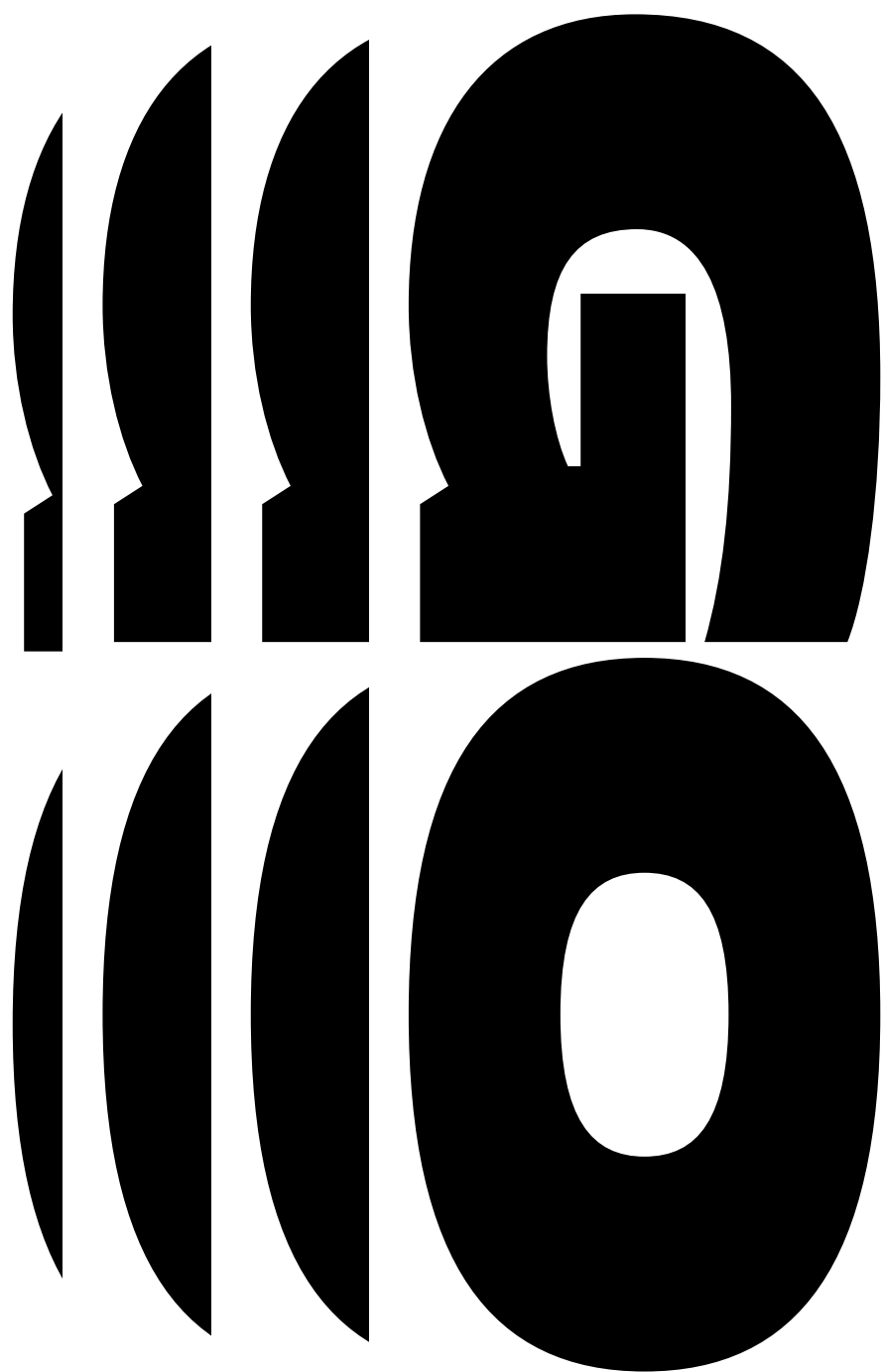
It has to withstand the test of time. Just like the Samsonite bag, it has to be designed to weather even the toughest of conditions – making it the perfect fit for the brand.

More info about typography on p.30



Reactive typography

Reactive typography p.41
Typography p.30



Bold & energetic type

Typography p.30
Typography in use p.35



Textures inspired by the city

THE BEAUTY OF DETAIL

FEATURE & DETAIL

Our products are as interesting from afar as they are up close. Product features and finishings are what set us apart from the competition – they demand to be looked at.

Textures inspired by the city add detail to the visuals.



Packshot photography

Photography p.57



Urban texture



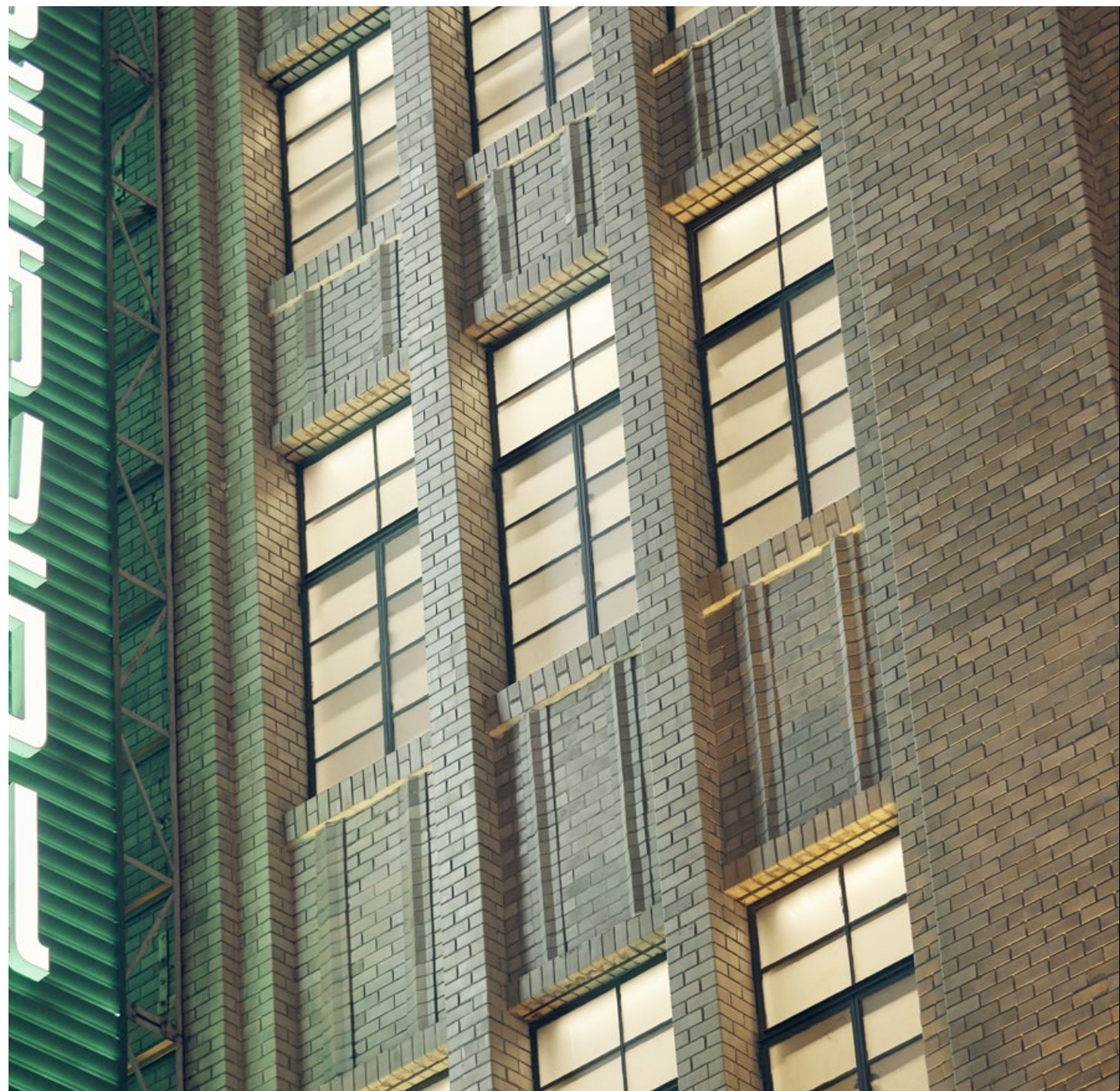
Detail Photography

Photography p.57

URBAN SPECTRUM

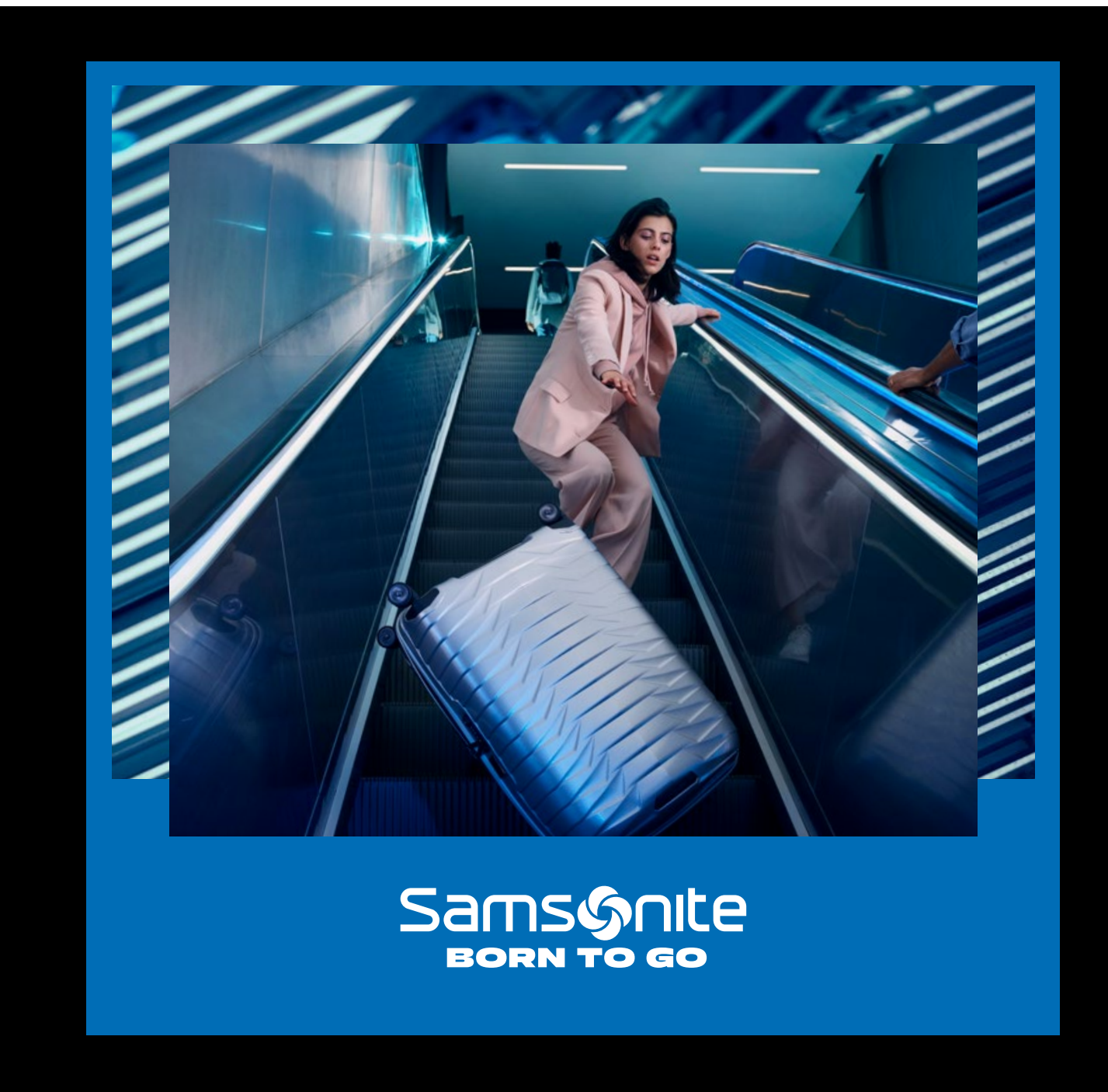
VIBRANT COLOR PALETTE

Our background colors are vibrant and bring life to our identity. Vibrant colors are combined with neutral tones to create a rich identity.



Vibrant photography

Photography p.57



Neon colors in layout

Color p.46



Vibrant packshot

Photography p.57

②

CAMPAIGN GUIDELINES

STONE OF VOICE

Just like our **customers** we, as a **brand**, were **born to go**. Our **products** show this in **every detail** of their **design**, and so should our **communication**. The following principles can guide you in getting there.

Tension

For over a hundred years, we've aimed to **make heavy traveling light**.

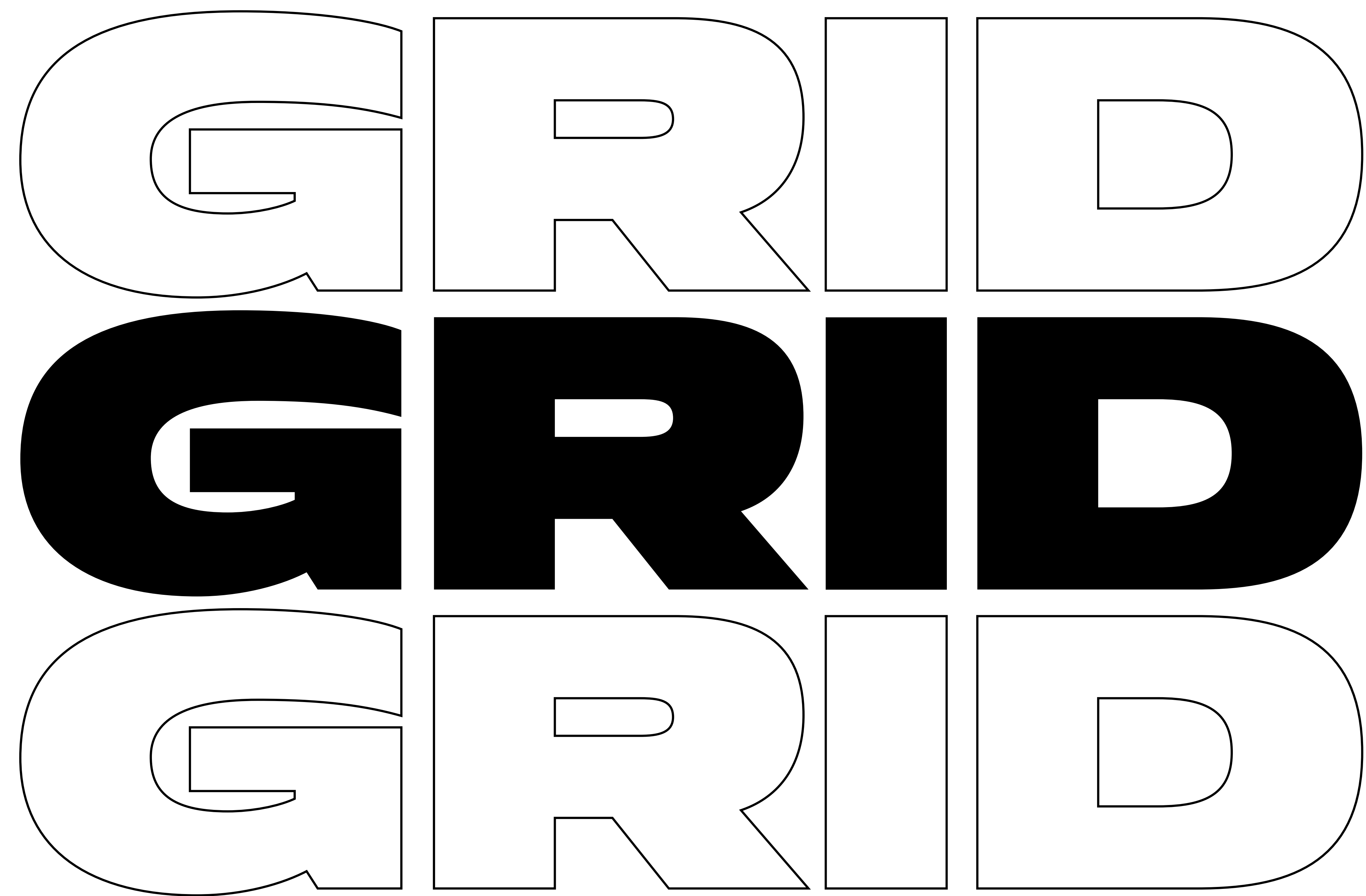
This **tension** is what **makes being on the go** interesting, and it can do the same for our communication. So, look for the **good in the bad, the light in the dark, the old in the new, the hot in the cold...** We could go on, but you probably get the gist by now.

Rea-witty

Search for **recognizable insights** and try to look at them in a **fresh way**. Don't be afraid to firmly put your tongue in your cheek when doing so. A **witty view** on the **customers'** reality can bring a smile to their face and, if you do it right, yours, too. If you do it wrong, however, you get bad wordplays like rea-witty.

Bold

Once you find the **right insight** with the **perfect tension** is found, **be bold**. **Resist the urge** to try and hide it or soften it up with too many words. If the **pure message** feels **too edgy**, just **find a new one**. **Preferably, a bold one**.



A unified grid is used for all media, both print and digital. This ensures consistency between all of the communication. The following guidelines show you the steps you need to take to create and use this grid in all applications.

- ①
- ②
- ③
- ④

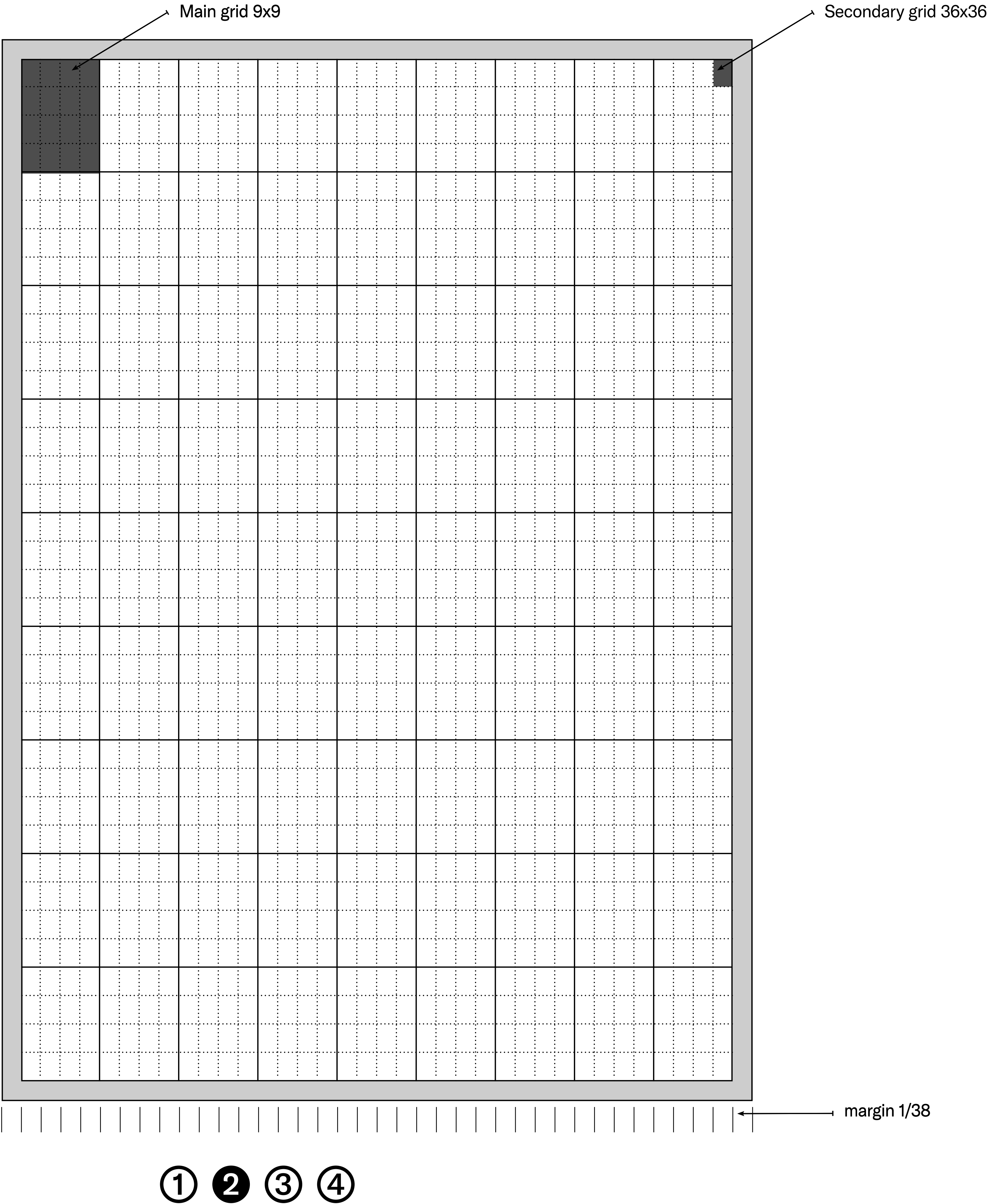
Ⓕ Modular grid 9/9 - 36/36

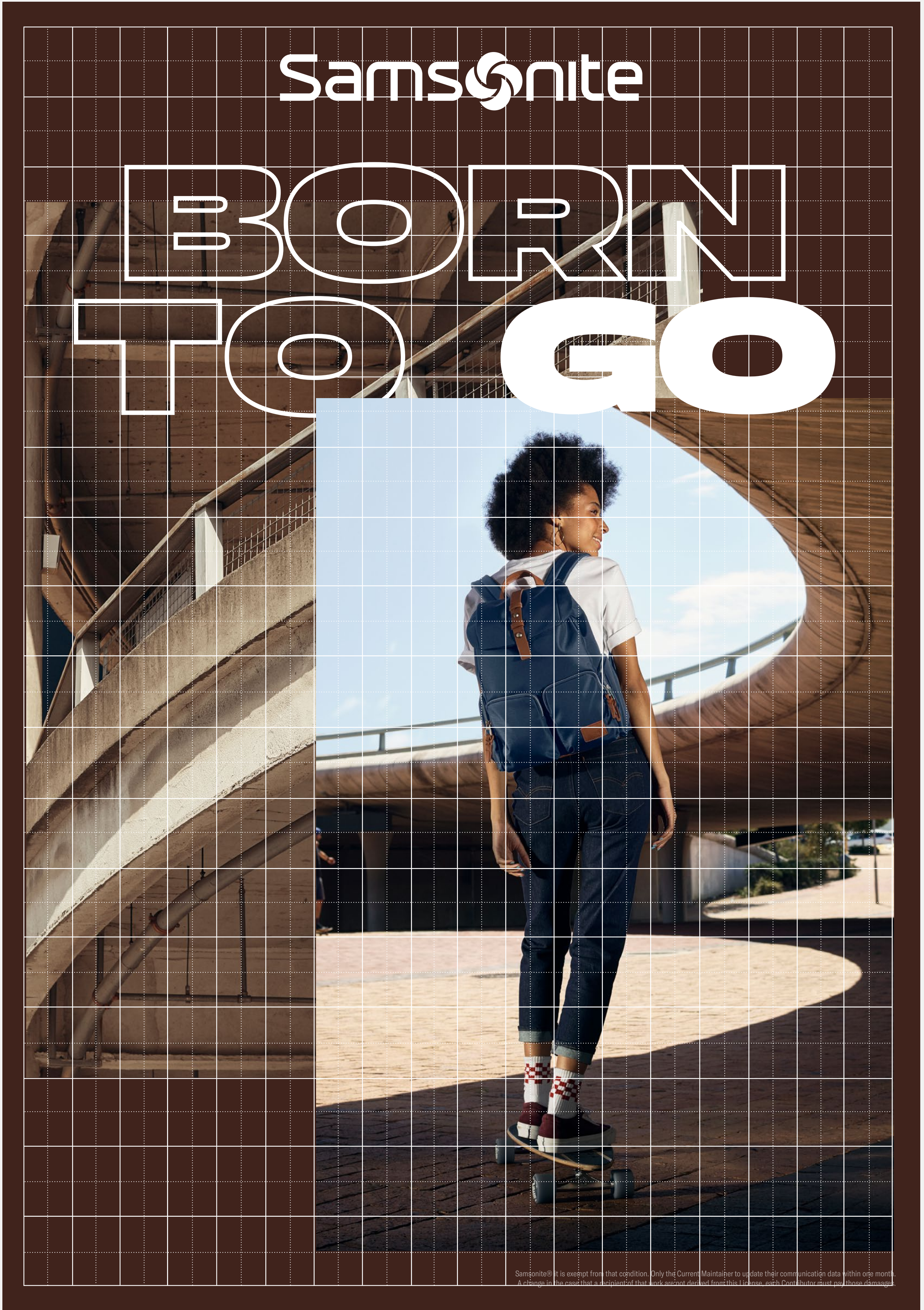
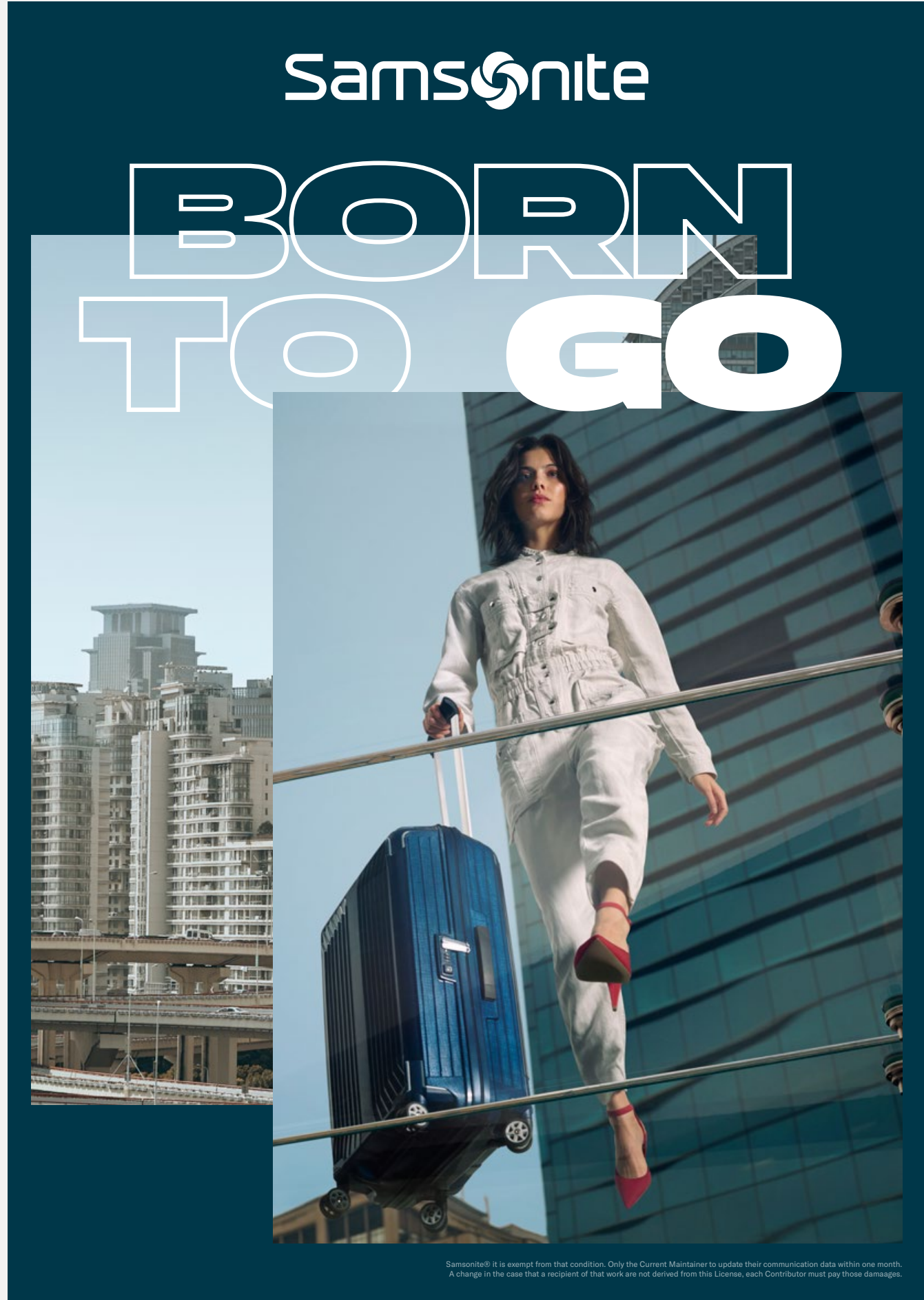
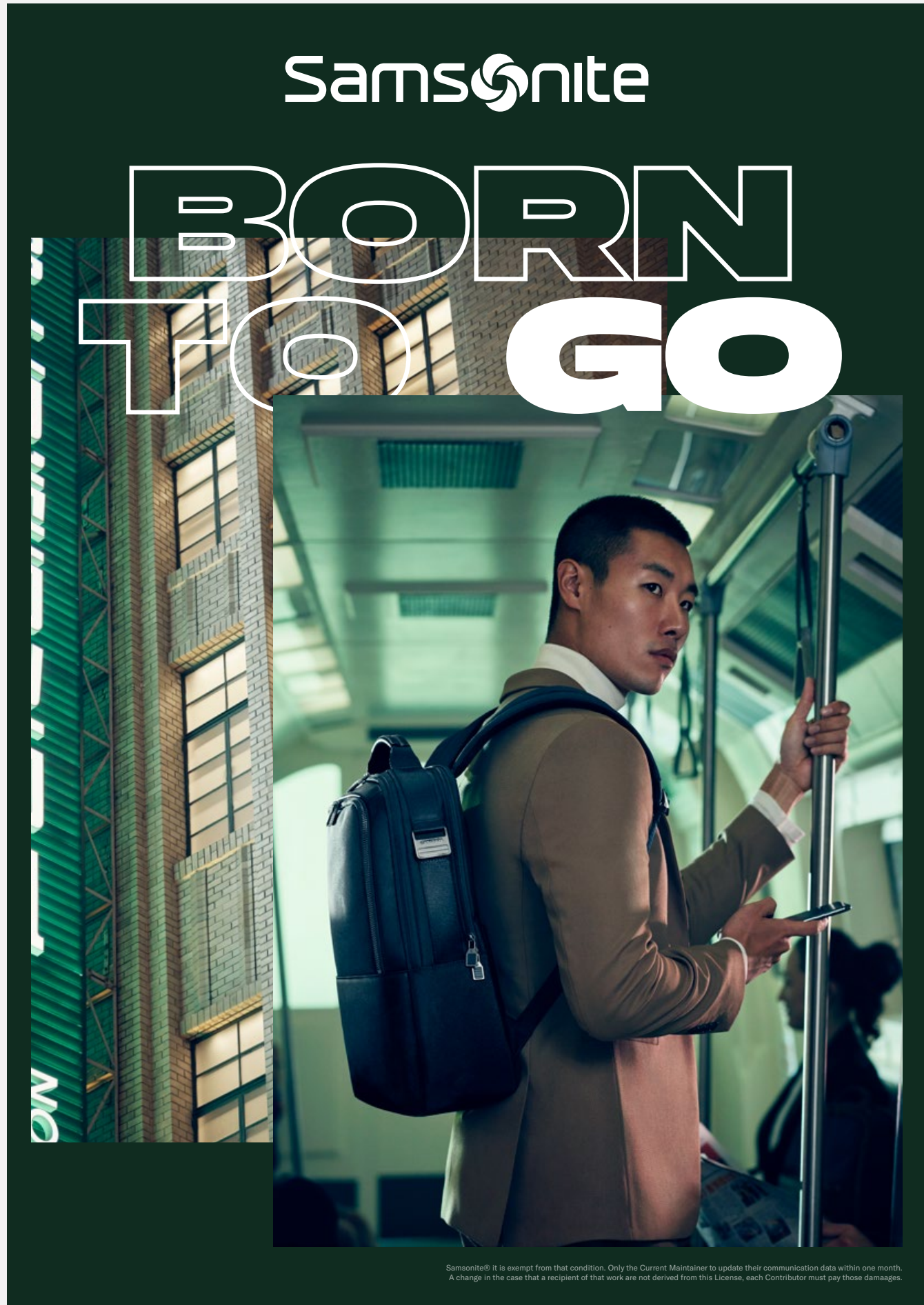
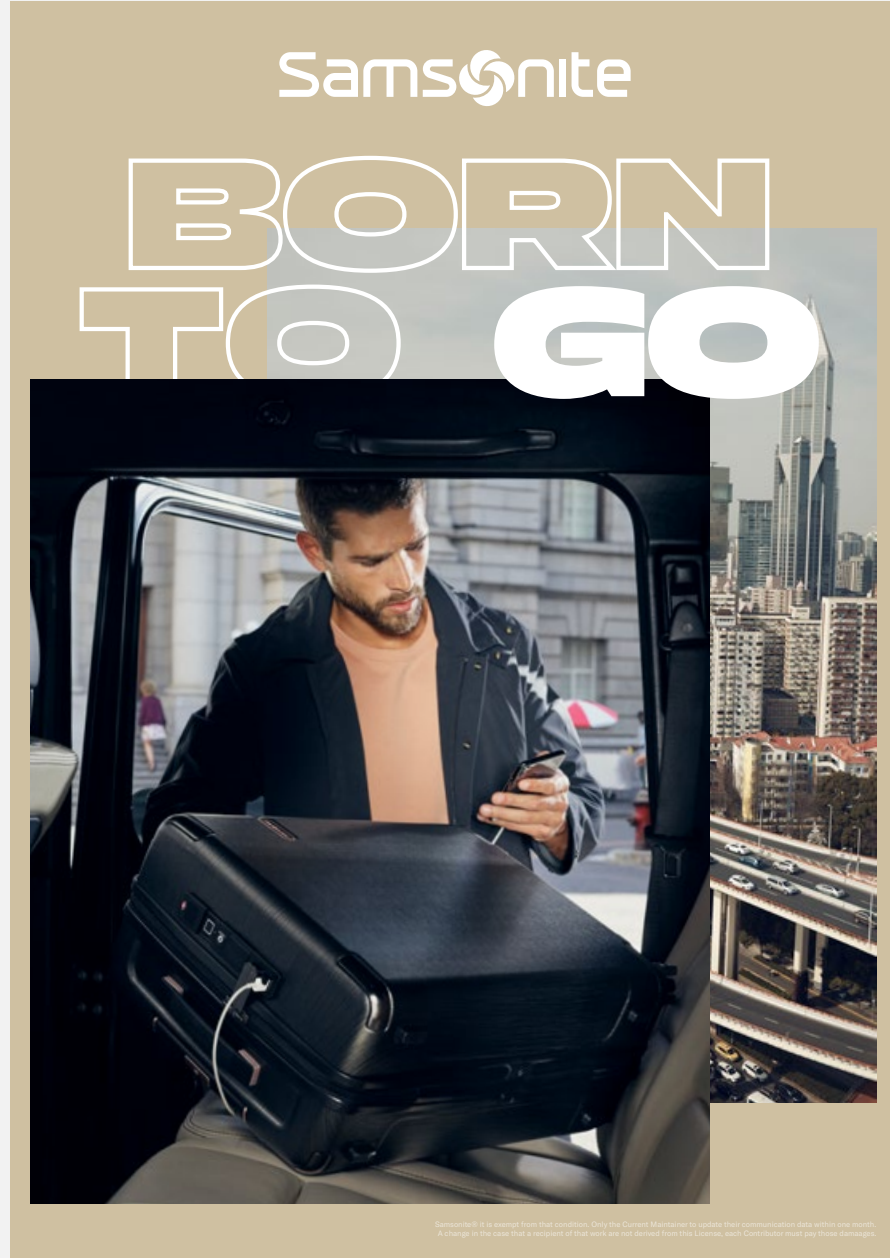
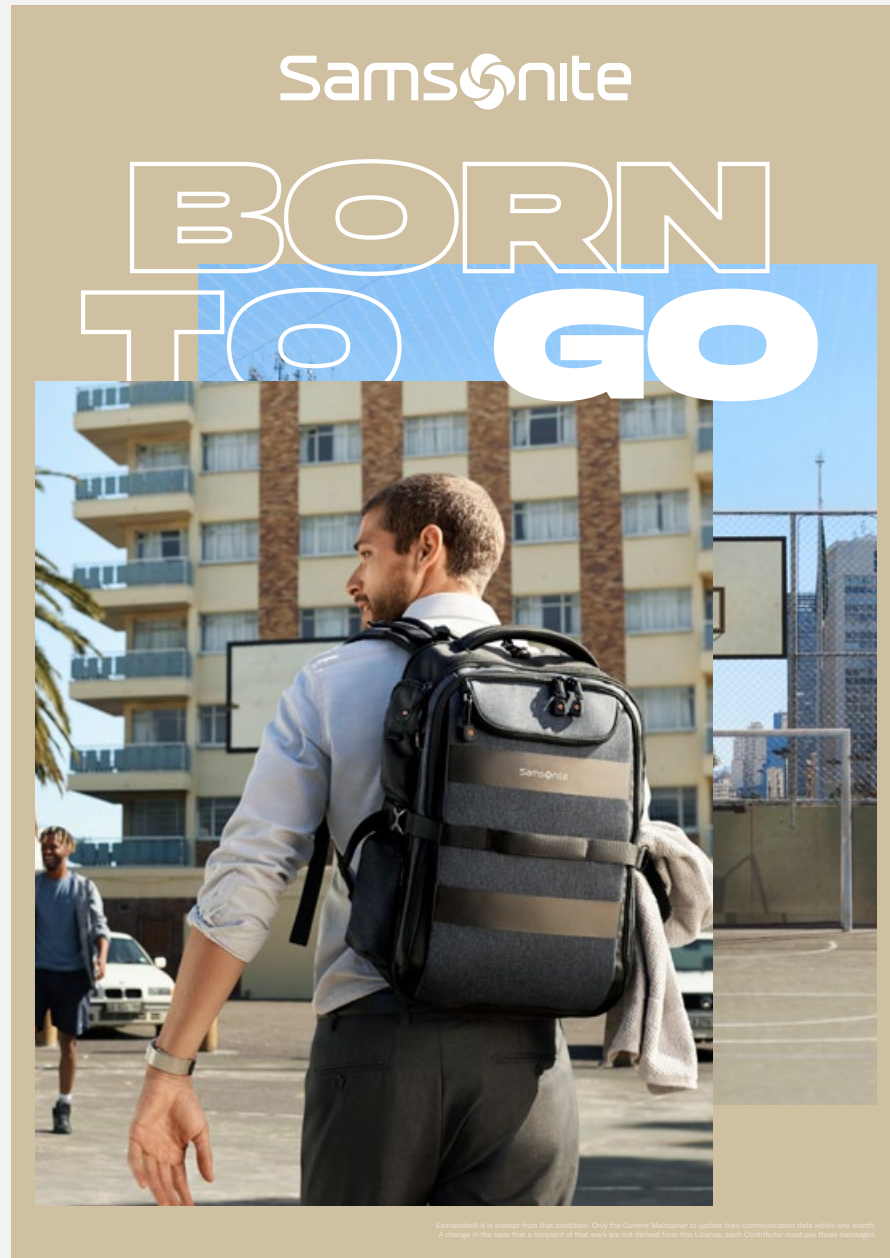
A single modular grid is used for all content.
The margins are created in the following way:

Short side of the document/38 = margin-size

Within these margins, we divide the artboard
in 9x9 rectangles. This is our main grid.

A secondary grid divides each square
into 4 parts horizontally and vertically,
creating a 36x36 grid structure.





The grid scales according to the medium it's used on, whether the format is vertical or square.



A-Format Landscape



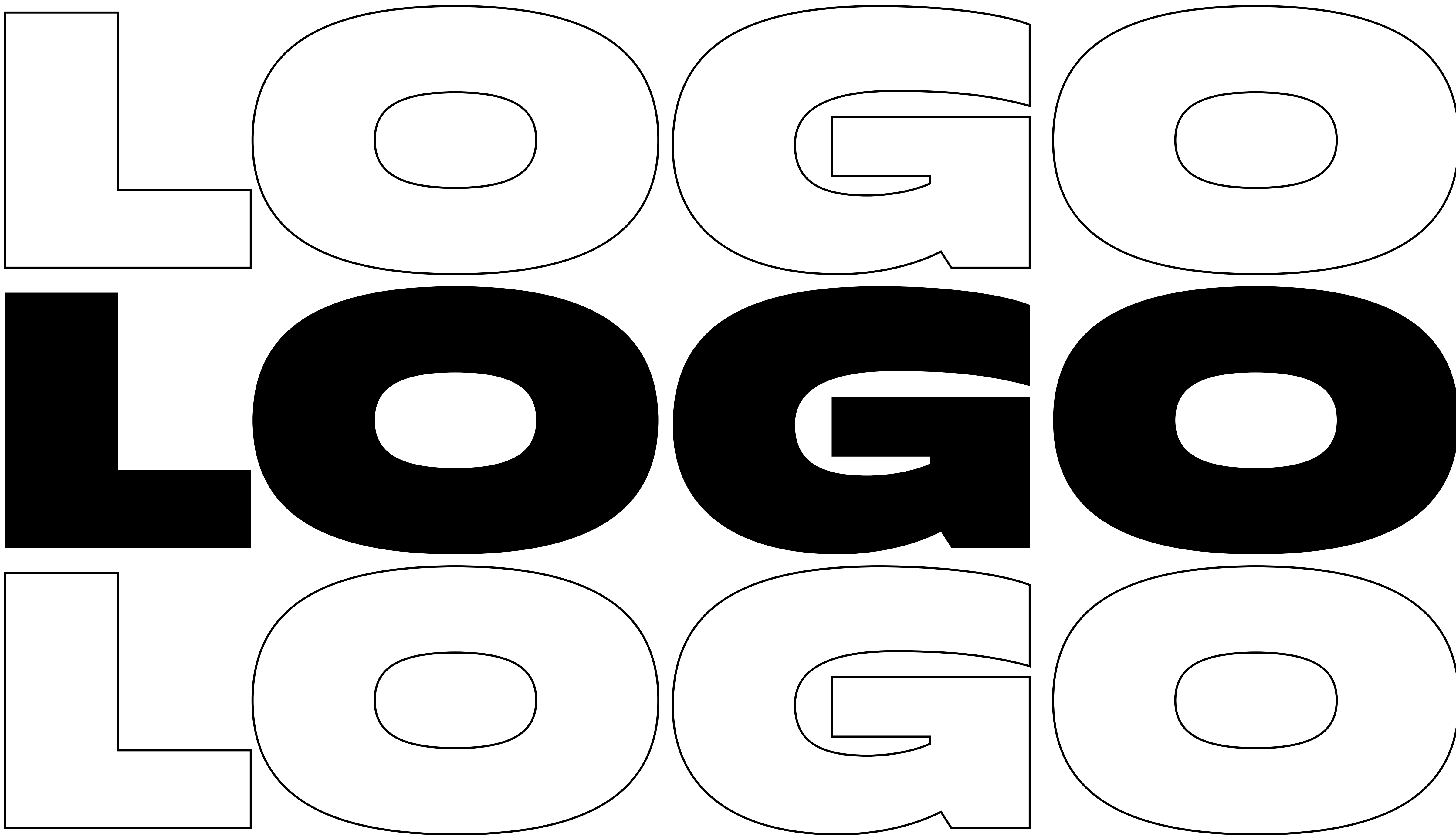
Airport Format



Social



Abri



The Samsonite logo is the flag we all sail under.
It's featured prominently in all our communication.

Ⓐ Main logo

Our logo is **used consistently** throughout **all communication** and should not be tampered with in any way.

The logo should **always** be placed on a **contrasting background** to ensure legibility.



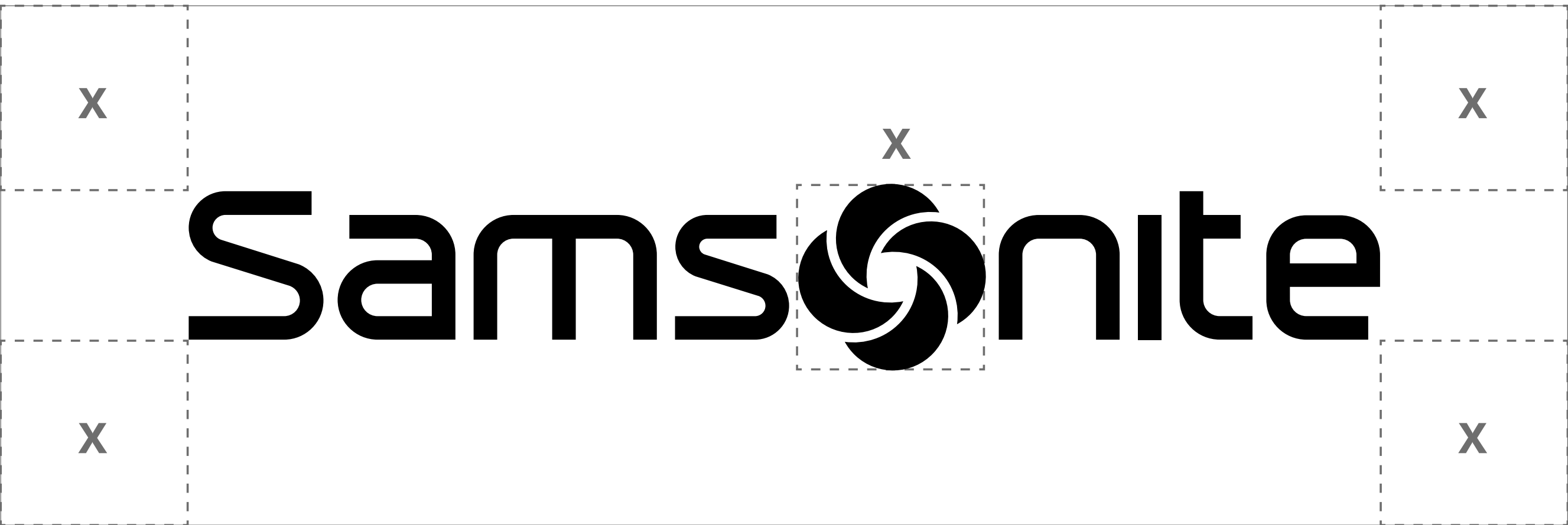
Swirl: 150% of the height of the lowercase characters.
This cannot be altered, nor taken out of the logo.

③ Negative logo

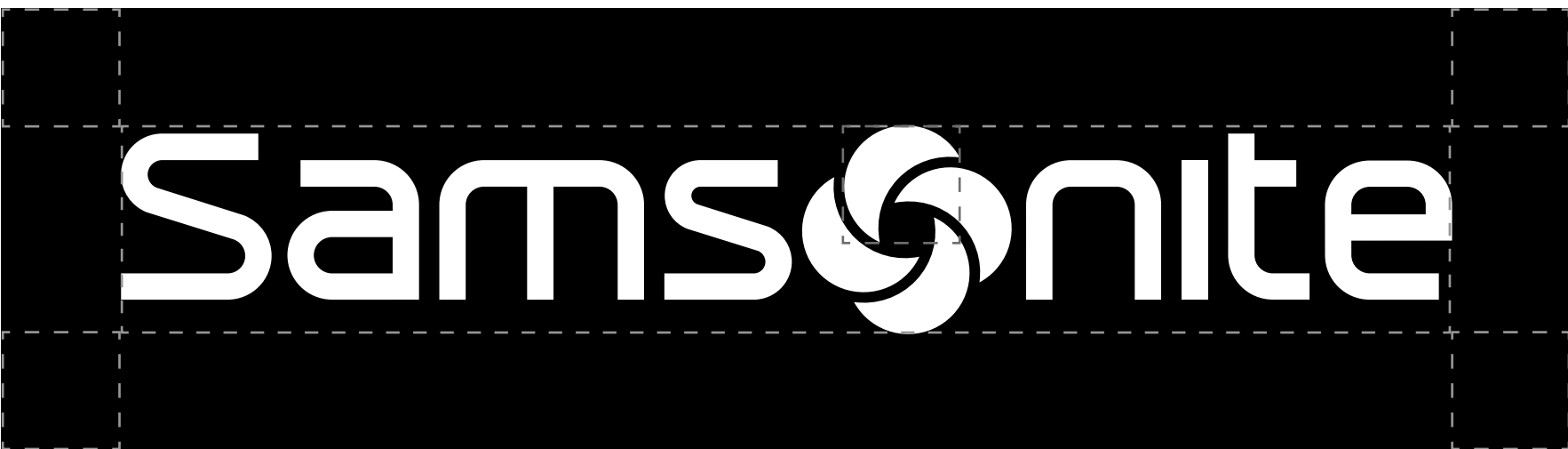
Samsonite

© **Whitespace**

The whitespace around the logo is defined by the swirl within the logo on each side.



Minimal spacing between logo and other content.



When the logo is used in a frame, the minimum distance from the frame is defined by the height of the top segment of the swirl.

Samsonite
BORN TO GO

④ Born To Go lockup

On campaign level, we always use the lockup
'Samsonite - **born to go**'.
This lockup has a fixed size.

Samsonite
BORN TO GO

⑤ Born To Go lockup – Negative

Samsonite
BORN TO GO

Ⓕ **Born To Go — whitespace**

The whitespace around the logo is defined by the swirl within the logo on each side.



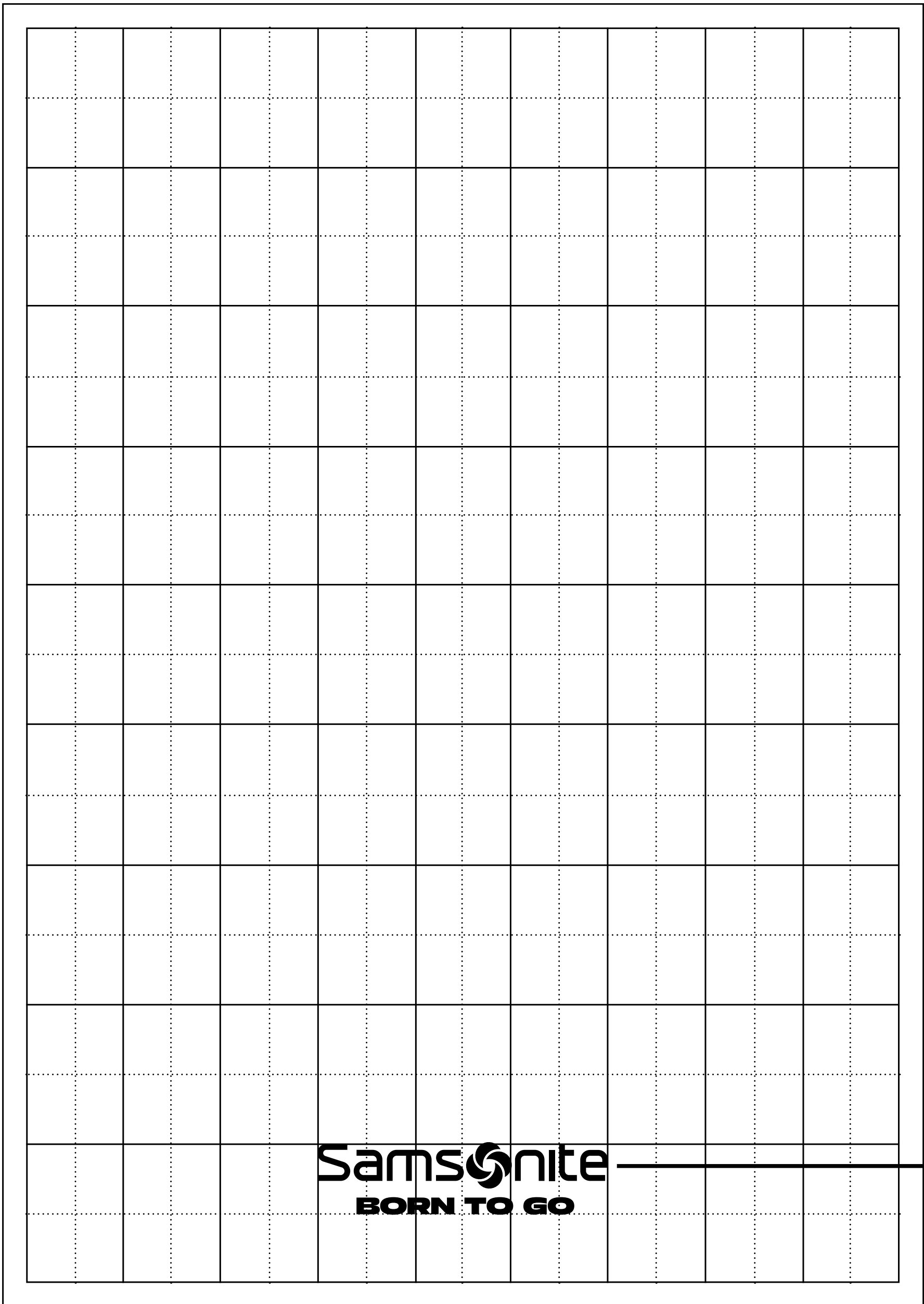
Minimal spacing between content

Ⓒ

Size + minimum

Born To Go & stand-alone logo

The size of the logo is determined by the grid.
The logo should be at least 1/3 of the short side
of the document within the margins.
This correlates to 3/9 columns created by the main grid.



Minimum size logo
6/18 or 1/3 of the short side of the document
(without margins)

Minimum sizes

Establishing a minimum size ensures that the impact and
legibility of the logo is not compromised in application.

Due to the higher resolution available in print vs that of
screen-based media (300 dpi vs 72 dpi respectively), we are
able to reproduce the logo at a fractionally smaller size in print
without any graphic deterioration.



Digital

To ensure legibility and impact, the Samsonite
logo should never be reproduced smaller than
70 px in width in digital communication.



Print

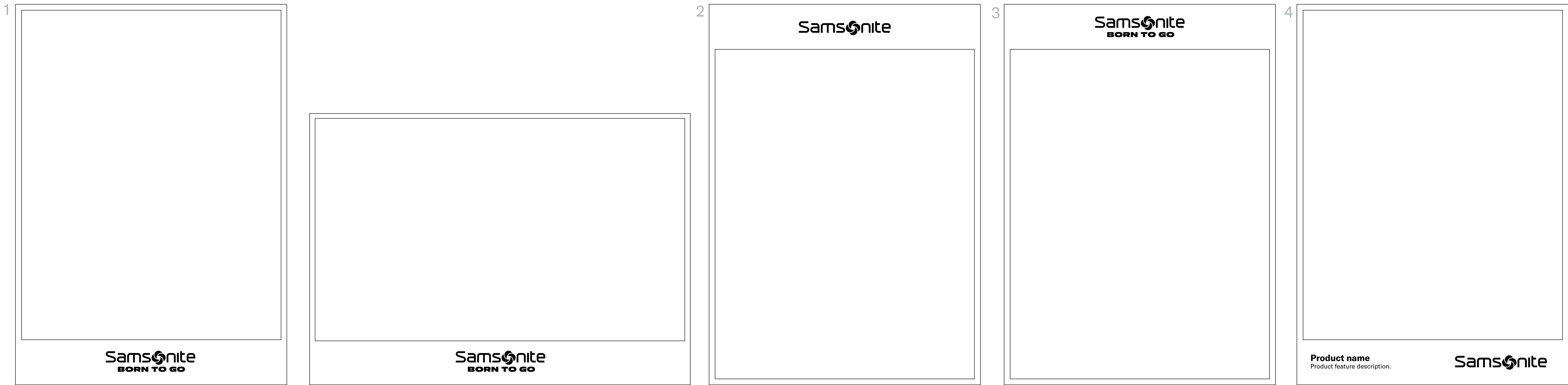
To ensure legibility and impact, the Samsonite
logo should never be reproduced smaller than
20 mm in width in any print communication.

Ⓜ Logo placement

We put the lockup logo on the **bottom center**.¹
If you don't use the Born To Go lockup, we put the **logo top center**.² We only use the **lockup** when there's **no main Born To Go communication** in the visual.

Important: In retail we use both logos (Lockup + Samsonite) top center.²⁺³

If none of this is possible within the layout, the logo should be right-aligned in the bottom corner.⁴



TYPOGRAPHY
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Typography is essential in our communication. That's why Samsonite Sans was created. It was specifically designed to communicate our messages in a bold and proud way.

Capturing urban energy
in a typeface

The **dynamic range** of **widths** and **optimization** that allows for extremely **close kerning** makes **Samsonite Sans** a typeface that breathes energy. The extremely elongated letterforms of the wide version portray a **visual language** that brings to mind **futuristic interfaces and decals**.

This gives the brand an assertive edge and establishes **Samsonite** as a **leader, not a follower**.

BREATHE
IN THE
ENERGY



Samsonite Sans was created specifically as a display typeface for the Samsonite brand.

This contemporary typeface was inspired by urban life. Its conception is based on street signage, which often features a sans typeface.

The boldness reflects the energy and unapologetic nature of the brand.

The flowing lines and curves convey a sense of speed and dynamism, found in the design principles of the brand. This typeface allows us to create enticing visual elements that form the basis of our reactive typography.

INSPIRED
BY THE
CITY

SAMSONITE SANS

Designed by Grilli Type ©

Ⓐ Primary typeface
Samsonite Sans

Samsonite Sans is our primary typeface, used for headlines.

Both GT America and Samsonite Sans are designed by and property of Grilli Type, and need to be properly licensed to be used by any other party. If you are a third party working for Samsonite you can write to mail@grillitype.com with the subject “Samsonite Licensing” and you’ll be guided by the purchasing process.

Do not accept font files from any other source, including your contacts at Samsonite or other parties working for Samsonite, as they are not allowed to share font files across organizations and you would be using the font software illegally.

Samsonite Sans Expanded 100pt

HEADLINE
TEXT ?!@#
1234567890

Samsonite Sans Compressed 100pt

HEADLINE TEXT ?!@#
1234567890

Styles

SAMSONITE SANS	Expanded
SAMSONITE SANS	Extended
SAMSONITE SANS	Standard
SAMSONITE SANS	Condensed
SAMSONITE SANS	Compressed

Ⓑ

Secondary typeface

Gt America

GT America is our secondary typeface, used for body copy.

It’s a super-family with a wide number of widths and weights, which makes it a perfect companion for our main brand typeface as a workhorse typeface for practical information on a secondary level.

Its neutrality makes it perfect for a broad range of applications.

GT America Bold 30pt
Handsomely black jack run a rig yawl coxswain gally gangplank Plate Fleet American Main bowsprit. Topsail tender fire ship me ho fire in the hole draught Jack Ketch squiffy poop deck. Spike scuttle nipperkin skysail reef sails clap of thunder loaded to the gunwalls bucko execution dock warp.

GT America Regular 16pt
Gaff crack Jennys tea cup bowsprit marooned league hang the jib long clothes run a shot across the bow trysail cutlass. Jack hardtack man-of-war skysail careen ballast parley pinnace hands Shiver me timbers. Measured fer yer chains mutiny Jack Tar crow’s nest Blimey Brethren of the Coast quarter draft swab main sheet.

Styles

Gt America

Gt America

Gt America

Gt America

Gt America

Gt America

Bold

Medium

Regular

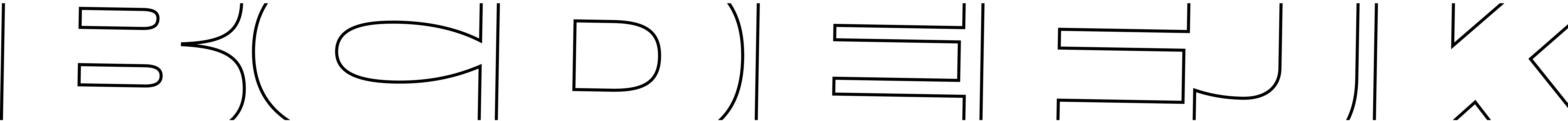
Italic

Light

Thin

TYPOGRAPHY IN USE

To create consistency within the communication, not only the typeface but also the use of this typeface is very important.
In this chapter, we go over the rules that apply when using typography.

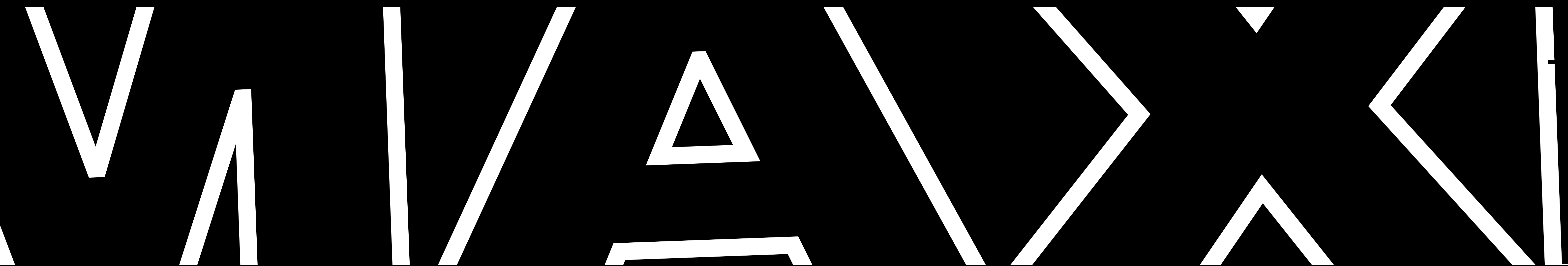


**THIS IS NOT
A NORMAL
PANGRAM**



Kerning — Metrics
Tracking — 0

KERNING
SIZE



The **maximum** outline stroke size is 1/25th of the text size in pt.

For instance, if the text size is 700pt the stroke size should be 28pt.

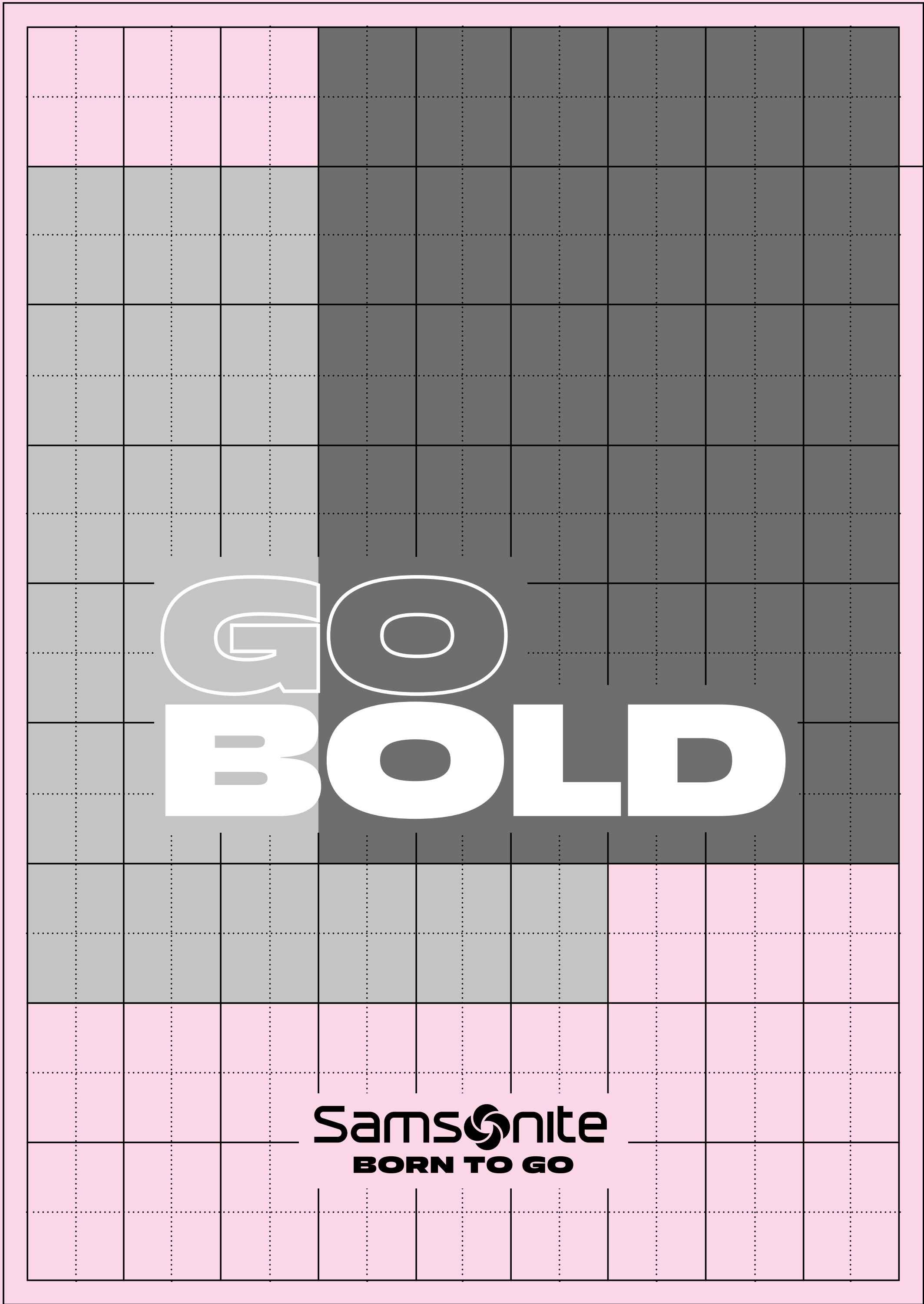
The **minimum** outline stroke size is 1/50th of the text size in pt.

For instance, if the text size is 24pt the stroke size should be 0,50pt.

ONLY USE
ME FOR
DISPLAY
TEXT

We only use **Samsonite Sans** for display text. (min. 48 pt)

If you go smaller, for example body copy, use **GT America**.



Vertical
The text block should be at least 1/2 of the total width of the page.



Horizontal
The text block should be at least 1/2 of the total width of the page.

We use bold and powerful typography.

We use left alignment or center alignment. We use tight kerning. In headlines, we use outlines for less important words, and always communicate in caps.

The main communication color is white. If there’s not enough contrast between the copy and the background (image) we can use black as well.

The use of other colors should always be approved by the contact at Samsonite Europe (see contact page at the end of the document).

LEFT OR CENTER ALIGNED

We align to the left
everywhere we use full
sentences (except for
‘Born To Go’).



We align in the center
everywhere we use a single
word, product, feature or
properties.



Ⓐ Reactive Typography

Urban Typography

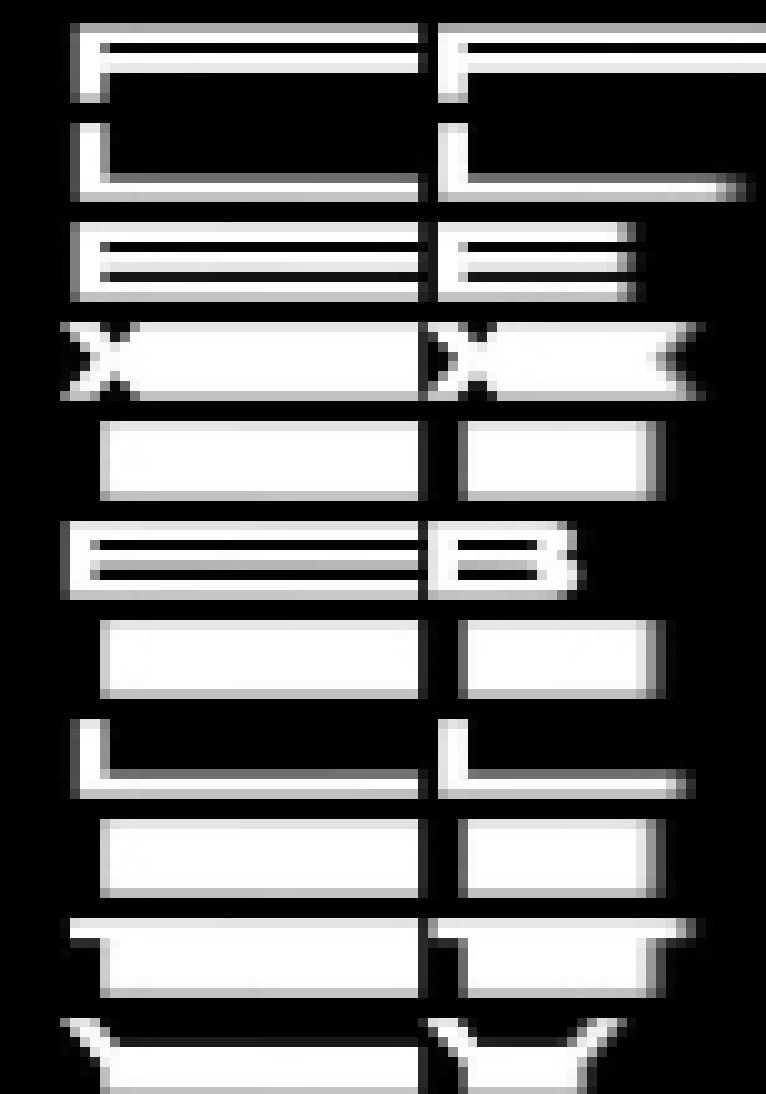
Urban typography isn't clean, it gets rained on, tossed around, stretched, and stepped on. It has to withstand the test of time.

Just like the Samsonite bag, it has to be designed to weather even the toughest of conditions. This makes it the perfect fit for the brand.

Bringing the typography to life.

We can use these conditions to manipulate the typography to create graphic elements – both animated and static.

These graphics can be used as abstract elements depicting the specific features of the Samsonite range.



Reactive Typography
Example - Smart Charging feature

Reactive typography is mainly used to communicate about features.

For the smart charging feature, the idea of the typography charging up from outline to filled shapes, in combination with electric colors based on the product gives the visual a tech-oriented and energetic feeling.



Reactive Typography
Example - Summer Visuals

Reactive typography can also be used on a campaign.

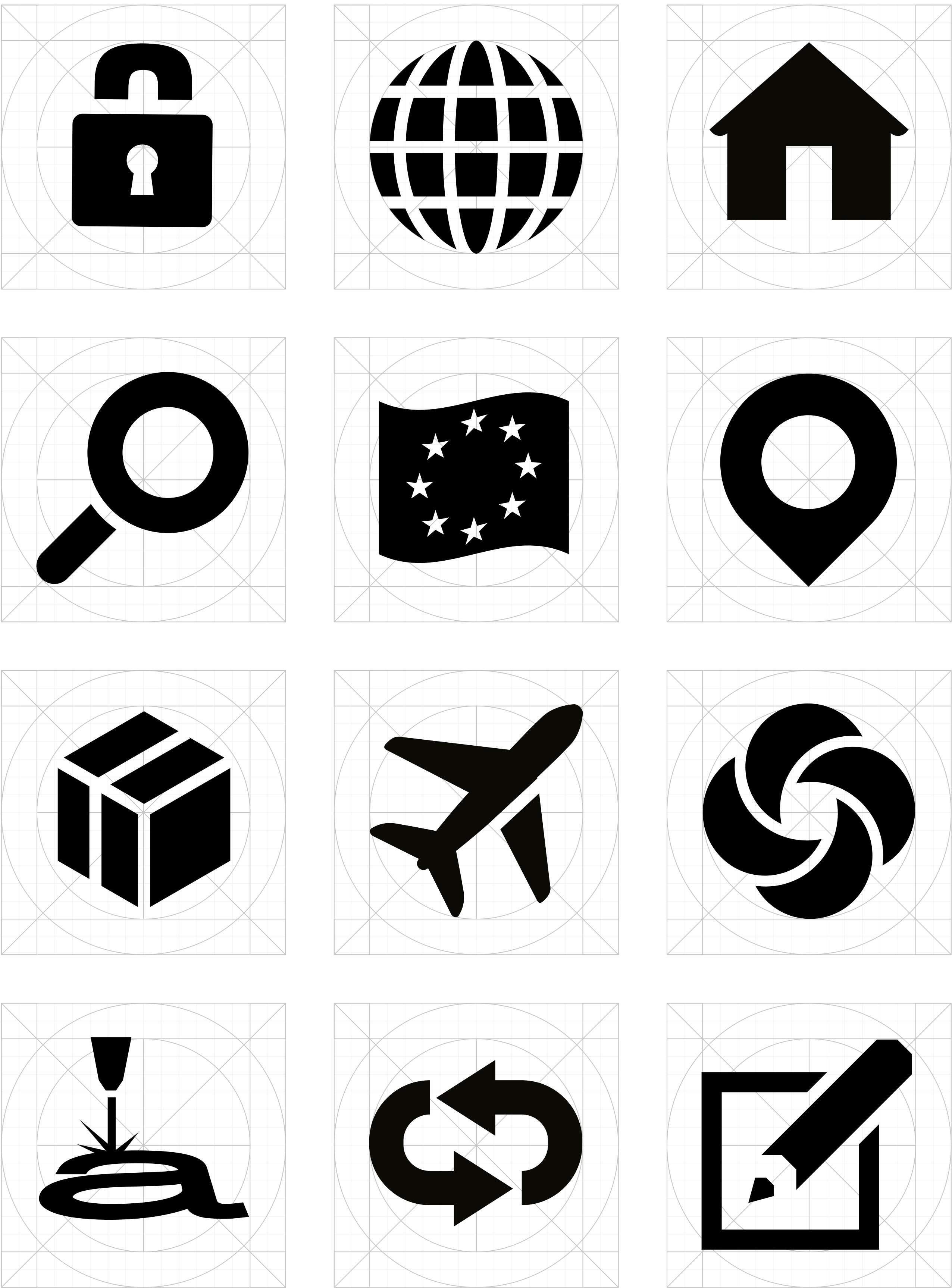
For the summer campaign, the reactive typography was used to create the effect of the refraction of water in a swimming pool, reminiscent of summer days.





Icons

The design language of our typography is used to create a custom set of icons that follow the main design principles to create a consistent brand voice on all levels.

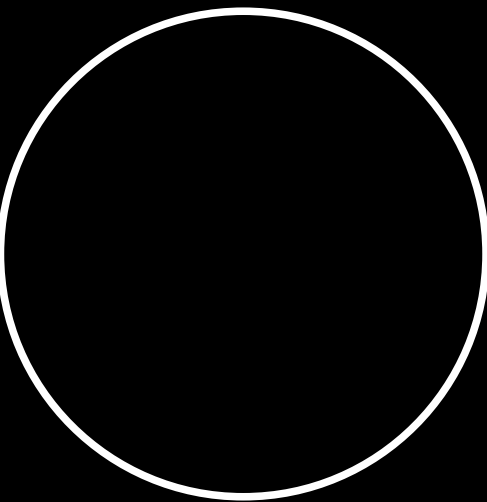


COLO COLO COLO

Color is an essential part of our communication.
It brings energy to the Samsonite brand. It allows us to communicate a rich
variety of messages and convey a wide range of emotions.

Primary

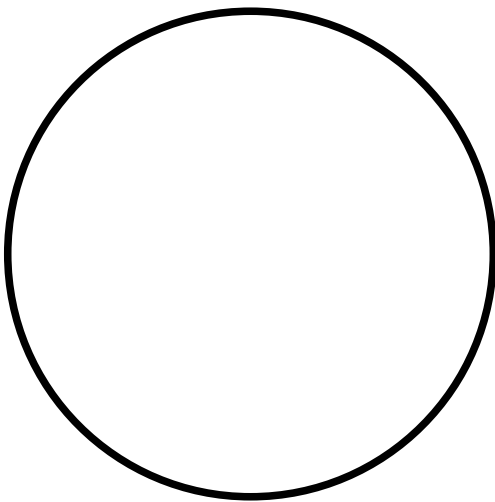
BLACK
BLACK
BLACK
BLACK



Pantone Solid coated
PMS Black 6 C
Pantone Solid uncoated
PMS 7547 U

C50 M50 Y60 K100
R0 G0 B0
#000000

WHITE
WHITE
WHITE
WHITE



C0 M0 Y0 K0
R255 G255 B255
#ffffff

& EVERYTHING
IN BETWEEN

Vibrant spectrum

The vibrant color spectrum used is based on the colors of our products.

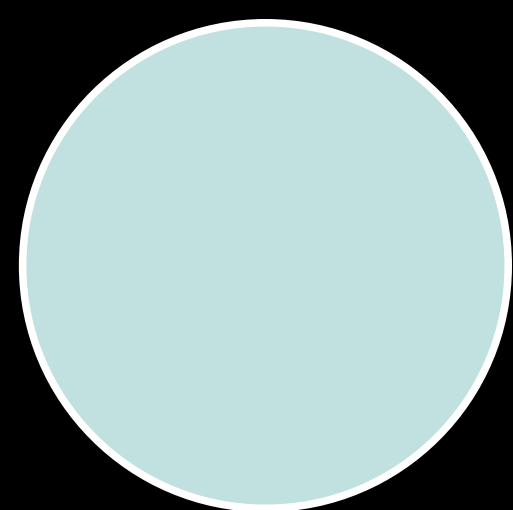
This enables us to create contemporary imagery in matching tones that reflect the values of the different ranges, no matter if it's a very feminine handbag, a professional laptop bag or a rugged suitcase.



Ⓐ **Vibrant color combinations**

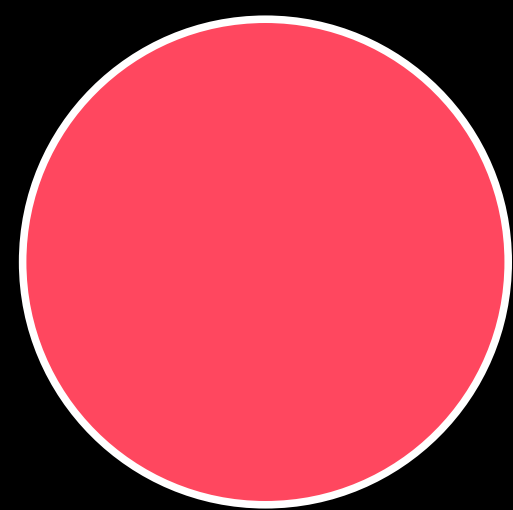
In our typographic treatments, we can use a predefined combination of colors to create vibrant visuals.

These combinations consist of a foreground and background color which are not interchangeable. (E.g. red text on a green background)



Pantone Solid coated
PMS 628 C

C28 M0 Y12 K0
R195 G228 B230
#c3e4e6



Pantone Solid coated
PMS 192 C

C0 M87 Y51 K0
R239 G72 B97
#ef4861

NEON

NEON

NEON

NEON



Vibrant color — logo
In the case you use a vibrant color combination the logo should be proceed in the fourground color.

GO BORIN
DRIN TO GO
BORIN TO GO



Pantone Solid coated
PMS 7476 C

C87 M45 Y54 K23
R23 G96 B99
#176063



Pantone Solid coated
PMS 192 C

CO M87 Y51 K0
R239 G72 B97
#ef4861



Pantone Solid coated
PMS 172 C

C87 M45 Y54 K23
R240 G78 B35
#f04e23



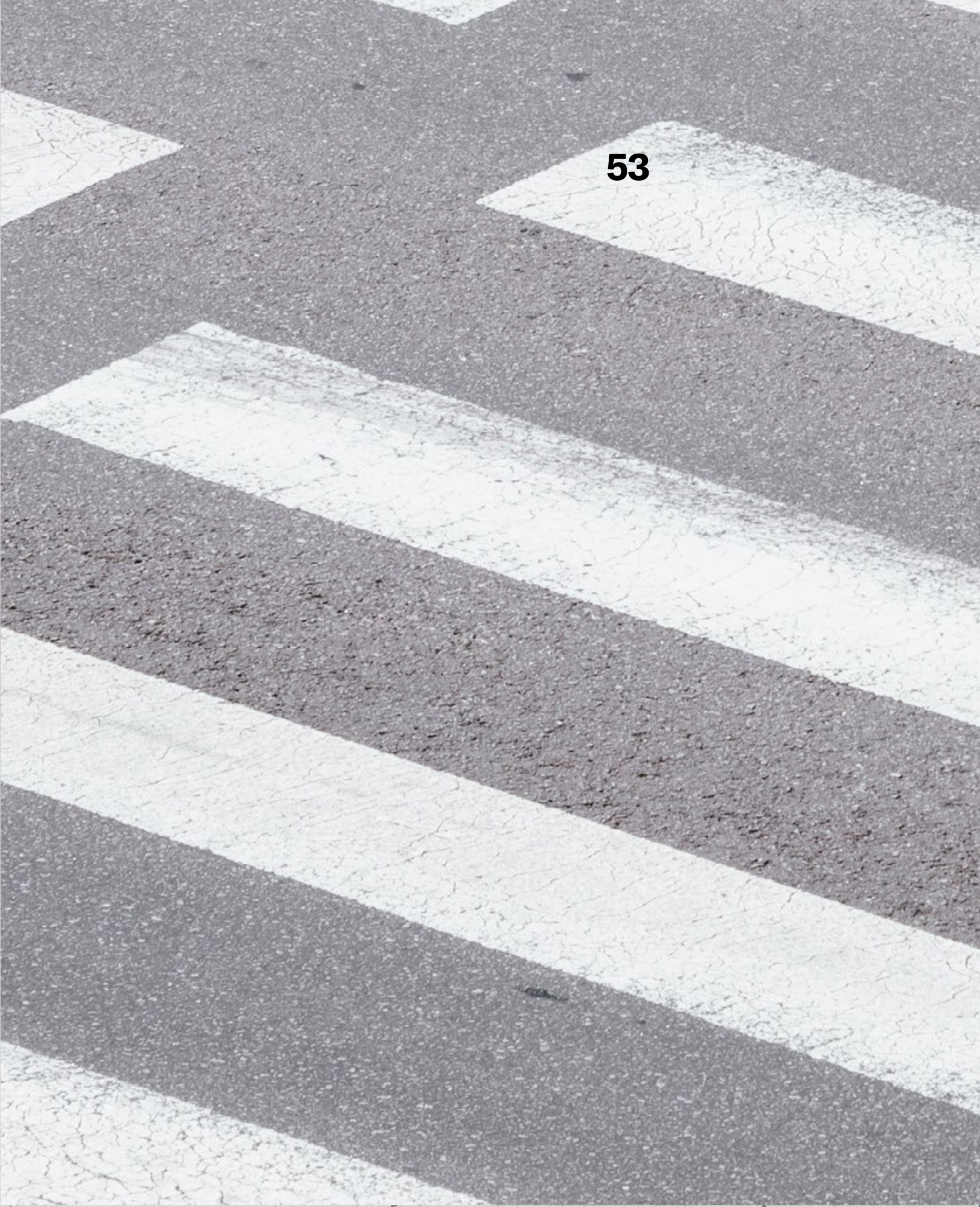
Pantone Solid coated
PMS 1905 C

C0 M87 Y51 K0
R246 G163 B190
#f6a3be

Ⓑ Neutrals

Our neutral spectrum is based on the colors of concrete, stones, bricks and walls used in the city. These neutrals create a calm canvas that enables our colorful visuals to shine.

Secondly, these neutrals can also be useful in designing online interfaces or to create subtle hierarchy and structure in layout.



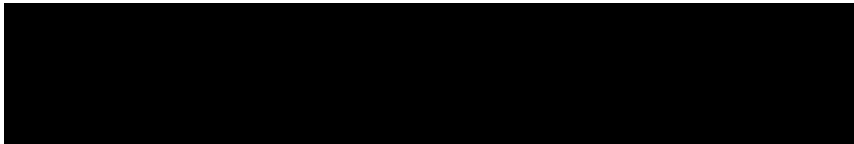
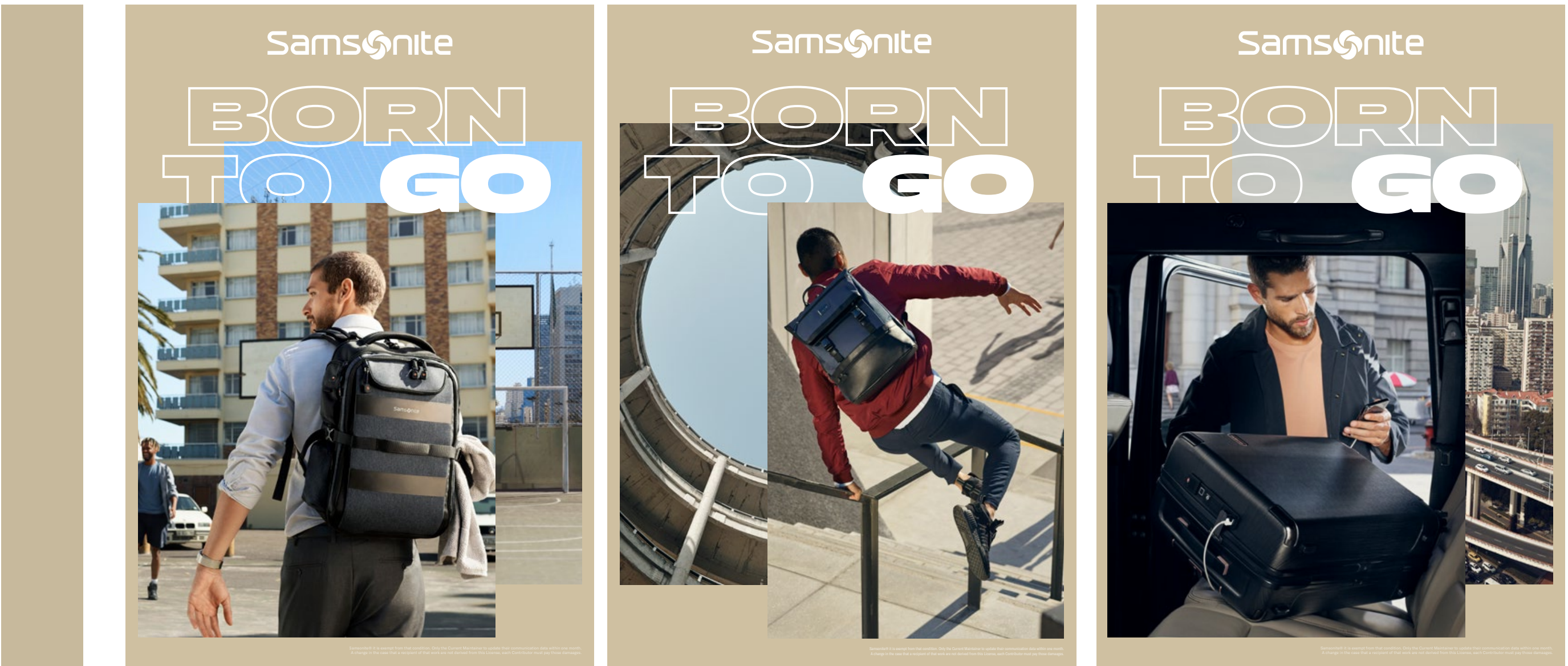
Neutral campaign colors

In the campaign compositions, a subtle shade complementary to the visual can be used.

These colors are predefined per image and should always be used accordingly.

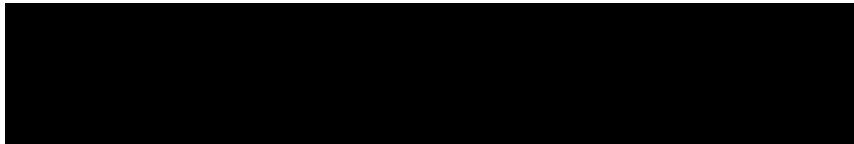
Pantone Solid coated
PMS 7535 C

C23 M23 Y40 K100
R199 G186 B156
#c7ba9c



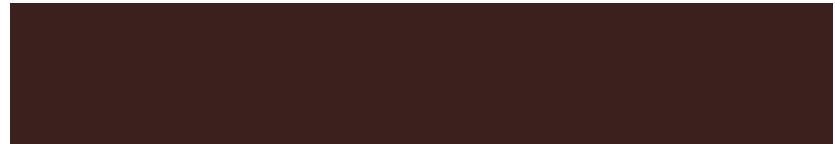
Pantone Solid coated
PMS Black 6 C

C50 M50 Y60 K100
R0 G0 B0
#000000



Pantone Solid coated
PMS Black 6 C

C50 M50 Y60 K100
R0 G0 B0
#000000



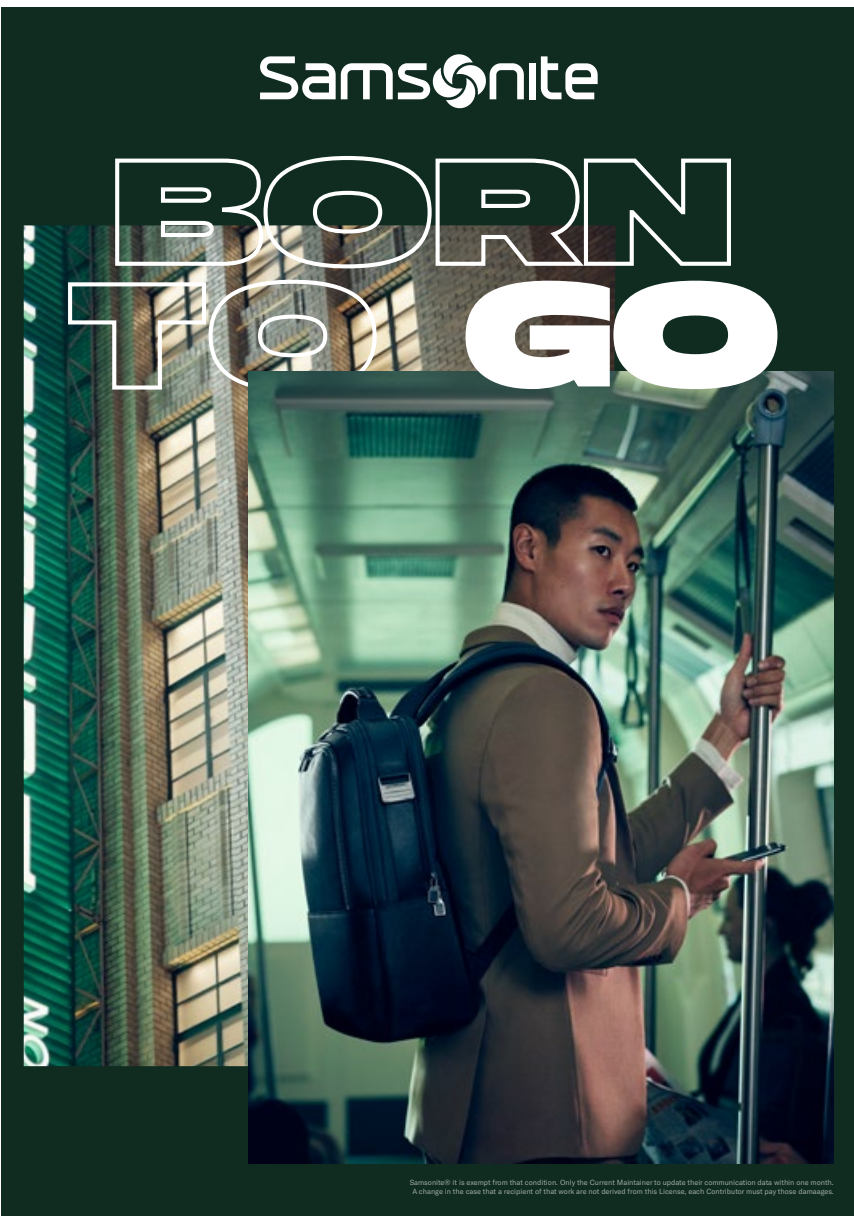
Pantone Solid coated
PMS 7596 C

C46 M71 Y65 K73
R60 G32 B29
#3c201d



Pantone Solid coated
PMS 2182 C

C98 M64 Y47 K46
R0 G58 B75
#003a4b



Pantone Solid coated
PMS 627 C

C90 M60 Y80 K65
R4 G44 B33
#042c21



Pantone Solid coated
PMS Black 6 C

C50 M50 Y60 K100
R0 G0 B0
#000000

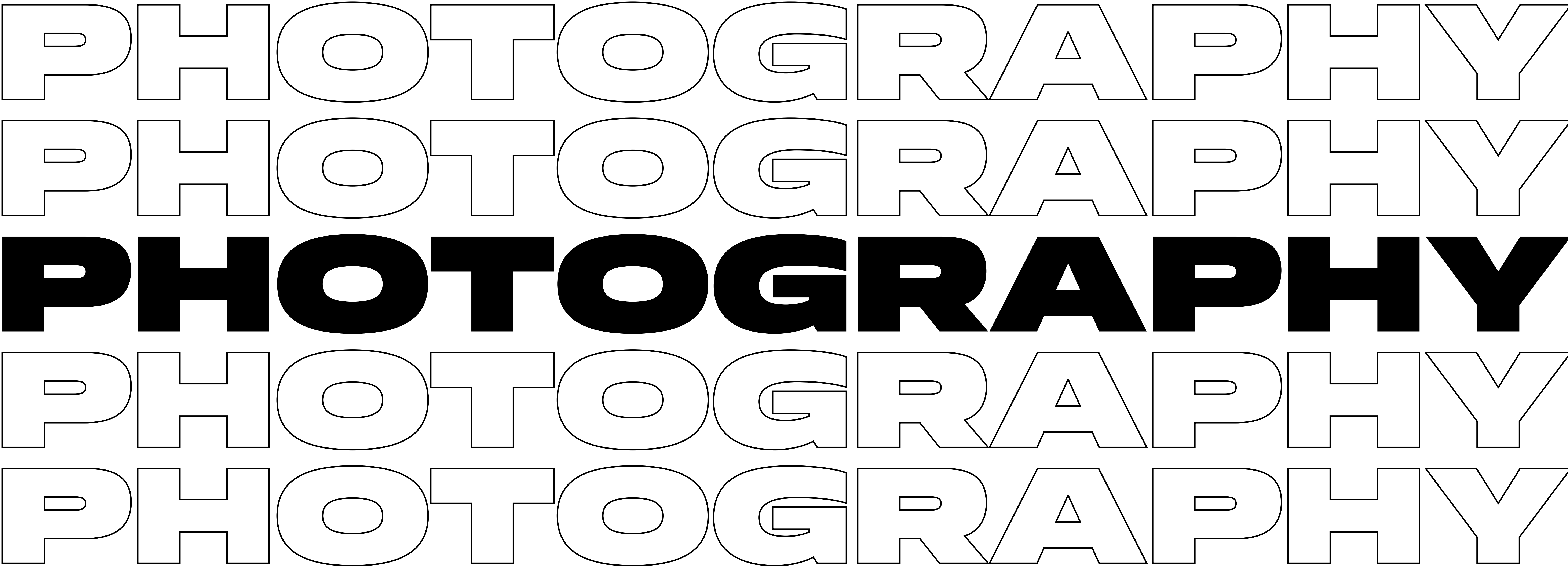


Pantone Solid coated
PMS 533 C

C100 M90 Y40 K76
R220 G37 B76
#16254c

COLORS IN USE





Samsonite photography is always bold, vibrant and energetic, whether it's product photography or campaign-related. The following guidelines explain how you can achieve this energetic Samsonite look.

SAMSONITE PHOTOGRAPHY

Photography is the ideal medium to communicate Samsonite’s brand values.

We want to portray the products in the natural ways they’re used in real life while focusing on features and details from a commercial point of view.



Our pride is in our

PRODUCT



ENERGETIC

Always on the go.

FOCUS

On the world around you.

HEROIC

You were born to go.

MOVEMENT

Born to go means actually going places. So, central figures in ads should be dynamic and their movement should always look natural.

FEATURE & DETAIL

Our ads should show a strongpoint of the product in a natural way. So, rather than looking like a forced product demo, we should show it elegantly in situ.

COLOR

Cities are generally full of grey and brown hues. By adding a touch of vibrant color, we stand out and steer our looks away from the ordinary.



STYLISTED REALISM

Our models don't pose.
At least you shouldn't notice it when
they do. Situations and movements should
always be based on real life.

POSITIVE

No standard, arrogant or angry-looking
models. Life is an adventure and
that's a positive thing.
Important: no overacting!

PREMIUM

Samsonite is a premium brand.
This should be guarded in every
aspect of the image from styling to
models and photography.





③

TYPES OF COMMUNICATION

TYPES OF COMMUNICATION

We take an omnichannel approach,highlighting all aspects of the brand through a large number of different touchpoints.

Based on this, we can outline three main types of communication.

Campaign Communication

These aspirational visuals aim to communicate about the brand as a whole, share the born to go message and share our brand values. Everything we do here is designed to make people feel something.

Product & Feature Communication

We also communicate about specific products and product ranges. These products have certain features that we want to highlight. We aim to show the products and their features as attractively as possible. Everything we do here is logical and should communicate impressive, real details about our products.

Promotional Communication

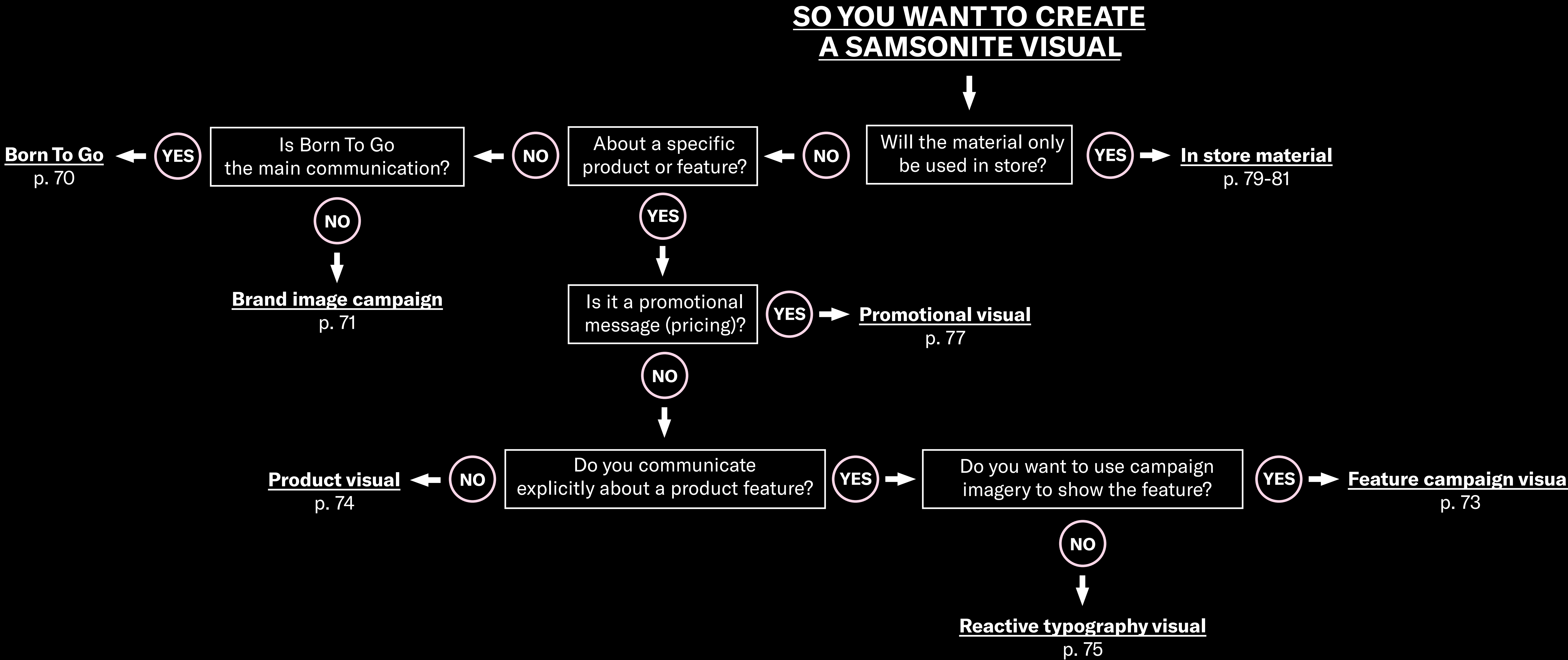
Our promotional communication focuses on sharing detailed information and rational promotional arguments (e.g. 50% off). Ensure promotional communication is as clear and simple as possible.

All the assets needed to create the different types of communication can be downloaded from the following location

<https://eshare.yr.com/fl/YzCUSNZTr9>

Password: BornToGo2019

DECISION TREE



This simple decision tree will guide you through the different kinds of visuals and when they should be used

CAMPAIGN COMMUNICATION

Ⓐ Brand image
Born To Go

The main Born To Go communication.

2
Born To Go Headline

Born To Go campaign headline placed dynamically to create depth.

3
Campaign Background image
Visualising the setting



1
Samsonite without Born To Go

Only when the headline is 'Born To Go' do we skip the 'Born To Go' lockup in the visual.

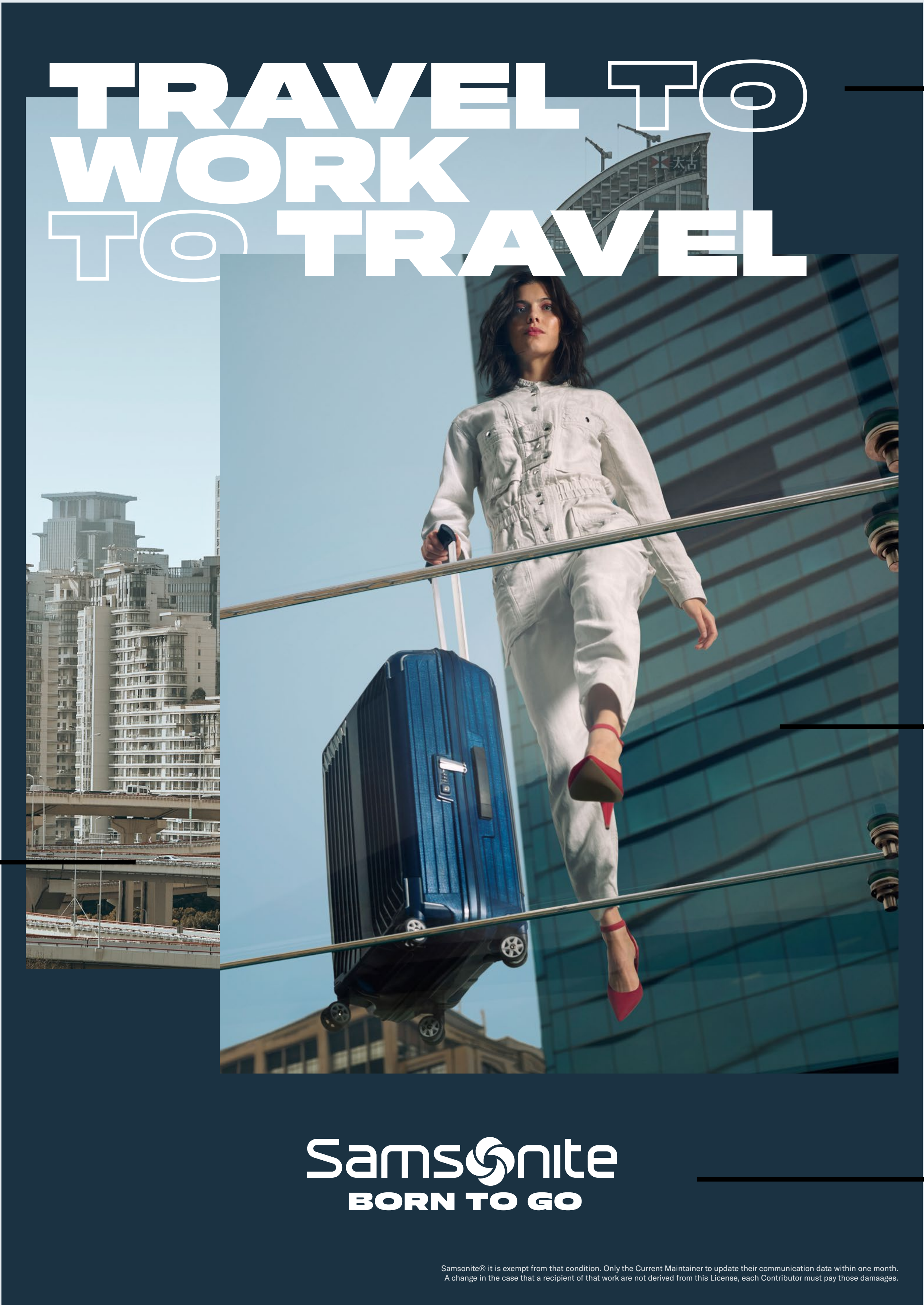
4
Campaign Foreground Image

Foreground image showing the product in use.

② Brand image
Aspirational phrase

When born to go is not the main communication in the headline and another headline is in use, the logo is always paired with the ‘Born To Go’ lockup.

3 Campaign Background Image
Visualizing the setting



1 Campaign Headline
Aspirational lifestyle headline.

2 Campaign Foreground Image
foreground image showing people imagery.

4 Samsonite Born To Go Lockup

PRODUCT & FEATURE COMMUNICATION

Ⓐ Feature with campaign visual

We use this type of visual when we want to focus both on brand image and product features.

1

Feature Headline

Aspirational headline around the product feature.

2

Campaign Background Image

Visualizing the setting

3

Campaign Foreground Image

Foreground image showing the product in use.

4


Product feature communication

Clear, performance-based information about the product.

5

Samsonite Born to Go Lockup

MEETINGS
OR MEETING
FRIENDS



Product name®

Description of product feature.

Samsonite

BORN TO GO

①

②

③

④

② Feature with product visual

We use this type of visual when the focus is mainly on the product itself, but we still want to add a human touch.

3

Campaign Image

Background image showing the product in use.



1

Product Headline

Aspirational headline around the product.

2

Product feature Visual

Foreground image showing product with feature exposed on neutral background, or detail shot of the backpack/suitcase.

4

Samsonite
Born to Go Lockup

© **Reactive typography visual**

When we really want to make the product feature shine, we use the reactive typography system.

This typographic element is used as a graphic background for the packshot, and communicates about a feature in a fresh way, showing the feature in use, e.g., ‘waterproof’ gets rained on.

1

Product feature communication

Clear, performance-based information about the product.

2

Reactive typography

Color should be chosen to contrast with the background color – it should be a vibrant combination.

3

Product packshot

Showing the product

4

Background color

Vibrant combination from colors specified on page p.51-53

5

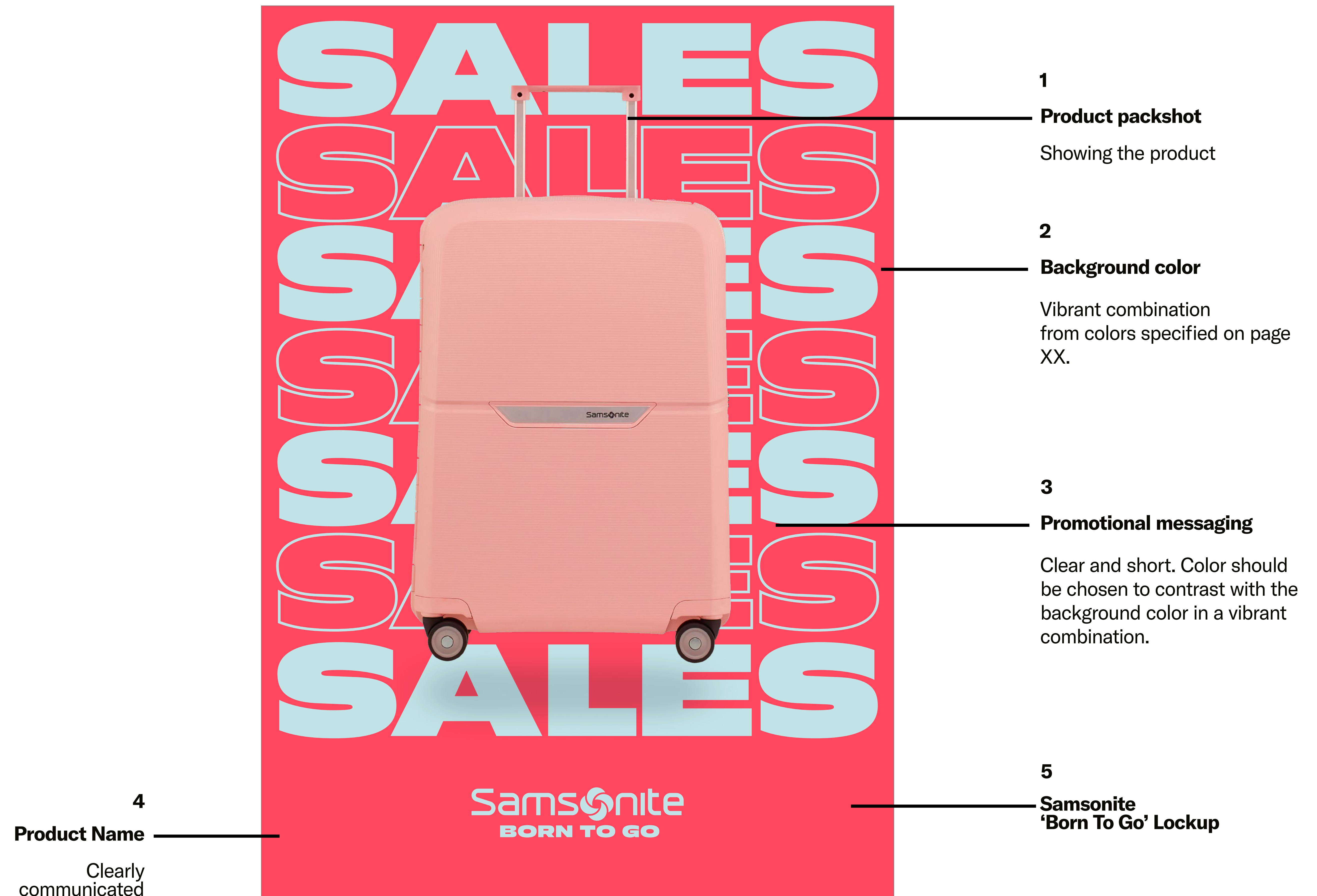
Samsonite
Born To Go Lockup

Product name®
Description of the product feature.



PROMOTIONAL COMMUNICATION

Promotional visual



IN-STORE COMMUNICATION

In-store product

Apart from campaign communication, we can use graphic elements separately as supportive material.

These graphic elements are mainly comprised of the reactive typography as background visuals or wall graphics.

in store:

If we use our visuals in store we only communicate with the ‘Born To Go’ logo.

Wholesale:

For wholesale we use the Lockup (Samsonite + Born To Go).



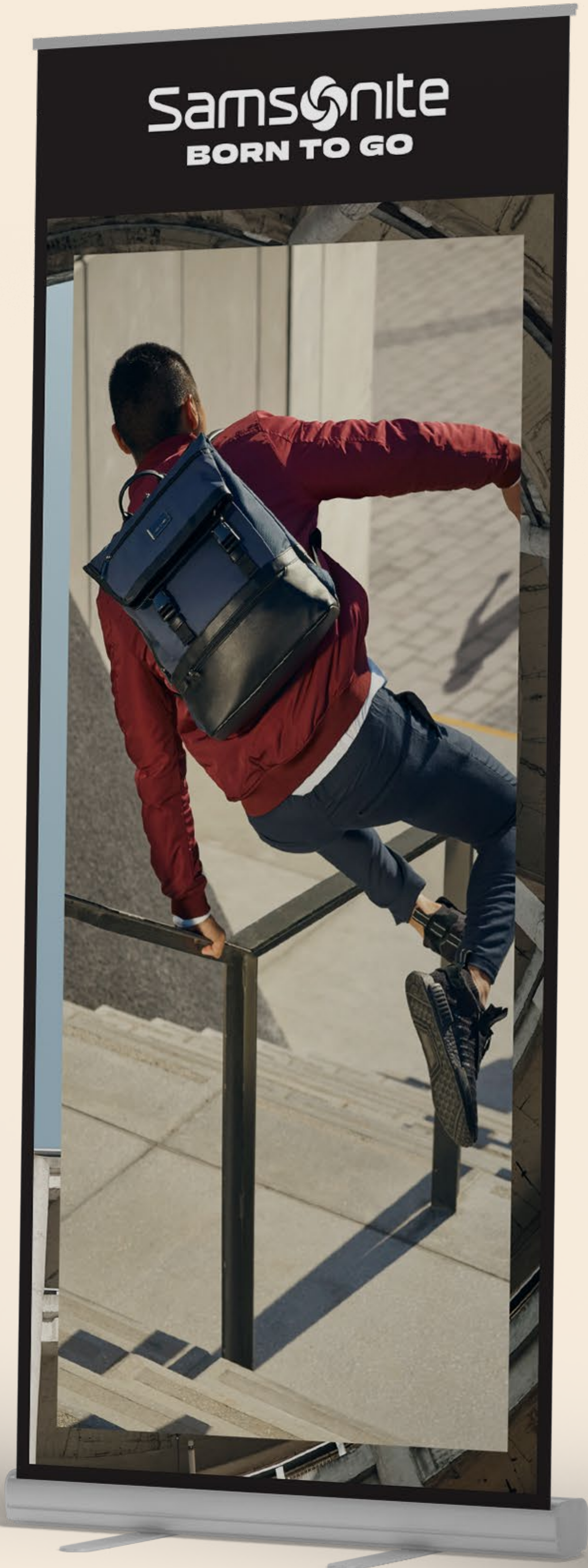
In-store

In store we can use the graphic Born To Go headline in combination with the campaign visuals without the Samsonite logo.



Wholesale

In wholesale, we can use a composition of the samsonite Born To Go logo lockup without any additional headline.

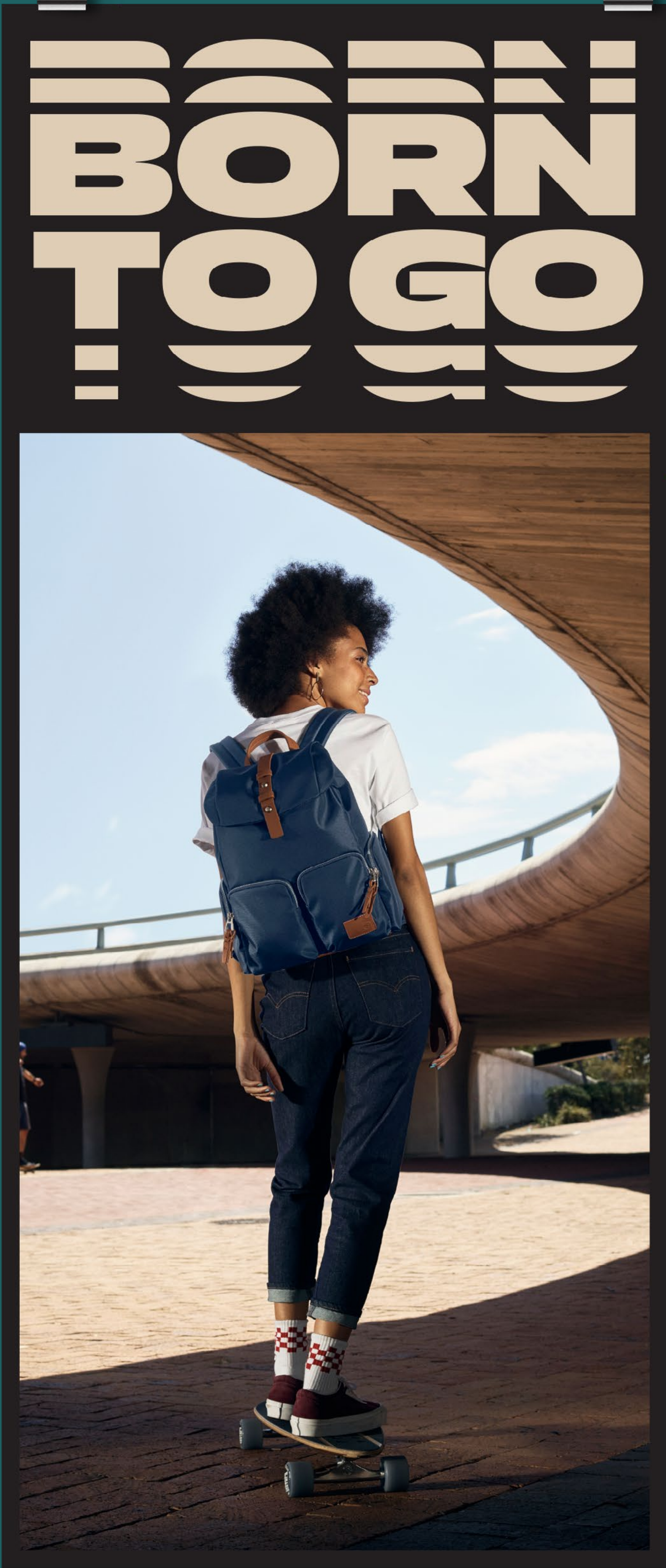


EXECUTIONS

OUT OF HOME



POINT OF SALE



DIGITAL

In online bannering, the same guidelines for lay-out apply. We use the 9 by 9 grid with 1/38th margin as a base for our design.

⚠ In small sizes we can use a composition with a single image in stead of the foreground background composition to create more clarity.

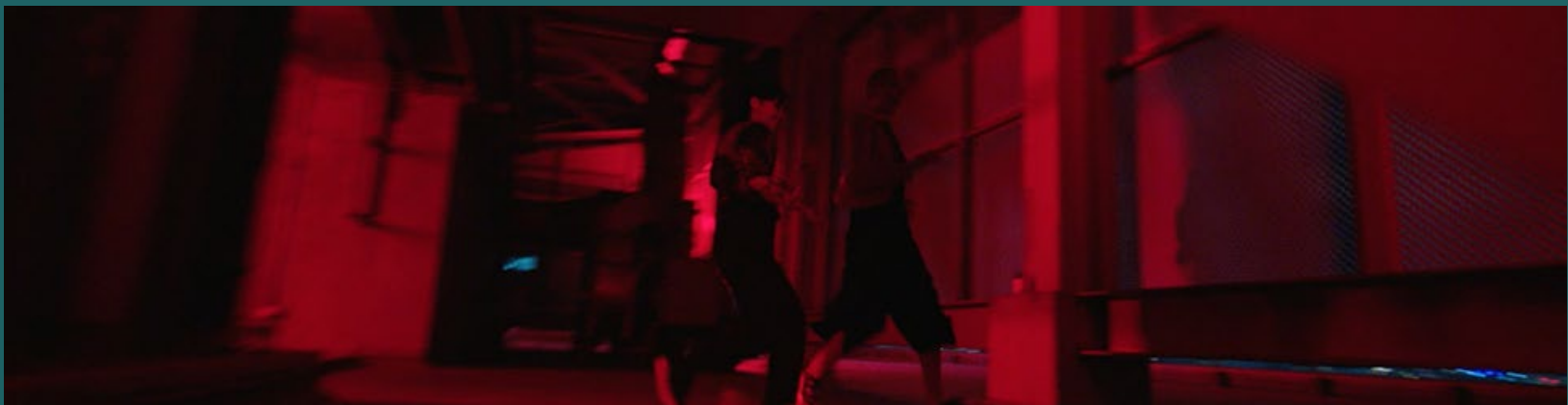
1. Static banners (small size)



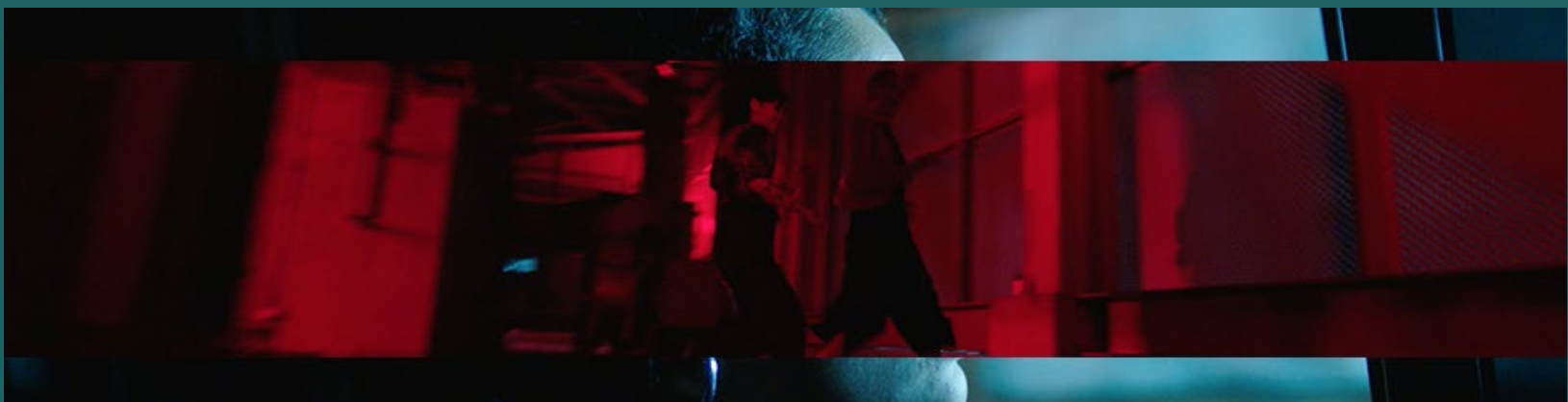
2. Animated banners



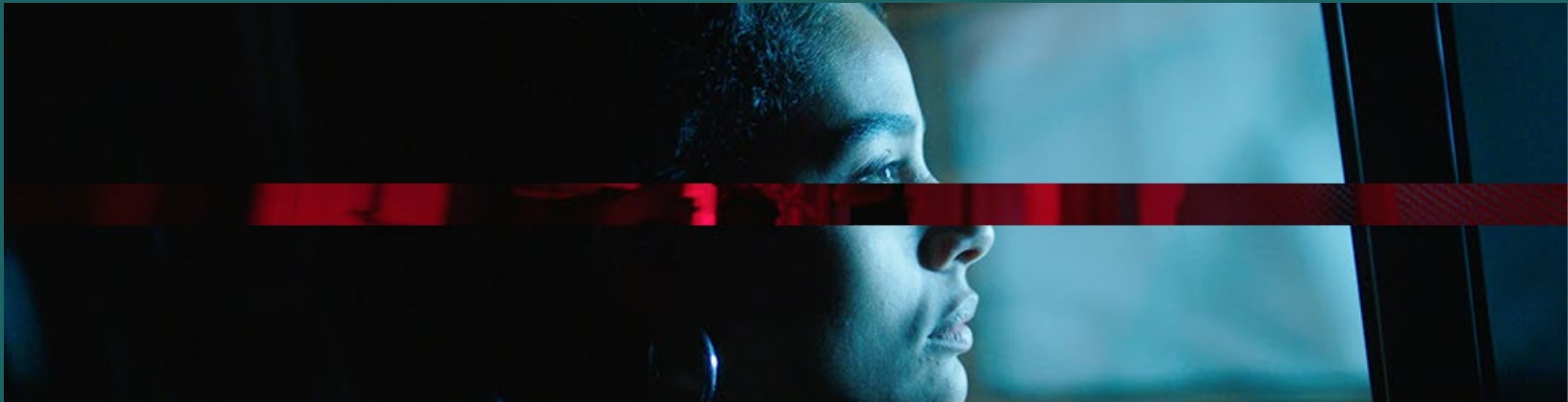
f 1



f 2



f 3



f 4



f 5



f 6



f 7



f 8



f 9



CONTACT

All additional files, images and assets can
be downloaded from the following location

<https://eshare.yr.com/fl/YzCUSNZTr9>

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BORN TO GO