

Sams<sup>o</sup>nite

# BRAND GUIDELINES

November 2018



# Samsonite

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# Foreword

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As the brand name is our most important asset and our collective responsibility, it is of major importance to respect these guidelines and enforce the correct application.

Visual representation of the brands must be safe-guarded so that our image, identity and values are communicated in a consistent way. Therefore it is necessary that all artworks are approved by Communications department, both for brand consistency and legal reasons.

This style guide serves as a document outlining clear usage of the exact logo layout on collateral, advertising and point of sale material with exact colour specification.

All further usage including co-branding should be authorised by the Communication department.

We trust we can count on your full co-operation.

Samsonite brand

01.

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Logo

# 01. Logo

## Master Logo - Blue

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- ✓ Advertising
- ✓ Retail
- ✗ Corporate
- ✓ POS material
- ✓ Online usage

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The logo can be downloaded from aDam:  
<https://media.samsonite.com>



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Minimum size:  
25mm wide



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

White is used for better legibility on a dark  
background

# 01. Logo

## Master Logo - Black

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The logo can be downloaded from aDam:  
<https://media.samsonite.com>

- ✓ Advertising - only to be used with hashtag or claim



Samsnite

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Minimum size:  
25mm wide

- ✓ Retail
- ✓ Corporate
- ✓ POS material
- ✓ Online usage



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

# 01. Logo

## Master Logo - White

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White is used for better legibility on a dark background



- ✓ Advertising
- ✓ Retail
- ✗ Corporate
- ✓ POS material
- ✓ Online usage

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The logo can be downloaded from aDam:  
<https://media.samsonite.com>



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Minimum size:  
25mm wide



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



# 01. Logo

## Master Logo - Brass/gold

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Brass & golden logo are only used for Retail, not for print



- ✘ Advertising
- ✔ Retail
- ✘ Corporate
- ✘ POS material\*
- ✘ Online usage

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Minimum size:  
25mm wide



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

\*except global collaterals for Lady Handbags

# 01. Logo

## Dont's

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### DISTORTION

Never stretch or skew the logo.



### PROPORTION

Never change the proportion of any parts of the logo

### COLOUR

Only the official Samsonite colours (Samsonite blue, black or white should be used in the logo. Brass/gold only for retail -not for print-)

### COLOUR

Never change the colour of the swirl (colours of the letters & swirl should always be the same)

Samsonite brand

02.

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Colour

## 02. Colour

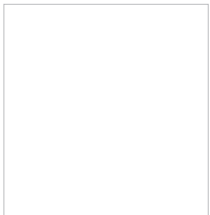
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Official Samsonite Blue  
Pantone 280 C or U  
C100 M67 Y0 K23  
RO G58 B124  
RAL 5002



Black  
CO MO YO K100



White  
CO MO YO K0

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When possible, please use Pantone Matching System (PMS) spot colours. If this is not possible please refer to the CMYK colour breakdowns opposite.

No other colours are to be used to reproduce the Samsonite brand under any circumstances.

The preferred paper for all Samsonite applications is coated paper.

Samsonite brand

03.

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Swirl

# 03. Swirl

## Placement & usage

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On Samsonite blue:  
15% white  
or UV lacquer



On white:  
100% black  
CO MO YO K100  
or UV lacquer

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The swirl is always used in combination with the Samsonite logo, never as a single branding device in print (only on products).

It can be used to enforce the layout and brand recognition within certain applications.

The swirl can be downloaded from MediaBin:

<https://mediabank.samsonite.com>

Files have to be used as they are presented.

These data are made for ISOcoated colour profile.



**Don't** use the swirl combined with more than 2 other swirls. E.g. logo + Centenary logo, no background swirl can be added.

**Don't** rotate the swirl.

**Don't** change the transparencies given.

**Don't** use more than one swirl in the background.

**Don't** change the given colour combinations.

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**Don't:**

Don't modify the swirl.

Samsonite brand

04.

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# Typography

# 04. Typography

## Typefaces

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Primary typeface

Neo Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Neo Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Secondary typeface

Neo Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Websafe typeface

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

\*Different fonts may apply for specific campaigns, please consult us for more information

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Neo Sans has been chosen as the typeface for Samsonite because of its clarity when used and its clean, contemporary aesthetic.

[http://www.fontshop.com/fonts/downloads/monotype/neo\\_sans\\_pro\\_light](http://www.fontshop.com/fonts/downloads/monotype/neo_sans_pro_light)

Idem for Regular and Medium

**Only the weights shown opposite are to be used in Samsonite communications.**

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**Primary Typefaces**

Neo Sans Light  
Neo Sans Medium

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**Secondary Typeface**

Neo Sans Regular  
Is to be used to replace Neo Sans Light in case of poor legibility.

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**Web safe Typeface**

Because Neo Sans cannot be read on computers that do not have the typeface installed (e.g. emails, PowerPoint files) a web safe typeface is presented.



Samsonite brand

05.

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# Packaging & Collateral

## 05. Packaging & Collateral

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### Collateral



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Gothic font has been chosen as the typeface for all packaging & collateral because of its readability when used and its clean, contemporary aesthetic.

Idem for Regular and Medium

**Gothic may only be used for collateral & packaging**

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All packaging & collaterals are printed on eco-friendly FSC certified recycled paper.

### Packaging



Samsonite brand

06.

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# Other Samsonite Logos

## 06. Other Samsonite logos

### Video logo

**Note:**

Markets can use either still Samsonite logo or logo with swirling effect in the video ending, depending on the footage.  
Swirling effect logo files on ADAM: **Aspect -> Samsonite video logo**

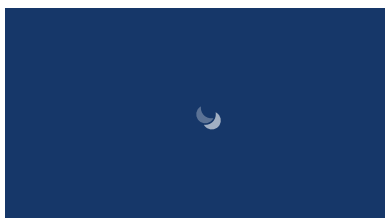


For TV the logo is placed in the middle of the screen, and is 50% of the width.

It is placed on a white background or a blue background depending on the footage.

For television a darker blue is used, so the colour keeps its density.

Adapted blue for TV (darker)  
R22 G55 B105



The end tag starts with pieces of the swirl, that give a swirling effect and gradually the logo appears.

Samsonite brand

07.

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# Legal Mentions

## 07. Legal mentions

### All Samsonite communication

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Vertical A4

Placement:  
1) and 2) in the lower right corner  
Size: 6pt



Horizontal A4

Placement:  
1) and 2) in the lower right corner.  
Size: 6pt

On all advertising materials, following text is preferably placed in a corner of the page, depending of the visual background

**1)** © Samsonite 2018

For POS material, we mention:

**2)** Samsonite is a registered trademark of Samsonite IP Holdings S.à.r.l.  
©2018

The year mentioned after ©Samsonite refers to the year in which the visual was used for the first time.

Note: for advertisements in magazines; the disclaimers should be mentioned on the side where the binding of the magazine is.



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For questions regarding  
these guidelines, please contact:

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