

Overseas Corporation

This chapter contains CI regulations for overseas corporations.
Compliance is necessary to ensure consistency of corporate image.

Samsung Fire & Marine Management Corporation

Samsung Reinsurance

PT Asuransi Samsung Tugu

Samsung Vina Insurance

Samsung Fire & Marine Insurance Europe

Samsung Property & Casualty Insurance

Overseas Corporation

Samsung Fire & Marine Management Corporation

The corporate identity (CI) of overseas corporations and offices serves as the visual representation of each entity and must be prioritized when applying across all forms of media.

Please adhere to the regulations outlined in these guidelines when using the CI to ensure that there is no damage to the BI.

Samsung Fire & Marine Management Corporation

English CI

x [**Samsung Fire & Marine Management Corporation**]

Representative communication name 2-stage type (left aligned)

x [**Samsung Fire & Marine**]
x [**Management Corporation**]
x []

Representative communication name 3-stage type (left aligned)

x [**Samsung**]
x [**Fire & Marine**]
x [**Management Corporation**]
x []

Overseas Corporation

Samsung Reinsurance

The corporate identity (CI) of overseas corporations and offices serves as the visual representation of each entity and must be prioritized when applying across all forms of media.

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Samsung Reinsurance

English CI

x [**Samsung Reinsurance**

Representative communication name 2-stage type (left aligned)

x [**Samsung**
x [**Reinsurance**
x [

English name

x [**Samsung Reinsurance PTE. Ltd.**

Overseas Corporation

PT. Asuransi Samsung Tugu

The corporate identity (CI) of overseas corporations and offices serves as the visual representation of each entity and must be prioritized when applying across all forms of media.

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PT Asuransi Samsung Tugu

English CI

x PT Asuransi Samsung Tugu

Representative communication name 2-stage type (left aligned)

x PT Asuransi
x Samsung Tugu
x

Overseas Corporation

Samsung Vina Insurance

The corporate identity (CI) of overseas corporations and offices serves as the visual representation of each entity and must be prioritized when applying across all forms of media.

Please adhere to the regulations outlined in these guidelines when using the CI to ensure that there is no damage to the BI.

Samsung Vina Insurance

English CI

x [**Samsung Vina Insurance**

Representative communication name 2-stage type (left aligned)

x [**Samsung**
x [**Vina Insurance**
x [

English name

x [**Samsung Vina Insurance Company Ltd.**

Overseas Corporation

Samsung Fire & Marine Insurance Europe

The corporate identity (CI) of overseas corporations and offices serves as the visual representation of each entity and must be prioritized when applying across all forms of media.

Please adhere to the regulations outlined in these guidelines when using the CI to ensure that there is no damage to the BI.

Samsung Fire & Marine Insurance Europe

English CI

x [**Samsung Fire & Marine Insurance Europe**

Representative communication name 2-stage type (left aligned)

x [**Samsung Fire & Marine Insurance**
x [**Europe**

Representative communication name 3-stage type (left aligned)

x [**Samsung**
x [**Fire & Marine Insurance**
x [**Europe**

English name

x [**Samsung Fire & Marine Insurance of Europe Ltd.**

English name 3-stage type (left aligned)

x [**Samsung**
x [**Fire & Marine Insurance**
x [**Company of Europe Ltd.**

Overseas Corporation

Samsung Property & Casualty Insurance

The corporate identity (CI) of overseas corporations and offices serves as the visual representation of each entity and must be prioritized when applying across all forms of media.

Please adhere to the regulations outlined in these guidelines when using the CI to ensure that there is no damage to the BI.

Samsung Property & Casualty Insurance

English CI

x [Samsung Property & Casualty Insurance]

Representative communication name 2-stage type (left aligned)

x [Samsung
x [Property & Casualty Insurance
x []

Representative communication name 3-stage type (left aligned)

x [Samsung
x [Property & Casualty
x [Insurance
x []

English name

x [Samsung Property & Casualty Insurance Co(China)Ltd.

Overseas Corporation

Chinese corporation CI

When displaying the company name overseas, the rule is to use an English logotype. However, if it is necessary to develop a local language logotype due to marketing or legal restrictions, prior consultation with the brand strategy department is required.

Samsung Property & Casualty Insurance

chinese CI



chinese name

三星财产保险(中国)有限公司

Overseas Corporation

Samsung Car Insurance
Sub brand

In China, the subsidiary uses two car insurance brands:
"Samsung Car Insurance (三星车险)" and
"Samsung Direct Car Insurance(三星直销车险)."
The logos of the Chinese subsidiary's car insurance brands feature the colors SAMSUNG Financial Blue and Anycar Blue.

COLOR

SFN Blue
Pantone 293C / C100 M75 Y0 K5

Anycar Blue
Pantone3125C / C80 M0 Y20 K0

Samsung Car Insurance Sub brand

Basic

Samsung Car Insurance



Samsung Direct Car Insurance

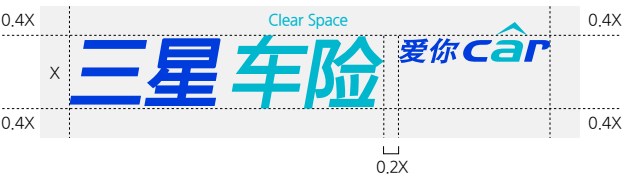


with Slogan

Vertical



Horizontal



Overseas Corporation

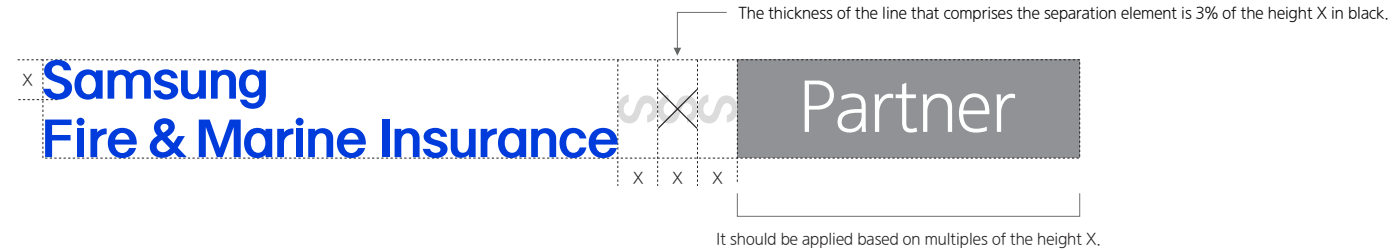
Partnerships

For partnerships, the incorporation of the symbolic element "X," representing a bridging connection, has been applied between the subsidiary's CI and the partner's logo. It is usually used to indicate partnerships, such as sponsorship, endorsement, and collaboration, for events with other companies or organizations.

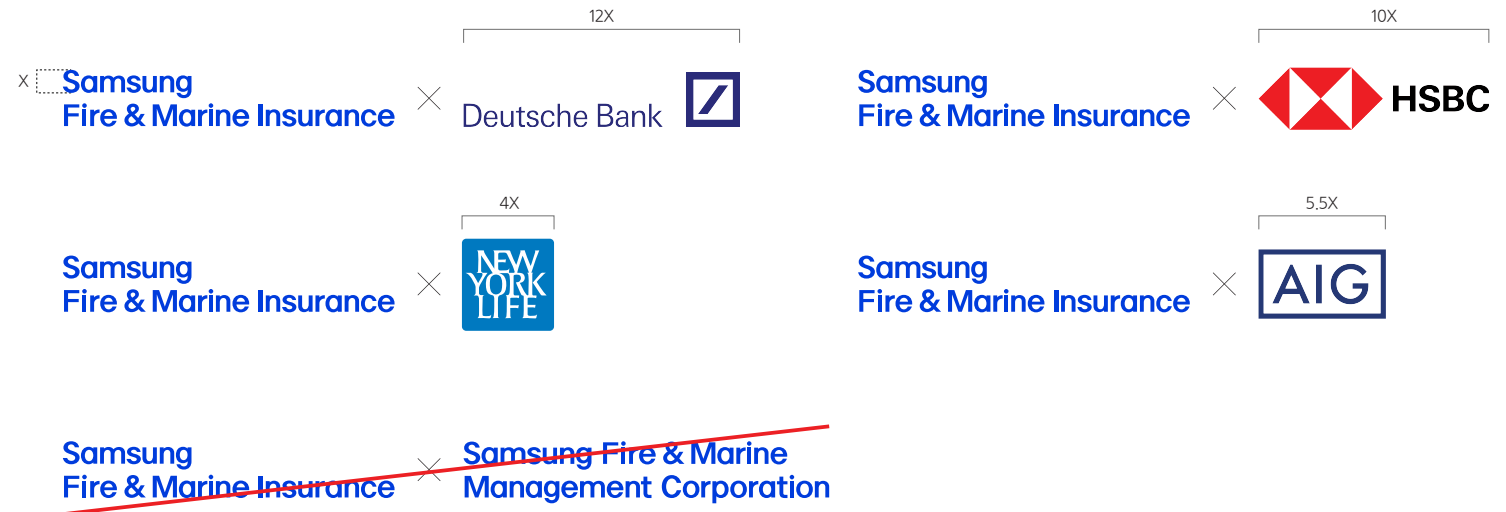
In partnership combinations, if possible, Samsung Life Insurance's CI should be positioned on the left and should be visually proportionate to the partner's logo, only in possible collaboration scenarios.

Affiliate logo

Regulations



Examples



The CI of subsidiaries and overseas corporations/offices cannot be used together.

Application Guide

Business Card (A)
Business Card (B)
Letterhead
Letter Envelope
Large Envelope
File Folder
Signage (Min. Specs)
Signage (Signboard)

Application Guide

Business Card (A)

Business cards play a role in establishing an identity for oneself and the company to external individuals.

Consistent management and operation are necessary to maintain the integrity of the company's image.

Business cards can be chosen and used based on personal preference, individuality, or the amount of information required, from two different layouts. The language used on the front side of the business card can be replaced with the local language if necessary.

production specifications

Paper: Snow White 278 g

Print: UV offset

Size: 90 mm x 50 mm

COLOR

	SFN Blue Pantone 293C / C100 M75 Y0 K5
	Dark Gray Pantone 7540C
	Black

Front (Korean or local language)

Name Samsung Long Gothic Bold (10 pt) / 0 letter spacing; 2 spaces between each character

Title Samsung Long Gothic Regular (7.5 pt) / 10 letter spacing; 9.5 pt line spacing / up to two lines allowed

Address Samsung Long Gothic Regular (7.5 pt) / 10 Korean letter spacing; 20 alphanumeric spacing; 10 pt line spacing

Phone, Email Samsung Long Gothic Regular (7.5 pt) / 20 letter spacing; 9.5 pt line spacing

Reverse (English)

Name Samsung Gothic Long Bold (9.5 pt) / 10 letter spacing

Title Samsung Long Gothic Regular (7.5 pt) / 10 letter spacing; 9 pt line spacing / up to two lines allowed

Address Samsung Long Gothic Regular (7.5 pt) / 20 letter spacing; 9.5 pt line spacing

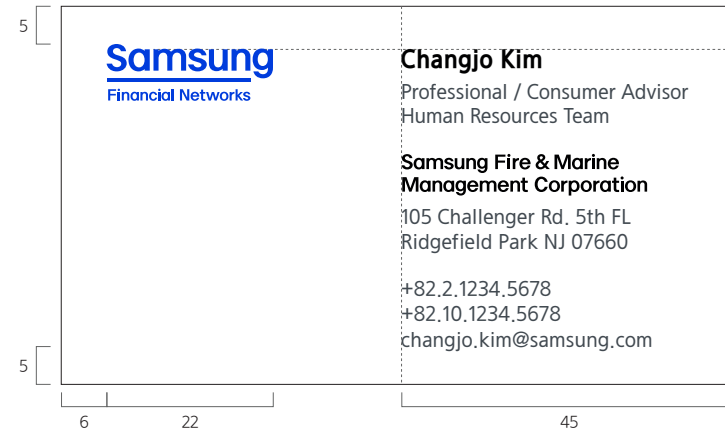
Phone, Email Samsung Long Gothic Regular (7.5 pt) / 20 letter spacing; 9.5 pt line spacing

Bussiness Card

Front (Korean or local language)



Revers (English)



Application Guide

Business Card (B)

Business cards play a role in establishing an identity for oneself and the company to external individuals.

Consistent management and operation are necessary to maintain the integrity of the company's image.

Business cards can be chosen and used based on personal preference, individuality, or the amount of information required, from two different layouts. The language used on the front side of the business card can be replaced with the local language if necessary.

Production specifications

Paper: Snow White 278 g

Print: UV offset

Size: 90 mm x 50 mm

COLOR



Front (Korean or local language)

Name: Samsung Long Gothic Bold (11 pt) / 0 letter spacing; 1 space between each character

Title: Samsung Long Gothic Regular (7 pt) / 10 letter spacing; 9 pt line spacing

Address: Samsung Long Gothic Regular (7 pt) / 10 Korean letter spacing; 20 alphanumeric spacing; 9 pt line spacing

Phone, Email: Samsung Long Gothic Regular (7 pt) / 20 letter spacing; 9 pt line spacing

Reverse (English)

Name: Samsung Gothic Long Bold (10.5 pt) / 0 letter

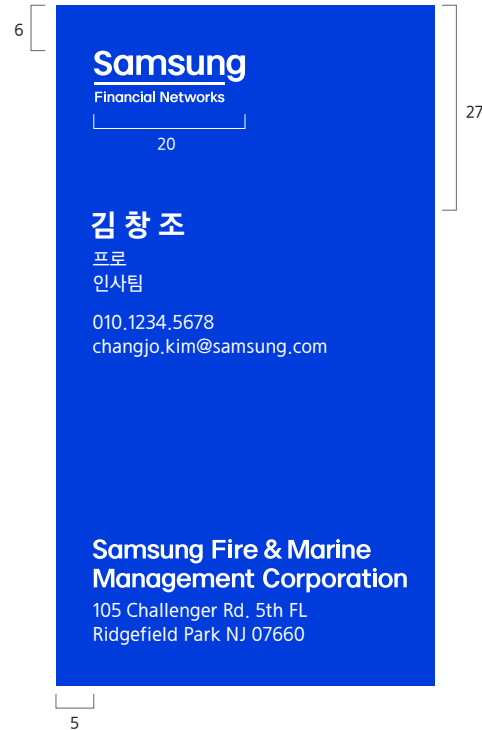
Title: Samsung Long Gothic Regular (7 pt) / 20 letter

Address: Samsung Long Gothic Regular (7pt) / 20 letter spacing; 9pt line spacing

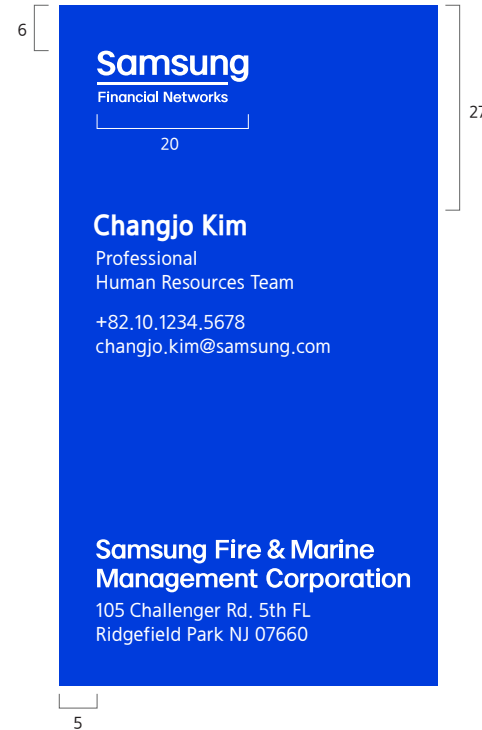
Phone, Email: Samsung Long Gothic Regular (7 pt) / 20 letter spacing; 9.5 pt line spacing

Business Card

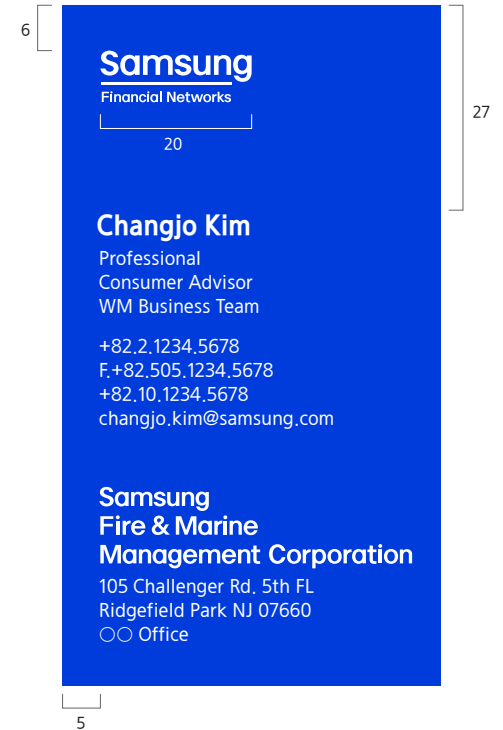
Front (Korean or local language)



Reverse (English)



Loaded with information



Application Guide

Letterhead

Letterhead is used for official company documents, with Samsung Financial Group's logo placed in the top left corner and the logo of overseas corporations and offices in the top right corner.

Production specifications

- Paper: White vellum 100 g or equivalent quality paper
- Do not use colored paper such as gray or yellow
- Print: UV offset or printer
- Size: 210 mm x 297 mm
- Address: Samsung Long Gothic Regular (7.5 pt)

LetterHead

Type A

13

10

Samsung
Financial Networks

Samsung Fire & Marine Management Corporation
105 Challenger Rd, 5th FL, Ridgefield Park, NJ 07660

13

5

3

Type B

13

4

2

Samsung
Financial Networks

Samsung Fire & Marine Management Corporation
105 Challenger Rd, 5th FL, Ridgefield Park, NJ 07660

Long company names can be reduced in height (5 mm → 4 mm)

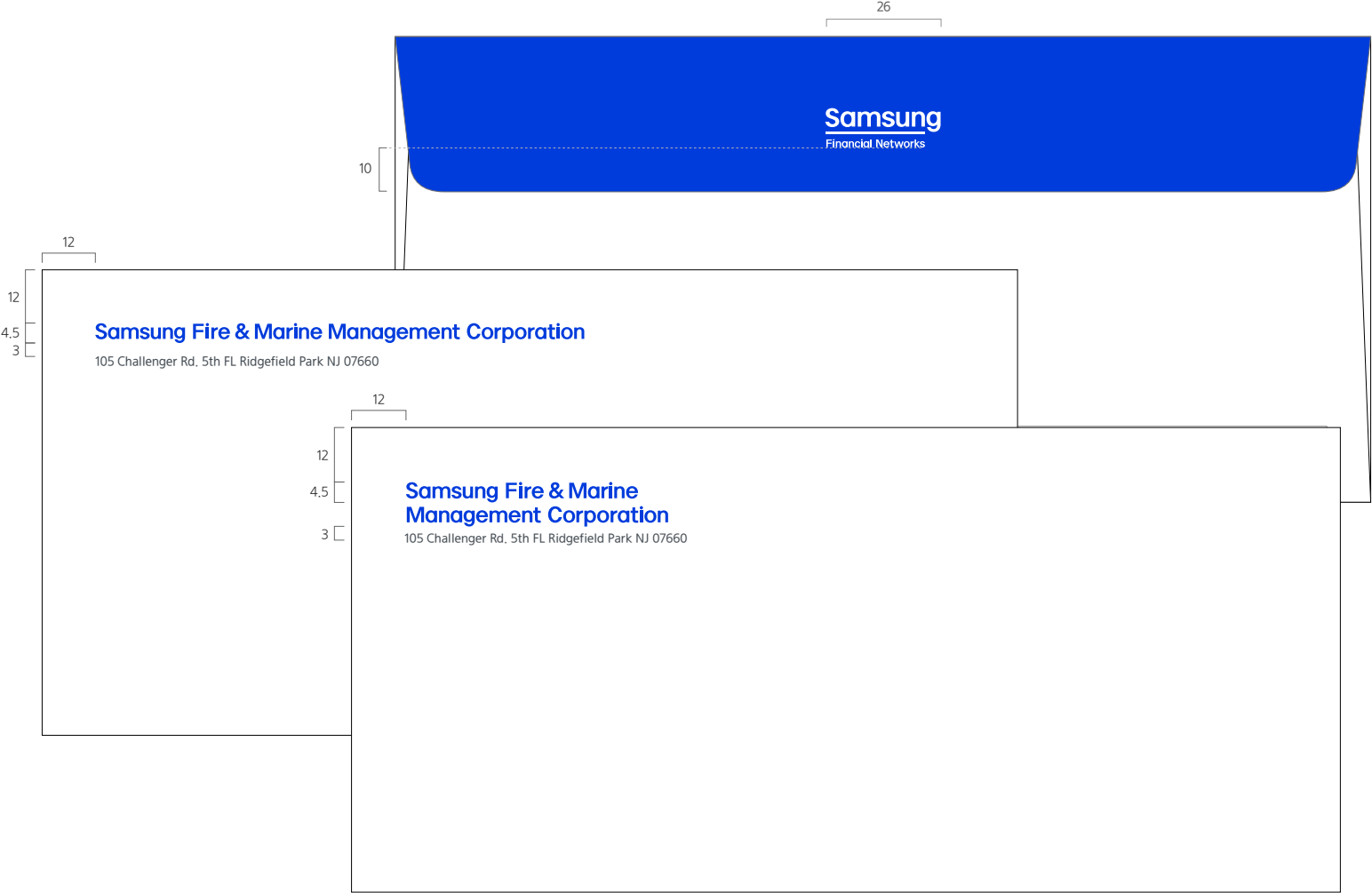
Application Guide

Letter Envelope

Produce envelopes as a medium to convey the company's image to the outside, referring to the following examples.

Production specifications
Paper: White vellum 120 g or equivalent quality paper
Do not use colored paper such as gray or yellow
Print: UV offset
Size: 220 mm x 105 mm
Address: Samsung Long Gothic Regular (8 pt) / 11 pt line spacing

LetterHead



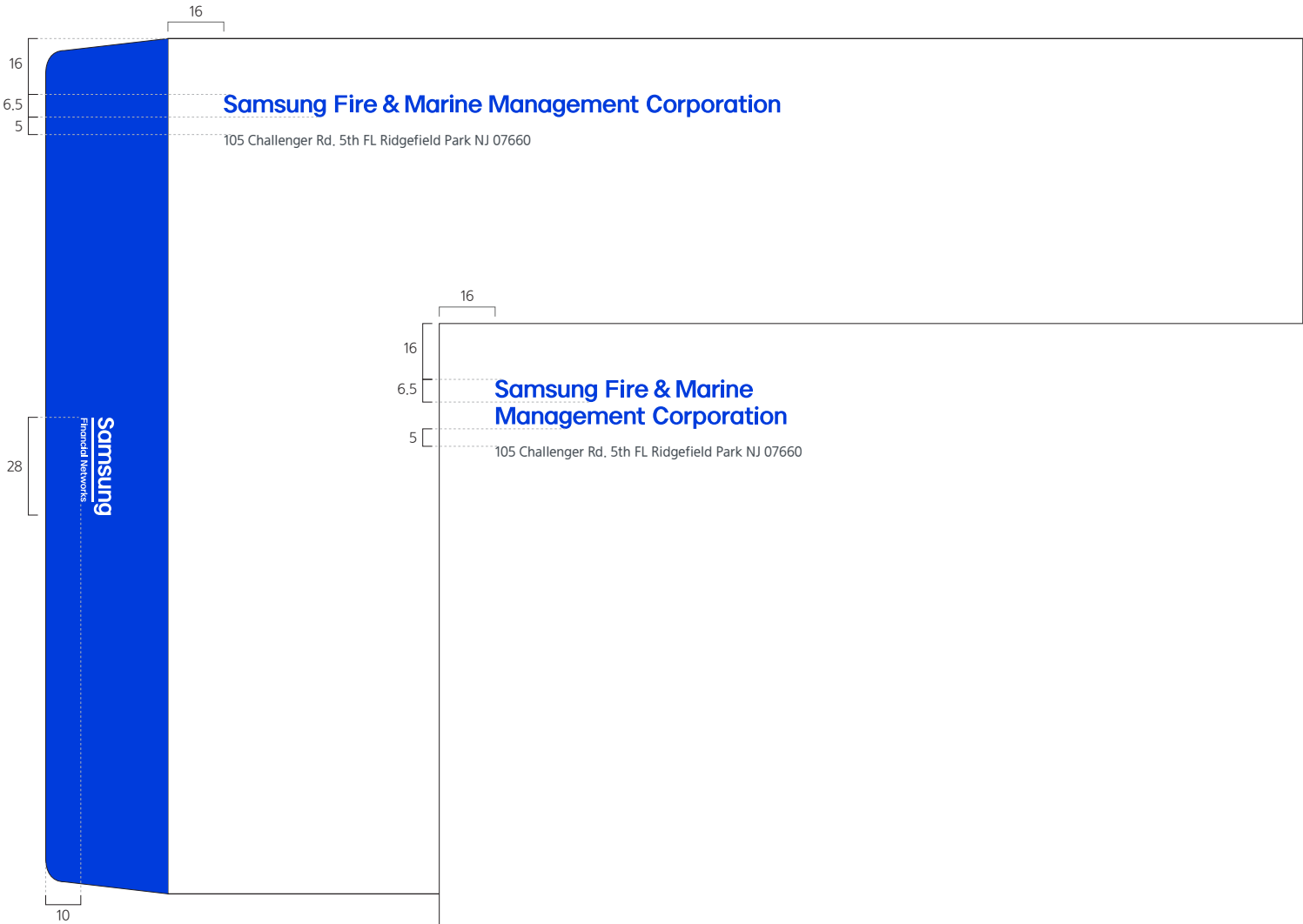
Application Guide

Large Envelope

Produce envelopes as a medium to convey the company's image to the outside, referring to the following examples.

Production specifications
Paper: White vellum 150 g or equivalent quality paper
Do not use colored paper such as gray or yellow
Print: UV offset
Size: 325 mm x 245 mm
Address: Samsung Long Gothic Regular (11 pt) / 16 pt line spacing

Large Envelope



Application Guide

File Folder

File folders are used to conveniently store and manage various documents. Please refer to the following examples for production.

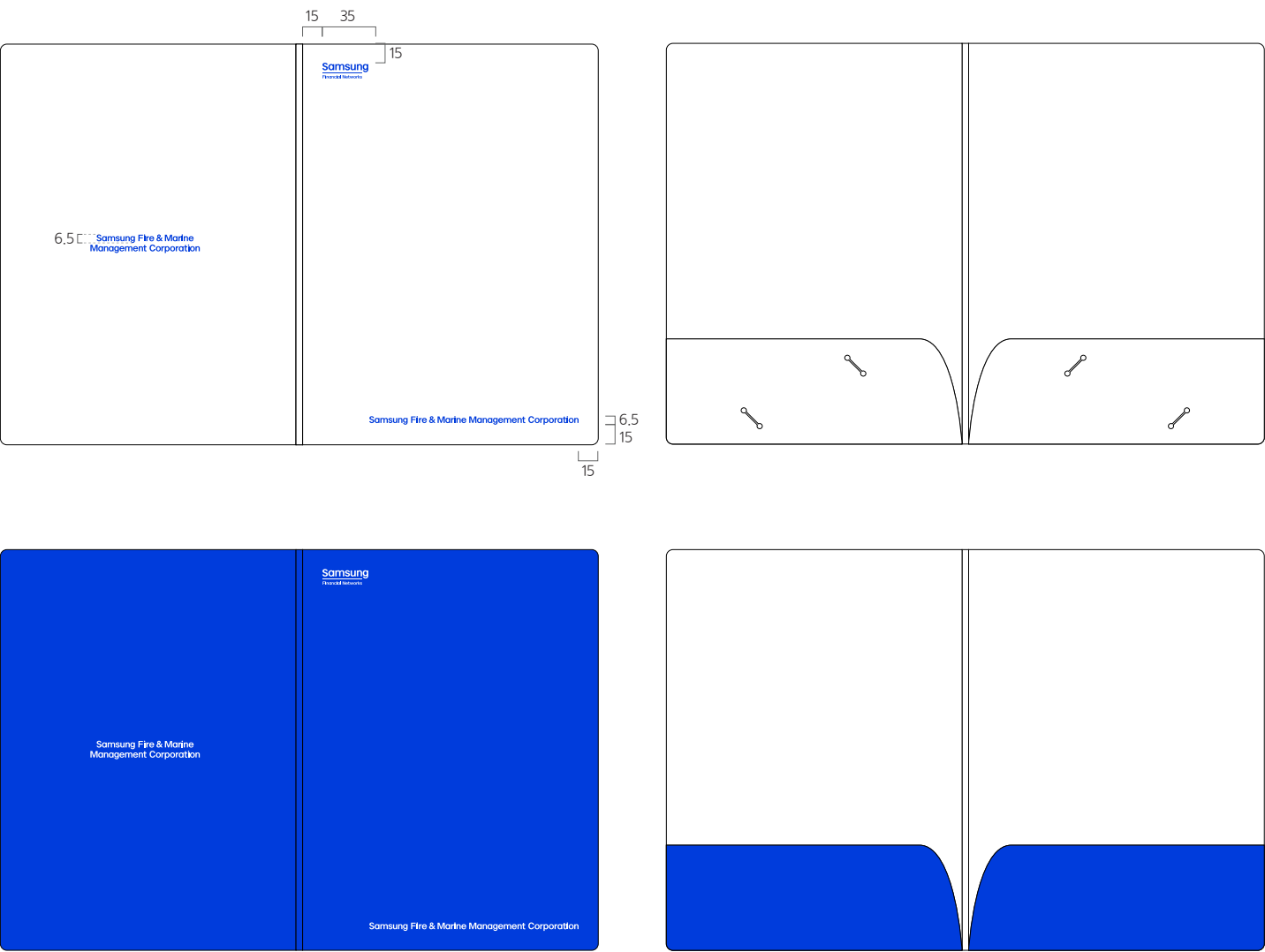
Production specifications

Paper: CCP 350 g or equivalent quality paper

Print: UV offset printing / coating

Size: 225 mm x 305 mm

File Folder



Application Guide

Signage (Min. Margin & Size)

When applying the CI to signage, it is important to comply with the minimum margin and size of CI regulations.

The “clearspace” regulation specifies the minimum space required for the visual independence of the CI; secure enough margin space when applying the CI.

The “minimum size” regulation is designed to ensure legibility and make consideration of special treatments (e.g. embossing, foil stamping, silk printing). It should not be used smaller than the specified size.

Signage (Min. Margin & Size)

Clearspace



Min. size

Samsung Fire & Marine Management Corporation

Print = 2mm / Digital = 10px

Samsung Fire & Marine
Management Corporation

Print = 4mm

Digital = 20px

Application Guide

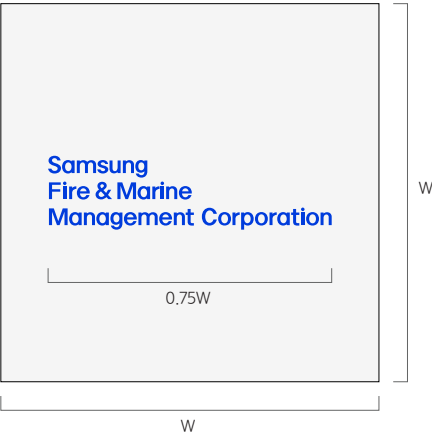
Signage(Signboard)

Signage design must be produced according to the specifications on the right.

Signage installed indoors must produced with a focus on selecting materials that harmonize with the interior environment, aiming for a concise and sophisticated design.

Signage (Signboard)

Standalone



Combination

