

SAMSUNG

Galaxy Tab A8 Toolkit V3

January 2022



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Galaxy Tab A8



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Gallery assets

Assets available to download

- Campaign assets
- Product key visuals
- Messaging
- Product and accessory images
- Iconography
- Logos
- Product feature visuals
- Benefit-based imagery
- Spec sheet

[VIEW ON GALLERY](#)

Welcome to the Galaxy Tab A8 launch visual identity toolkit. The contents capture the innovation and beauty of the Galaxy Tab A8. Use this guide to build a cohesive and dynamic launch for the next generation of our Tab A Series.

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Galaxy Tab A8 campaign assets

Product logos and lock-ups (page 39)

Galaxy Tab A8

SAMSUNG Galaxy Tab A8

Product images (page 25-27)



Product KVs (pages 10-12)



Galaxy Tab A8 KV — Gray

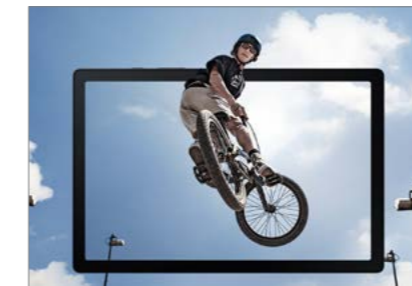


Galaxy Tab A8 KV — Silver



Galaxy Tab A8 KV — Pink Gold

Feature visuals (pages 40-52)



Immersive Screen Experience



Performance



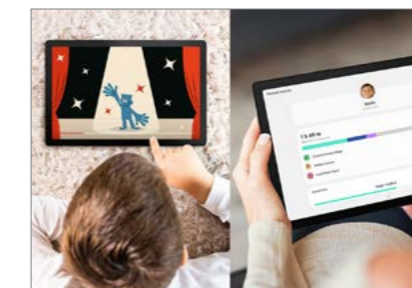
Long-lasting battery and universal charging



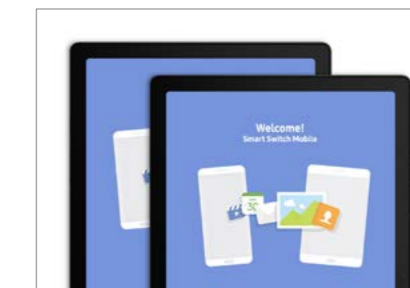
Galaxy Ecosystem



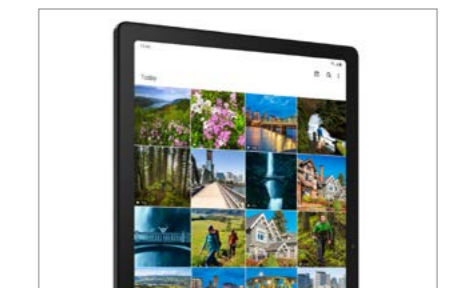
Samsung Notes



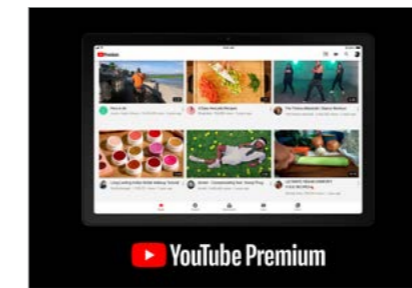
Samsung Kids



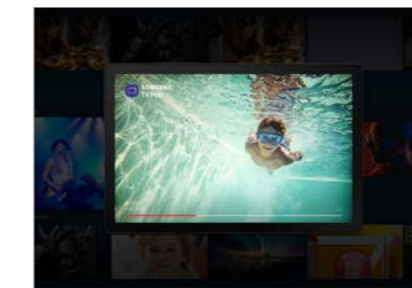
Smart Switch



Expandable Memory



YouTube Premium



Samsung TV Plus

Brand assets

See the **Brand Overview**, pages 67 – 87, for details on brand asset use.

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Lettermark

ABCabc
ABCabc

Fonts



Color

Campaign assets

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Product key visuals

Galaxy Tab A8 product key visual – Gray

1P artwork



2P artwork

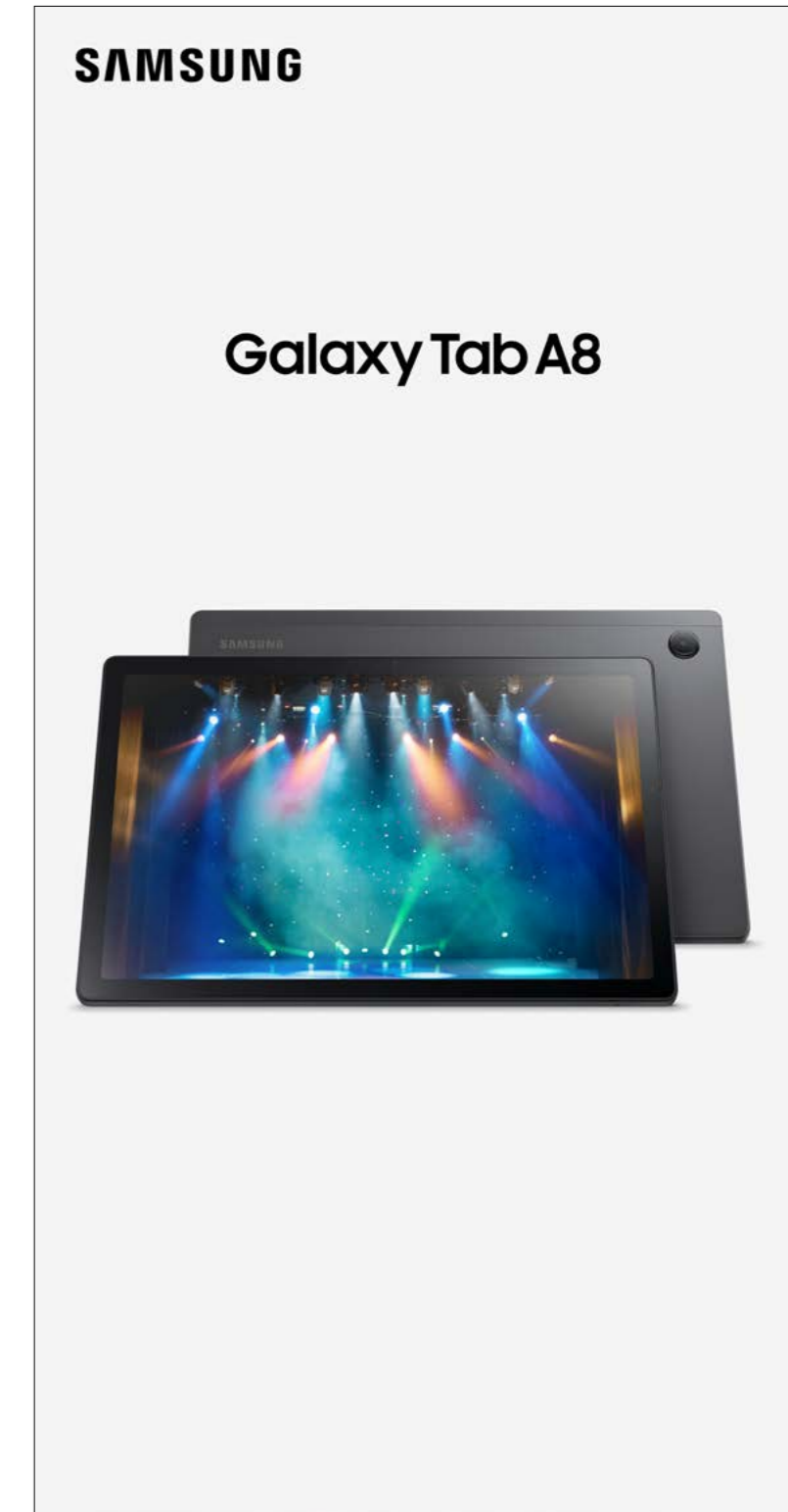


Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

OOH horizontal artwork



OOH vertical artwork



Galaxy Tab A8 product key visual – Silver

1P artwork



2P artwork

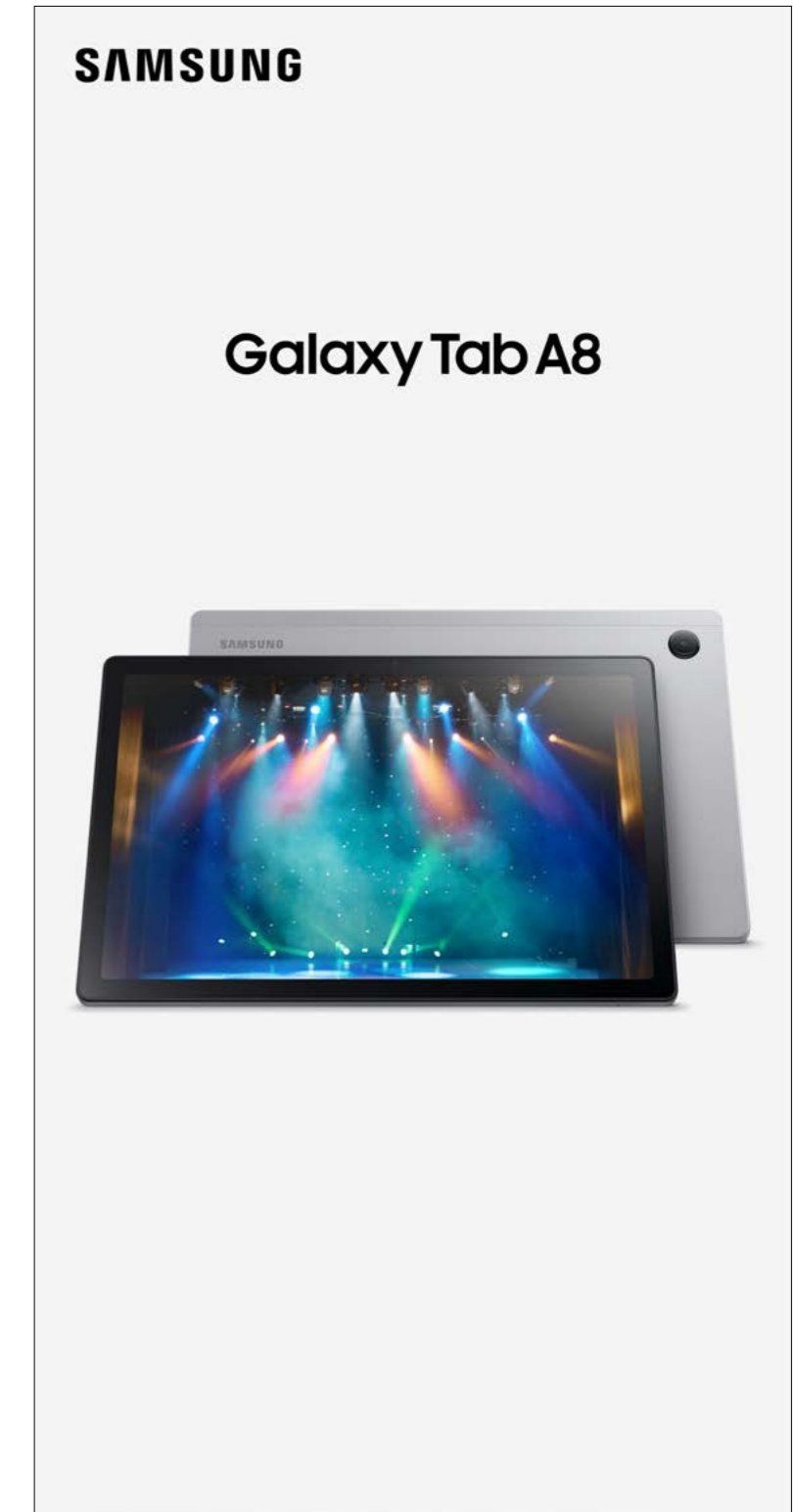


Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

OOH horizontal artwork

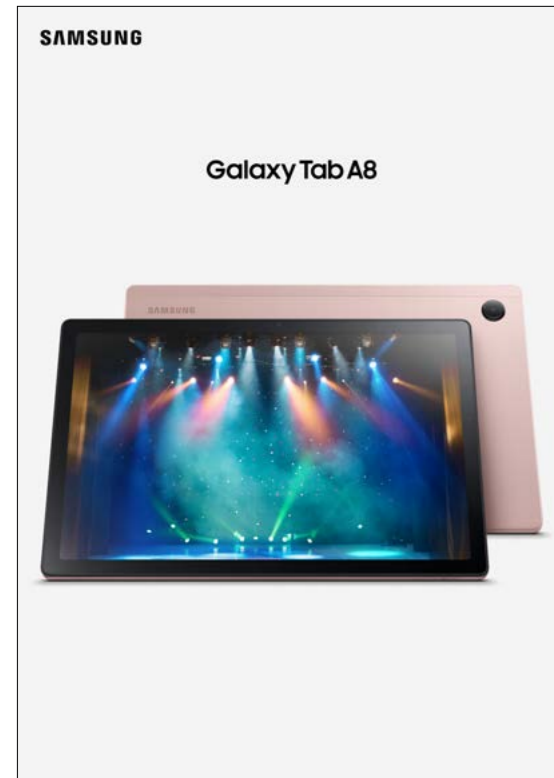


OOH vertical artwork



Galaxy Tab A8 product key visual – Pink Gold

1P artwork

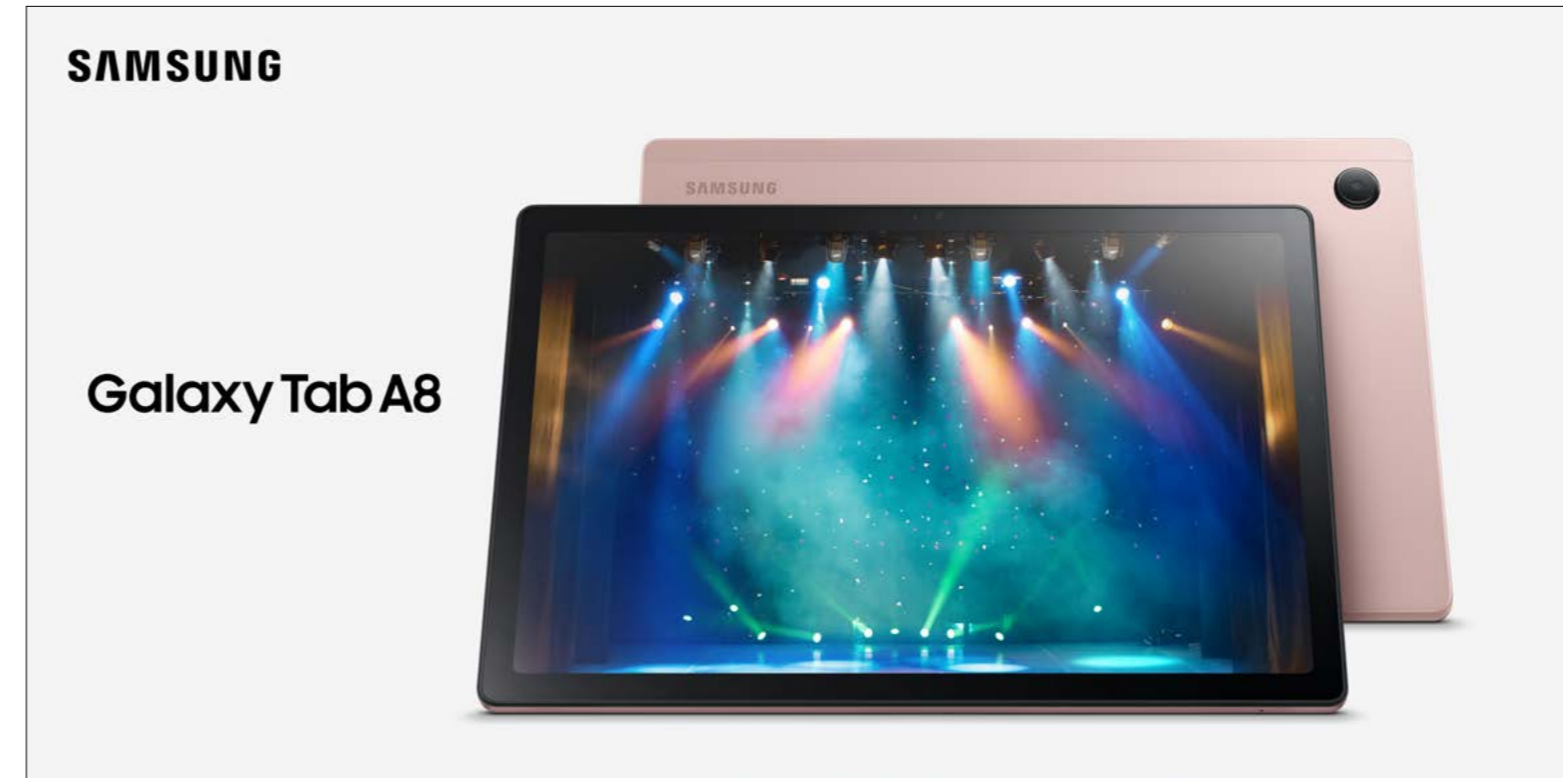


2P artwork

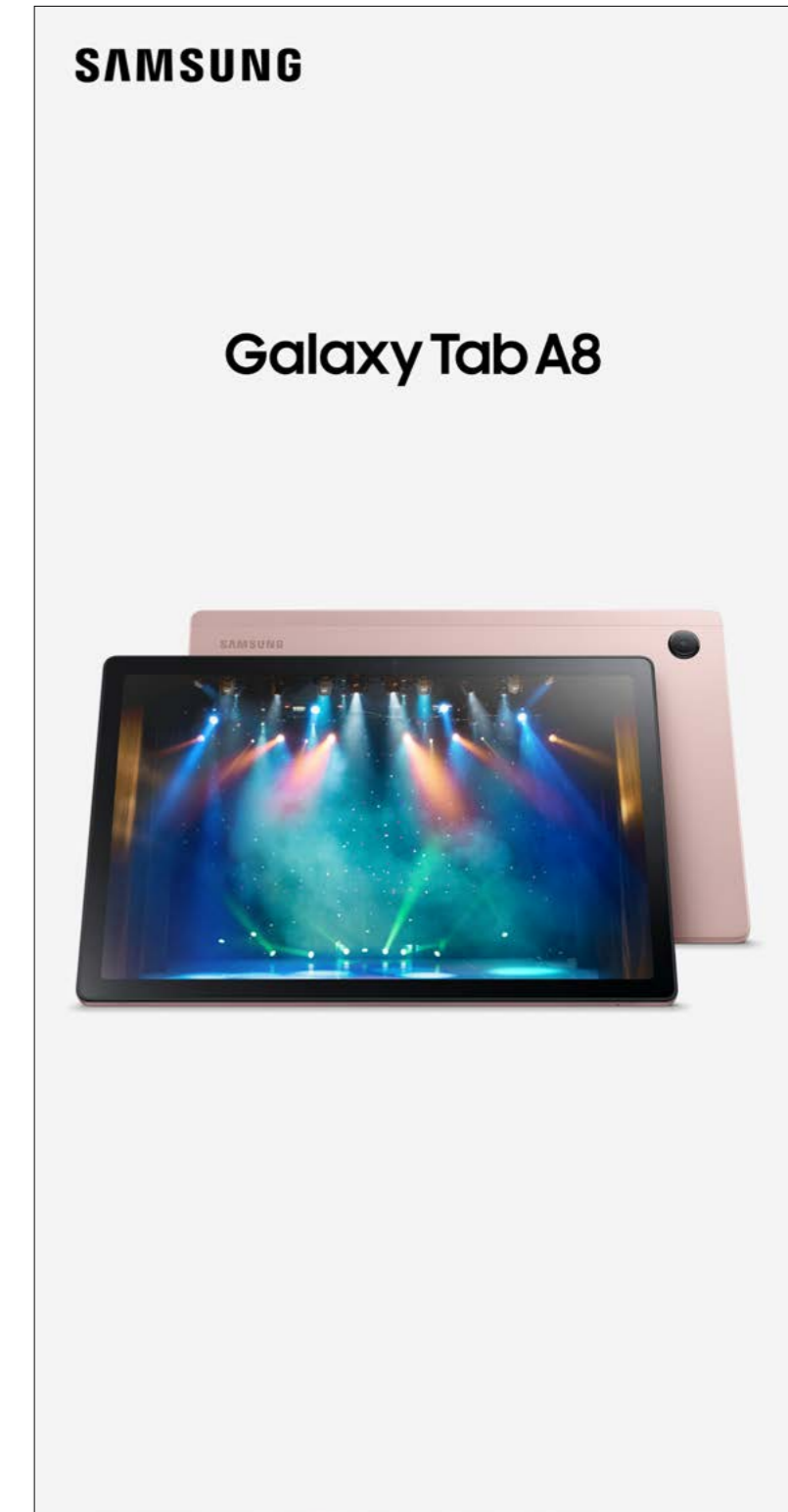


Note: 2P artwork should not be used over a 2-page print spread to avoid the graphic falling over the center fold; see the layout section for guidance.

OOH horizontal artwork



OOH vertical artwork



Messaging

Headline and overview

Galaxy Tab A8

Explore. Engage. Entertain.

Long copy:

When it comes to family, sharing is caring. Bring home a quality tablet everyone can easily enjoy with Galaxy Tab A8, the awesomely entertaining tablet enhanced by the Galaxy ecosystem experience. Enjoy a sleek new design and seamless connectivity between your Galaxy devices – answer a phone call on your tablet, instantly share files with Quick Share, and so much more. The 10.5" LCD screen gives everyone plenty of room to do their thing, whether they're learning, watching videos or catching up on emails. You'll multitask more, too – stream a movie and browse social media at the same time with multiple apps open on the same screen. Samsung Kids sparks interest in learning with a library of games and challenges that help your kid learn good digital habits in a safe environment. All of this – plus an upgraded chipset, a long-lasting battery and up to 128GB of storage – makes Galaxy Tab A8 an affordable tablet that's perfect for families who like to share.

Short copy:

Bring home Galaxy Tab A8, the awesomely entertaining tablet enhanced by the Galaxy ecosystem experience.

Headline and overview

Galaxy Tab A8

Explora. Participa. Entretiene.

Long copy:

Cuando se trata de la familia, compartir es cuidar. Lleva a casa una tablet de calidad que todos puedan disfrutar fácilmente con Galaxy Tab A8, la tablet increíblemente entretenida y mejorada por la experiencia del ecosistema Galaxy. Disfruta de un nuevo y elegante diseño y de una conectividad perfecta entre tus dispositivos Galaxy: responde una llamada telefónica en tu tablet, comparte archivos al instante con Quick Share y mucho más. La pantalla LCD de 10.5" ofrece a todos mucho espacio para hacer lo suyo, ya sea aprender, ver videos o ponerse al día con el correo electrónico. Además, podrás realizar varias tareas a la vez: ver una película y navegar por las redes sociales al mismo tiempo con múltiples aplicaciones abiertas en la misma pantalla. Samsung Kids despierta el interés por el aprendizaje con una biblioteca de juegos y retos que ayudan a tu hijo a aprender buenos hábitos digitales en un entorno seguro. Todo esto sumado a un chipset mejorado, una batería de larga duración y hasta 128GB de almacenamiento, hacen de la Galaxy Tab A8 una tablet accesible y perfecta para las familias a las que les gusta compartir.

Short copy:

Llévate a casa la Galaxy Tab A8, la tablet increíblemente entretenida y mejorada por la experiencia del ecosistema Galaxy.

Galaxy Tab A8 messaging

FEATURES – Primary

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Immersive Screen Experience	A screen everyone will love	Bring out the best in every family moment on a 10.5" LCD screen.	Whether your family is streaming or video chatting with friends, bring out the best in every moment on a 10.5" LCD screen.	Galaxy Tab A8 features a vivid 10.5" LCD screen that's made to make every moment better. Stream your favorite action flick with brilliant clarity. Take your video chats to an all-new level. Enjoy having all the apps you need on one screen, and spend less time toggling through windows. And hear every thrilling detail on quad speakers with Dolby Atmos surround sound.	
Experiencia inmersiva en Pantalla	Una pantalla que encantará a todos	Saca lo mejor de cada momento familiar en una pantalla LCD de 10.5".	Ya sea que tu familia esté haciendo streaming o chateando con amigos, saca lo mejor de cada momento en una pantalla LCD de 10.5".	Galaxy Tab A8 cuenta con una vívida pantalla LCD de 10.5" que está hecha para mejorar cada momento. Haz streaming de tu película de acción favorita con una claridad brillante. Lleva tus chats de video a otro nivel. Disfruta de todas las aplicaciones que necesitas en una sola pantalla y pasa menos tiempo cambiando de ventanas. Y escuche cada detalle emocionante en las cuatro bocinas con sonido envolvente Dolby Atmos.	
Performance	Power and storage for all	Get performance for the whole family with a long-lasting battery and plenty of storage.	Get the power, storage and speed your family needs with an upgraded chipset and plenty of room to keep files — up to 128GB of storage; a long-lasting battery lets you go unplugged for hours to keep the family fun going.	Get the power and speed your family needs with an upgraded chipset that brings out the best in every situation, whether your family is streaming, learning or working. Up to 128GB of storage gives everyone plenty of room to keep the things they love, from music to movies to photos of great times with their friends. Plus, everyone can go charger-free for hours and hours with a long-lasting battery and fast charging that keeps the family fun going.	
Rendimiento	Potencia y almacenamiento para todos	Obtén rendimiento para toda la familia con una batería de larga duración y mucho almacenamiento.	Obtén la potencia, el almacenamiento y la velocidad que tu familia necesita con un chipset actualizado y mucho espacio para guardar archivos: hasta 128GB de almacenamiento; una batería de larga duración te permite estar desconectado durante horas para que la diversión familiar continúe.	Obtén la potencia y la velocidad que tu familia necesita con un chipset actualizado que saca lo mejor de cada situación, ya sea que tu familia esté haciendo streaming, aprendiendo o trabajando. Hasta 128GB de almacenamiento dan a todos mucho espacio para guardar las cosas que les gustan, desde la música hasta las películas y las fotos de los grandes momentos con sus amigos. Además, todo el mundo puede pasar horas y horas sin cargador con una batería de larga duración y una carga rápida que mantiene la diversión familiar.	

Galaxy Tab A8 messaging

FEATURES – Primary, Continued

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Long-lasting battery and universal charging	Charge fast. Power for hours.	Power hours of productivity with a single charge.*	Go for hours on a single charge* and back to 100% with the fast-charging USB-C port.	Outlast your longest to-do list with a power-efficient battery. Work, stream and video call for hours on a single charge,* and get back to full capacity with the fast-charging USB-C port. Galaxy Tab A8 packs hours of power into a device you can take anywhere. Plus, live the tangle-free life — the universal charger powers all your Galaxy devices.	*Battery life may vary depending on environment, usage patterns and other factors. When using the included charger and cable in-box, charger is compatible with USB Type-C.
Batería de larga duración / Carga universal	Carga rápida. Potencia durante horas.	Potencia horas de productividad con una sola carga.*	Pasa horas con una sola carga* y recupera el 100% con el puerto USB-C de carga rápida.	Supera tu lista de tareas más larga con una batería de bajo consumo. Trabaja, haz streaming y realiza videollamadas durante horas con una sola carga*, y recupera toda su capacidad con el puerto USB-C de carga rápida. Galaxy Tab A8 reúne horas de energía en un dispositivo que puedes llevar a cualquier parte. Además, vive la vida sin enredos: el cargador universal funciona con todos tus dispositivos Galaxy.	*La duración de la batería puede variar en función del entorno, los patrones de uso y otros factores. Cuando se utiliza el cargador y el cable incluidos en la caja, el cargador es compatible con USB Type-C.

Galaxy Tab A8 messaging

FEATURES – Secondary

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Galaxy Ecosystem	The power of together	With the Galaxy ecosystem experience, your devices connect seamlessly to help you do more.	Open up a new world of convenient possibilities with the Galaxy ecosystem experience — your devices automatically talk to one another seamlessly to help you do more.	Open your family up to a new world of convenient possibilities with the Galaxy ecosystem experience — your Galaxy devices automatically talk to one another seamlessly, giving everyone new ways to do more. File sharing? That's child's play. Start a video call on your tablet and finish it on your phone. Snap a photo on your phone and instantly share it on your PC. With your Galaxy, there's endless ways to do what you love.	
Ecosistema Galaxy	El poder de estar juntos	Con la experiencia del ecosistema Galaxy, tus dispositivos se conectan a la perfección para ayudarte a hacer más cosas.	Abre un nuevo mundo de cómodas posibilidades con la experiencia del ecosistema Galaxy: tus dispositivos se comunican automáticamente entre sí sin problemas para ayudarte a hacer más cosas.	Abre a tu familia a un nuevo mundo de cómodas posibilidades con la experiencia del ecosistema Galaxy: tus dispositivos Galaxy se comunican automáticamente entre sí sin problemas, ofreciendo a todos nuevas formas de hacer más cosas. ¿Compartir archivos? Es cosa de niños. Inicia una videollamada en tu tablet y termínala en tu teléfono. Toma una foto en tu teléfono y compártela al instante en tu PC. Con tu Galaxy, hay infinitas formas de hacer lo que te gusta.	
Samsung Notes	Your notes, all in one place		Do more with your notes with Galaxy connectivity that automatically syncs everything from to-do lists to homework, whether you're on your tablet, phone or PC.	Galaxy connectivity automatically connects and syncs your notes, so you'll always have access to your ideas and reminders, no matter where you are — whether you're on your phone, tablet or PC. Samsung Notes helps in the classroom as well — kids can jot down a note, convert their handwriting into text or save their notes as shareable files. It's all there waiting for them on any Galaxy device — no more hunting through files to find it.	
Samsung Notes	Todas tus notas, en un solo lugar		Haz más con tus notas gracias a la conectividad de Galaxy, que sincroniza automáticamente todo, desde las listas de pendientes hasta las tareas, ya sea en tu tablet, teléfono o PC.	La conectividad de Galaxy conecta y sincroniza automáticamente tus notas, para que siempre tengas acceso a tus ideas y recordatorios, estés donde estés, ya sea en tu teléfono, tablet o PC. Samsung Notes también ayuda en el salón de clases: los niños pueden apuntar una nota, convertir su escritura a mano en texto o guardar sus notas como archivos para compartir. Todo está ahí esperándolos en cualquier dispositivo Galaxy, no hay que buscar en los archivos para encontrarlo.	

Galaxy Tab A8 messaging

FEATURES – Secondary, Continued

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Samsung Kids	Kids' first steps into the digital world	Safely spark kids' interest in learning with a library of fun games, books and videos.	A library of safe and fun games, books and videos that's kid-friendly and parent-approved.	Give your kids the ultimate space to play and learn! With the improved parental control, you can be sure they are safe and not spending too much time playing games, and the customizable home screen with built-in content will make your kids feel like they truly have a unique device of their own.	
Samsung Kids	Los primeros pasos de los niños en el mundo digital	Despierta con seguridad el interés de los niños por aprender con una biblioteca de divertidos juegos, libros y videos.	Una biblioteca de juegos, libros y videos seguros y divertidos, aptos para niños y aprobados por los papás.	Ofrece a tus hijos el espacio definitivo para jugar y aprender. Con el control parental mejorado, puedes estar seguro de que están seguros y de que no pasan demasiado tiempo jugando, y la pantalla de inicio con contenido integrado personalizado hará que tus hijos sientan que realmente tienen un dispositivo propio.	
Smart Switch	Easiest. Transfer. Ever.	Easily transfer all your important files to your new Galaxy Tab A8 with Smart Switch.	No matter what operating system you're using, Smart Switch makes it a breeze to move your favorite files in three easy steps.	An easy transfer is a happy transfer. No matter what operating system you're using, Smart Switch makes it a breeze to move your favorite files — everything from photos to alarms to call history — in three easy steps. Whether it's your data or your kid's, you can avoid the frustration of lost files and keep the things you need on your new Galaxy Tab A8.	
Smart Switch	La transferencia más fácil jamás vista.	Transfiere fácilmente todos tus archivos importantes a tu nuevo Galaxy Tab A8 con Smart Switch.	Independientemente del sistema operativo que utilices, Smart Switch hace que sea muy fácil mover tus archivos favoritos en tres sencillos pasos.	Una transferencia fácil es una transferencia feliz. Independientemente del sistema operativo que utilices, Smart Switch hace que sea muy fácil trasladar tus archivos favoritos, desde fotos hasta alarmas e historial de llamadas, en tres sencillos pasos. Ya sean tus datos o los de tu hijo, puedes evitar la frustración de los archivos perdidos y mantener las cosas que necesitas en tu nueva Galaxy Tab A8.	

Galaxy Tab A8 messaging

FEATURES – Secondary, Continued

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Expandable Memory	Room for everything	Store all you need with up to 128GB of built-in memory and up to 1TB of expandable memory with a microSD card.	With up to 128GB of built-in memory, there's space for all your photos, videos, games and go-to apps. Expand your storage up to 1TB with a microSD card.*	Get smart about storage. With up to 128GB of built-in memory, there's space for all your photos, videos, games and go-to apps. Expand your storage up to 1TB with a microSD card.*	*MicroSD card sold separately.
Memoria Expandible	Espacio para todo	Almacena todo lo que necesitas con hasta 128GB de memoria integrada y hasta 1TB de memoria expandible con una tarjeta microSD.	Con hasta 128GB de memoria integrada, hay espacio para todas tus fotos, videos, juegos y aplicaciones. Amplía tu capacidad de almacenamiento hasta 1TB con una tarjeta microSD.	Sé inteligente con el almacenamiento. Con hasta 128GB de memoria integrada, hay espacio para todas tus fotos, videos, juegos y aplicaciones. Amplía tu almacenamiento hasta 1TB con una tarjeta microSD*.	*La tarjeta MicroSD se vende por separado.
YouTube Premium	Stream your heartout	Enjoy unlimited ad-free entertainment with YouTube Premium ³ at no extracharge.	Unwind with ad-freeaccess to millions of videos withYouTube Premium. ³ Gettwo months of ad-free content at no extracharge.	Watch unlimited, uninterrupted entertainment withaccess to YouTube Premium. ³ Enjoy two months of ad-free videos, and keep up with content from your favorite creators at no extra charge. Or unwind after a long day with a stream of your favorite videos. You can even download clips for later viewing so you never missout.	³ With eligible purchase. New users only (no past trial of YouTube Premium, YouTube Music Premium, YouTube Red or Google Play Music). Redeem in the YouTube application on eligible devices between January 14, 2021 and April 5, 2022 at 11:59pm PST. Form of payment required. [Local monthly price]/month after trial billed on a recurring monthly basis. Cancel anytime. No refunds for partial billing periods. Full terms: https://www.youtube.com/premium/restrictions .
YouTube Premium	Descarga todo lo que quieras	Disfruta de entretenimiento ilimitado sin anuncios con YouTube Premium ³ sin costo adicional.	Relájate con el acceso sin publicidad a millones de videos en YouTube Premium. ³ Obtén dos meses de contenido sin publicidad sin costo adicional.	Disfruta de entretenimiento ilimitado y sin interrupciones con acceso a YouTube Premium. ³ Aprovecha dos meses de videos sin publicidad y mantente al día con el contenido de tus creadores favoritos sin costo adicional. O relájate después de un largo día con uno de tus videos favoritos. Incluso puedes descargar clips para verlos más tarde para que no te pierdas nada.	³ Con una compra válida. Solo para usuarios nuevos (no se puede con pruebas anteriores de YouTube Premium, YouTube Music Premium, YouTube Red o Google Play Music). Canjear en la aplicación de YouTube en dispositivos elegibles entre el 14 de enero de 2021 y el 5 de abril de 2022 a las 11:59pm PST. Forma de pago requerida. [Precio mensual local]/mes después de la prueba facturada de forma mensual recurrente. Se puede cancelar en cualquier momento. No hay reembolsos por períodos de facturación parciales. Condiciones completas: https://www.youtube.com/premium/restrictions

Galaxy Tab A8 messaging

FEATURES – Secondary, Continued

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Samsung TV Plus	160+ channels. 100% free.	Stay entertained with free access to Samsung TV Plus.	Indulge your appetite for entertainment with free access to Samsung TV Plus. Dive into over 160 channels and videos on demand, such as movies, music, news and sports.	Indulge your appetite for entertainment with free access to Samsung TV Plus. Dive into over 160 channels and videos on demand, such as movies, music, news and sports. Best of all, this content is ready and waiting for you on your tablet so you can view your favorite shows on demand whenever you're ready.	
Samsung TV Plus	160+ canales. 100% gratis.	Mantente entretenido con el acceso gratis a Samsung TV Plus.	Satisface tu deseo de entretenimiento con el acceso gratis a Samsung TV Plus. Sumérgete en más de 160 canales y videos on demand, como películas, música, noticias y deportes.	Satisface tu deseo de entretenimiento con el acceso gratis a Samsung TV Plus. Sumérgete en más de 160 canales y videos a la carta, como películas, música, noticias y deportes. Lo mejor de todo es que este contenido está listo y esperándote en tu tablet para que puedas ver tus programas favoritos on demand siempre que estés preparado.	

Galaxy Tab A8 messaging

FEATURES – Accessories

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Book Cover	Carry with confidence and style	Protect your screen and get more viewing options at the same time.	Stand your screen up on one of Book Cover’s two angles for easy viewing: one for watching your favorite show, the other for sending emails to family and friends.* It folds easily, propping your tablet up in the perfect position for tabletop usage.	Wrap your tablet in a sleek case that’s as stylish as it is convenient. Book Cover folds easily, propping your tablet up in the perfect position for tabletop usage.* Choose from two viewing angles: one for watching your favorite show, the other for sending emails to family and friends.	*Book Cover sold separately.
Book Cover	Llevar con confianza y estilo	Protege tu pantalla y obtén más opciones de visualización al mismo tiempo.	Coloca tu pantalla en uno de los dos ángulos de Book Cover para facilitar la visualización: uno para ver tu programa favorito y el otro para enviar correos electrónicos a la familia y amigos.* Se pliega fácilmente, colocando tu tablet en la posición perfecta para su uso sobre la mesa.	Envuelve tu tableta en una elegante funda tan elegante como práctica. La funda Book Cover se pliega fácilmente y coloca la tablet sobre la mesa en la posición perfecta.* Elige entre dos ángulos de visión: uno para ver tu programa favorito y otro para enviar correos electrónicos a tu familia y amigos.	*Book Cover se vende por separado.

Galaxy Tab A8 messaging

FEATURES – Accessories, Continued

Feature	Headline	Retail Copy	Short Body Copy	Long Body Copy	Legal Disclaimer
Protective Standing Cover	Stylish protection. Functional design.	Protect your screen and prop up your tablet at the same time.	Help defend your Galaxy Tab A8 against shocks with a protective standing cover that also props up your tablet into the perfect position for tabletop usage.	Talk about useful. When open, the protective standing cover folds out easily and props up your tablet with a free stop hinge, creating the perfect position for tabletop usage. When closed, the cover helps to protect your Tab A8 screen in style, with internal air pockets that work like shock-absorbing cushions. What's not to love?	
Cubierta Protectora de Pie	Protección con estilo. Diseño funcional.	Protege tu pantalla y apoya tu tablet al mismo tiempo.	Ayuda a proteger tu Galaxy Tab A8 de los golpes con una cubierta protectora de pie que también sostiene tu tablet en la posición perfecta para su uso en la mesa.	Hablemos de utilidad. Cuando está abierta, la cubierta protectora de pie se despliega fácilmente y sostiene tu tablet con una bisagra de tope libre, creando la posición perfecta para el uso de mesa. Cuando está cerrada, la funda ayuda a proteger la pantalla de la Tab A8 con estilo, con bolsas de aire internas que funcionan como cojines de absorción de impactos. ¿Qué es lo que no te gusta?	
Clear Edge Cover	The clear choice for protection	Protect your tablet against occasional shocks, dings or scrapes.	Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.	The choice is clear: Protect your Galaxy Tab A8 with Clear Edge Cover. Made of a thin yet durable material that feels great in your hands, Clear Book Cover provides your first line of defense against occasional shocks, dings or scrapes. Clear Book Cover features a transparent back that lets the beauty of your tablet shine through, and it's available in navy and lavender to help you show off your sense of style.	
Clear Edge Cover	La elección clara para la protección	Protege tu tablet contra golpes ocasionales, abolladuras o raspones.	Protege tu Galaxy Tab A8 con la funda Clear Edge Cover, fabricada con un material fino pero duradero que proporciona tu primera línea de defensa contra los golpes, abolladuras o raspones ocasionales.	La elección es clara: protege tu Galaxy Tab A8 con la funda Clear Edge Cover. Fabricada con un material fino pero duradero que se siente muy bien en las manos, la funda Clear Book Cover es la primera línea de defensa contra los golpes, abolladuras o raspones ocasionales. La funda Clear Book Cover cuenta con una parte trasera transparente que deja ver la belleza de tu tablet, y está disponible en azul marino y lavanda para que puedas presumir de tu sentido del estilo.	

Product photography

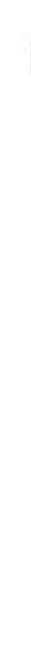
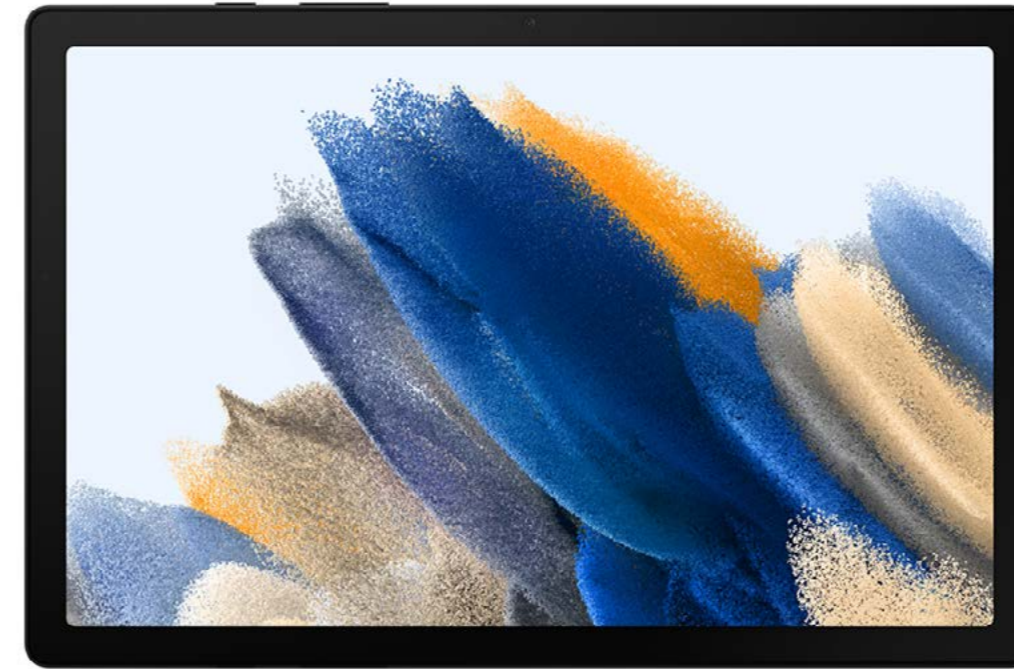
Basic product images – Galaxy Tab A8 – Gray

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



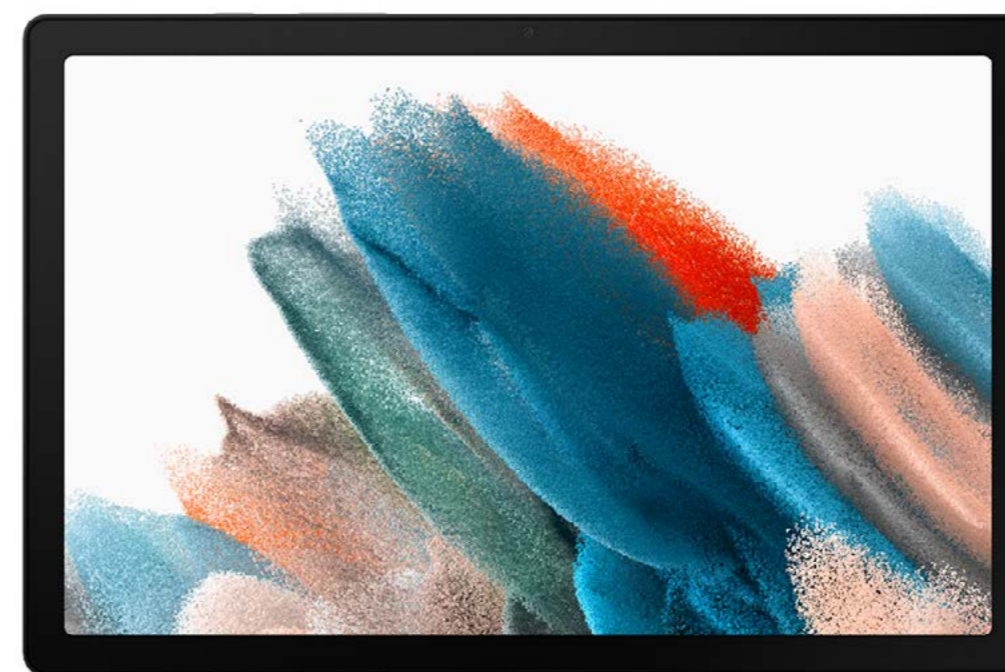
Basic product images – Galaxy Tab A8 – Silver

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



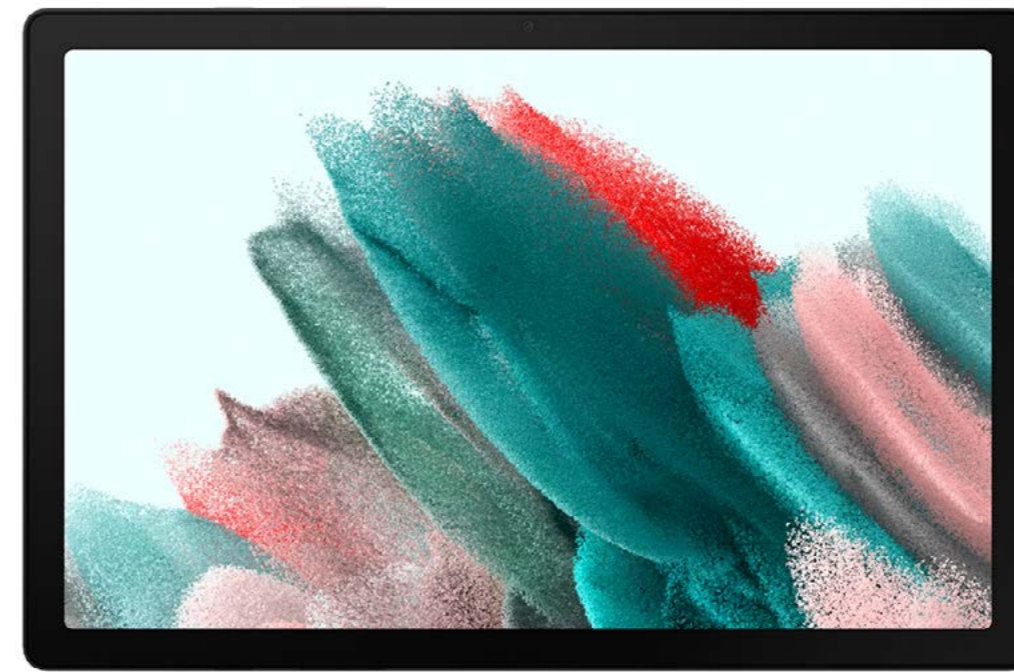
Basic product images – Galaxy Tab A8 – Pink Gold

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Product photography for accessories: Book Cover – Gray

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Note: Keyboard Slim Book Cover sold separately.

Product photography for accessories: Book Cover – Silver

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Note: Keyboard Slim Book Cover sold separately.

Product photography for accessories: Book Cover – Pink Gold

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Note: Keyboard Slim Book Cover sold separately.

Product photography for accessories: Protective Standing Cover – Black

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Note: Keyboard Slim Book Cover sold separately.

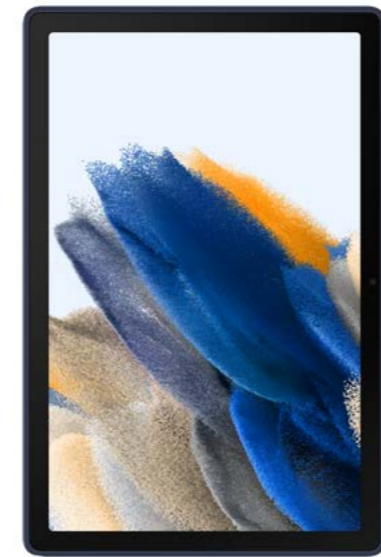
Product photography for accessories: Clear Edge Cover – Navy

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Note: Keyboard Slim Book Cover sold separately.

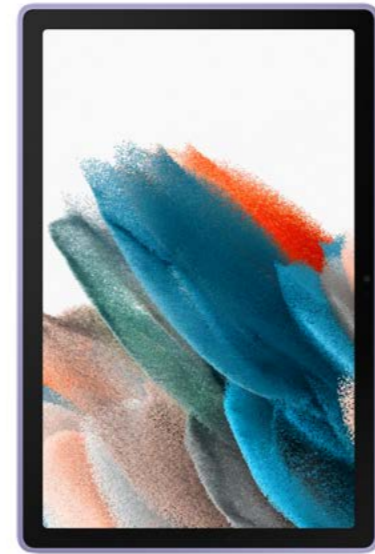
Product photography for accessories: Clear Edge Cover – Lavender

Device angles

Approved product photography assets for use

Do not manipulate approved images. Use as provided for consistency.

Available on Samsung Gallery



Note: Keyboard Slim Book Cover sold separately.

Galaxy Tab A8 Wallpapers

Home Screen — Gray



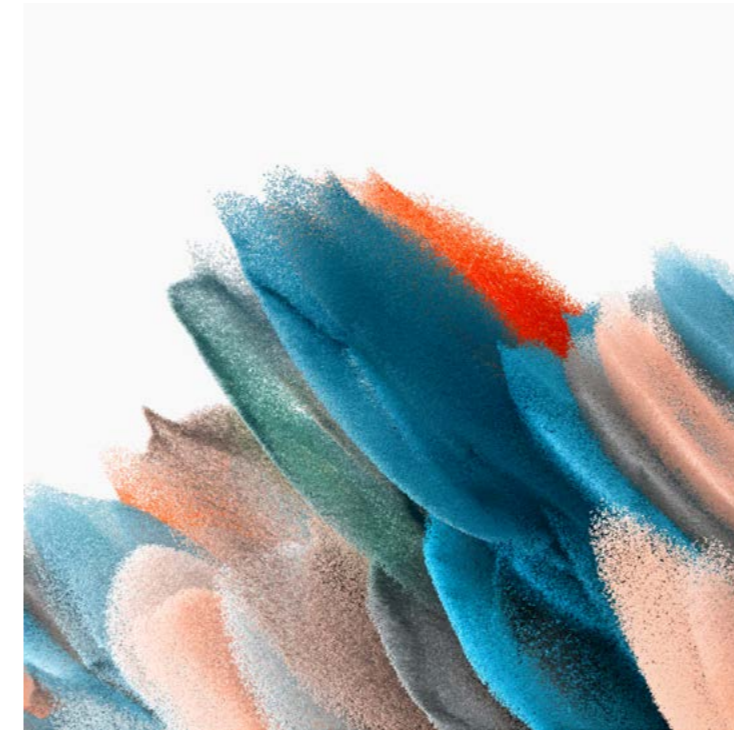
Lock Screen — Gray



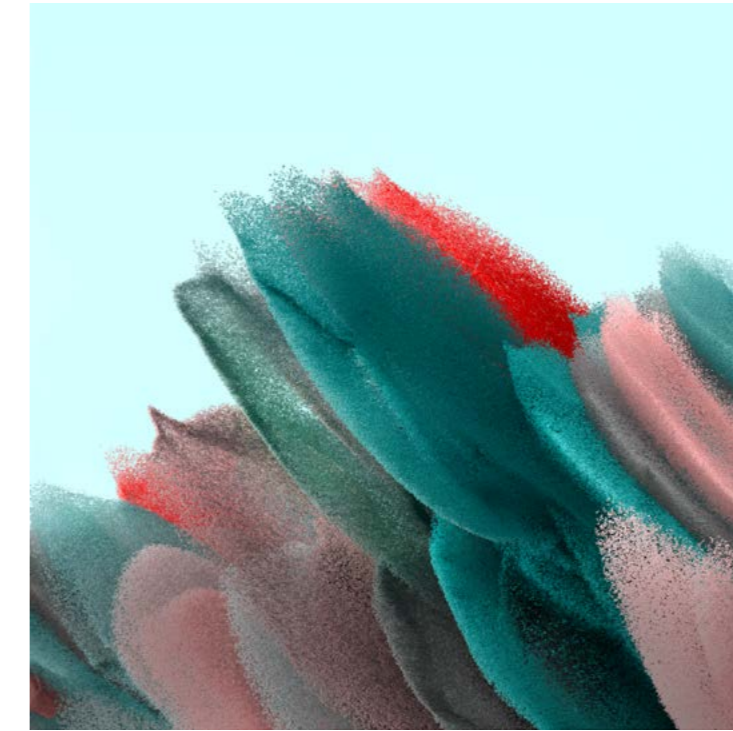
Home Screen — Silver



Lock Screen — Silver



Home Screen — Pink Gold



Lock Screen — Pink Gold



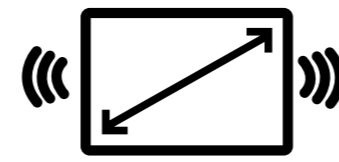
Iconography

Galaxy Tab A8 iconography

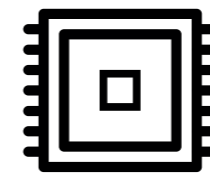
Icons have been created to align with the primary and secondary features of Galaxy Tab A8.

Icons can be used within retail and dot-com experiences and should align with the final product messaging hierarchy, including priority order and descriptions.

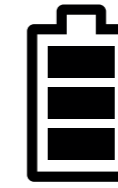
Primary features



Immersive Screen Experience

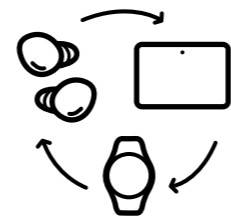


Performance



Long-lasting battery and universal charging

Secondary features



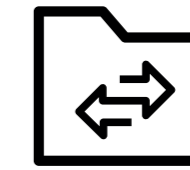
Galaxy Ecosystem



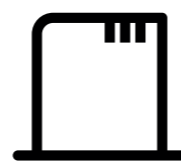
Samsung Notes



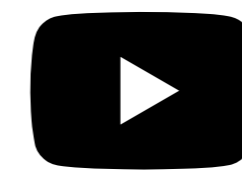
Samsung Kids



Smart Switch



Expandable Memory



YouTube Premium



Samsung TV Plus

Logos

Galaxy Tab A8 logos and lock-ups

Primary logo use

1-line or multi-product logos are the primary way to identify products.

Exception logo use

2-line logos and product lock-ups are used only for small spaces or extreme layouts, such as digital or vertical OOH.

Note: Use the same clear-space and minimum-size rules for all product logos and lock-ups.

1-line logo

Galaxy Tab A8

2-line logo

**Galaxy
Tab A8**

Clear space



1-line



2-line

Minimum size

Galaxy Tab A8

**Galaxy
Tab A8**

Print = 3mm height
Digital = 8px height

1-line lock-up

SAMSUNG Galaxy Tab A8

2-line lock-up

**SAMSUNG
Galaxy Tab A8**



1-line



2-line

SAMSUNG Galaxy Tab A8

**SAMSUNG
Galaxy Tab A8**

3-line lock-up

**SAMSUNG
Galaxy
Tab A8**



3-line

**SAMSUNG
Galaxy
Tab A8**

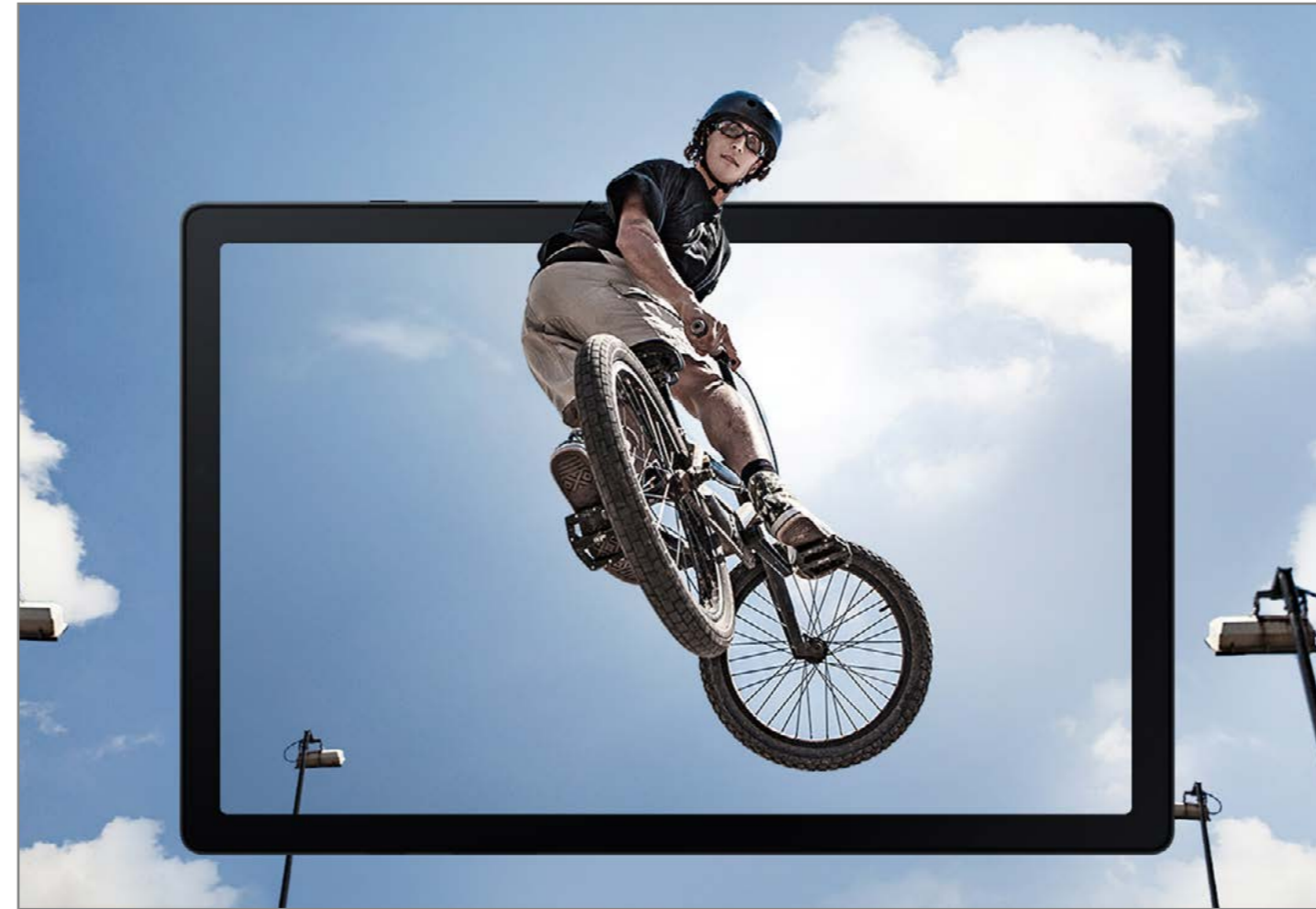
Feature visuals

Galaxy Tab A8 feature visual

Immersive Screen Experience

A screen everyone will love

Galaxy Tab A8 features a vivid 10.5" LCD screen that's made to make every moment better. Stream your favorite action flick with brilliant clarity. Take your video chats to an all-new level. Enjoy having all the apps you need on one screen, and spend less time toggling through windows. And hear every thrilling detail on quad speakers with Dolby Atmos surround sound.

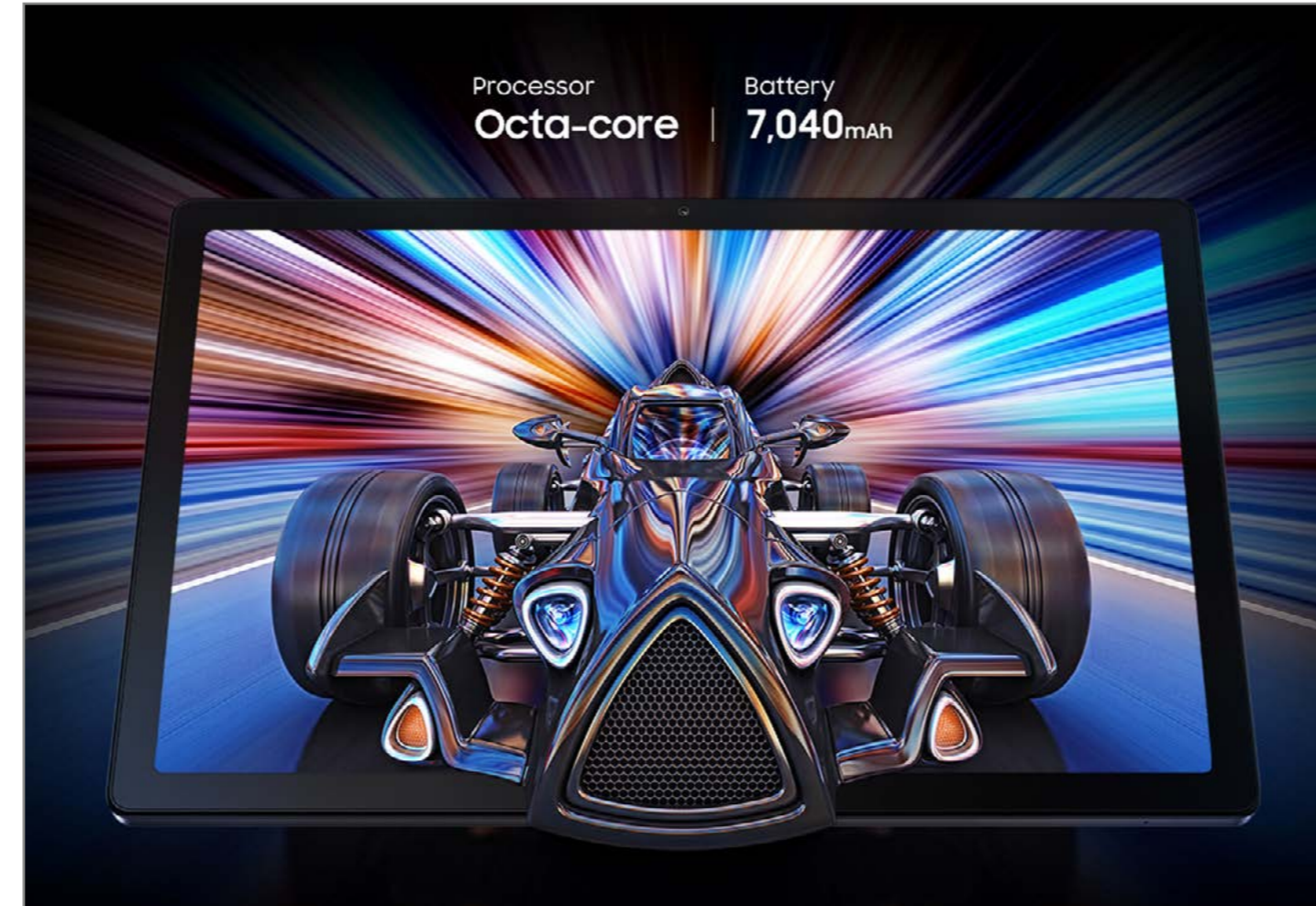


Galaxy Tab A8 feature visual

Performance

Power and storage for all

Get the power and speed your family needs with an upgraded chipset that brings out the best in every situation, whether your family is streaming, learning or working. Up to 128GB of storage gives everyone plenty of room to keep the things they love, from music to movies to photos of great times with their friends. Plus, everyone can go charger-free for hours and hours with a long-lasting battery and fast charging that keeps the family fun going.



Galaxy Tab A8 feature visual

Long-lasting battery and universal charging

Charge fast. Power for hours.

Out last your longest to-do list with a power-efficient battery. Work, stream and video call for hours on a single charge,* and get back to full capacity with the fast-charging USB-C port. Galaxy Tab A8 packs hours of power into a device you can take anywhere. Plus, live the tangle-free life — the universal charger powers all your Galaxy devices.

*Battery life may vary depending on environment, usage patterns and other factors. When using the included charger and cable in-box, charger is compatible with USB Type-C.

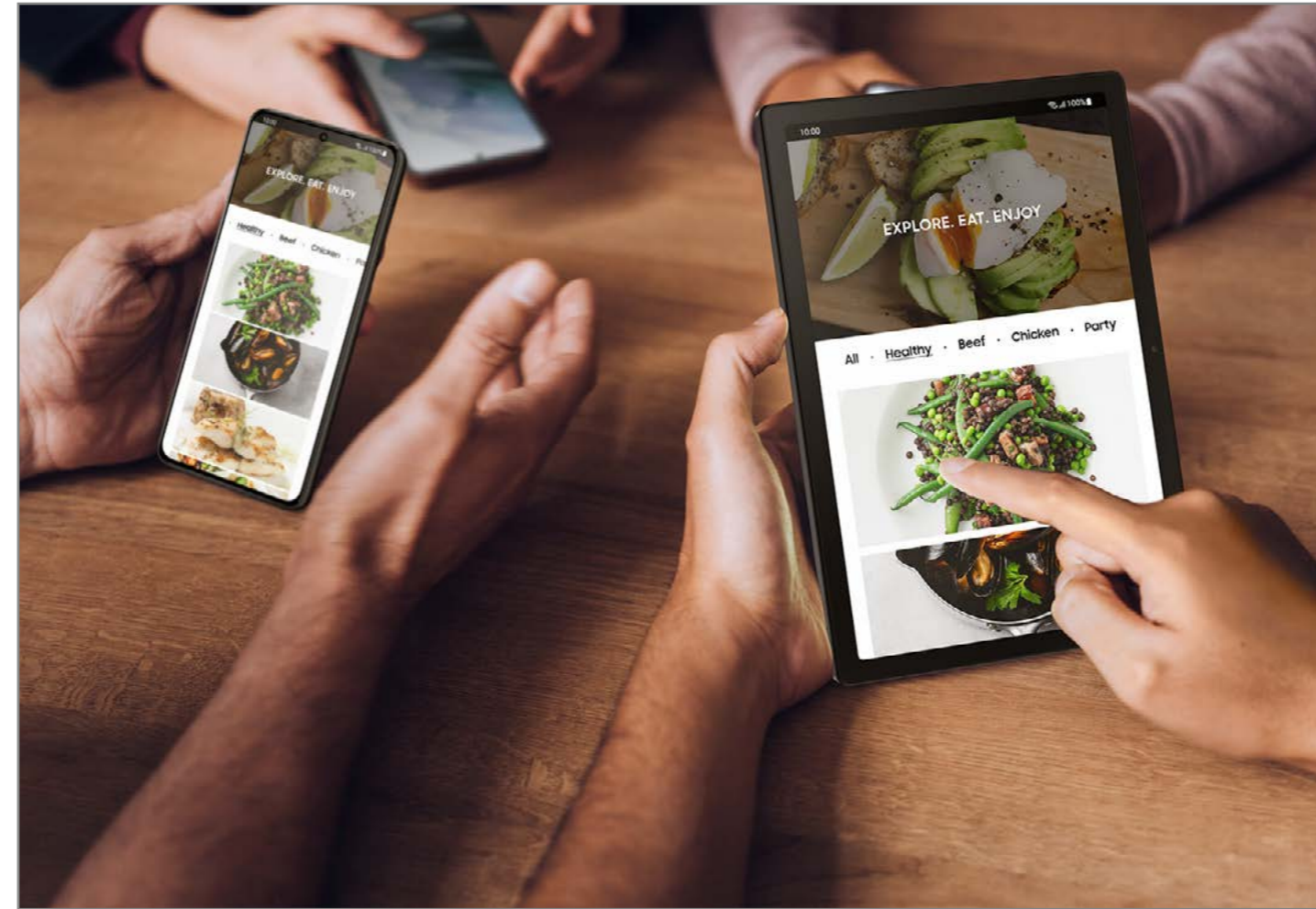


Galaxy Tab A8 feature visual

Galaxy Ecosystem

The power of together

Open your family up to a new world of convenient possibilities with the Galaxy ecosystem experience — your Galaxy devices automatically talk to one another seamlessly, giving everyone new ways to do more. File sharing? That's child's play. Start a video call on your tablet and finish it on your phone. Snap a photo on your phone and instantly share it on your PC. With your Galaxy, there's endless ways to do what you love.

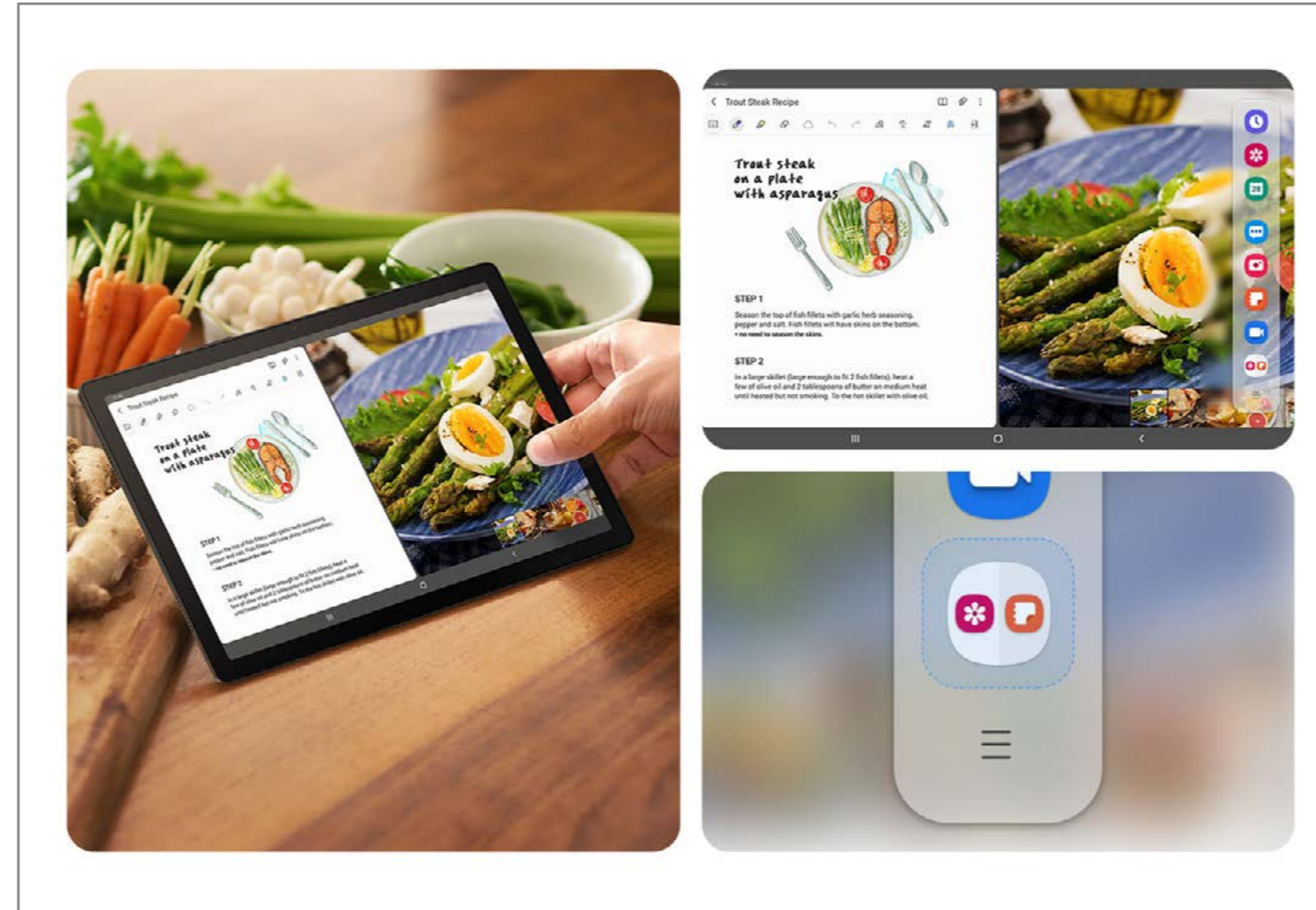


Galaxy Tab A8 feature visual

Samsung Notes

Your notes, all in one place

Galaxy connectivity automatically connects and syncs your notes, so you'll always have access to your ideas and reminders, no matter where you are — whether you're on your phone, tablet or PC. Samsung Notes helps in the classroom as well — kids can jot down a note, convert their handwriting into text or save their notes as shareable files. It's all there waiting for them on any Galaxy device — no more hunting through files to find it.

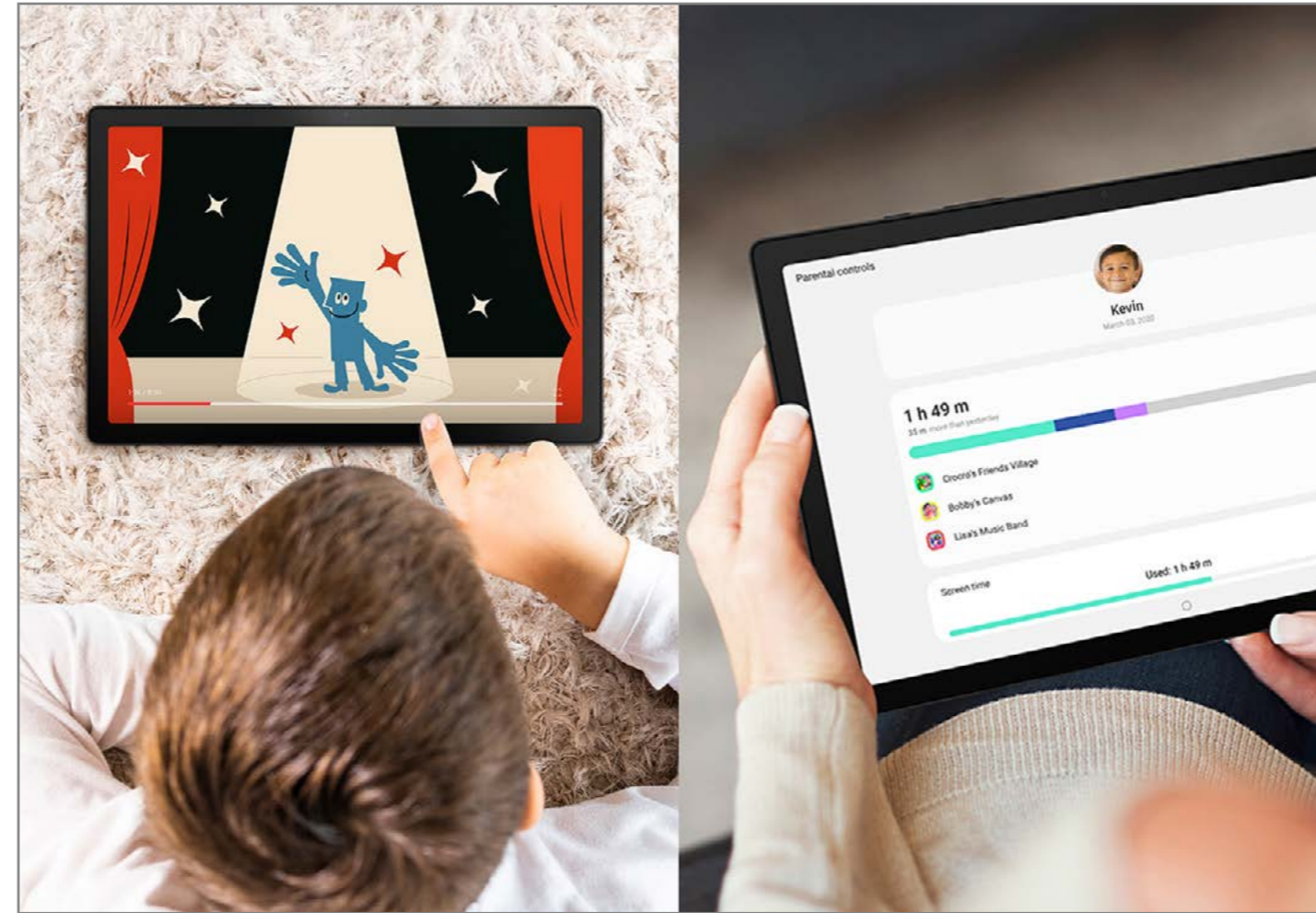


Galaxy Tab A8 feature visual

Samsung Kids

Kids' first steps into the digital world

Give your kids the ultimate space to play and learn! With the improved parental control, you can be sure they are safe and not spending too much time playing games, and the customizable home screen with built-in content will make your kids feel like they truly have a unique device of their own.

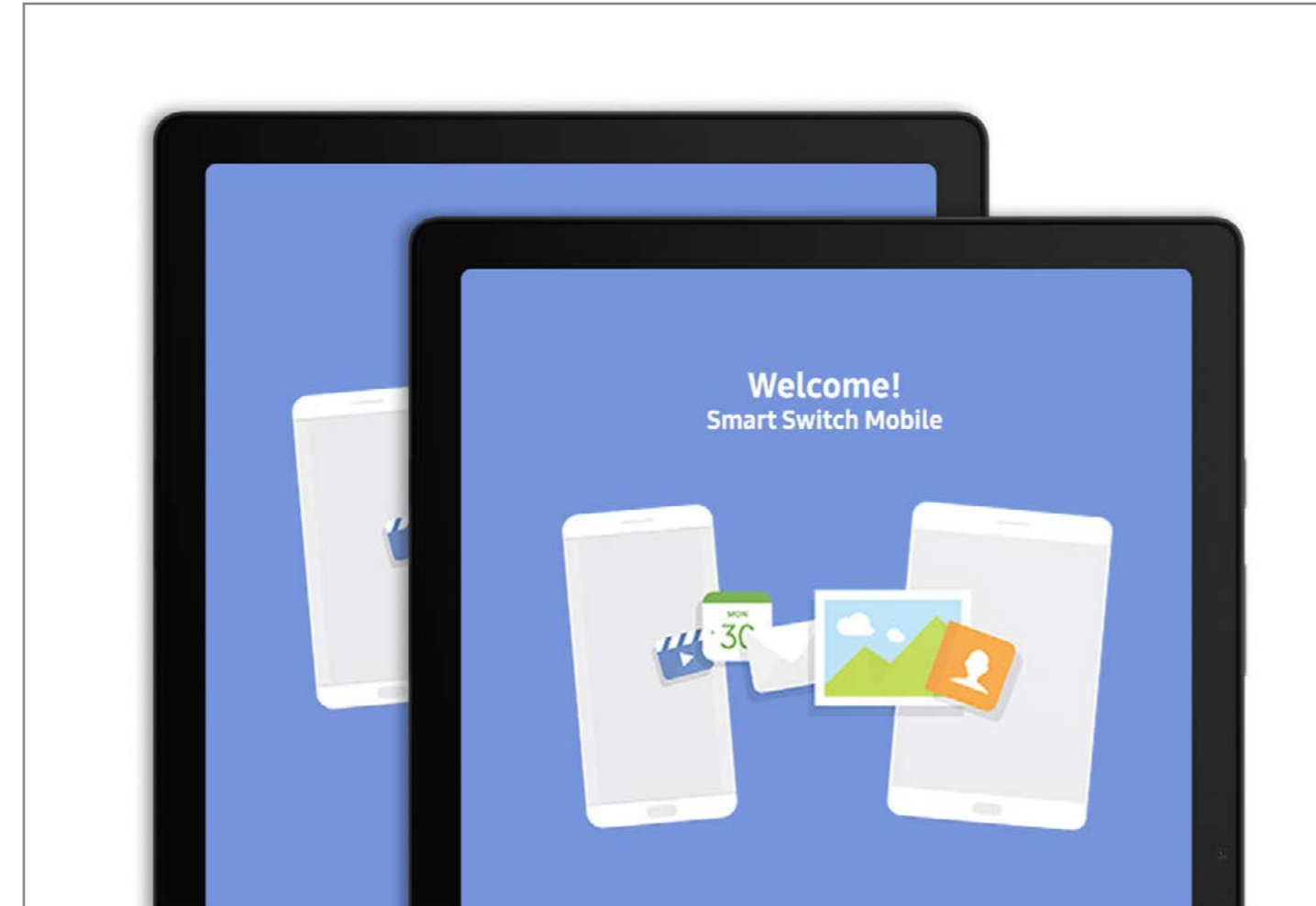


Galaxy Tab A8 feature visual

Smart Switch

Easiest. Transfer. Ever.

An easy transfer is a happy transfer. No matter what operating system you're using, Smart Switch makes it a breeze to move your favorite files — everything from photos to alarms to call history — in three easy steps. Whether it's your data or your kid's, you can avoid the frustration of lost files and keep the things you need on your new Galaxy Tab A8.



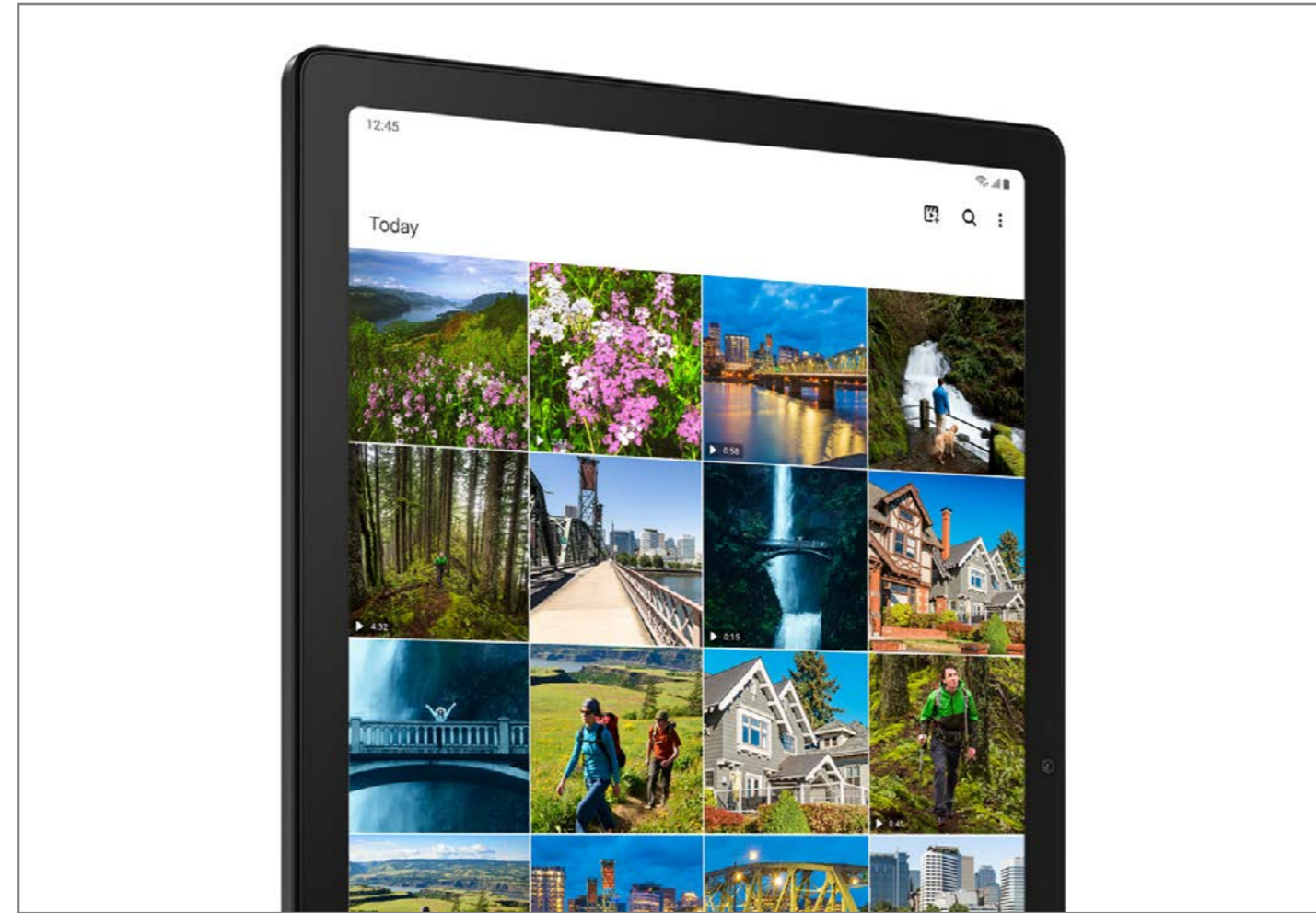
Galaxy Tab A8 feature visual

Expandable Memory

Room for everything

Get smart about storage. With up to 128GB of built-in memory, there's space for all your photos, videos, games and go-to apps. Expand your storage up to 1TB with a microSD card.*

*MicroSD card sold separately.



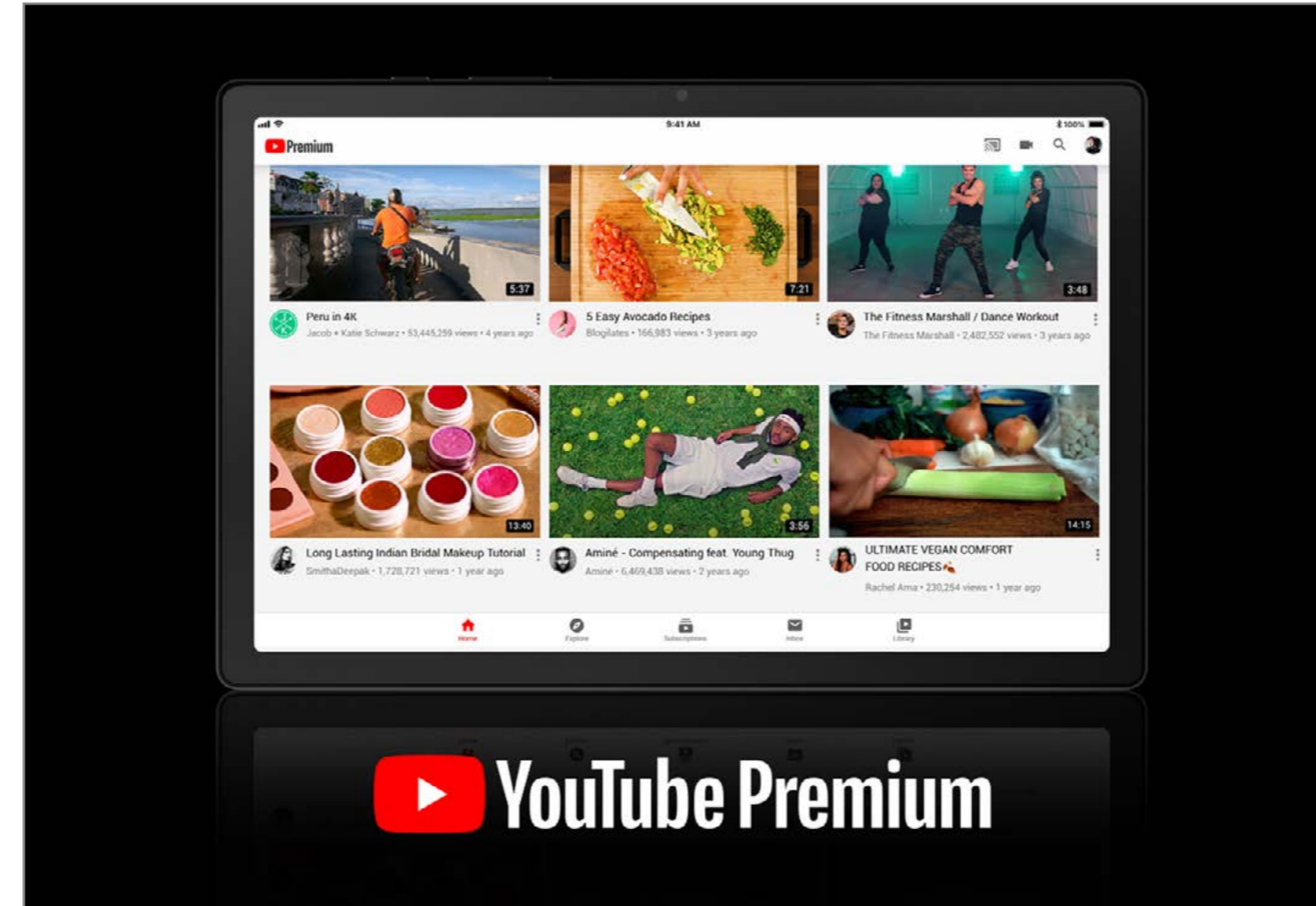
Galaxy Tab A8 feature visual

YouTube Premium

YouTube Premium

Unwind with ad-free access to millions of videos with YouTube Premium! Get two months of ad-free content at no extra charge.

¹With eligible purchase. New users only (no past trial of YouTube Premium, YouTube Music Premium, YouTube Red or Google Play Music). Redeem in the YouTube application on eligible devices between January 14, 2021 and April 5, 2022 at 11:59pm PST. Form of payment required. [Local monthly price]/month after trial billed on a recurring monthly basis. Cancel anytime. No refunds for partial billing periods. Full terms: <https://www.youtube.com/premium/restrictions>

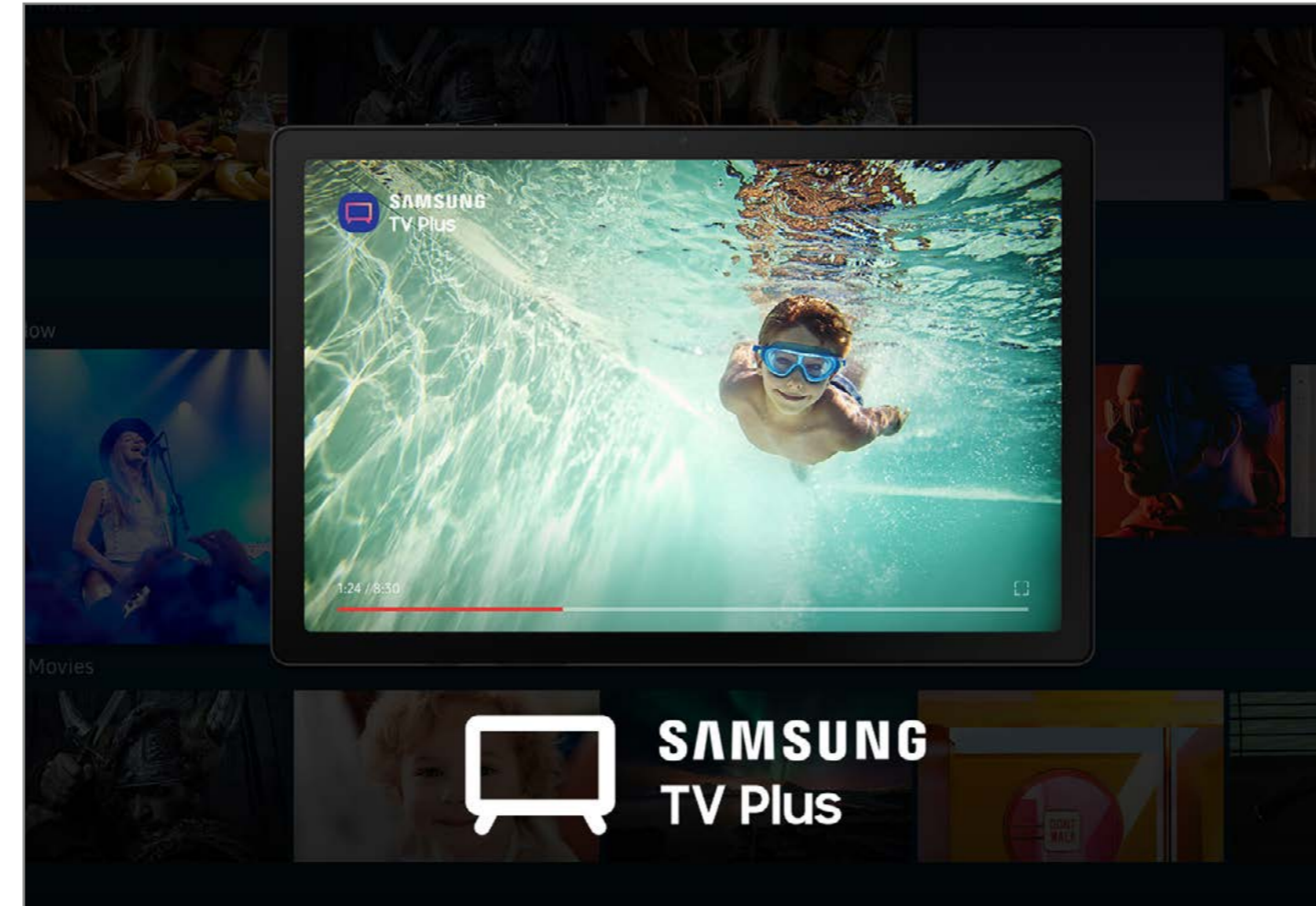


Galaxy Tab A8 feature visual

Samsung TV Plus

Samsung TV Plus

Indulge your appetite for entertainment with free access to Samsung TV Plus. Dive into over 160 channels and videos on demand, such as movies, music, news and sports.



Galaxy Tab A8 feature visual Book Cover

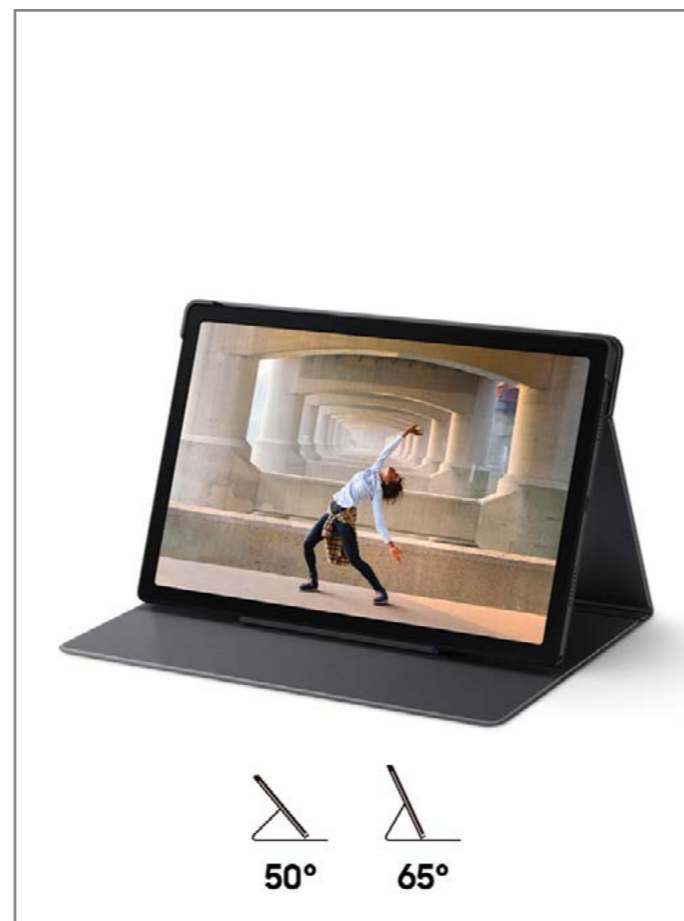
Book Cover

Stand your screen up on one of Book Cover's two angles for easy viewing: one for watching your favorite show, the other for sending emails to family and friends.* It folds easily, propping your tablet up in the perfect position for tabletop usage.

1P



2P



Galaxy Tab A8 feature visual

Protective Standing Cover

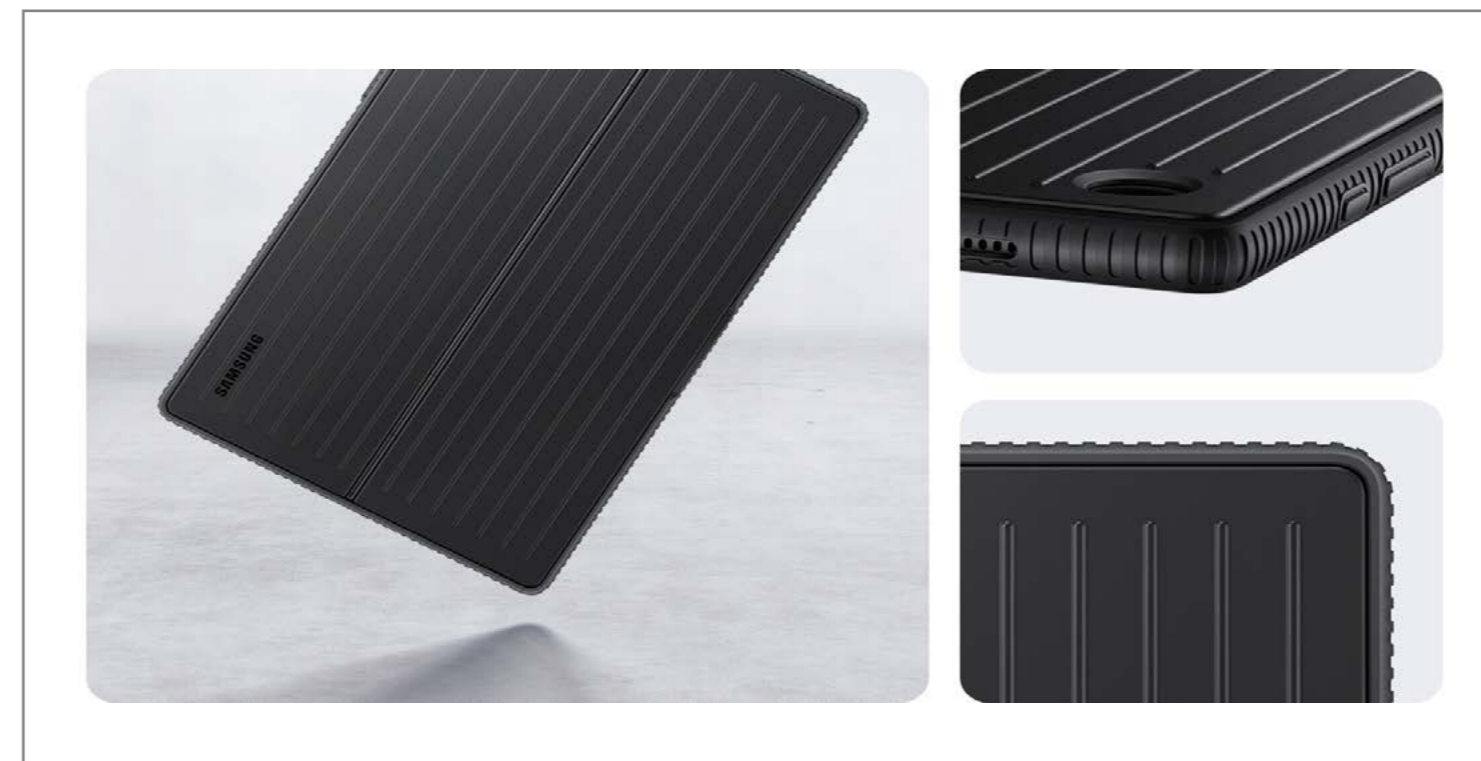
Protective Standing Cover

Help defend your Galaxy Tab A8 against shocks with a protective standing cover that also props up your tablet into the perfect position for tabletop usage.

1P



2P

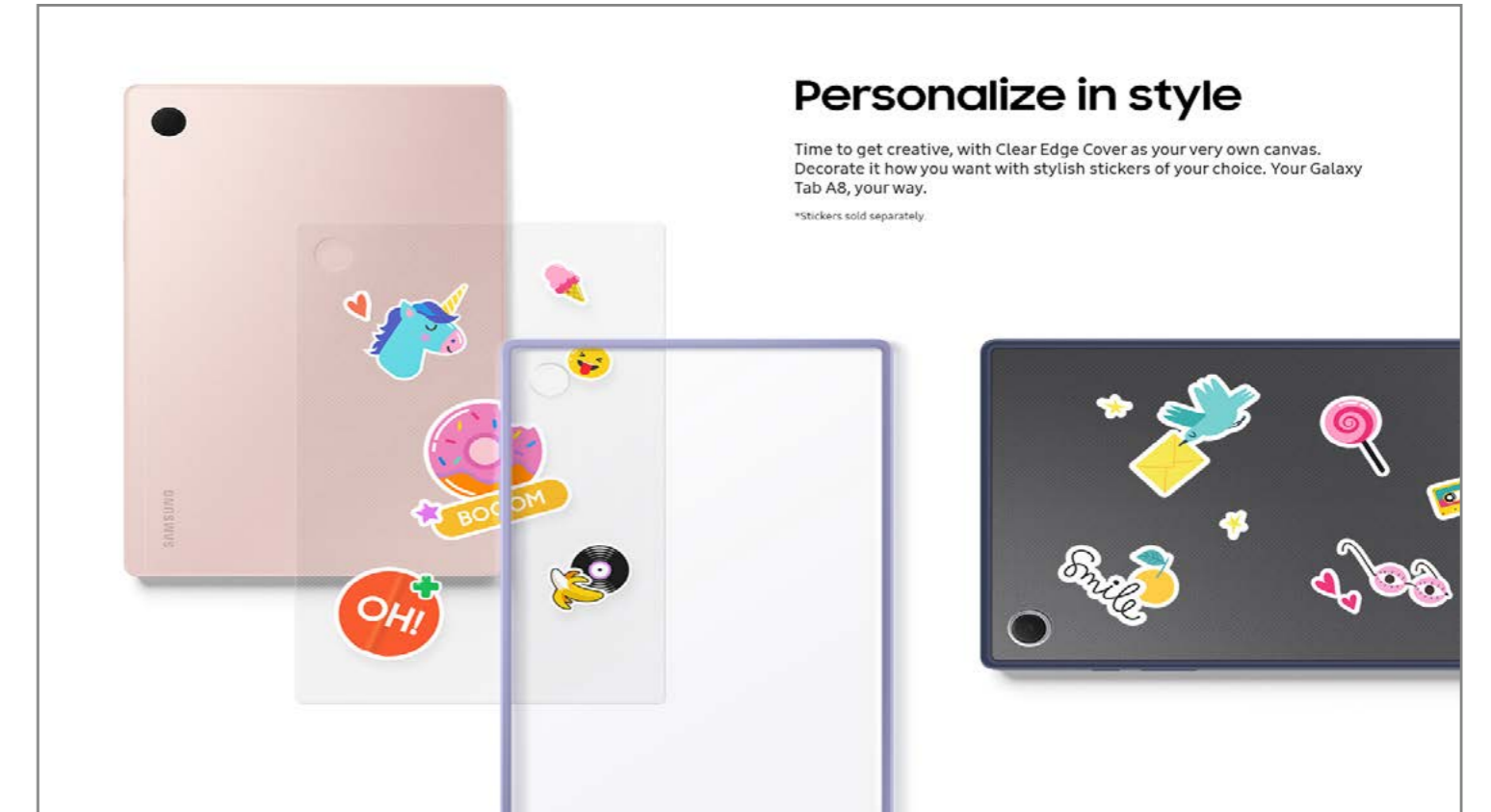
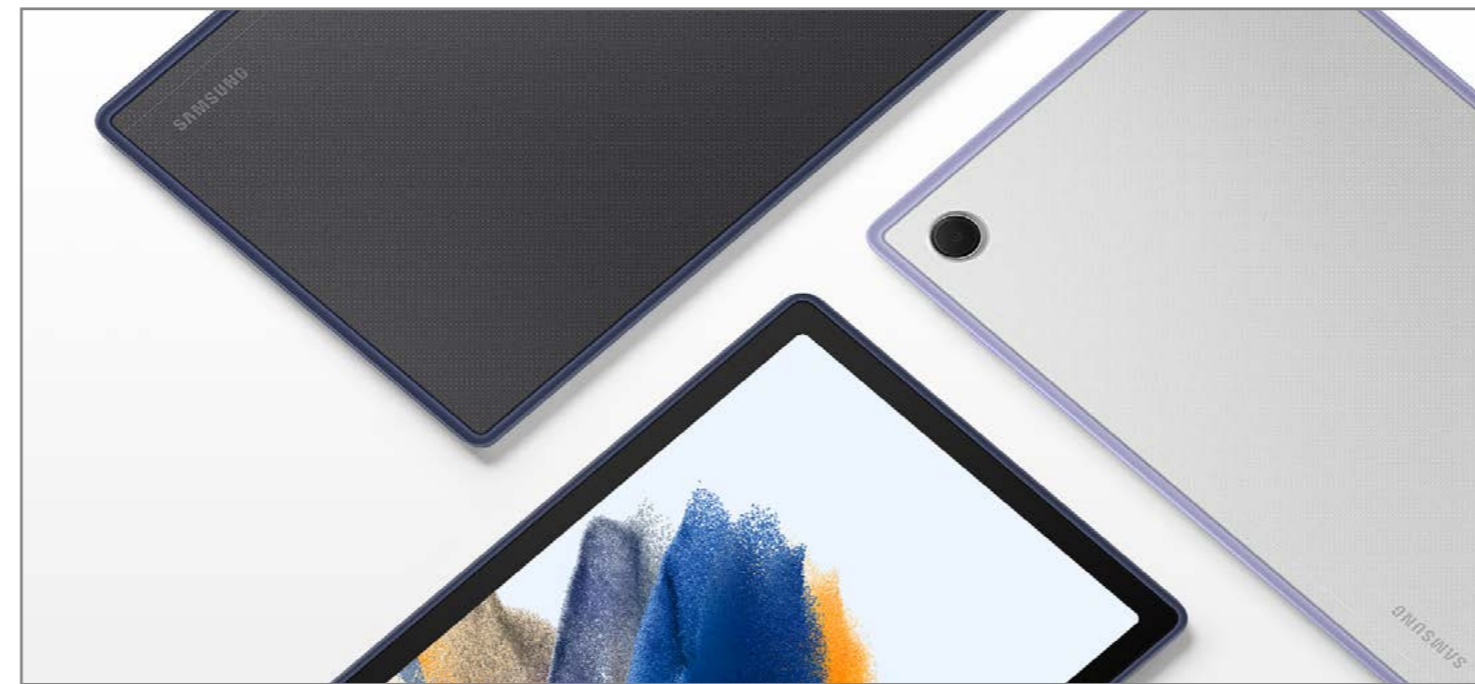
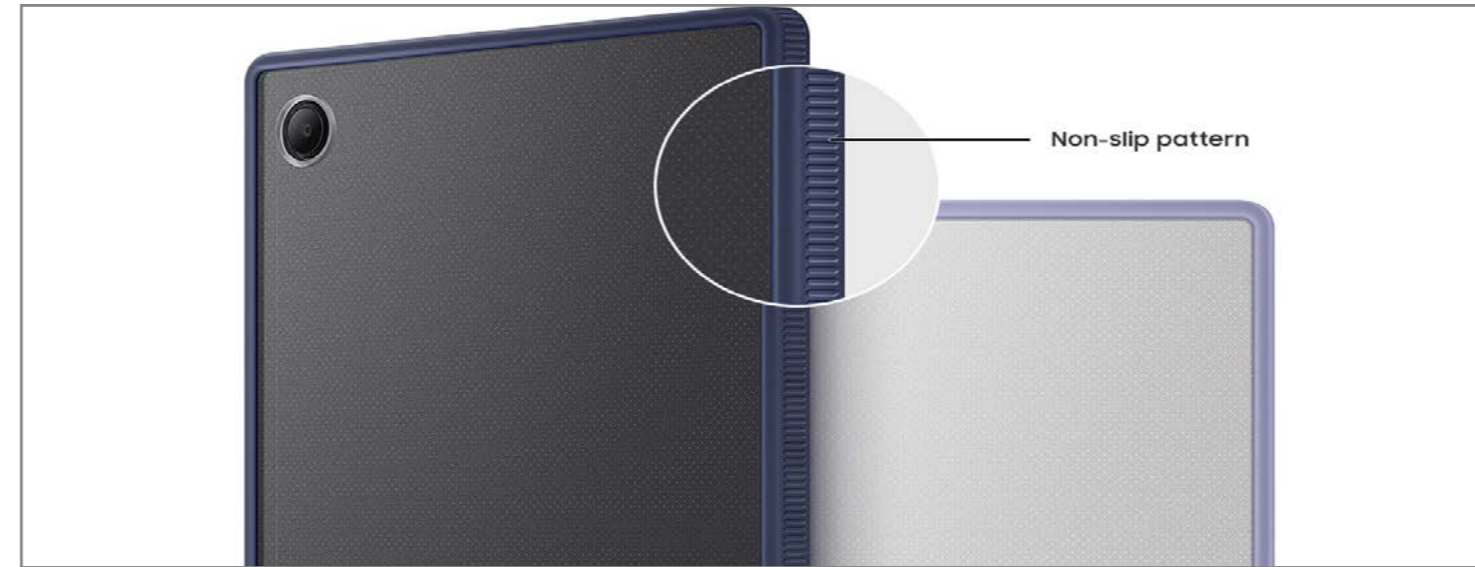


Galaxy Tab A8 feature visual

Clear Case Cover

Clear Case Cover

Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.



PDP setup guide

PDP setup guide – Galaxy Tab A8 – Gray

(BBI with copy)

Recommended product title:

Samsung Galaxy Tab A8 Gray

Product description:

Explore. Engage. Entertain.

Bring home Galaxy Tab A8, the awesomely entertaining tablet enhanced by the Galaxy ecosystem experience.

Primary features:

A screen everyone will love

Whether your family is streaming or video chatting with friends, bring out the best in every moment on a 10.5" LCD screen.

Power and storage for all

Get the power, storage and speed your family needs with an upgraded chipset and plenty of room to keep files — up to 128GB of storage; a long-lasting battery lets you go unplugged for hours to keep the family fun going.

Charge fast. Power for hours.

Go for hours on a single charge* and back to 100% with the fast-charging USB-C port.¹

Secondary features:

The power of together

Open up a new world of convenient possibilities with the Galaxy ecosystem experience — your devices automatically talk to one another seamlessly to help you do more.

Your notes, all in one place

Do more with your notes with Galaxy connectivity that automatically syncs everything from to-do lists to homework, whether you're on your tablet, phone or PC.

Kids' first steps into the digital world

A library of safe and fun games, books and videos that's kid-friendly and parent-approved.

Easiest. Transfer. Ever.

No matter what operating system you're using, Smart Switch makes it a breeze to move your favorite files in three easy steps.

Room for everything

With up to 128GB of built-in memory, there's space for all your photos, videos, games and go-to apps. Expand your storage up to 1TB with a microSD card.²

Stream your heart out

Unwind with ad-free access to millions of videos with YouTube Premium.³ Get two months of ad-free content at no extra charge.

160+ channels. 100% free.

Indulge your appetite for entertainment with free access to Samsung TV Plus. Dive into over 160 channels and videos on demand, such as movies, music, news and sports.

Accessories features:

Carry with confidence and style

Stand your screen up on one of Book Cover's two angles for easy viewing: one for watching your favorite show, the other for sending emails to family and friends.* It folds easily, propping your tablet up in the perfect position for tabletop usage.⁴

Stylish protection. Functional design.

Help defend your Galaxy Tab A8 against shocks with a protective standing cover that also props up your tablet into the perfect position for tabletop usage.

The clear choice for protection

Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.

Key visual



¹Battery life may vary depending on environment, usage patterns and other factors. When using the included charger and cable in-box, charger is compatible with USB Type-C.

²MicroSD card sold separately.

³With eligible purchase. New users only (no past trial of YouTube Premium, YouTube Music Premium, YouTube Red or Google Play Music). Redeem in the YouTube application on eligible devices between January 14, 2021 and April 5, 2022 at 11:59pm PST. Form of payment required. [Local monthly price]/month after trial billed on a recurring monthly basis. Cancel anytime. No refunds for partial billing periods. Full terms: <https://www.youtube.com/premium/restrictions>.

⁴Book Cover sold separately.

Gallery order of images

Imagery should be posted to .com in the suggested order below. Imagery to align with featured PDP SKU / color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP setup guide – Galaxy Tab A8 – Silver

(BBI with copy)

Recommended product title:

Samsung Galaxy Tab A8 Silver

Product description:

Explore. Engage. Entertain.

Bring home Galaxy Tab A8, the awesomely entertaining tablet enhanced by the Galaxy ecosystem experience.

Primary features:

A screen everyone will love

Whether your family is streaming or video chatting with friends, bring out the best in every moment on a 10.5" LCD screen.

Power and storage for all

Get the power, storage and speed your family needs with an upgraded chipset and plenty of room to keep files — up to 128GB of storage; a long-lasting battery lets you go unplugged for hours to keep the family fun going.

Charge fast. Power for hours.

Go for hours on a single charge* and back to 100% with the fast-charging USB-C port.¹

Secondary features:

The power of together

Open up a new world of convenient possibilities with the Galaxy ecosystem experience — your devices automatically talk to one another seamlessly to help you do more.

Your notes, all in one place

Do more with your notes with Galaxy connectivity that automatically syncs everything from to-do lists to homework, whether you're on your tablet, phone or PC.

Kids' first steps into the digital world

A library of safe and fun games, books and videos that's kid-friendly and parent-approved.

Easiest. Transfer. Ever.

No matter what operating system you're using, Smart Switch makes it a breeze to move your favorite files in three easy steps.

Room for everything

With up to 128GB of built-in memory, there's space for all your photos, videos, games and go-to apps. Expand your storage up to 1TB with a microSD card.²

Stream your heart out

Unwind with ad-free access to millions of videos with YouTube Premium.³ Get two months of ad-free content at no extra charge.

160+ channels. 100% free.

Indulge your appetite for entertainment with free access to Samsung TV Plus. Dive into over 160 channels and videos on demand, such as movies, music, news and sports.

Accessories features:

Carry with confidence and style

Stand your screen up on one of Book Cover's two angles for easy viewing: one for watching your favorite show, the other for sending emails to family and friends.* It folds easily, propping your tablet up in the perfect position for tabletop usage.⁴

Stylish protection. Functional design.

Help defend your Galaxy Tab A8 against shocks with a protective standing cover that also props up your tablet into the perfect position for tabletop usage.

The clear choice for protection

Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.

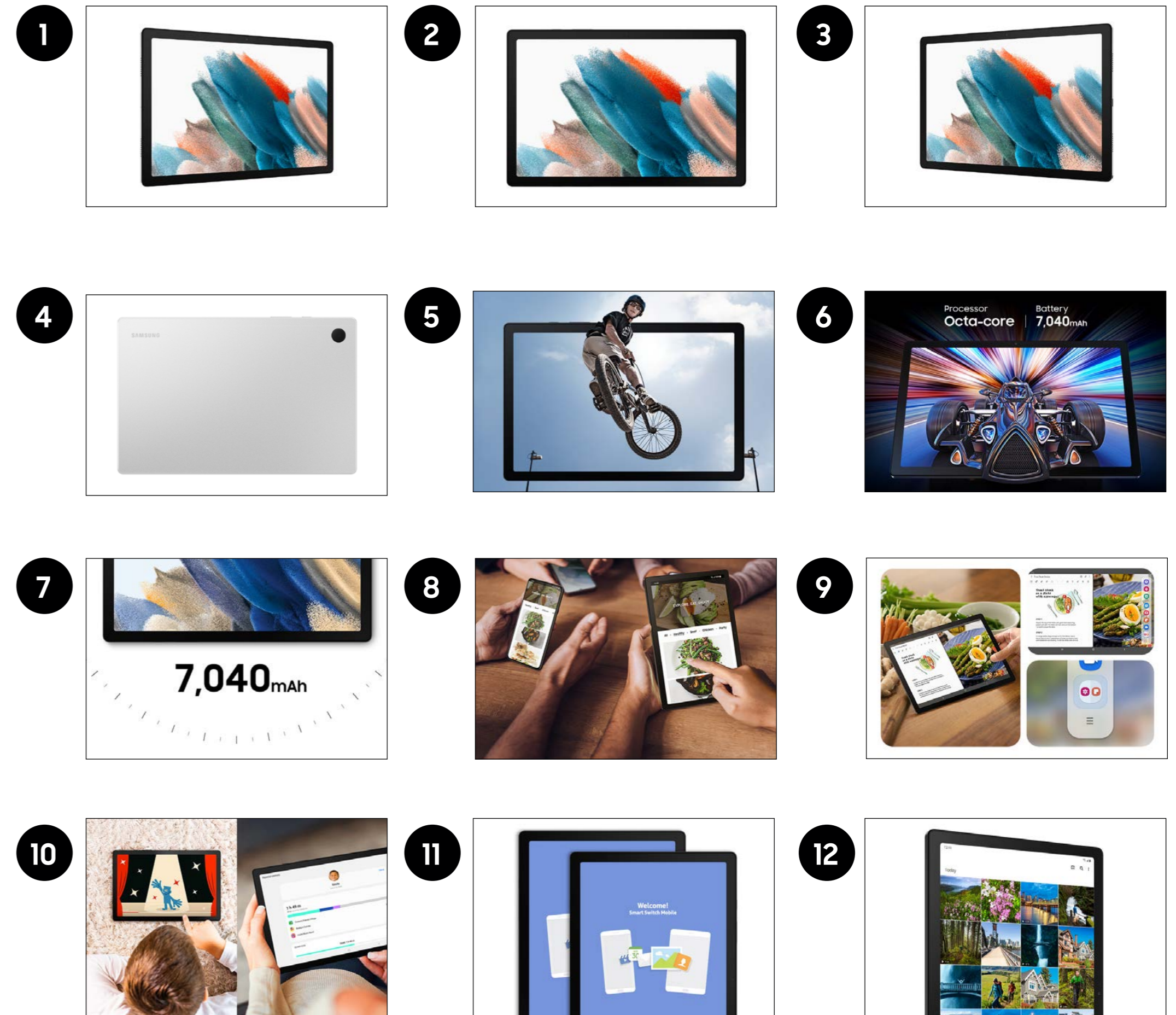
Key visual



¹Battery life may vary depending on environment, usage patterns and other factors. When using the included charger and cable in-box, charger is compatible with USB Type-C.
²MicroSD card sold separately.
³With eligible purchase. New users only (no past trial of YouTube Premium, YouTube Music Premium, YouTube Red or Google Play Music). Redeem in the YouTube application on eligible devices between January 14, 2021 and April 5, 2022 at 11:59pm PST. Form of payment required. [Local monthly price]/month after trial billed on a recurring monthly basis. Cancel anytime. No refunds for partial billing periods. Full terms: <https://www.youtube.com/premium/restrictions>.
⁴Book Cover sold separately.

Gallery order of images

Imagery should be posted to .com in the suggested order below. Imagery to align with featured PDP SKU / color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP setup guide – Galaxy Tab A8 – Pink Gold

(BBI with copy)

Recommended product title:

Samsung Galaxy Tab A8 Pink Gold

Product description:

Explore. Engage. Entertain.

Bring home Galaxy Tab A8, the awesomely entertaining tablet enhanced by the Galaxy ecosystem experience.

Primary features:

A screen everyone will love

Whether your family is streaming or video chatting with friends, bring out the best in every moment on a 10.5" LCD screen.

Power and storage for all

Get the power, storage and speed your family needs with an upgraded chipset and plenty of room to keep files — up to 128GB of storage; a long-lasting battery lets you go unplugged for hours to keep the family fun going.

Charge fast. Power for hours.

Go for hours on a single charge* and back to 100% with the fast-charging USB-C port.¹

Secondary features:

The power of together

Open up a new world of convenient possibilities with the Galaxy ecosystem experience — your devices automatically talk to one another seamlessly to help you do more.

Your notes, all in one place

Do more with your notes with Galaxy connectivity that automatically syncs everything from to-do lists to homework, whether you're on your tablet, phone or PC.

Kids' first steps into the digital world

A library of safe and fun games, books and videos that's kid-friendly and parent-approved.

Easiest. Transfer. Ever.

No matter what operating system you're using, Smart Switch makes it a breeze to move your favorite files in three easy steps.

Room for everything

With up to 128GB of built-in memory, there's space for all your photos, videos, games and go-to apps. Expand your storage up to 1TB with a microSD card.²

Stream your heart out

Unwind with ad-free access to millions of videos with YouTube Premium.³ Get two months of ad-free content at no extra charge.

160+ channels. 100% free.

Indulge your appetite for entertainment with free access to Samsung TV Plus. Dive into over 160 channels and videos on demand, such as movies, music, news and sports.

Accessories features:

Carry with confidence and style

Stand your screen up on one of Book Cover's two angles for easy viewing: one for watching your favorite show, the other for sending emails to family and friends.* It folds easily, propping your tablet up in the perfect position for tabletop usage.⁴

Stylish protection. Functional design.

Help defend your Galaxy Tab A8 against shocks with a protective standing cover that also props up your tablet into the perfect position for tabletop usage.

The clear choice for protection

Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.

Key visual



¹Battery life may vary depending on environment, usage patterns and other factors. When using the included charger and cable in-box, charger is compatible with USB Type-C.

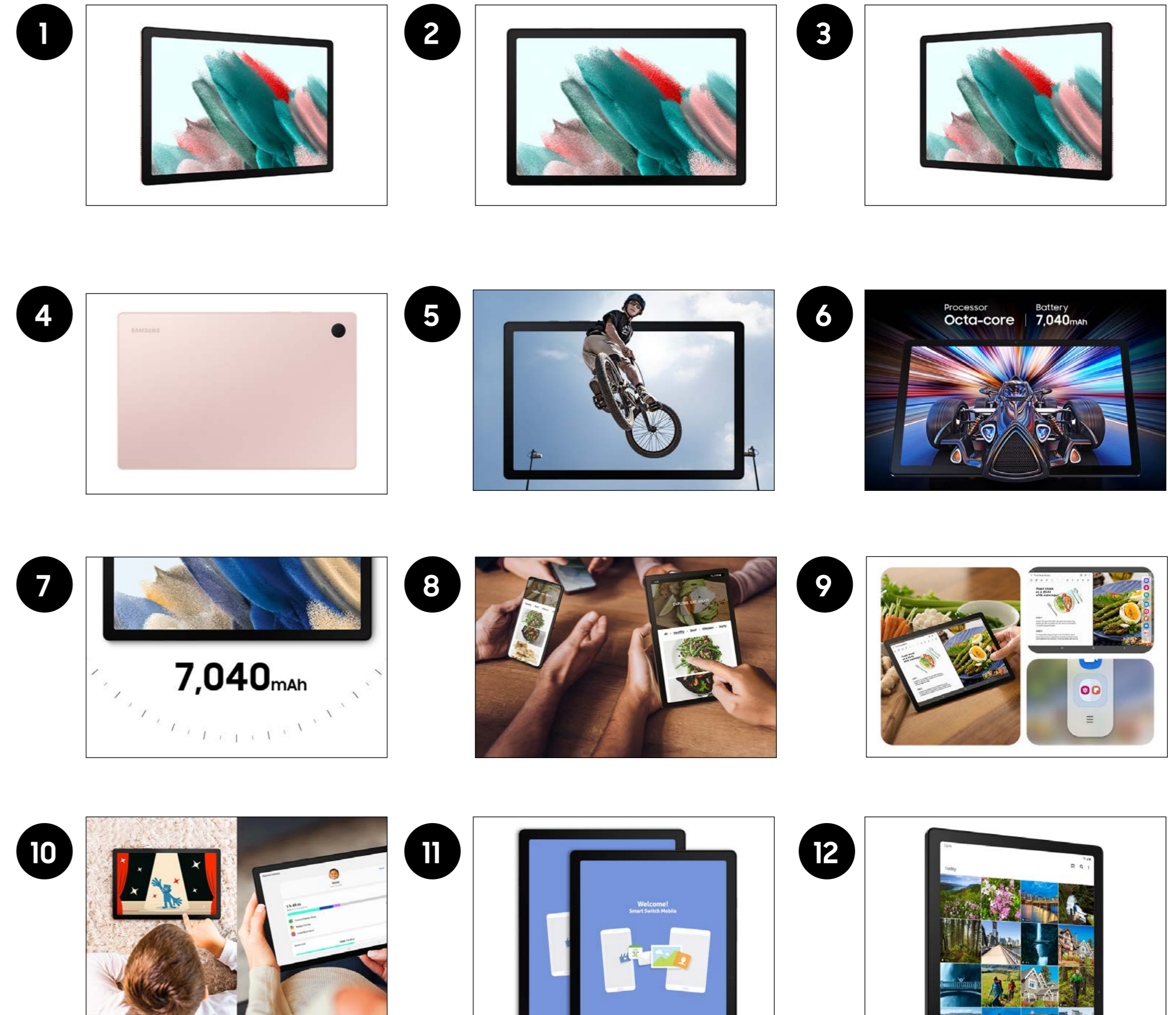
²MicroSD card sold separately.

³With eligible purchase. New users only (no past trial of YouTube Premium, YouTube Music Premium, YouTube Red or Google Play Music). Redeem in the YouTube application on eligible devices between January 14, 2021 and April 5, 2022 at 11:59pm PST. Form of payment required. [Local monthly price]/month after trial billed on a recurring monthly basis. Cancel anytime. No refunds for partial billing periods. Full terms: <https://www.youtube.com/premium/restrictions>.

⁴Book Cover sold separately.

Gallery order of images

Imagery should be posted to .com in the suggested order below. Imagery to align with featured PDP SKU / color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP Setup guide – Book Cover – Gray

Available colors match device (Gray)

Recommended product title:

Samsung Galaxy Tab A8 Book Cover — Gray

Product description:

Carry with confidence and style

Protect your screen and get more viewing options at the same time.

Key features:

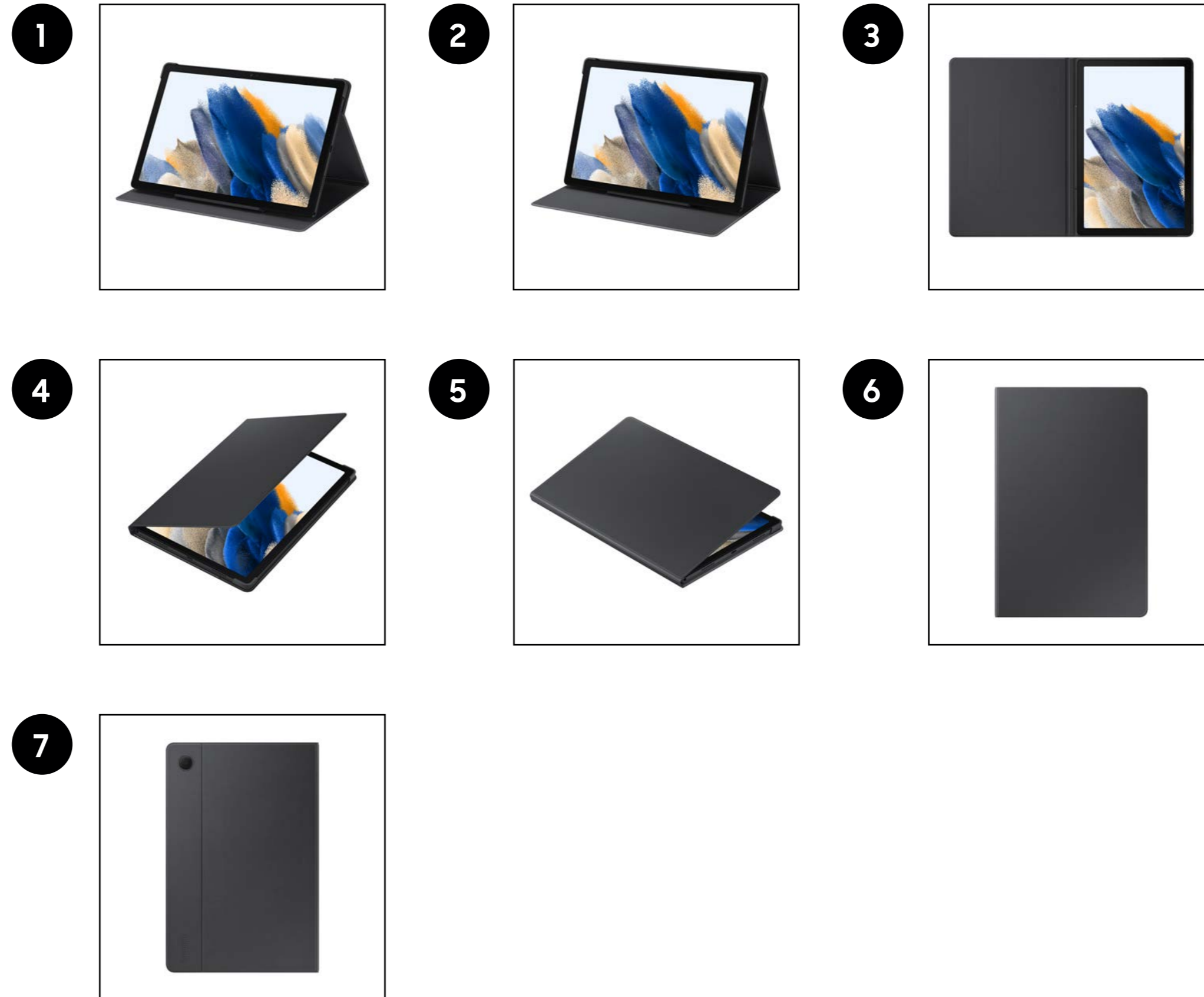
Stand your screen up on one of Book Cover’s two angles for easy viewing:one for watching your favorite show, the other for sending emails to family and friends.*It folds easily, propping your tablet up in the perfect position for tabletop usage.

Wrap your tablet in a sleek case that's as stylish as it is convenient. Book Cover folds easily, propping your tablet up in the perfect position for tabletop usage.* Choose from two viewing angles: one for watching your favorite show, the other for sending emails to family and friends.

*Book Cover sold separately.

Gallery order of images:

Imagery should be posted to dot-com in the suggested order below. Imagery to align with featured PDP SKU/Color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP Setup guide – Book Cover – Silver

Available colors match device (Silver)

Recommended product title:

Samsung Galaxy Tab A8 Book Cover — Silver

Product description:

Carry with confidence and style

Protect your screen and get more viewing options at the same time.

Key features:

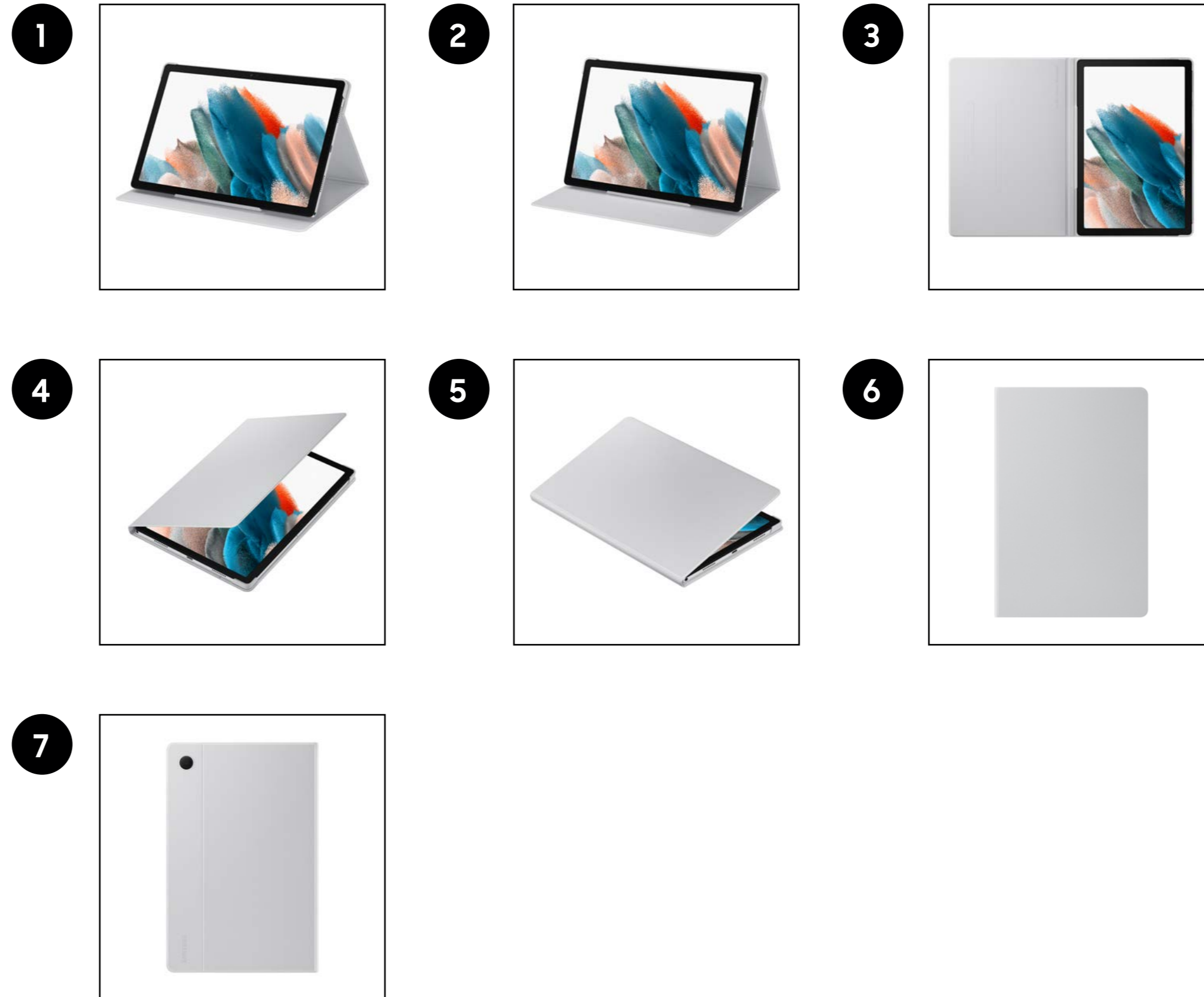
Stand your screen up on one of Book Cover’s two angles for easy viewing:one for watching your favorite show, the other for sending emails to family and friends.*It folds easily, propping your tablet up in the perfect position for tabletop usage.

Wrap your tablet in a sleek case that's as stylish as it is convenient. Book Cover folds easily, propping your tablet up in the perfect position for tabletop usage.* Choose from two viewing angles: one for watching your favorite show, the other for sending emails to family and friends.

*Book Cover sold separately.

Gallery order of images:

Imagery should be posted to dot-com in the suggested order below. Imagery to align with featured PDP SKU/Color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP Setup guide – Book Cover – Pink Gold

Available colors match device (Pink Gold)

Recommended product title:

Samsung Galaxy Tab A8 Book Cover — Pink Gold

Product description:

Carry with confidence and style

Protect your screen and get more viewing options at the same time.

Key features:

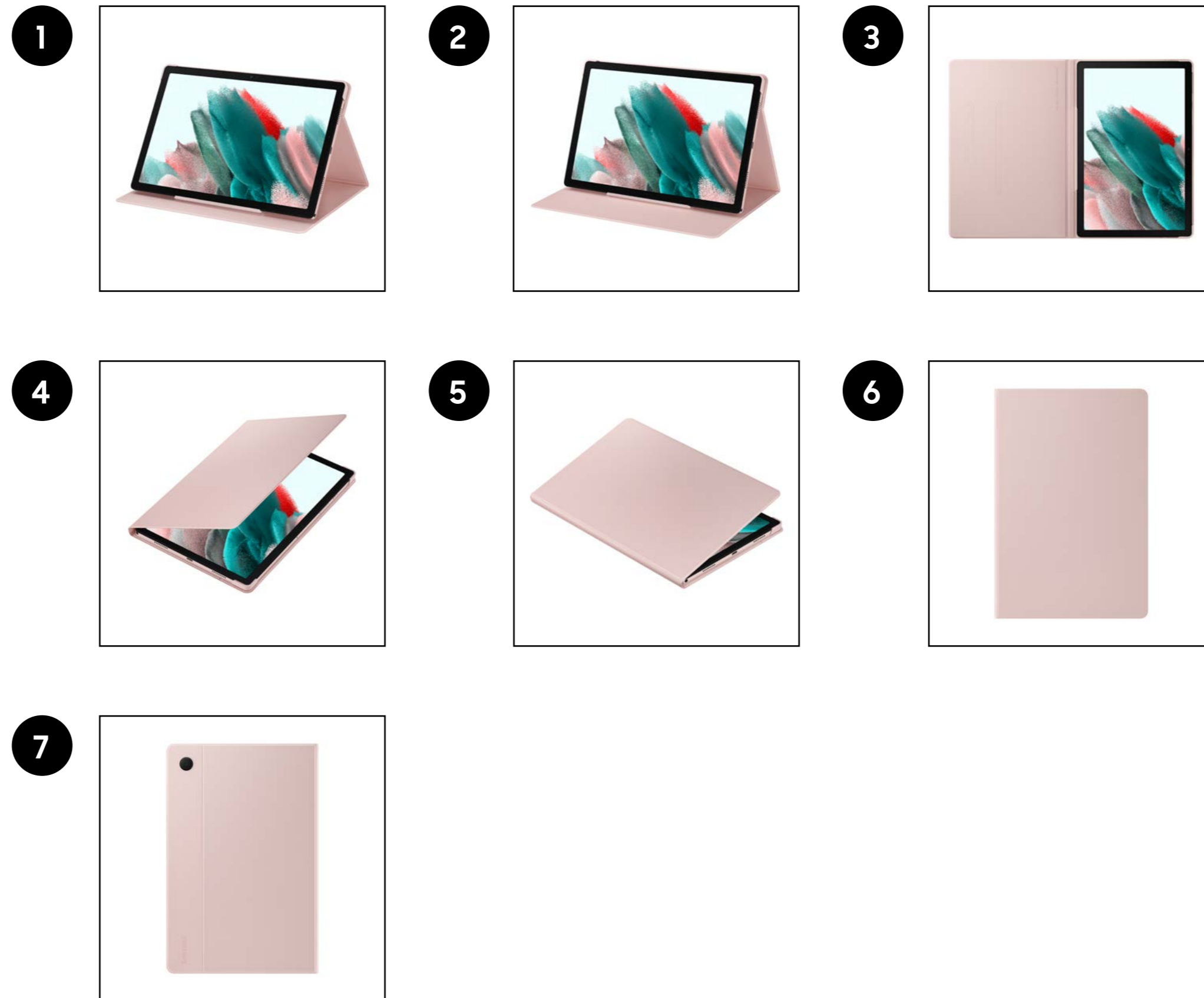
Stand your screen up on one of Book Cover’s two angles for easy viewing: one for watching your favorite show, the other for sending emails to family and friends.*It folds easily, propping your tablet up in the perfect position for tabletop usage.

Wrap your tablet in a sleek case that's as stylish as it is convenient. Book Cover folds easily, propping your tablet up in the perfect position for tabletop usage.* Choose from two viewing angles: one for watching your favorite show, the other for sending emails to family and friends.

*Book Cover sold separately.

Gallery order of images:

Imagery should be posted to dot-com in the suggested order below. Imagery to align with featured PDP SKU/Color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP Setup guide – Protective Standing Cover – Gray

Available colors match device (Gray)

Recommended product title:

Samsung Galaxy Tab A8 Protective Standing Cover — Gray

Product description:

Stylish protection. Functional design.

Protect your screen and prop up your tablet at the same time.

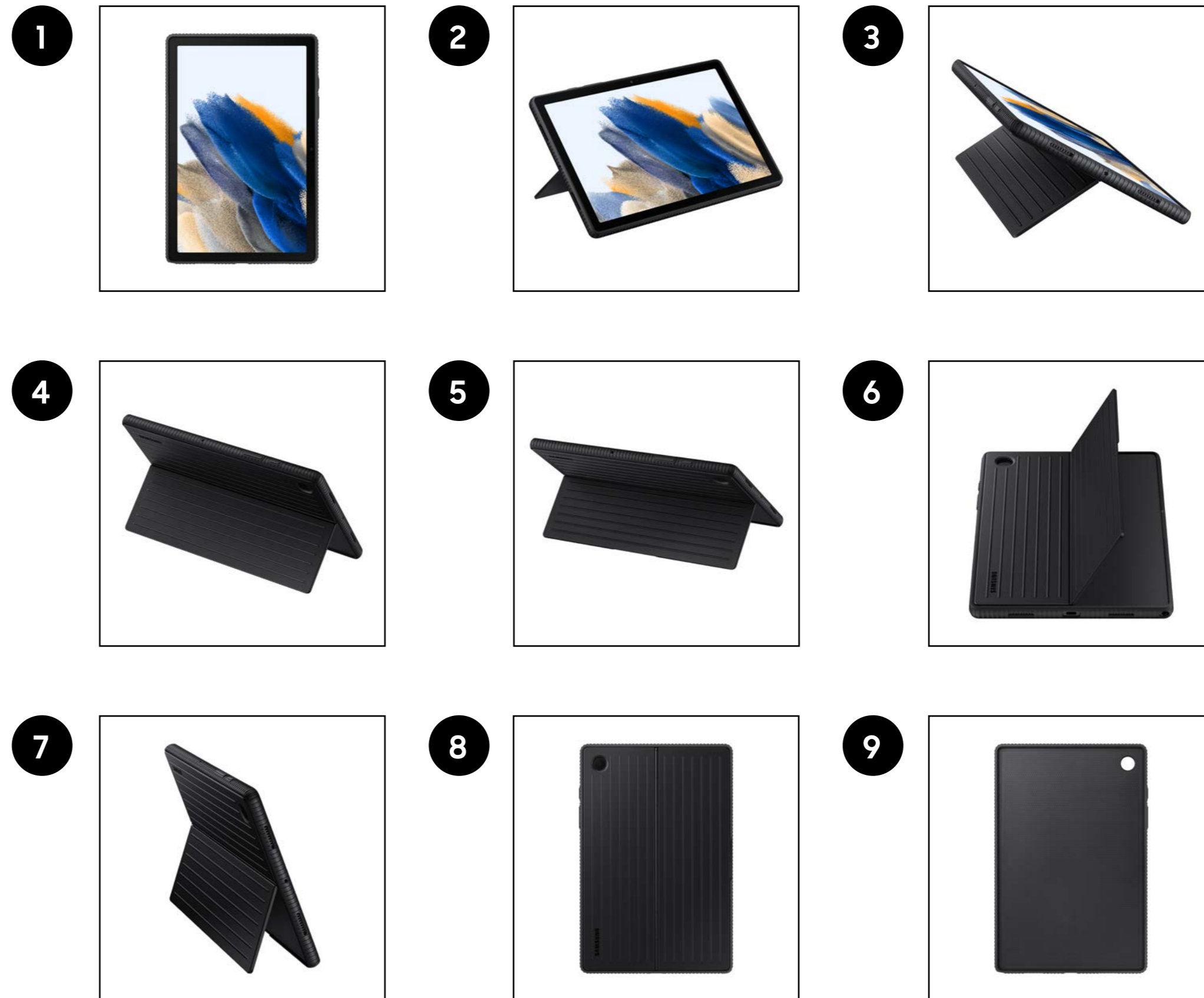
Key features:

Help defend your Galaxy Tab A8 against shocks with a protective standing cover that also props up your tablet into the perfect position for tabletop usage.

Talk about useful. When open, the protective standing cover folds out easily and props up your tablet with a free stop hinge, creating the perfect position for tabletop usage. When closed, the cover helps to protect your Tab A8 screen in style, with internal air pockets that work like shock-absorbing cushions. What’s not to love?

Gallery order of images:

Imagery should be posted to dot-com in the suggested order below. Imagery to align with featured PDP SKU/Color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP Setup guide – Clear Edge Cover – Navy

Recommended product title:

Samsung Galaxy Tab A8 Clear Edge Cover — Navy

Product description:

The clear choice for protection

Protect your tablet against occasional shocks, dings or scrapes.

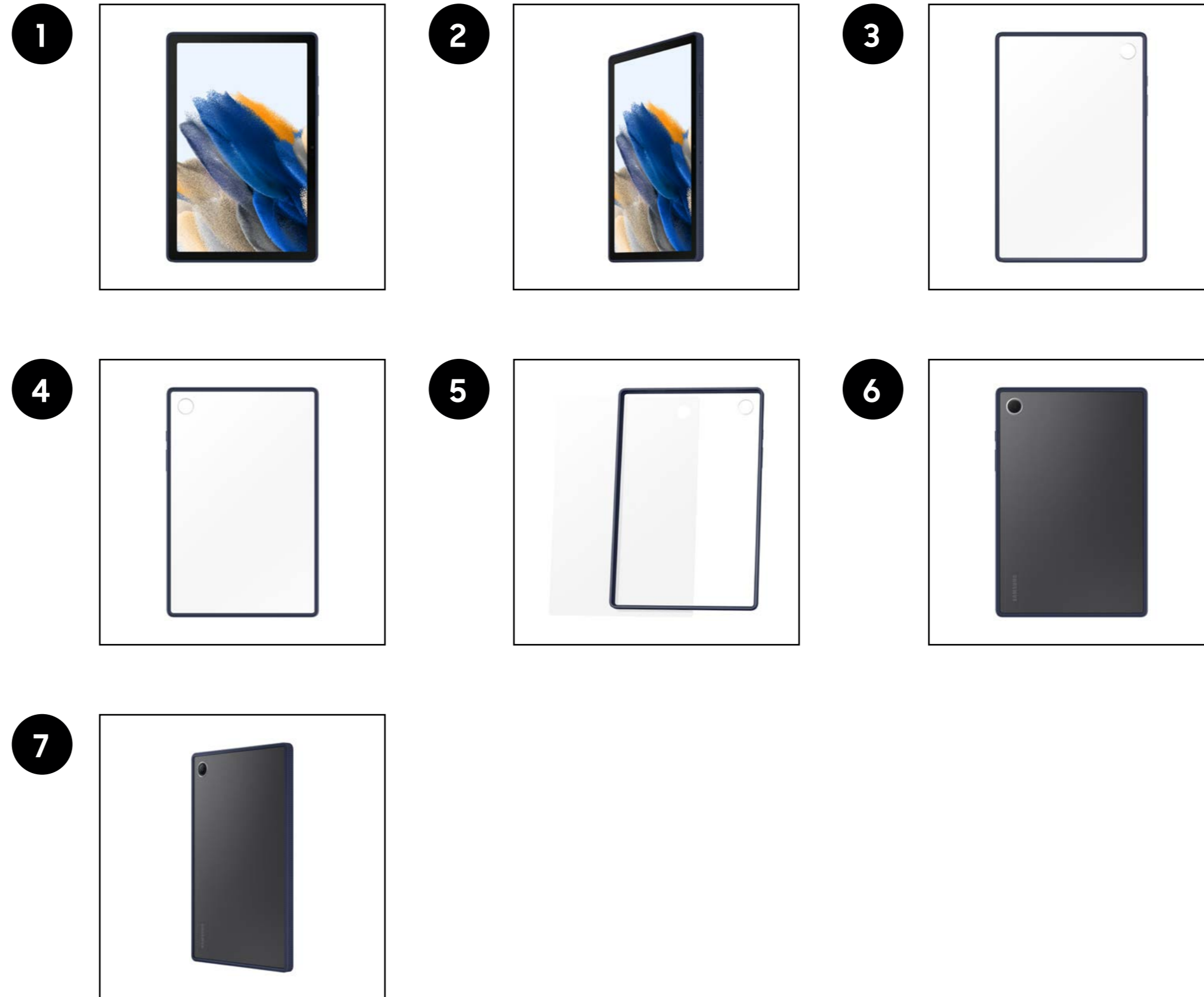
Key features:

Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.

The choice is clear: Protect your Galaxy Tab A8 with Clear Edge Cover. Made of a thin yet durable material that feels great in your hands, Clear Book Cover provides your first line of defense against occasional shocks, dings or scrapes. Clear Book Cover features a transparent back that lets the beauty of your tablet shine through, and it’s available in navy and lavender to help you show off your sense of style.

Gallery order of images:

Imagery should be posted to dot-com in the suggested order below. Imagery to align with featured PDP SKU/Color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



PDP Setup guide – Clear Edge Cover – Lavender

Recommended product title:

Samsung Galaxy Tab A8 Clear Edge Cover — Lavender

Product description:

The clear choice for protection

Protect your tablet against occasional shocks, dings or scrapes.

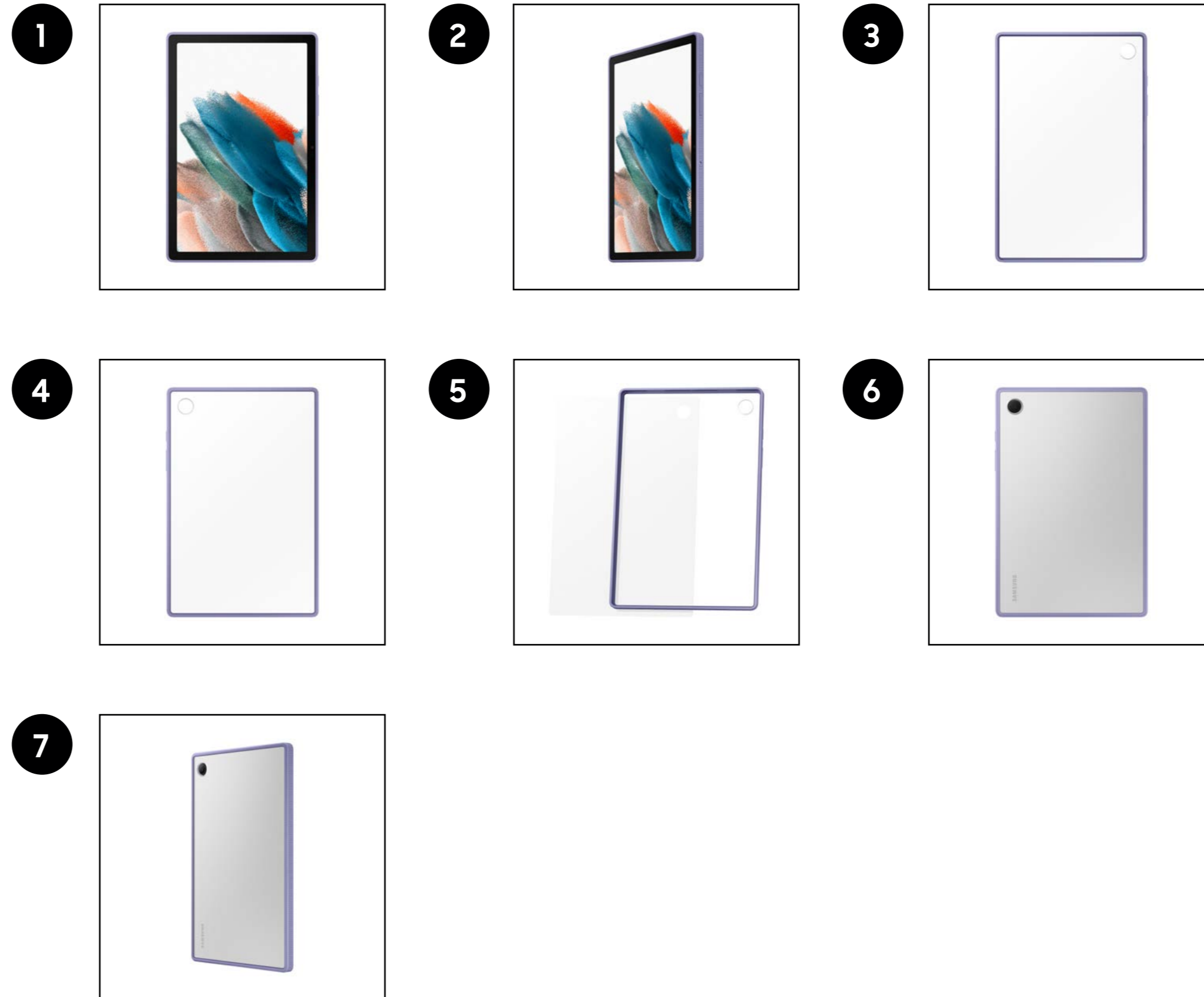
Key features:

Protect your Galaxy Tab A8 with Clear Edge Cover, made of a thin yet durable material that provides your first line of defense against occasional shocks, dings or scrapes.

The choice is clear: Protect your Galaxy Tab A8 with Clear Edge Cover. Made of a thin yet durable material that feels great in your hands, Clear Book Cover provides your first line of defense against occasional shocks, dings or scrapes. Clear Book Cover features a transparent back that lets the beauty of your tablet shine through, and it’s available in navy and lavender to help you show off your sense of style.

Gallery order of images:

Imagery should be posted to dot-com in the suggested order below. Imagery to align with featured PDP SKU/Color. Digital RGB, Print CMYK and JPG files available on SamsungGallery.com.



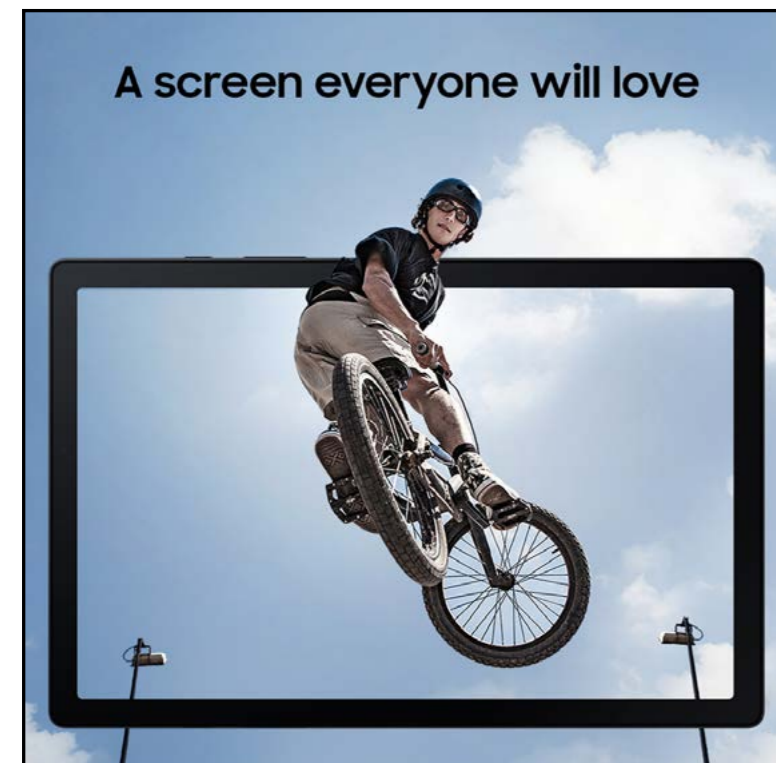
Benefit-based imagery

Benefit-based imagery

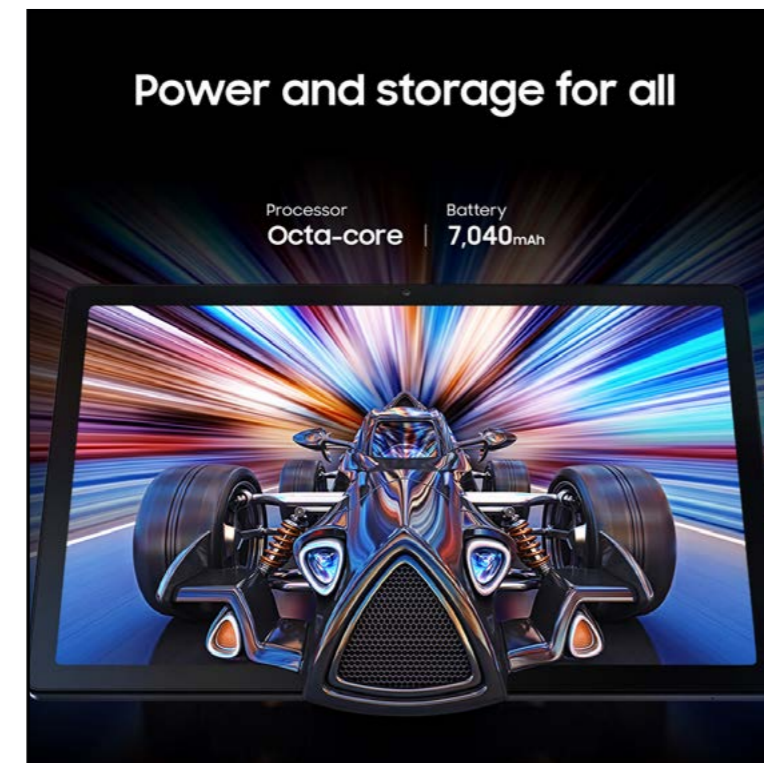
(BBI with copy)

Benefit-based imagery is created to align with key points of the primary product messages. Available on Samsung Gallery.

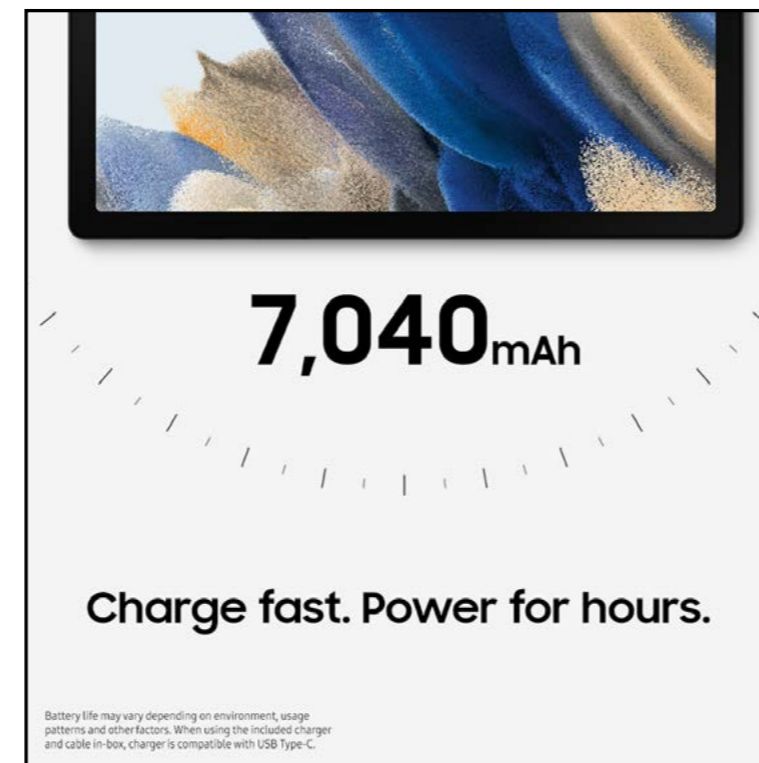
Immersive Screen Experience



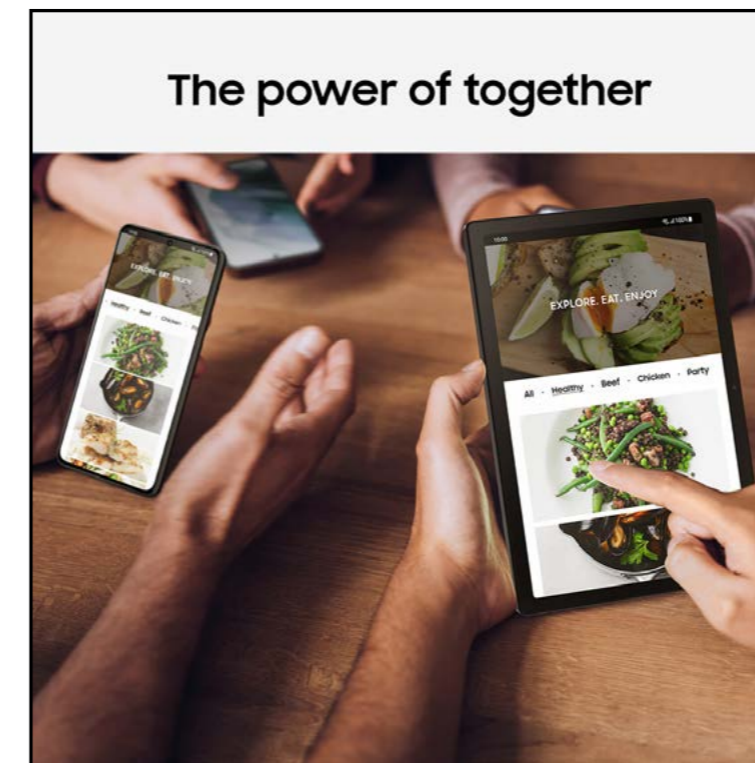
Performance



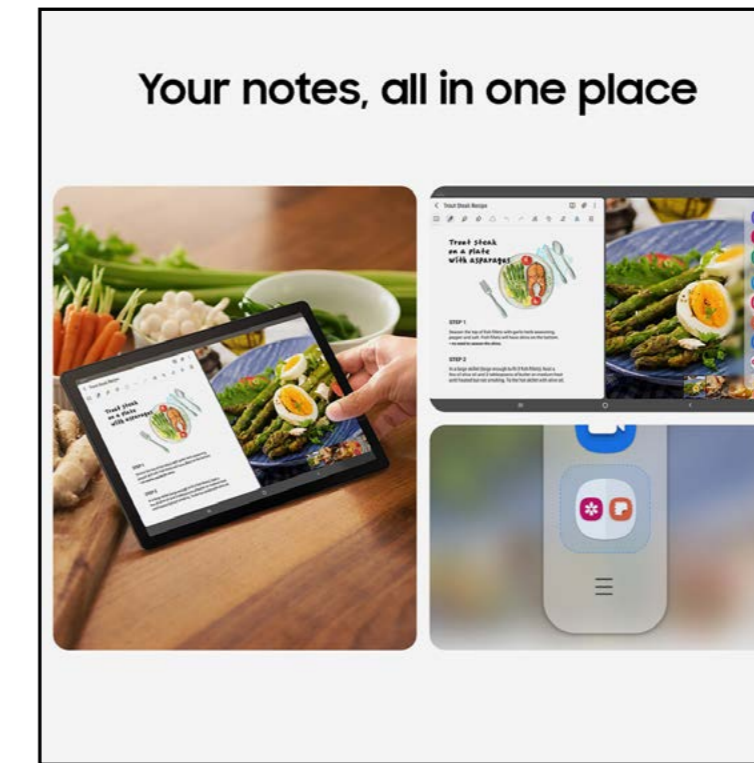
Long-lasting battery and universal charging



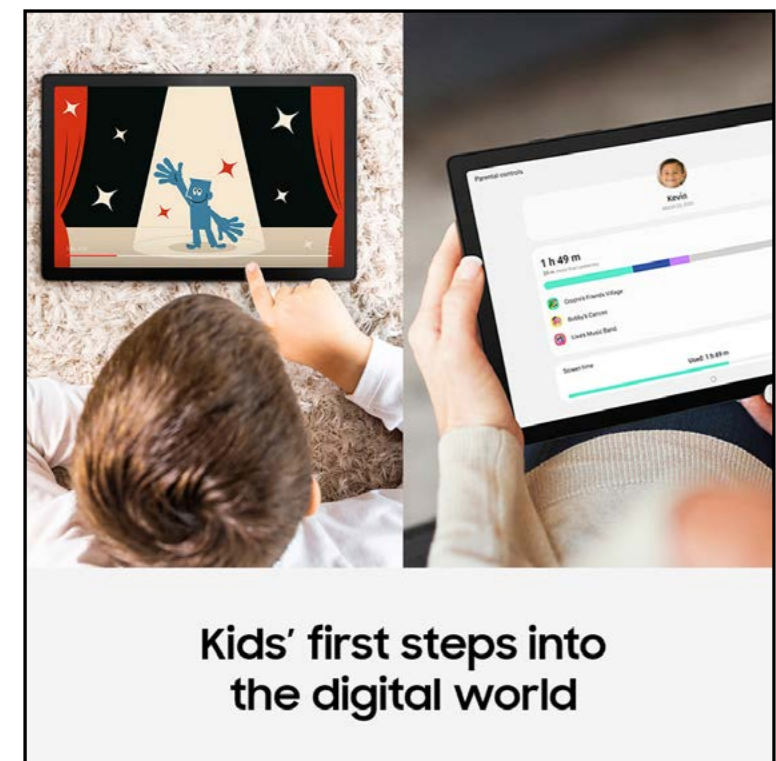
Galaxy Ecosystem



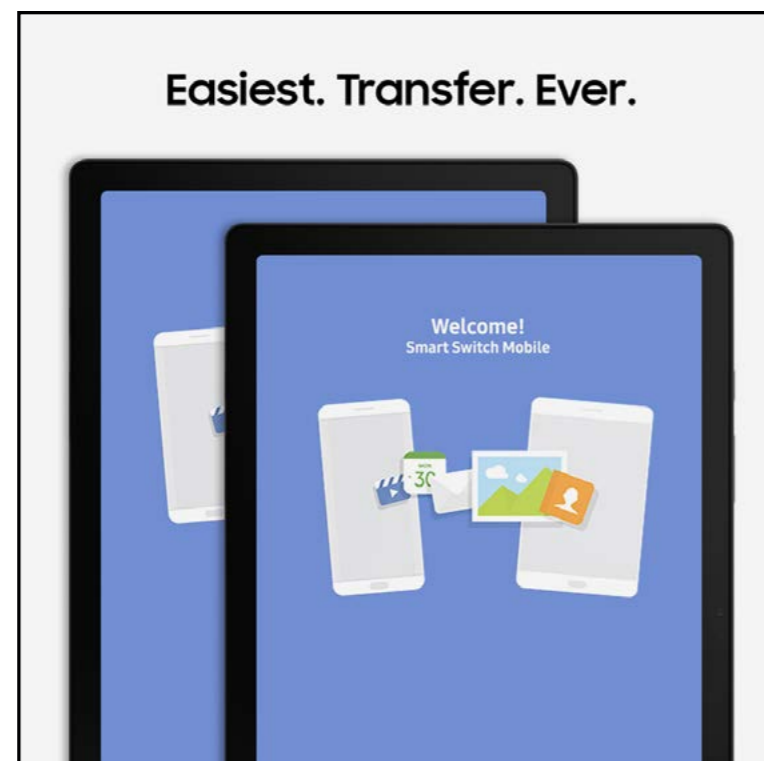
Samsung Notes



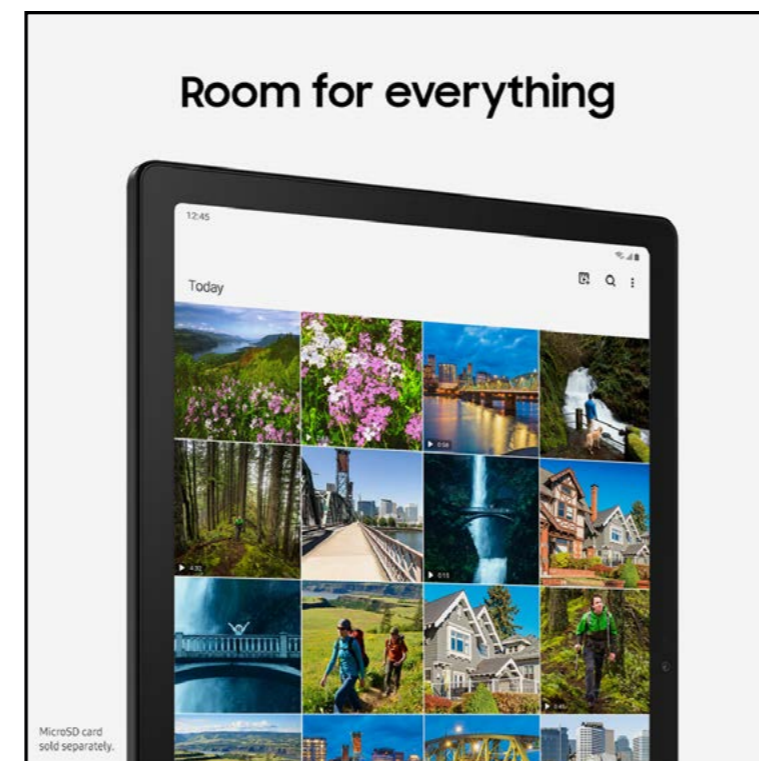
Samsung Kids



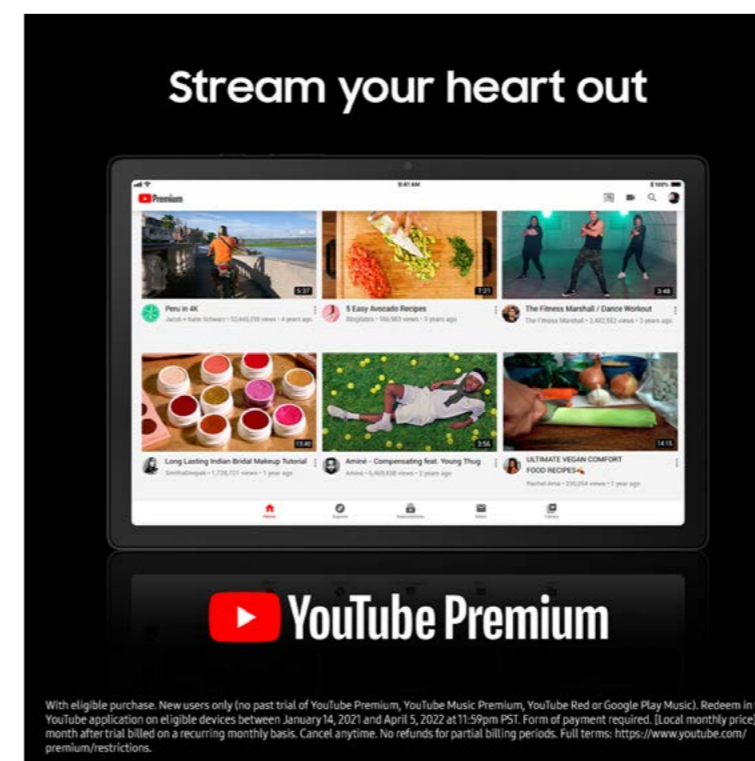
Smart Switch



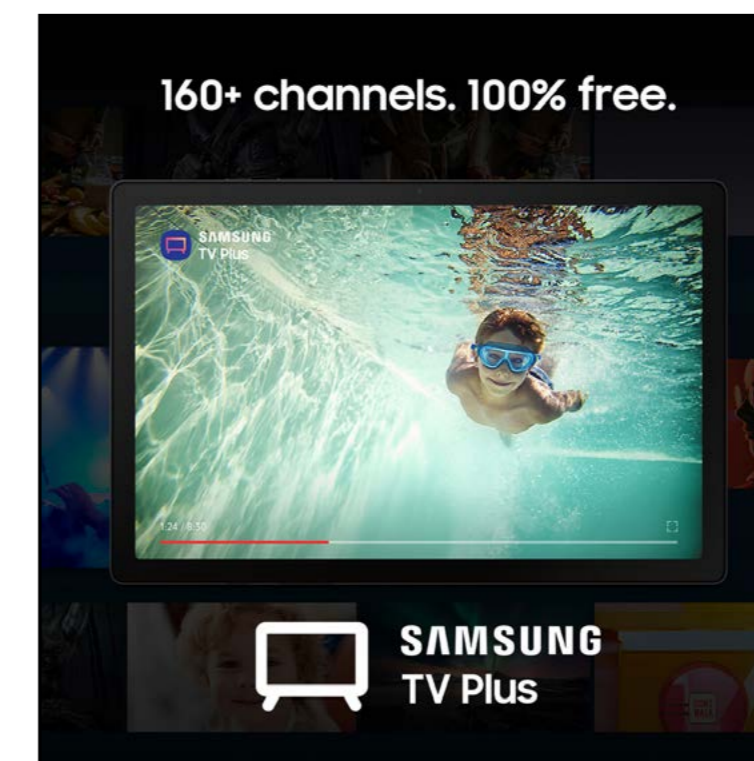
Expandable Memory



YouTube Premium



Samsung TV Plus

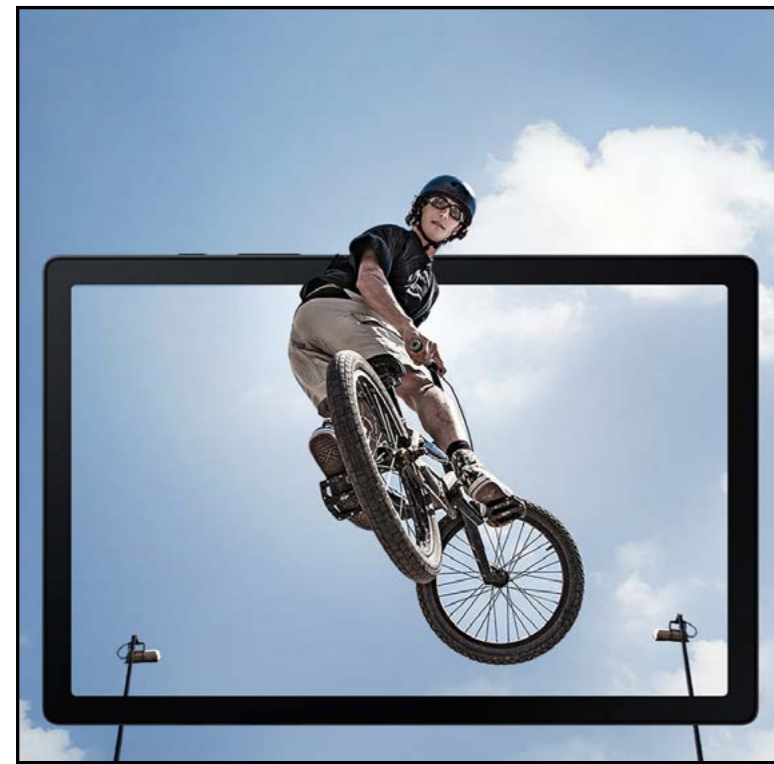


Benefit-based imagery

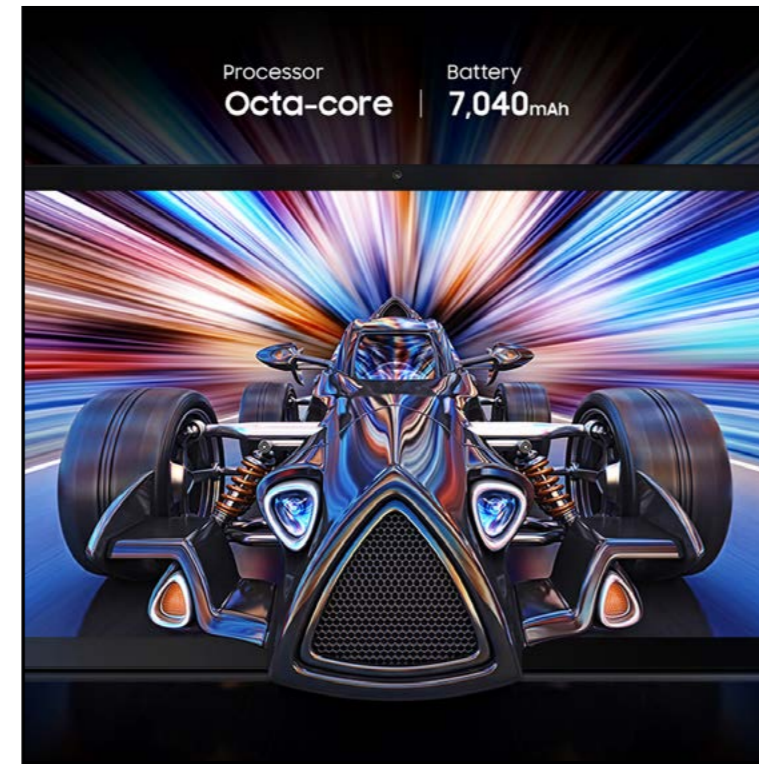
(BBI without copy)

Benefit-based imagery is created to align with key points of the primary product messages. Available on Samsung Gallery.

Immersive Screen Experience



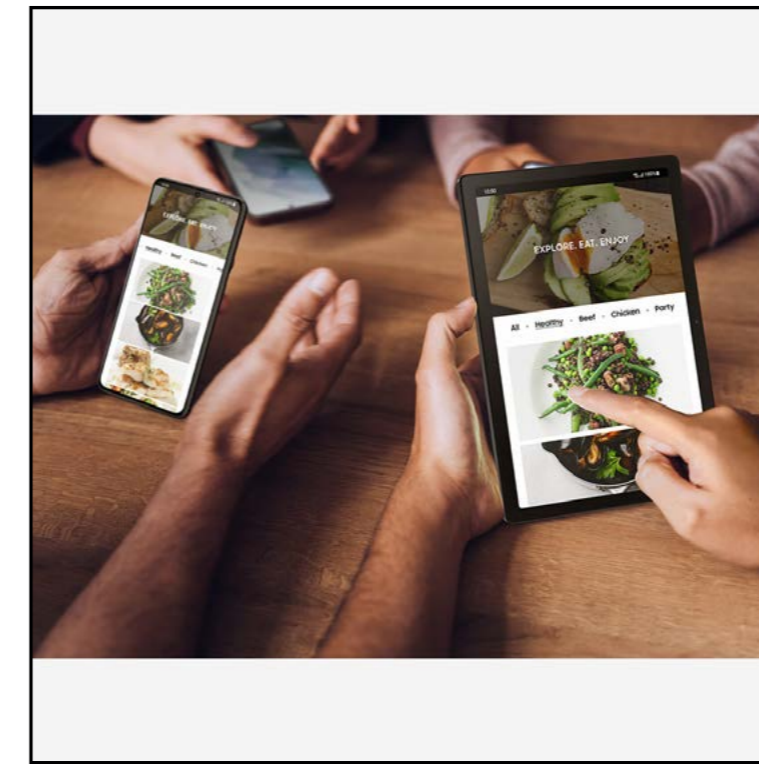
Performance



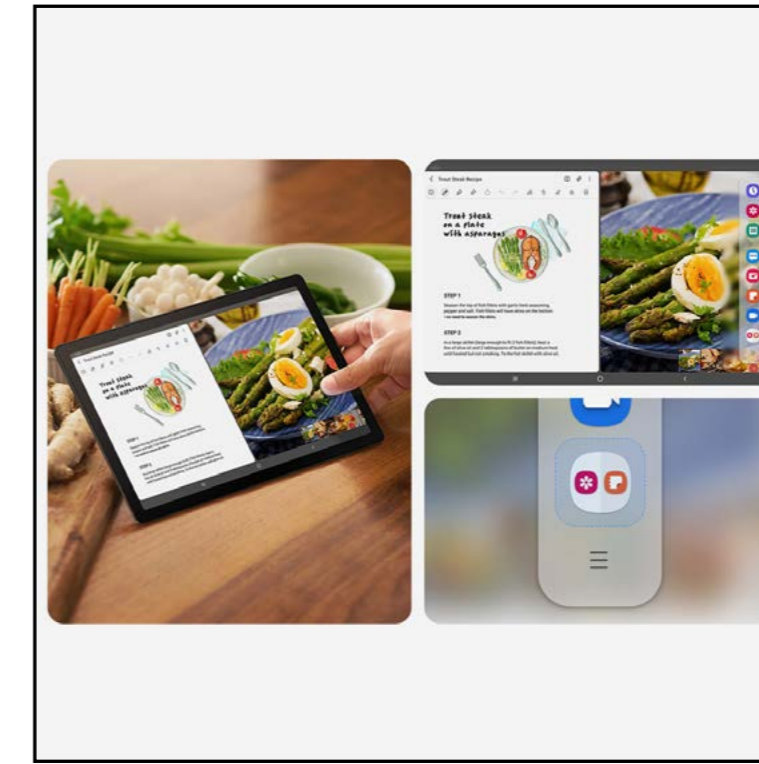
Long-lasting battery and universal charging



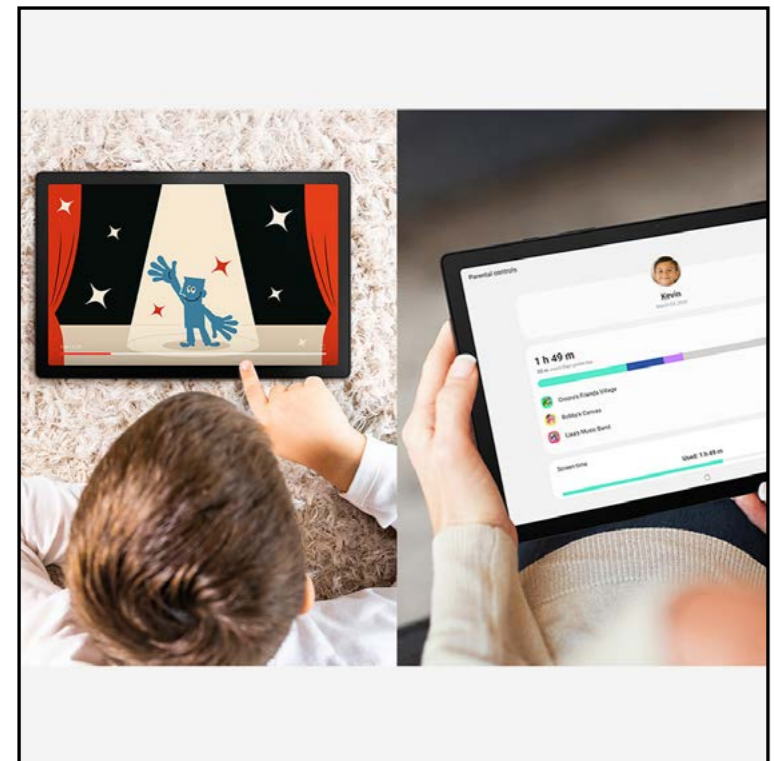
Galaxy Ecosystem



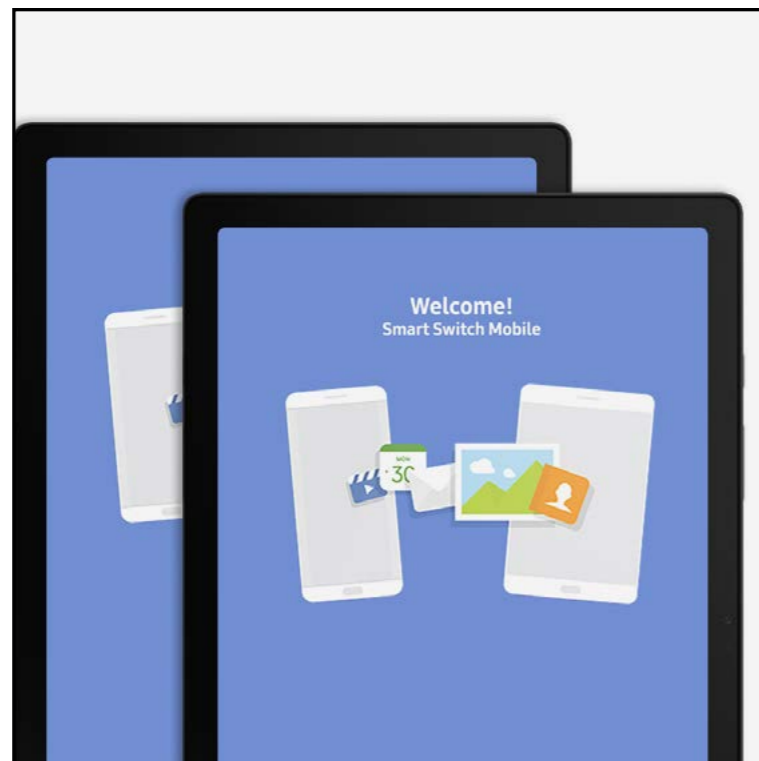
Samsung Notes



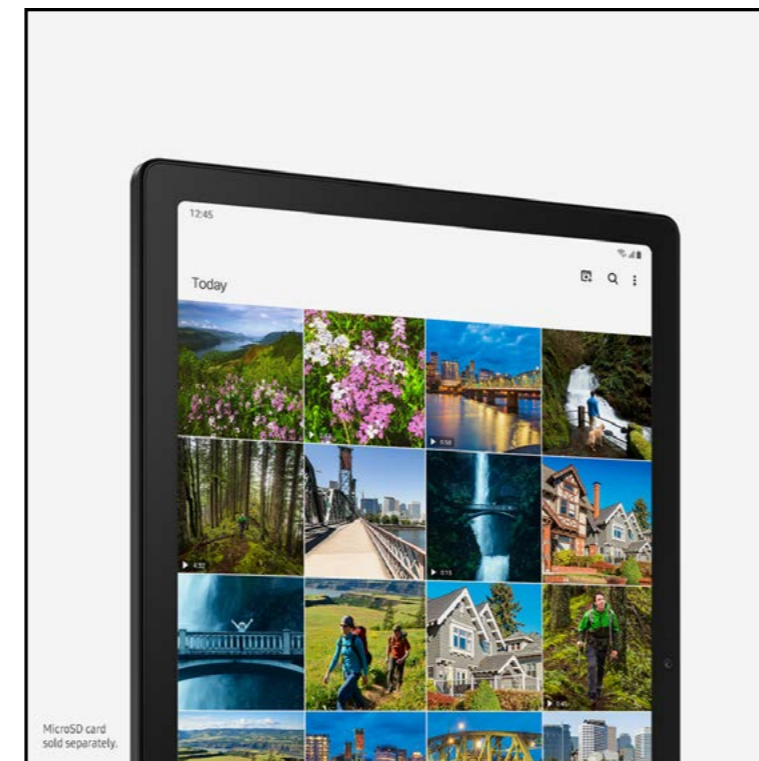
Samsung Kids



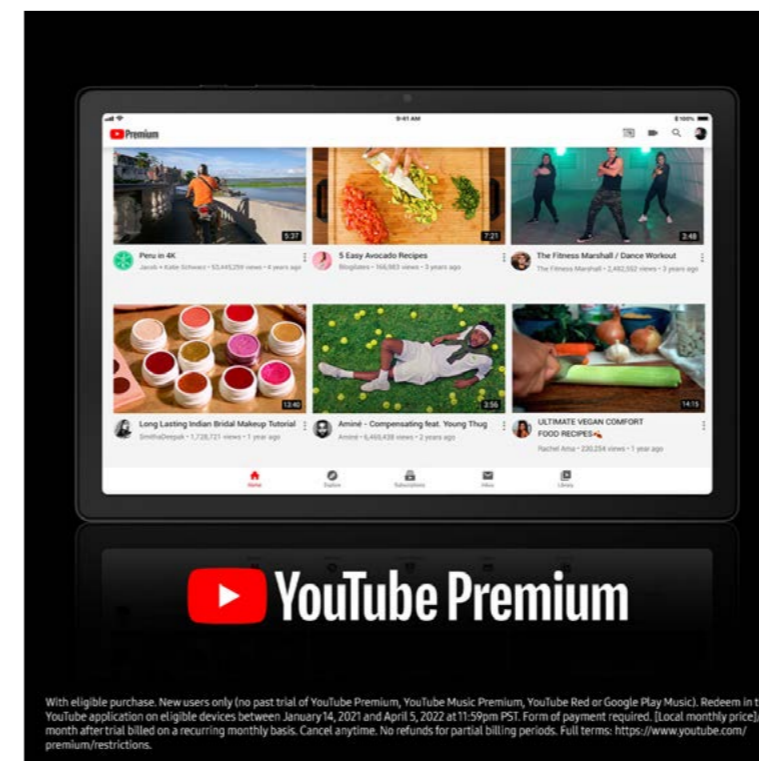
Smart Switch



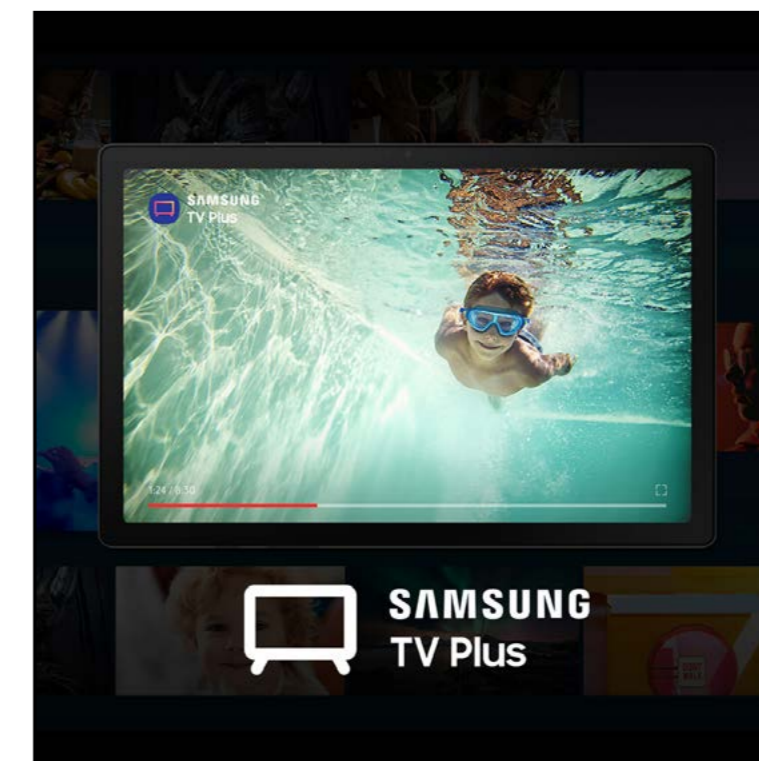
Expandable Memory



YouTube Premium



Samsung TV Plus



Spec sheet

Galaxy Tab A8 spec sheet

Reference full Samsung brand guides for comprehensive details.

A grid provides consistency for campaign layouts and branding placement. Start by determining margins that are 3% – 8% of the layout width.


- Divide the width of the live area into equal columns — for 8.5 x 11 spec sheets, a 5-column grid is typical.
- Avoid columns that are too narrow or too wide.

Do not manipulate key visuals and lock-ups. Use as provided for campaign consistency, maintaining crops and angles as provided.

Available on Samsung Gallery.

SAMSUNG

Galaxy Tab A8



Explore. Engage. Entertain.

When it comes to family, sharing is caring. Bring home a quality tablet everyone can easily enjoy with Galaxy Tab A8, the awesomely entertaining tablet enhanced by the Galaxy ecosystem experience. Enjoy a sleek new design and seamless connectivity between your Galaxy devices — answer a phone call on your tablet, instantly share files with Quick Share, and so much more. The 10.5" LCD screen gives everyone plenty of room to do their thing, whether they're learning, watching videos or catching up on emails. You'll multitask more, too — stream a movie and browse social media at the same time with multiple apps open on the same screen. Samsung Kids sparks interest in learning with a library of games and challenges that help your kid learn good digital habits in a safe environment. All of this — plus an upgraded chipset, a long-lasting battery and up to 128GB of storage — makes Galaxy Tab A8 an affordable tablet that's perfect for families who like to share.

A screen everyone will love

Whether your family is streaming or video chatting with friends, bring out the best in every moment on a 10.5" LCD screen.

Charge fast. Power for hours.

Go for hours on a single charge¹ and back to 100% with the fast-charging USB-C port.

Power and storage for all

Get the power, storage and speed your family needs with an upgraded chipset and plenty of room to keep files — up to 128GB of storage; a long-lasting battery lets you go unplugged for hours to keep the family fun going.

The power of together

Open up a new world of convenient possibilities with the Galaxy ecosystem experience — your devices automatically talk to one another seamlessly to help you do more.

SAMSUNG



Galaxy Tab A8

Color	<input checked="" type="radio"/> Gray <input type="radio"/> Silver <input type="radio"/> Pink Gold
Display	10.5" LCD display 1920 x 1200 (WUXGA)
Processor	Octa-core 2 x 2.0GHz + 6 x 2.0GHz (Cortex-A75 + Cortex-A55)
Camera	8MP AF + 5MP
Memory	3GB (RAM) + 32GB 4GB (RAM) + 64GB 4GB (RAM) + 128GB
OS	Android™ 11
Battery	7,040mAh
Dimensions	9.72" x 6.37" x 0.27"
Weight	1.12 lb.
Ports	USB Type-C

¹Battery life may vary depending on environment, usage patterns and other factors. When using the included charger and cable in-box, charger is compatible with USB Type-C.

Brand overview

Lettermark

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- Specification
- Incorrect-lettermark identification
- Correct lettermark
- Clear space and size
- Writing out Samsung
- Do not's

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- Brand color palette
- Samsung Blue
- Black and white
- Illustrative colors

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- Typesetting details
- Writing style

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Lettermark

Lettermark

The lettermark is our master Samsung brand logo and is our most valuable brand asset. We use it consistently throughout all communications — both consumer-facing and internal touchpoints.



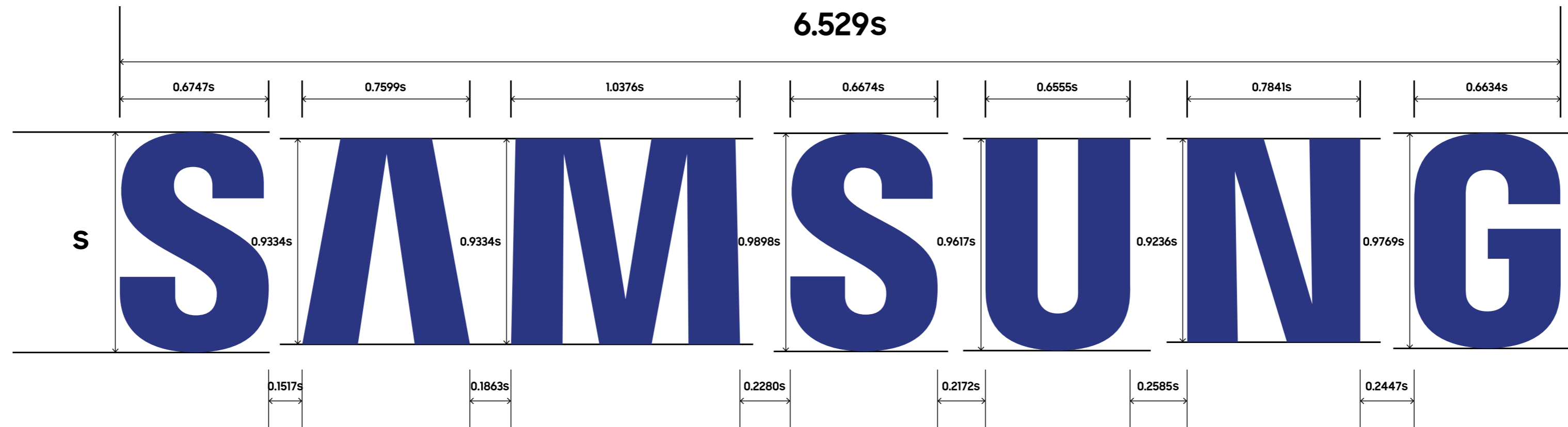
SAMSUNG

Five principles of lettermark

- ① Use only the official lettermark. Always download from the official source when using the lettermark.
- ② Do not manually alter the lettermark form or spacing. Use the lettermark as an image, keeping the height-to-width ratio.
- ③ Always adhere to the clear-space rules around the lettermark for clear visibility.
- ④ The official lettermark colors are Samsung Blue (PMS 286 C), black and white.
- ⑤ Do not lock up any other names or symbols with the lettermark.

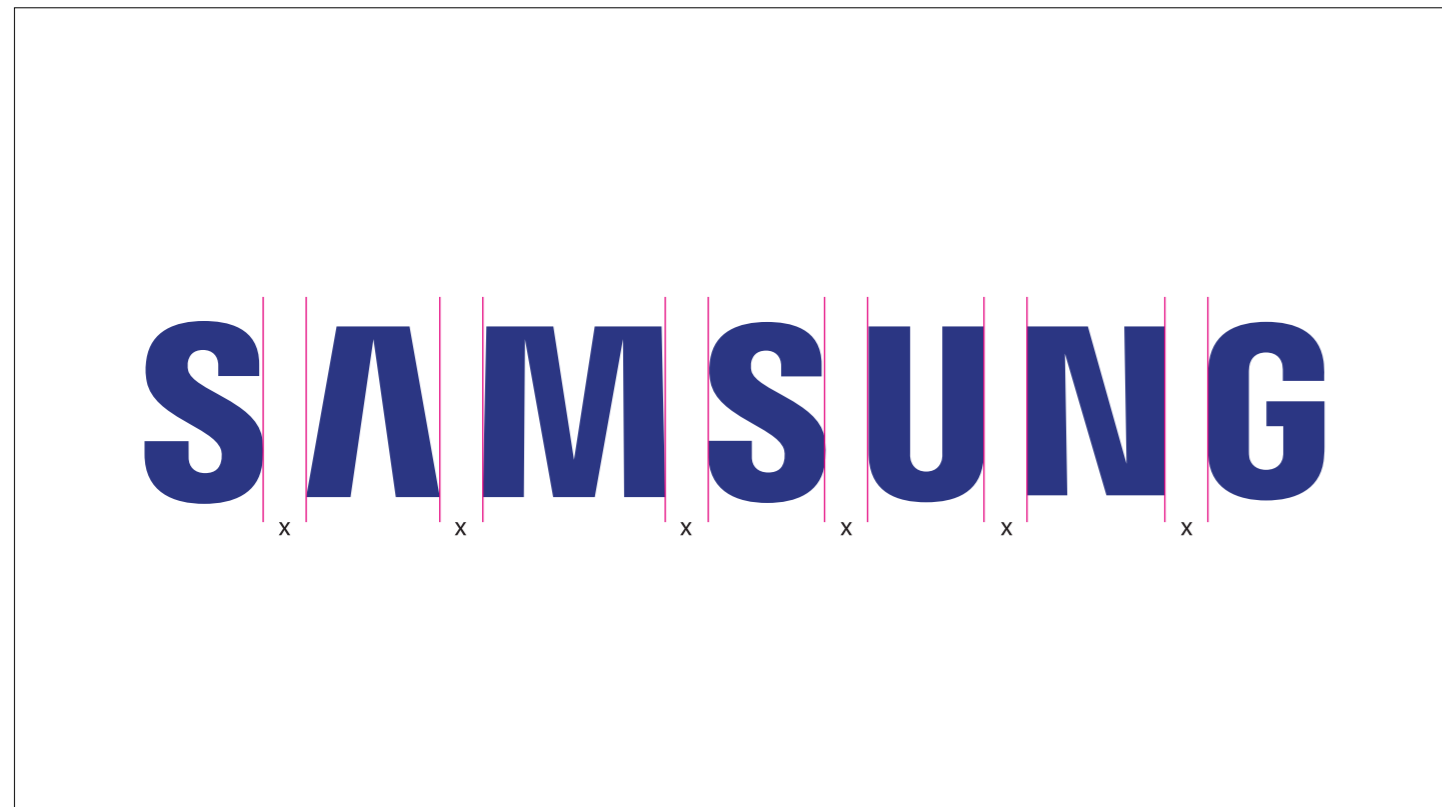
Specification

1. The lettermark is one single image. It is not a combination of individual letters.
2. Use the given image file. Never distort or modify.
3. Never type out or create letters separately.
4. Cross-check with below specifications when you double-confirm whether your lettermark application is precisely executed.



SAMSUNG The S-height is the distance between the baseline and the top line of the first letter S of the lettermark.

Incorrect-lettermark identification



When spaces between characters are equal



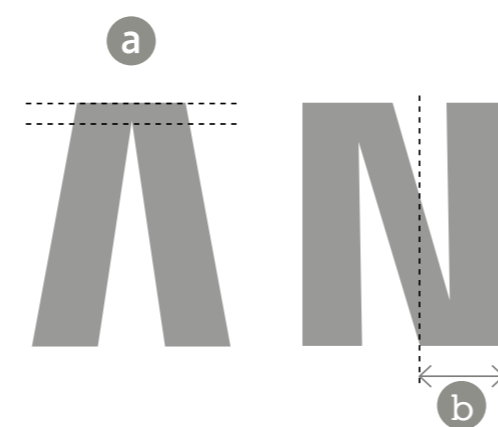
When the height of all characters is the same



When all characters share the same baseline

Correct lettermark

Correct lettermark



Incorrect (old) lettermark



- ① There are many incorrect and outdated lettermarks in use. Use this page to help identify the correct version of the lettermark.
- ② **Check for**
 - ⓐ Sharper angles in the apex of letters A, M and N
 - ⓑ Wider top left and bottom right of the letter N
- ③ **Do not** use lettermarks that have been acquired from unknown sources or downloaded from unofficial Samsung websites.

Clear space and size

Minimum clear space



Minimum size

SAMSUNG ——— Print = 3mm height

SAMSUNG ——— Digital = 8px height

- ① Clear space around the lettermark should be protected at all times from other elements.
- ② At least a minimum required space should be secured when space is limited.
- ③ Do not use the lettermark smaller than 3mm in height for print and 8 pixels in height for digital to ensure the legibility of the lettermark.

Writing out Samsung

Articles

Samsung has achieved an amazing feat—we've become one of the world's most respected brands."

Web page

SAMSUNG Galaxy S9 Mobile TV & Audio Home Appliances IT Office Explore Support Business

Back to a few more items

LEARN MORE

The brain of your smart home

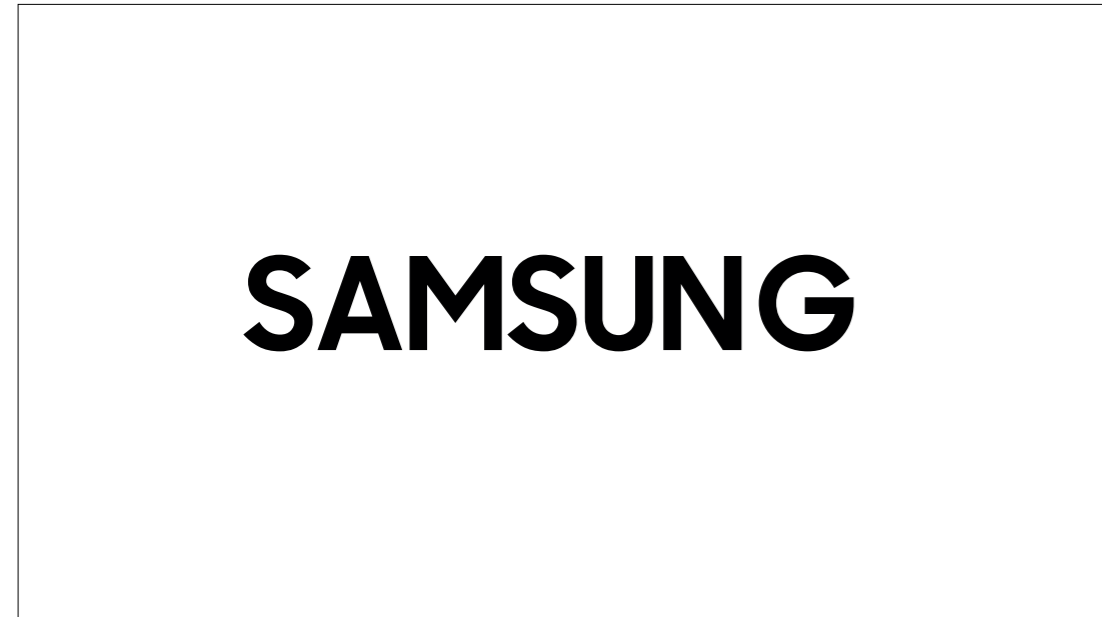
Now with the SmartThings Wifi Smart Plug and SmartThings Smart Bulb, it's easier than ever to create a smart home. The SmartThings Hub connects wirelessly with a wide range of smart devices and makes them work together. Connect hundreds of compatible automated devices from SmartThings Samsung and more.

[LEARN MORE](#)

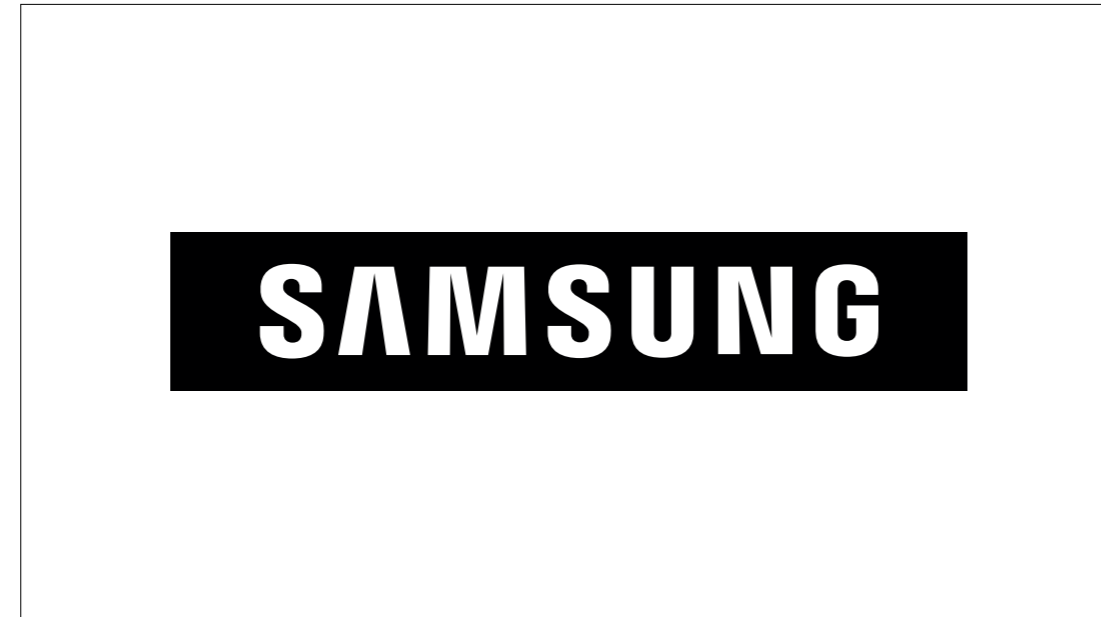
- ① When writing out the word "Samsung," use only sentence case and never write in all capital letters.

DO NOT
"SAMSUNG has achieved an amazing feat – we've become one of the world's most respected brands."

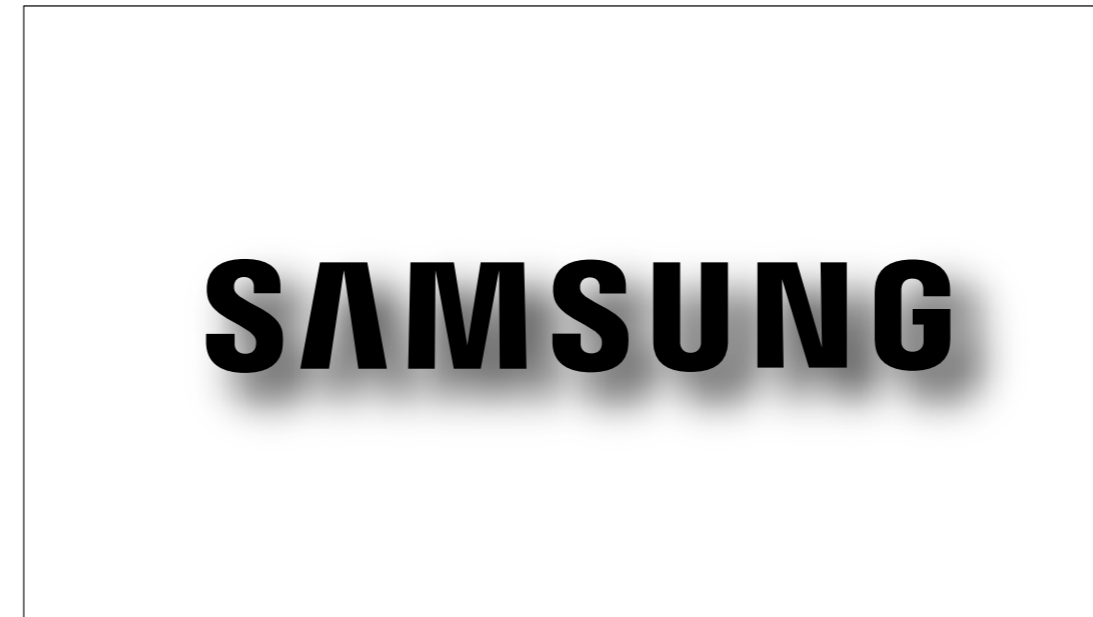
Do nots



Do not recreate art for the lettermark.



Do not add box around the lettermark.



Do not add drop shadows.



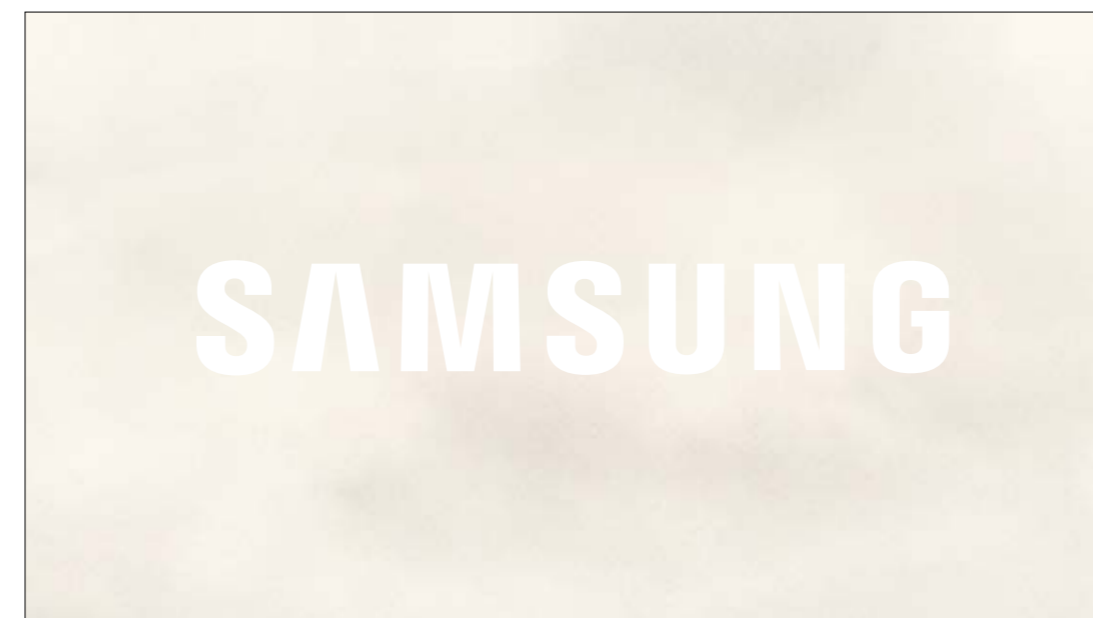
Do not apply special effects.



Do not apply gradients.



Do not outline.



Do not place the lettermark on photographs or backgrounds with insufficient contrast.

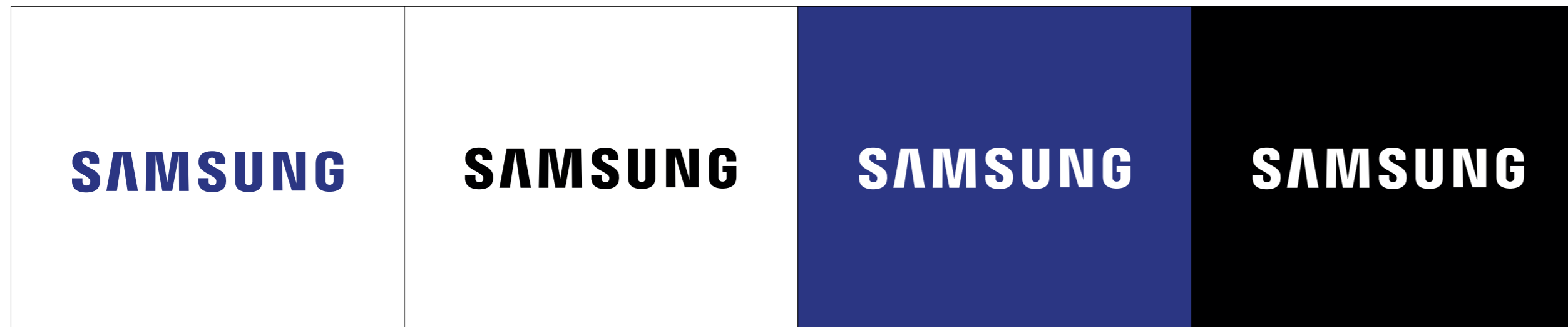


Do not place the blue lettermark on a solid color background that conflicts with our primary color palette.

Color

Color

Lettermark color options



Samsung Blue

PMS 286 C
 CMYK - 100/80/0/0
 RGB - 20/40/160
 HEX - 1428A0

Black

CMYK - 0/0/0/100
 RGB - 0/0/0
 HEX - 000000

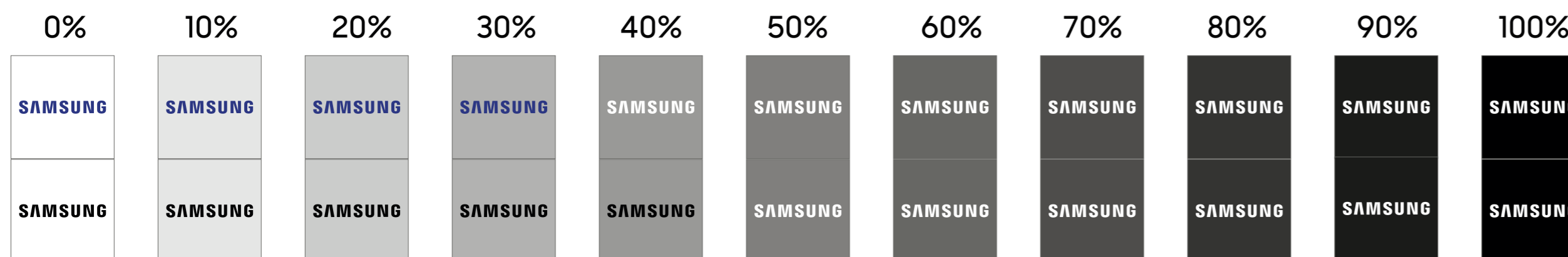
White

CMYK - 0/0/0/0
 RGB - 255/255/255
 HEX - FFFFFFFF

White

CMYK - 0/0/0/0
 RGB - 255/255/255
 HEX - FFFFFFFF

Contrast guidance



① The lettermark is available in Samsung Blue (PMS 286 C), black and white.

② The blue lettermark is our primary mark; however, the black and white lettermarks may also be used.

③ The gradient chart at the bottom left is representative of tonal possibilities within flat backgrounds and photography.

Brand color palette

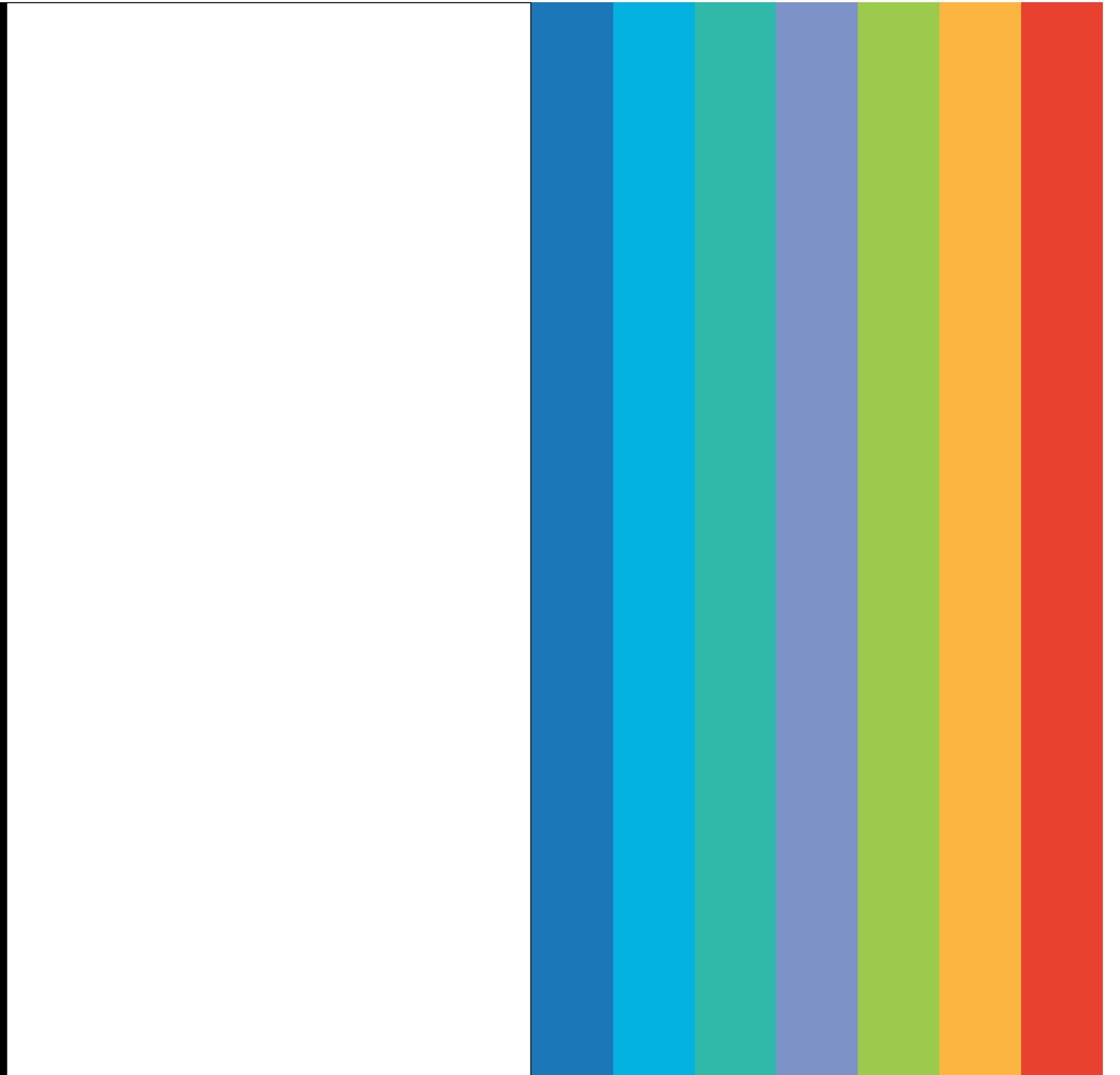
Samsung Blue



Black and white



Illustrative colors



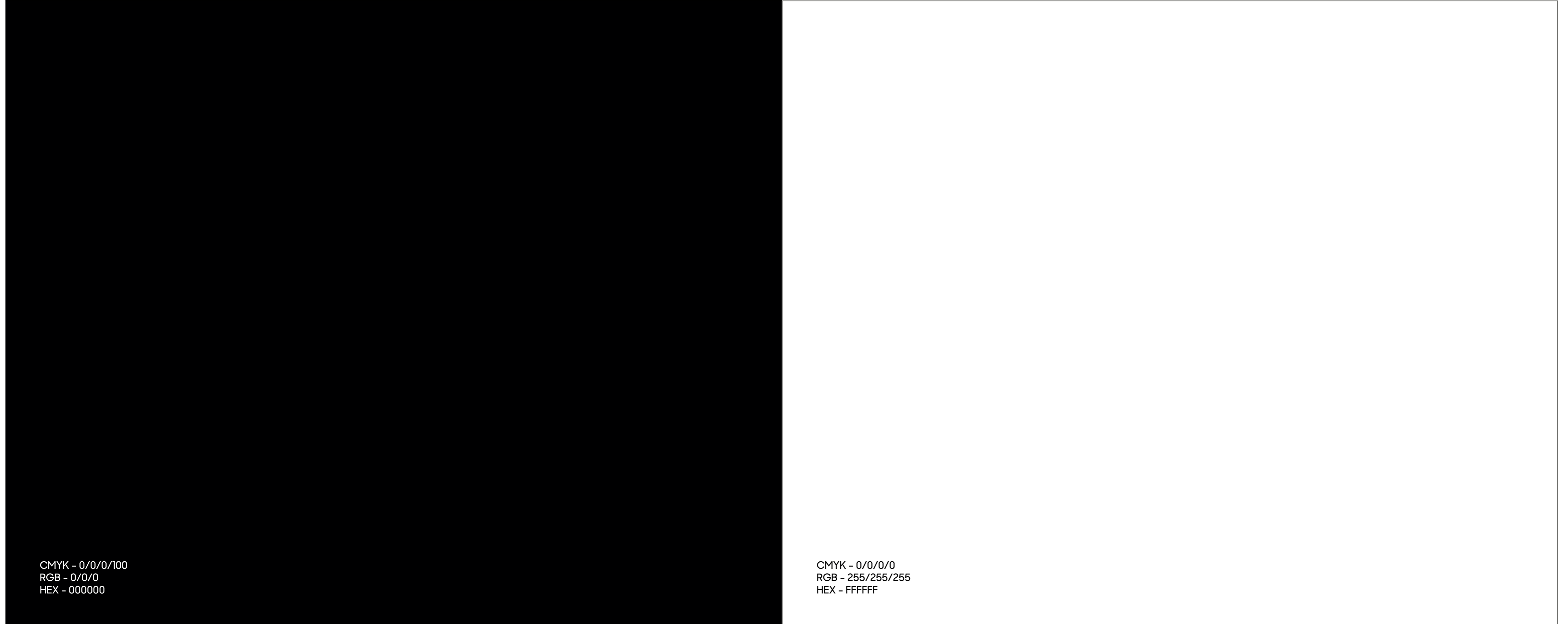
Samsung Blue

Samsung Blue is one of our most valuable assets.
This is our signature color used for brand moments.

PMS 286 C
CMYK - 100/80/0/0
RGB - 20/40/160
HEX - 1428A0

Black and white

The contrast of black and white expresses the boldness of our brand.



CMYK - 0/0/0/100
RGB - 0/0/0
HEX - 000000

CMYK - 0/0/0/0
RGB - 255/255/255
HEX - FFFFFFFF

Illustrative colors

These colors express a touch of playfulness and add vibrancy to the brand.

Color Name	PMS	CMYK	RGB	HEX
Sky Blue	PMS 3005 C	100/34/2/0	0/119/200	0077C8
Sea Blue	PMS 306 C	80/0/4/0	0/179/227	00B3E3
Teal	PMS 3265 C	66/0/39/0	0/195/178	00C3B2
Lavender	PMS 7452 C	55/37/0/0	128/147/220	8093DC
Clover	PMS 2285 C	40/0/90/0	151/214/83	97D653
Saffron	PMS 1365 C	0/28/73/0	255/181/70	FFB546
Coral	PMS Warm Red C	0/80/70/0	255/67/55	FF4337

Typography

Our typography is bold and unmistakable. It is the visualization of our brand voice across every touchpoint – from video to print and from social to instructional.

A a B b C c

Typography

Samsung Sharp Sans Bold

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.***

Samsung Sharp Sans Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.*

SamsungOne 700

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.*

SamsungOne 400

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.*

SamsungOne 400C

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz 0123456789!?.*

Type application

Headlines are set in Samsung Sharp Sans Bold

- Use auto leading or tighter leading when headlines look too open.
- Tracking is set at +10 or more in smaller spaces for legibility.
- Digital environments (e.g., dot-com, digital banners, etc.) may be set in Samsung Sharp Sans Medium.

Subheads are set in Samsung Sharp Sans Medium

- Use auto leading with no tracking.

Body copy is set in Samsung Sharp Sans Medium

- Use auto leading with no tracking.
- Ideal body copy is brief and concise — two to four sentences in length.

Dense or highly informational copy may be set in SamsungOne 400 with 700 for subheads.

Legal copy is set in SamsungOne 400C.

- Use auto leading with no tracking.
- This font may be used for digital environments (e.g., dot-com, digital banners, sale sheets, etc.)

EYEBROW HEADS

- Eyebrow head functions as starter or sign-off only within digital environments (e.g., dot-com, CDM, etc.)
- Eyebrow heads are set in Samsung Sharp Sans Medium.
- Samsung Sharp Sans Bold is allowed when type is set over imagery instead of solid backgrounds.
- Tracking is set at +300.

Left aligned

In most cases, auto leading is used in headlines.

Centered

Center type in layouts such as OLA where space is limited.

Typesetting details

When setting type, consider the details needed to ensure that communications are easy to read.

Legibility

Use black or white to maximize the boldness of our typography.

Kerning

Always use metric (not optical) kerning, and turn ligatures off.

Leading

When formatting headlines, start with auto leading and adjust as needed depending on your content.

Hang quotes

Punctuation and round letterforms at the edge of a paragraph can cause a block of copy to feel misaligned. By optically aligning your copy, you can achieve a cleaner edge.

Headline leading



Lineet anona et
an aerorevo om
nae ununem vain.

When there are no ascenders or descenders, use less leading.

Linyet pagon
arojrelim lit.

When ascenders and descenders almost touch, use more leading.

Hang quotes



“Pudanist a duci
que sequam reic
tem in perum.”

Punctuation can make a block of copy appear misaligned.



Lineet anona et
an aerorevo om
nae ununem vain.

Leading has been decreased here.

Linyet pagon
arojrelim lit.

Leading has been increased here.



“Pudanist a duci
que sequam reic
tem in perum.”

Hang quote marks and asterisks outside of margins for a cleaner-looking paragraph.

Writing style

Sentence case

Switching to Galaxy couldn't be easier.

Use sentence case in headlines, subheads and body copy.

All caps

INTRODUCING

All caps are allowed only for eyebrow headlines within digital environments.



Switching To Galaxy Couldn't Be Easier.

Do not use title case.



SWITCHING TO GALAXY COULDN'T BE EASIER.

Do not use all caps in headlines, subheads or body copy.

Writing the brand name

When writing out the name "Samsung," use sentence case and never all caps.

No one does WiFi better than Samsung

Periods

Periods are not used in campaign lines.

If it's a full sentence, use a period.

If it's not a full sentence, don't use one.

Do bigger things

Upgrade now and get 6 months of free Spotify.

Enough room for all your tunes

Commas

Serial commas are not used in copywriting.

Buy a Galaxy Note20 WiFi and trade in a Galaxy Note 10, 10+, S20, S20+ or S20 Ultra.

Ampersands

Ampersands can be used only in headlines; however, they are not preferred.

Simple & designed

Contacts

Contacts	90
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Contacts

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Legal

General Legal

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