



# SAP Partner Branding Guidelines

## For Partners Outside the SAP PartnerEdge Program

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# Introduction

The relationship with our partners is one of our most valuable assets.

These guidelines apply to all partners that are outside the SAP PartnerEdge program. They provide essential information on the correct use of SAP partner logos and include examples on how you can reference your partner relationships and initiatives with SAP. Only use the official SAP partner logo or font treatment(s) assigned to you by SAP.

For more information about communicating your partnership with SAP, see the [Partner Communication Guidelines](#) or send an e-mail to [brandvoice@sap.com](mailto:brandvoice@sap.com).

If you have questions or need further information, contact your SAP partner manager or send an e-mail to [brand@sap.com](mailto:brand@sap.com).

If you are a partner in the SAP PartnerEdge program, you will find detailed information about your partner logo and communicating your partnership with SAP in the [SAP PartnerEdge Logo and Communication Guidelines](#).



# Introduction

## Partner Logos

Partner logos are symbols of our commitment to work cooperatively with our partners and to deliver solutions that build customer value and drive results. They are designed to be unique and engaging. They use the SAP anvil shape to visually join our partners with SAP and to show our close cooperation.





# Selecting the Right Partner Logo

## Overview

SAP partner logos are provided in five file formats: EPS, JPEG, PNG, TIFF, and GIF. Each format is used for a specific purpose: print or online, color or black and white, and you need the right size to ensure readability. This list helps you choose the appropriate logo file:

### 1. Use the logo file that has been assigned to you for your current program or partner level.

Do not use multiple partner logos when changing your partner level. Discontinue using the logo of your previous level. For more information, contact your SAP partner manager, or send an e-mail to [partner@sap.com](mailto:partner@sap.com).

### 2. Use the appropriate file format

- Color brochure: Use a full color EPS or TIFF file. EPS is preferred.
- Black and white print: Use a grayscale EPS or TIFF file. EPS is preferred.
- Web site: Use a color GIF file.
- Office application: Use a color PNG file. For MS Word only, you can use a color TIFF file.
- Specialty items, such as a t-shirt or baseball cap: Use a full color or one color EPS file, based on requirements.

### 3. Size and scalability

- EPS files can be scaled to any size your application requires. You can use EPS files to create other file types as needed.
- JPEG, PNG, TIFF, and GIF files can only be scaled down in size. Always maintain the aspect ratio.

### 4. Placement on backgrounds other than white

Review the usage examples to determine which logo is appropriate (see pages 8–10).



# Partner Logo

## Obtaining Your Logo

Log on to [www.sappartneredge.com](http://www.sappartneredge.com) to download the “SAP Partner” logo directly. Global partners can send an e-mail request to [partner@sap.com](mailto:partner@sap.com) that provides your company name. The team will verify your partnership status as well as any certification that you may have, and then send you the correct logo package.

**Your main source of information is the SAP PartnerEdge Web site: [www.sappartneredge.com](http://www.sappartneredge.com). Check what is available for you there, from logos and guidelines to strategic product and sales information.**



# Partner Logo

## Logo Policy

SAP partner logos communicate your partner relationship with SAP. Use the SAP partner logo only on marketing materials that specifically relate to your partnership with SAP (brochures, direct-marketing pieces, product Web sites). Follow all guidance for logo use given in these guidelines.

### Using the SAP Corporate Logo and Brand Design

- The SAP corporate logo is reserved exclusively for use by SAP.
- **Note:** In exceptional cases, SAP platinum partners may be allowed to use the SAP corporate logo within a marketing piece for a specific campaign. This exception applies only to platinum SAP partners and is assessed on a case-by-case basis prior to execution of a campaign.
- Do not use or try to imitate the SAP brand design elements in your communications materials. Use your own brand design. SAP design is proprietary to SAP only.

### SAP Partner Logo

- Only use the SAP partner logo for the duration of your partnership with SAP. Use of the logo is subject to a written trademark license. As agreed in the legal contract, you must discontinue using the SAP partner logo immediately if your partnership with SAP expires or is terminated.
- You may not pass on the rights to any SAP logo to a third party.
- Do not use any SAP logo on the same page where you are promoting a competitor or in conjunction with the promotion of any of your solutions that are not related to SAP.
- When using the logo without the trademark designation (TM), you must include the following statement, either at the bottom of the page or on a directly linked page: "SAP, the SAP logo, and the SAP partner logos are trademarks or registered trademarks of SAP SE or an SAP affiliate company in Germany and other countries."
- When using the SAP partner logo on-screen, make the logo function as an active link to the public Web site of SAP: [www.sap.com](http://www.sap.com).



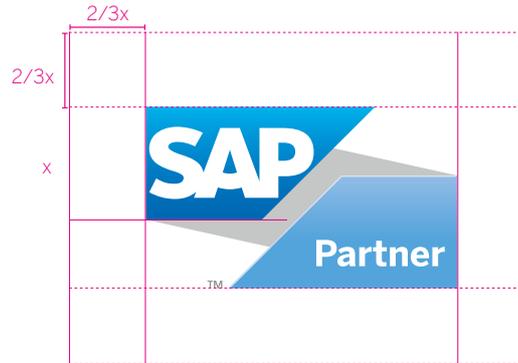
# Applying the Logo

## Clear Space

SAP partner logos require a safety margin of two-thirds the height of the SAP logo ( $2/3 X$ ). Measure from the upper edge of the partner category and the lower edge of the rule to create the necessary amount of clear space.

## Minimum Size

Minimum size refers to the smallest dimensions allowed for the logo, while ensuring its readability. Do not reproduce the SAP partner logo at a size smaller than 0.75 or 19.0 mm in width.





# Applying the Logo

## Placing the Logo on Different Backgrounds

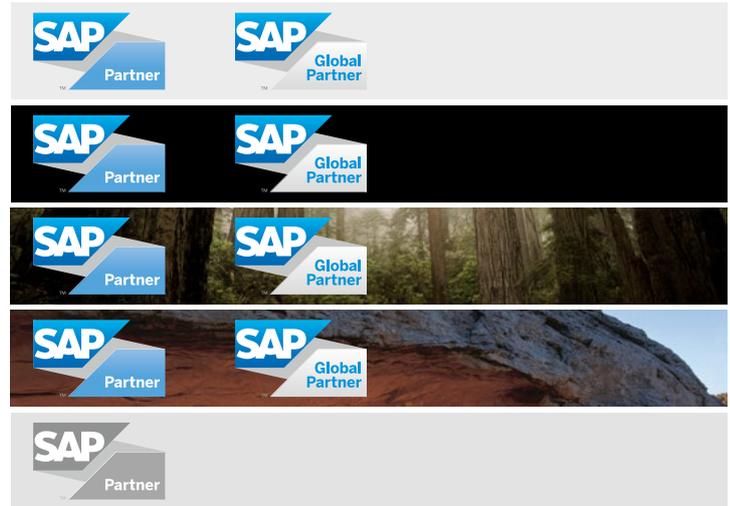
### Color

SAP partner logos are provided as scalable vector artwork (EPS).

Place the logos on backgrounds that provide good contrast and legibility to ensure that they are clearly recognizable.

### Grayscale Positive and Negative Logo Schemes

Use the grayscale logo when black and white printing is required. Always use approved electronic artwork.





# Applying the Logo

## Incorrect Use

- SAP partner logos are specially created pieces of artwork and trademarks of SAP. Use only the approved logos provided by SAP in electronic files, and make sure to use the most current version. For more information, contact your SAP partner manager or send an e-mail to [partner@sap.com](mailto:partner@sap.com) or [channelpartner@sap.com](mailto:channelpartner@sap.com).
- Do not alter the SAP partner logo in any way (for example, changes in color or design). Do not use portions of the logo or additional words, taglines, or graphic elements with the SAP partner logo.
- Respect all rules regarding safety margins, minimum size, and colors for the SAP partner logo, as described in these guidelines.
- Do not animate any SAP logo.



Do not use the SAP corporate logo instead of the SAP partner logo.



Do not rotate or animate the logo.



Do not disproportionately scale, stretch, or compress the logo.



Do not place the logo on a visually busy background.



Do not place the SAP partner logo in a white box.



Do not alter the colors in the SAP partner logo.







# Applying the Logo

## SAP Partner Logo + One Additional Font Treatment or Logo

This example shows the correct use of the SAP partner logo with other SAP logos or font treatments in partner communications.

**1** Always use the SAP partner logo in the presence of your company logo. Do not use the SAP partner logo alone in partner communications.

**2** Never use the SAP partner logo at a size larger than your own corporate logo.

To protect SAP trademarks, do not connect the logos with any text or graphic element. Do not incorporate the SAP partner logo, or any other SAP logo, into your own logo.

**3** Do not connect the SAP partner logo with any other SAP logo or font treatment. Keep the required clear space between them.

**Note:** This is an example only.

The image shows a layout for a partner communication. At the top left, a dashed box labeled '1' contains the text 'COMPANY LOGO'. Below this, the text 'Lorem ipsum dolor sit amet taerum.' is displayed in a bold font. Underneath the text is a landscape photograph of a lake and mountains. At the bottom left, the SAP Partner logo is shown, labeled '2'. At the bottom right, the SAP Recognized Expertise logo is shown, labeled '3'. The SAP logo consists of the letters 'SAP' in a blue box above the word 'Partner'. The SAP Recognized Expertise logo consists of the text 'SAP' in a blue box above the text 'Recognized Expertise' and 'OnTime Ops' below it.



# Applying the Logo

## SAP Partner Logo + Multiple Recognitions

This example shows the correct use of the SAP partner logo with multiple SAP recognitions, memberships, or certifications.

To show multiple recognitions, include the highest level logo, for example your SAP partner logo, and use no more than two additional logos to highlight the focus or expertise.

**1** Always use the SAP partner logo in the presence of your company logo. Do not use the SAP partner logo alone in partner communications.

**2** Never use the SAP partner logo at a size larger than your own corporate logo.

**3** When you refer to multiple SAP recognitions, memberships, and certifications, render them in the typographic style of the partner communication.

To protect SAP trademarks, do not connect the two logos with any copy or graphic element.

Do not incorporate the SAP partner logo, or any other SAP logo, into your own logo.

**Note:** This is an example only.

The image shows a document layout with a dashed box labeled '1' containing the text 'COMPANY LOGO'. Below this is a bold heading 'Lorem ipsum dolor sit amet taerum.' followed by a landscape photograph of a lake and mountains. Under the photo is a paragraph of placeholder text. At the bottom left is a '2' next to the SAP Partner logo. At the bottom right is a '3' next to two SAP logos: 'SAP Certified Integration with SAP HANA' and 'SAP Recognized Expertise'.



# Applying the Logo

## Partner Solution Brief

This example shows the correct use of the SAP partner logo in a partner solution brief that addresses the SAP partnership.

**1** Always use the SAP partner logo in the presence of your company logo. Do not use the SAP partner logo alone in partner communications.

**2** Do not use the SAP partner logo at a size larger than your own corporate logo.

To protect SAP trademarks, do not connect the logos with any text or graphic element.

Do not incorporate the SAP partner logo, or any other SAP logo, into your own logo.

Do not use the SAP partner logo on partner business cards or stationery.

**3** Imagery that represents SAP is available in the [SAP Partner Image Library](#)

**Note:** This is an example only.

**Solution Brief Solution**

**3**



**HEADLINE RUNS HERE AND HERE AND (MAX. 65 CHARACTERS W. SPACES)**

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**Subline 2.** Ut alla adipsoscehem zzrit it upat. Ut ut seripent luter senis. Phraesant sit adde conepae amcorrie satum vulpate feo facilisui blan ver sim f erate do di adit itilla feo fuggat nupat de nulla feupipat, summy num deila nullum tat tander serim quomcon sequam dnapit, summy ne alion seribh ea am zzrit incipit enaesto et nonsemim quis nos dion senis ex eros diam dolupat lupatim ullandne verci tatu mod et voloreet, commy nullatut prat tat tander serim quomcon sequam dnapit, summy ne alionseribh verci summy

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**2**



**1**

COMPANY LOGO



# Applying the Logo

## PartnerWeb Site and URL

This example shows the correct placement of the SAP partner logo on Web sites.

Respect all rules regarding safety margins, minimum size and colors as described in these guidelines.

Our partnership guidelines extend to the way partnerships are referenced in URLs. The general rule is that SAP must not appear as part of the primary URL/domain name. SAP can be used in the “search area” portion of the address.

### Correct example:

[www.yourcompany.com/sap](http://www.yourcompany.com/sap)

This is allowed because it clearly puts SAP in the search area, not in the main address.

### Incorrect example:

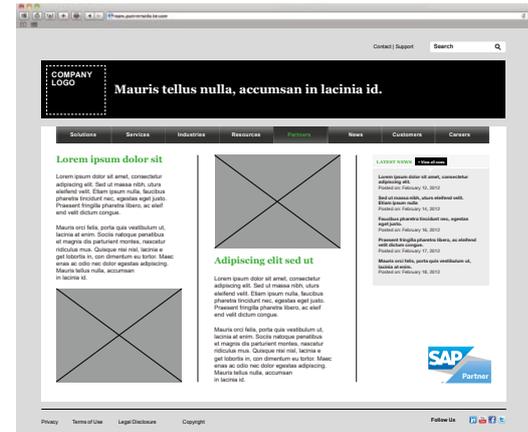
[www.yoursolution4sap.com](http://www.yoursolution4sap.com)

This is not allowed, since it uses SAP as part of the main URL.

**Note:** For all individual Web pages where SAP is presented (that is, those with addresses containing “/sap”), the following legal disclaimer must be used: “This site is not affiliated with SAP SE or an SAP affiliate company.”

When using the font treatment on-screen, make the logo function as an active link to the public web site of SAP: [www.sap.com](http://www.sap.com).

Never animate any SAP logo.





# Applying the Logo

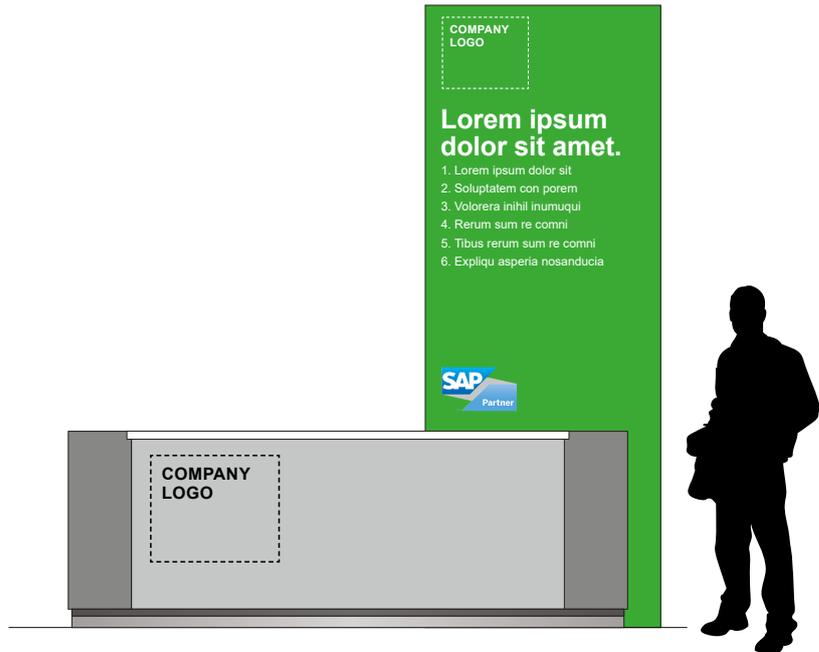
## Partner Events and Trade Shows

This example shows the correct placement of the SAP partner logo on exhibits for events and trade shows.

Only use the SAP partner logo for the location for which it is granted.

Only use the SAP partner logo for the partner track under which the contracts are signed.

**Note:** These are examples only, not design recommendations.





# Applying the Font Treatment

## Partner Advertisements

The following example shows the correct placement of the SAP partner logo on partner advertisements.

Only use the SAP partner logo for the location for which it is granted.

**1** Do not use the SAP partner logo alone in partner communications. Always include your company logo.

**2** When using a non-SAP affiliation on partner communications, maintain the logo clear space and use the logo at the same size ratio as the SAP partner logo.

**3** Do not use the SAP partner logo at a size larger than your company logo.

**Note:** These are examples only, not design recommendations.



SAP partner logo and company logo (see page 11); non-SAP affiliate (see page 12)

SAP partner logo + one additional logo or font treatment (see page 13)

Multiple recognitions, memberships, or certifications (see page 14)



# Brand Voice

## Approved Offering Names

For information about the use of SAP offering names, refer to the Brand Voice approved names list.

You can find the Brand Voice approved names list and the comprehensive Partner Communication Guidelines at [www.sappartneredge.com](http://www.sappartneredge.com).



# Trademarks

To ensure correct use of SAP trademarks, follow the trademark guidance on the SAP Corporate Web site:

<http://www.sap.com/corporate-en/about/legal/copyright/trademark-proper-use.html>

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[www.sap.com/contactsap](http://www.sap.com/contactsap)

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THE BEST RUN 