



App Center marketing toolkit

v4.0

Welcome!

Concur® is pleased to welcome you as a partner. We encourage all Concur App Center partners to create comprehensive marketing plans that incorporate PR, social media, web marketing, events and sales training to help make the partnership a success. This toolkit provides guidelines and templates for referencing the Concur brand and our partnership in PR, social media and web marketing.

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App Center partner resources

App Center partner resources page

Visit our [partner resources page](#) for additional information to help you prepare for your initial App Center launch. Please view our Go to Market presentation to learn about next steps as a partner in the [Enterprise Application \(Apps for My Business\)](#) or [User Connection \(Apps for Me\)](#) category. Please review all resources carefully and visit back for periodic updates.

App Center marketing

Join us for our monthly office hours.
Learn best practices for marketing your app and ask the App Center Marketing Team any questions.

Office hours take place the first Tuesday of each month.

Time: 8:30-9:00 AM PST

Toll-free: +1-866-668-0721, **PIN:** 360-851-6019

WebEx Link: <https://concur.webex.com/concur/j.php?MTID=md483b0c3f9b64a03b1e4676b40ef69c5>

Or email us at AppCenterMarketing@concur.com.

Logo/brand use guidelines

Logo & brand guidelines

www.concurbrand.com

Username: Concur

Password: Click.Done

The Concur logo is a registered trademark. Please do not attempt to recreate any part of any mark. For further information or access to brand guideline and logos, please refer to www.concurbrand.com. Logos are also available from www.concur.com/en-us/logos.

“Company description”

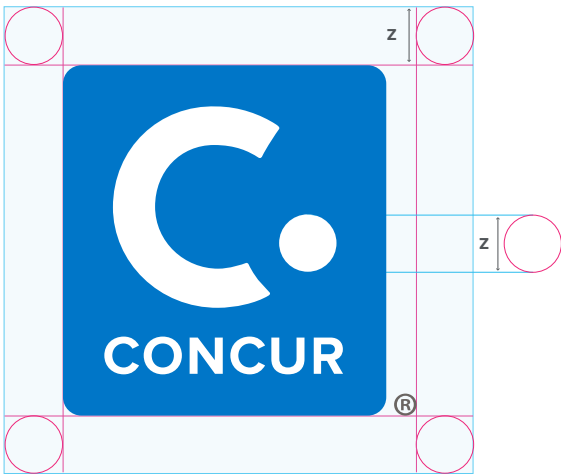
Concur, a part of SAP, imagines the way the world should work, offering cloud-based services that make it simple to manage travel and expenses. By connecting data, applications and people, Concur delivers an effortless experience and total transparency into spending wherever and whenever it happens. Concur services adapt to individual employee preferences and scale to meet the needs of companies from small to large, so they can focus on what matters most.

Learn more at www.concur.com or the [Concur blog](#).



The Concur logo

Vertical logo

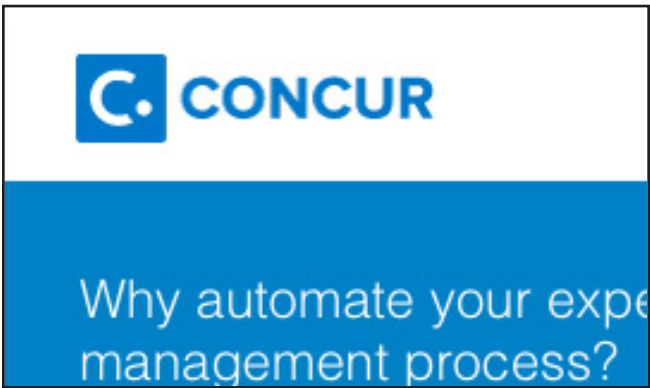


To protect the clarity and visual integrity of the Concur logo, a minimum amount of clear space is required around all sides of the logo. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot.



Example of a good minimum distance for text from logo, shown here.

Horizontal logo



Example of a good minimum distance for text/graphics from the logo shown here.

Variations

Vertical logo



Blue logo - primary



Gray logo



Black logo



White logo

Scale limitations

The minimum vertical logo height is 40px.



Horizontal logo



Blue logo - primary



Gray logo



White logo



Black logo

Scale limitations

The minimum horizontal logo height is 20px.



The Concur brand

Use case example #1

Concur and/or SAP partnership attribution

Partners should attribute a separate partnership with Concur and/or SAP as applicable. SAP should be omitted unless there is a separate relationship in place with SAP. If there is a separate partnership with SAP, then it should be listed as a separate entity, not bundled with Concur.

Use case example #2

Concur as a verb

The use of Concur as a verb within a partner application or in any marketing materials is not permitted.

Please submit any questions and approval requests to
AppCenterMarketing@concur.com

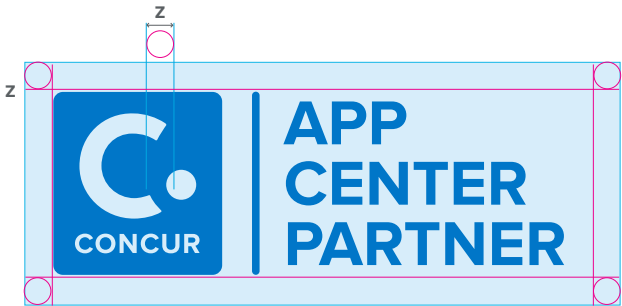
Badge use guidelines

The Concur App Center partner badges are part of the Concur visual identity and remain the property of Concur.

As such only unaltered original artwork should ever be used to maintain the consistency of the Concur brand and, more importantly, the validity of our relationship.

Clear space

In order to maximize its visual presence, the App Center partner badge requires a surrounding area clear of any other graphic elements or text. At the right, Z is the width of the dot in the logo, and the amount of space that should be left around the logo edge.



Minimum size

For legibility the logo should be reproduced no smaller than **10mm** high in print and **30px** high on the web.



Other sizes

The logo can be resized to be fit for purpose, but must always remain in scale and follow the clear space rule.



Vertical	Horizontal

Other badges

Where applicable, you may only use the badge that refers to the type of your partnership with Concur.

Badge use color

The logo is designed to sit comfortably on both colored and white backgrounds, and should be in color when possible. If you need a black or white version please submit a request to App Center marketing.

Use of other logos

All logos and graphics used in your App Center listing and collateral must be owned by you or you must have explicit permission to use the logos and/or graphics. Please ensure all logos or graphics are used in accordance with the guidelines of the logo and graphic owners.

Background

In order to maximize its visual presence the Concur partner badge must only be used on a **block color background**.

Authorized use

Badges may only be used on collateral after approval from App Center marketing and after an application has been certified.

Download badges at www.concur.com/en-us/logos.

Initial requirements

Approval is required for any first-time use of a badge. We request tears, screenshots and/or pdfs of any and all uses for our reference.

Submit all new collateral to App Center marketing for review and approval. Please allow 10 business days for review and approval. Email requests to AppCenterMarketing@concur.com.

Partner landing page

App Center partners are encouraged to create a web landing page that further describes the application and integration with Concur; including resources, support and contact information for prospects to learn more, connect and engage. It's important that prospects can find information on your website in addition to ours. Work with App Center marketing to include the Concur App Center partner badge on your website and to approve your landing page content.

PR and social media guidelines

xxx



Press release guidelines

As part of a public company, Concur is responsible to shareholders for ensuring accurate representation of its brand and product offerings. With that in mind, Concur must review any press releases mentioning our brand or our products. The following guidelines are designed to make the approval process easier:

- Please use the press release template provided to you in this toolkit as a guideline. For Non-U.S. templates, please email AppCenterMarketing@concur.com with a request for your specific region.
- No press release will cross the wire without approval from both Concur and participating partner.
- All press releases must adhere to Concur’s brand standards.
- Please allow 10 business days for approval of any press release.
- Send your draft press release to App Center marketing for review and management of the Concur PR approval process.
- Your application must be live in the App Center prior to issuing a press release.
- Apps for Me must be live in the App Center a minimum of two weeks for production testing prior to issuing a press release.
- After press release approval, issue date should be scheduled within 30 days unless otherwise agreed upon with Concur.

Press release template

[\[Partner\]](#) Integrates [\[solution\]](#) with Concur to deliver [X](#) benefits to Concur clients

[\[Partner solution\]](#) now available in the Concur App Center

Dateline – [\[Company\]](#), [\[company’s tagline\]](#), today announced the integration of [\[product name\]](#) with Concur®, the leading provider of spend management solutions and services. Now available in the Concur App Center, [\[Company name\]](#) will provide Concur clients with [\[insert benefits\]](#).

[\[Insert information on integration including benefits for the company and end users\]](#)

Quote from your company highlighting why you are working with Concur and what challenges you are solving for Concur clients, example: “We selected Concur because of [X](#),” said [EXECUTIVE](#) at [PARTNER](#). “This will provide [\[insert benefits\]](#) to Concur clients by... [\[insert how it benefits them\]](#).”

[\[Insert any additional information about solution\]](#)

[\[Partner App\]](#) is now available in the Concur App Center. Offering apps with streamlined integration with Concur Travel, Expense and Invoice products, the Concur App Center delivers innovative functionality in key categories such as finance, regulatory compliance, enterprise identity, traveler productivity, travel management and much more. For more information, visit [\[insert link to App Center listing\]](#)

[\[Insert Boilerplate for Partner Company\]](#)

[# # #](#)

Social media overview

In addition to issuing a press release highlighting your Concur application, we encourage you to promote it through social media channels. Please share all blog posts, Tweets and Facebook posts with App Center marketing for approval. We will work with you to jointly promote your posts and better amplify the message.



Blog posts

Blog posts are a great way to create keyword-heavy content that helps optimize your site for search engines in order to help people find you online and feature your application with Concur. We encourage these blog posts to include as many visuals, including screenshots of the application integration points, if possible. Links back to the Concur website are also highly encouraged. Create content that crisply and accurately describes the integration and be thoughtful about which keywords are linked back to your App Center listing. For example, if you want people to find your application when they're searching for "VAT reclaim on expenses", hyperlink this phrase back to your App Center listing



Twitter

Concur will happily follow your company and would appreciate the same from you. If Concur is using a hashtag to promote the partnership, we encourage your company to leverage the same hashtag related to the announcement(s). We also recommend including each other's handle in the tweet, including "@" (for example, @Concur).



Facebook

You are welcome to promote all related integration with Concur via your corporate Facebook pages. Concur is pleased to "like" your company page and would appreciate the same from you. In addition to the visibility this provides to both our companies, adding a "@" in front of the company name will allow the announcement to show up on our timelines.

Please ensure blog posts, tweets and Facebook posts go out after any press releases are issued.

Product naming guidelines

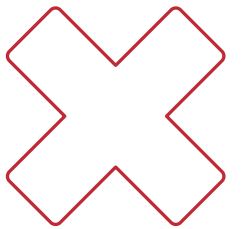
When naming your application, you are only allowed to include “Concur” if you follow the guidelines outlined below.

X is your Application:



Allowed

Connector for Concur & **X**



Not
allowed

X for Concur

Concur **X** Connector

X – Concur Connector

Search guidelines

Please follow the guidelines below for search activities.

- Use of Concur.com/AppCenter is permitted and encouraged.
- Partners who would like to mention Concur anywhere in ad copy (headline, main copy or display URL) can do so with approval. If Concur is mentioned, the ad must clearly state that you are a Concur partner. Contact App Center marketing with your request for approval.
- Phrase and Exact matches may be acceptable if your keyword research identifies a specific phrase which targets our integrated solution (examples: “Concur VAT reclaim” or “Concur FCPA”). Contact App Center marketing for approval before bidding.
- To keep advertising costs under control for all of us, partners should not bid on our Concur brand names (concur) or brand misspells (concur, concure, concurs etc) or brand + products terms (concur expense, concur travel etc.) in any match type. That would cause prices for these terms to go up, and we shouldn't have to pay more for our own brand terms. Non-brand, generic terms can be bid on by anyone.
- Concur does not bid on competitor names as that can be an expensive and inefficient activity. Partners are also advised not to bid on Concur competitors as that would result in competitors bidding on Concur.
- Partners should never misrepresent the Concur company, brands or pricing. All the prices displayed in search engine results and their landing pages should be accurate and match with the price listed.
- Paid keyword landing pages must clearly state that you are a Concur partner. They must not mislead customers into thinking you are Concur and/or are an exclusive or preferred Concur partner.
- Partners must never state or imply that they are the “official site” of Concur in any territories.
- Prohibited display URLs: Partners should not use the following URLs either as display URLs or as ad-landing URLs in any territories: www.concur.com, www.concur.co.uk, www.concur.de, concur.fr, concur.com.au, concur.ca, concur.co.in, concur.com.hk, concur.com.sg, concur.com.mx, concur.ca/fr, concur.com/pt-br, concur.com/it-it, concur.nl, concur.com/zh-hans-cn, concur.co.jp etc.
- Affected territories: The above guidelines holds true for all search engines in all territories.

Keyword bidding reference

Keyword Type	Example Keywords	Guidelines	How to Use
General Concur Brand Terms and Product Names	Concur, Concour, Concurs Concur Expense, Concur Travel etc.	Never bid on General Concur Brand Terms and Product Names	
Concur Partner Designations	"Concur Partner", "Concur App Center"	Only as a Phrase Match or Exact Match	"keyword phrase" or [keyword phrase]
Your Solution Designations	"Concur VAT Reclaim", "Concur FCPA Compliance"	Only as a Phrase Match or Exact Match	"keyword phrase" or [keyword phrase]

Ad copy reference

Keyword Type	Example Keywords	Guidelines
Concur URLs	Concur.com, Concur.co.uk, etc.	Never display Concur URLs in ad copy unless it's clearly an App Center URL.
Concur.com/AppCenter	Concur.com/AppCenter, Concur.co.jp/AppCenter	OK to use.
Your Solution Designations	Reference Product Naming Guidelines.	OK to include Concur as outlined in Product Naming Guidelines.

SEO

- All meta tags used must clearly state that you are a Concur partner, to not be confused with Concur as it's own entity.
- The term "Concur" (or another Concur product name) cannot be the first word in the title tag.
- The tags should not mislead audiences nor the search crawlers into thinking that the site is an official representative of Concur.
- Do not use a website that is confusingly similar to the official Concur website, or which may mislead audiences into thinking the partner is Concur.

Working with Concur

Approval process

Do I need to have my content reviewed and approved by anyone? Or can I just follow the rules and turn in my content at the deadline?

Please do request all content to be reviewed and approved by App Center marketing, and be sure to include lead times (10 business days) into your planning. Brands are evolving things, and we want to make sure that you have the latest information possible, and that your ideas help us to grow our brands further.

Where do I submit my content for review and approval?

Email to: AppCenterMarketing@concur.com.

