

PARTNER TREATMENT/BADGE USAGE GUIDELINES

The Concur Platform and other partner treatments 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.

Minimum Size

For legibility the logo should be reproduced no smaller than **25mm²** in print and **50px²** 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.

Other treatments

You may only use the badge that refers to the level of your relationship with Concur.

Treatment colour

The logo is designed to sit comfortably on both colored and white backgrounds, and should always be in color. If you need a black and white version please contact the creative@concur.com.

Background

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

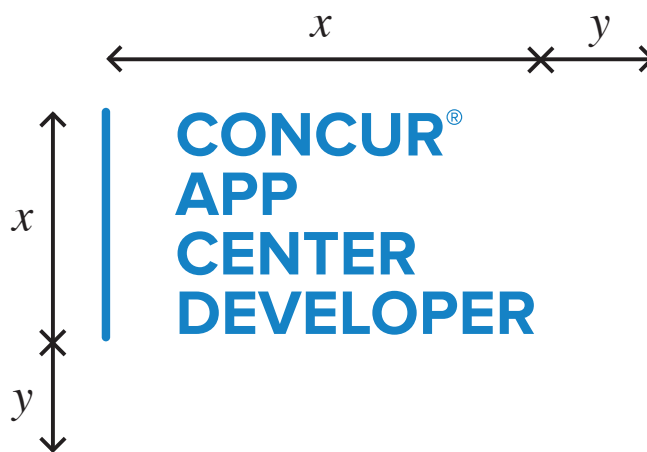
Authorized Use

Badges may only be used on collateral once an application has been certified.

Contact AppCenterMarketing@concur.com to request logo files.

Clear Space

In order to maximize its visual presence the Concur Platform treatments require a surrounding area clear of any other graphic elements or text. If X is the width of the logo, Y is 1/4 of X and the amount of space that should be left around the logo edge.



Initial Requirements

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

Print vs. Web

The **EPS treatment** must be used **for print**.

The **PNG file** is only suitable for **web use**.

Types of treatment

Both full and stacked treatments can be used by partners. The full treatment should be used where possible, but the stack treatment may be used if it will be more legible within the space available.

FULL

STACK

Concur® | APP
CENTER
PARTNER

| CONCUR®
APP
CENTER
PARTNER

Concur® | OPEN
BOOKING
PARTNER

| CONCUR®
OPEN
BOOKING
PARTNER

Concur® | APP
CENTER
DEVELOPER

| CONCUR®
APP
CENTER
DEVELOPER

Contact

If you have any questions regarding the use of the Concur logo that are not addressed within this guide, contact the Creative department at +1 425.497.6230 or via email at creative@concur.com.

For all other marketing inquiries, please contact AppCenterMarketing@concur.com.