



# App Center marketing toolkit

v2.0

# 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 promote our partnership. 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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# Product naming guidelines

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

**X** is your App:

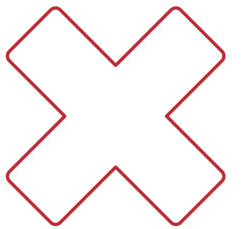


Allowed

**X** for Concur

**X** connector for Concur

Not  
allowed



Concur **X** Connector

**X** – Concur Connector

## Logo & brand guidelines

[www.concurbrand.com](http://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](http://www.concurbrand.com). Logos are also available from [www.concur.com/en-us/logos](http://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.

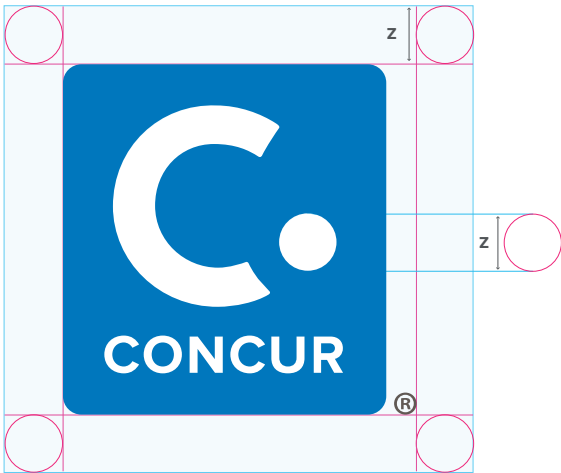
Learn more at [www.concur.com](http://www.concur.com) or the [Concur blog](#).

# Logo/brand use guidelines



# The Concur logo

## Vertical logo

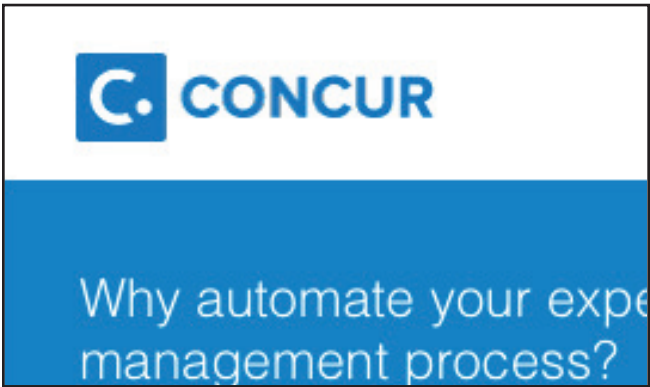
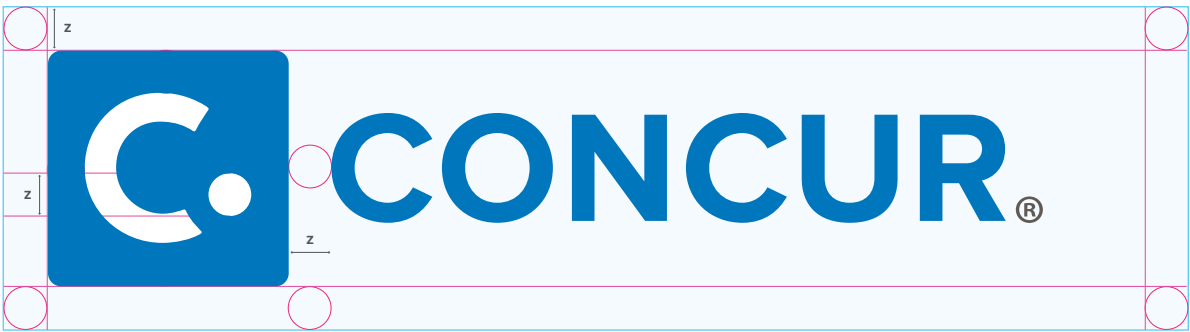


To protect the clarity and visual integrity of the Concur logo, a minimum amount of clear space is required around all sides of the logo. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot.



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.



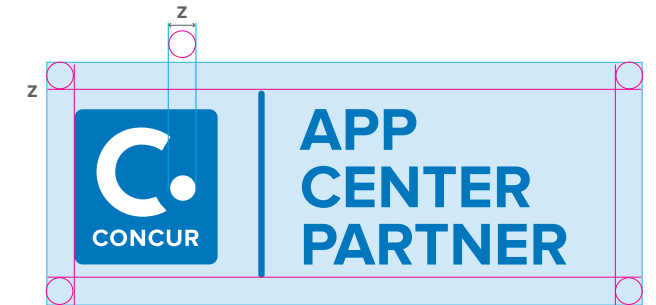
# Badge use guidelines

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.

10mm / 30px



6.5mm / 18px











## 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
   APP CENTER PARTNER	 CONCUR   APP CENTER PARTNER
   APP CENTER PARTNER	 CONCUR   APP CENTER PARTNER
   APP CENTER PARTNER	 CONCUR   APP CENTER PARTNER
   APP CENTER PARTNER	 CONCUR   APP CENTER PARTNER

Other badges

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

Background

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

Badge use colour

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 contact the **Creative Team** at [creative@concur.com](mailto:creative@concur.com).

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](http://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 [AppCenterMarketing@concur.com](mailto:AppCenterMarketing@concur.com) for review.  
Please allow 10 business days for approval.

# 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.
- Your app 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.
- All press releases must adhere to Concur’s brand standards.
- No press release will cross the wire without approval from both Concur and participating partner.
- Send your draft press release to your App Center partner marketing contact for review and management of the Concur PR approval process.
- Please allow 10 business days for approval of any 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 integration, we encourage you to promote through social media channels. Please share all blog posts, Tweets and Facebook posts with your App Center partner marketing contact 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 feature your application and integration with Concur. We encourage these blog posts to include as many visuals as you can, including screenshots of the app and integration points, if possible. Links back to the Concur website are also highly encouraged.

**If issuing a press release, please ensure the blog post does not post prior to the announcements.**



## Twitter

Concur will happily follow your company and would appreciate the same follow from yours. 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 or @ConcurAPI).

**If issuing a press release, please hold tweets until after the press release crosses the wire.**



## 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 "like" from your company. 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.

**If issuing a press release, please ensure that any Facebook posts are published after the press release crosses the wire.**

App Center partners are encouraged to create a web landing page that demonstrates the app integration with Concur and showcases resources, support and contact information for prospects to learn more, connect and engage. Work with your App Center partner marketing contact to feature the **Concur App Center Partner logo** on your website.

Please follow the instructions below for adding information about Concur to your website.

# Search guidelines

Please follow the guidelines below for search activities.

- Concur does not bid on competitor names as that can be an expensive and inefficient activity. Partners are also advised not to bid on competitors as that would result in competitors bidding on Concur.
- 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.
- Partners should not mention Concur anywhere in their ad copy (headline, main copy or display URL) without permission. If Concur is mentioned, the ad must clearly state that you are a Concur partner.
- Paid keyword landing pages must state clearly and noticeably 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" in any territories
- 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
- 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](http://www.concur.com), [www.concur.co.uk](http://www.concur.co.uk), [www.concur.de](http://www.concur.de), [concur.fr](http://concur.fr), [concur.com.au](http://concur.com.au), [concur.ca](http://concur.ca), [concur.co.in](http://concur.co.in), [concur.com.hk](http://concur.com.hk), [concur.com.sg](http://concur.com.sg), [concur.com.mx](http://concur.com.mx), [concur.ca/fr](http://concur.ca/fr), [concur.com/pt-br](http://concur.com/pt-br), [concur.com/it-it](http://concur.com/it-it), [concur.nl](http://concur.nl), [concur.com/zh-hans-cn](http://concur.com/zh-hans-cn), [concur.co.jp](http://concur.co.jp) etc.
- Affected territories: The above holds true for all search engines in all territories.

# Search guidelines reference

Match type	Special Symbol	Example Keyword	Ads may show on searches that:
Broad match (X)	none	powerdirector	include misspellings, synonyms, related searches and other relevant variations
Broad match modifier	+keyword	+powerdirector +coupon	contain the modified term (or close variations, but not synonyms), in any order
Phrase match	"keyword"	"powerdirector coupon"	are the phrase and close variations of the phrase
Exact match	[keyword]	[powerdirector coupon]	are an exact term and close variations of that exact term

# SEO

- All meta tags within the website must state that your company is a partner of Concur without any ambiguity.
- The term “Concur” (or another Concur product name) cannot be the first word in the title tag.
- The tags should not mislead potential customers 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 third parties into thinking the partner is Concur.

# Working with Concur

## Approval process

Do I need to check in with anyone? Or can I just follow the rules and turn in my work at the deadline.

Please do check in and be sure to include review lead times 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 the brand further.

If you don't see the answer to your question here:

Please follow up with an email to [Creative@concur.com](mailto:Creative@concur.com), or call us at 425.590.5000 and ask for Creative Services.

# App Center marketing contacts

**For general questions:**

[AppCenterMarketing@concur.com](mailto:AppCenterMarketing@concur.com)

**Jacqueline Serafin**

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Concur App Center

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