















Preferred gradient logo for print	Alternative flat logo for print		Screen
Use the preferred version of the logo when only CMYK printing is available.	Use the alternative logo when a simplified mark is required (i.e. premium items, silkscreen, etc.)	Use the alternative black logo in positive printing, when alternative PMS cannot be used (i.e. newspaper). The grayscale negative version is to be used on reverse background printing only. This logo is not to be used in positive printing.	Use the RGB version of the artwork on screen and in digital applications.
<div> Preferred CMYK</div> <p>Composed of Cyan and Magenta.</p> <div> SAP_grad_C_pref.eps SAP_grad_C_min.eps</div>	<div> Alternative PMS</div> <p>PMS 299 — Do not reproduce in other colors.</p> <div> SAP_299_P_pref.eps SAP_299_P_min.eps SAP_299_w_P_pref.eps (with white premium printing) SAP_299_w_P_min.eps (with white premium printing)</div>	<div> Alternative Black</div> <p>Do not reproduce in other colors.</p> <div> SAP_blk_pos_pref.eps SAP_blk_w_pos_pref.eps SAP_blk_pos_min.eps SAP_blk_w_pos_min.eps</div>	<div> Primary RGB/Screen</div> <p>Do not reproduce in other colors.</p> <div> SAP_grad_R_pref.png SAP_grad_R_pref.gif SAP_grad_R_pref.jpg SAP_grad_R_min.png SAP_grad_R_min.gif SAP_grad_R_min.jpg</div>
Positive mark also works in negative	Positive mark also works in negative	<div> SAP_gry_neg_pref.eps SAP_gry_neg_min.eps</div>	Positive mark also works in negative

File nomenclature						Clear space	Minimum size
SAP _ grad _ w _ C _ pos _ pref . eps							
Name of logo	Logo configuration	Color code	Version	Logo size	File format	 <p>The clear space around our logo is equal to half the height of the logo.</p>	 <p>The minimum size logo is a specially prepared artwork file for applications where a logo is 0.75" or smaller.</p> <p>This logo may be scaled to a minimum size of 0.375". Always maintain the logo's aspect ratio when scaling.</p>
SAP SAP logo	grad gradient logo • <i>Preferred mark</i> 299 solid logo • <i>Alternative mark</i> 299_w solid logo, print PMS 299 and White • <i>Special use alternative mark</i> (i.e. premium, silkscreen) blk solid black, positive version • <i>Grayscale mark</i> blk_w solid black, positive version • <i>Special use grayscale mark</i> (i.e. premium, silkscreen) gry grayscale negative version • <i>Grayscale mark</i>	C  cmyk P  pantone R  rgb	pos positive neg negative	pref preferred min minimum	.eps Print, professional applications .jpg Office, Screen and Web (300ppi) .png Office, Screen (300ppi) .gif Web (72ppi)		