Cultivating and Communicating our Relationships

SAP Partner Branding Guidelines

June 11, 2012

SAP®

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Introduction

SAP's relationship with our partners is one of our most valuable assets. The partner logo is a symbol of our commitment to work cooperatively with our partners to deliver solutions that build customer value and drive results.

This document is a tool to help us apply this symbol and express our partnership in a clear and consistent manner. It provides essential information on the correct use of SAP partner logos, and it explains how to reference your product's compatibility with SAP® software, use endorsement lines, and apply SAP trademarks.

These guidelines cover only SAP-specific elements that reference our particular relationships and initiatives. You must always use your company's proprietary design when creating materials.

In addition to using these guidelines, you can contact your SAP partner manager or send an e-mail to branding@sap.com to get further information or clarification. It's all part of our ongoing commitment to you.

Introduction
Our Partner Logos

Through clear communication of your strong partnership with SAP, the partner logo helps you, our partners, continue to grow and strengthen your business.

The logos are designed to be unique and engaging. The shapes are proprietary and convey high quality through a polished transparency effect and beveling detail. Each mark leverages the powerful SAP anvil shape to visually join partners with SAP in one continuum. Inspired by the idea of a connective bond, the design represents our partnership and shows a clear endorsement by SAP.

Selecting the Right Partner Logo
Quick Start Guide

When selecting a logo file, there are many things to consider. You need to know whether or not it will be used in print material, and if so, whether this print material will be in color or black and white. Regardless of the application, you need to find the right size to ensure readability. Asking yourself the four questions below will help you choose the appropriate logo file.

1. Which group logo do you need: Partner, Gold, Global, or Distribution?
Choose the partner file that corresponds with your authorized partner group. (See page 6)
Do not use more than one partner group logo on an application. For more information, contact your SAP partner manager, or send an e-mail to partner@sap.com. Channel partners can send an e-mail to channelpartner@sap.com.

2. Where are you using the logo?
• Color brochure?
   Use a full color EPS or TIFF file. EPS is preferred. (See pages 8 and 9.)
• Black and white newspaper?
   Use a grayscale EPS or TIFF file. EPS is preferred. (See page 8.)
• Website?
   Use a color GIF file.
   Office application?
   Use a color PNG file. A color TIFF file may be used, but only for MS Word.
• Fax?
   Use a grayscale JPEG file. A grayscale TIFF file may be used, but only for MS Word.
• Specialty item, such as a t-shirt or baseball cap?
   Use a full color or one color EPS file, based on requirements.

3. What logo size do you need?
• EPS files can be scaled to any size your application requires. EPS files may be used to create other file types as needed.
   For more information, see page 7.
• JPEG, PNG, TIFF, and GIF files may only be scaled down in size. Always maintain the aspect ratio.

4. Will the logo be placed on a background?
Will it be placed on an image or a background color other than white? Review the application examples to determine which logo is appropriate.
(See pages 8 and 11–14.)

Selecting the Right Partner Logo
Signifying Your Partner Group and Category

A partner logo may only be used for the partner track and geography under which the contracts are signed.

The logo indicates your membership group; however, it is also important to communicate your category in the ecosystem to your customers (i.e., channel, content, education, hosting, services, software solution, support, or technology). You can do this in writing, through marketing messages. These standard messages help provide clear and consistent identification of your partner category.

Partner Type	Partner Gold	Partner Global	Partner	Description
SAP channel partners	■	■		SAP channel partners sell, build, and deliver SAP applications and solutions to meet the needs of small businesses and midsize companies.
SAP content partners	■			SAP content partners offer syndicated content or content services that complement SAP solutions.
SAP education partners	■			SAP education partners deliver professional training for SAP solutions and technology.
SAP hosting partners	■		■	SAP hosting partners provide hosting services for SAP applications and the SAP NetWeaver technology platform.
SAP services partners	■		■	SAP services partners design, implement, and integrate SAP solutions; optimize business processes; and provide strategic business consultation.
SAP software solution partners	■			SAP software solution partners develop applications that extend and add value to SAP solutions, including both value-added and complementary software solutions based on SAP technologies.
SAP support partners			■	SAP support partners deliver the service and support required to implement, use, and support SAP solutions.
SAP technology partners			■	SAP technology partners provide products that support SAP solutions, including hardware, operating systems, networks, databases, storage technology, and mobile devices.
SAP mobile app partner			■	SAP mobile app partners include any company that provides standard mobile apps for business which are packaged and sold as-is to customers on SAP Store and other channels, where applicable, for a fee or subscription.

Selecting the Right Partner Logo
Choosing the Right File Format

SAP partner logos are provided in five file formats: EPS, JPEG, PNG, TIFF, and GIF. Each format is used for a specific purpose.

EPS Format
CMYK or RGB color format vector file for print and professional applications.

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these logo files in page layout or graphics programs. Do not use them for on-screen, office, or Web applications. CMYK EPS files contain the information needed to allow their conversion to the RGB color system. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

JPEG Format
RGB color format; primarily for office or on-screen applications; also used for Web applications.

Use JPEG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. You may use the JPEG files for printing on low-resolution printers such as laser or ink-jet printers. JPEG format logos are never used for high-quality output, and they are never scaled to larger sizes.

PNG Format
RGB color format; primarily for office applications.

Use PNG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. Do not scale the logo to make it larger than the size provided in the PNG file. Do not animate any SAP logo.

TIFF Format
CMYK color format; primarily for applications where high-resolution artwork is required.

Use TIFF format logos for high-quality print reproduction and Microsoft® Word® documents where a high-resolution logo may be needed. They can be scaled down in size, but they are never scaled to larger sizes.

GIF Format
RGB color system; primarily for Web applications.

The color and resolution of GIF format logos are specifically formulated for on-screen or Web presentations. Do not use the GIF files for high-resolution printing. Also, never scale the logo to make it larger than the size provided in the GIF file. Do not animate any SAP logo.

Selecting the Right Partner Logo
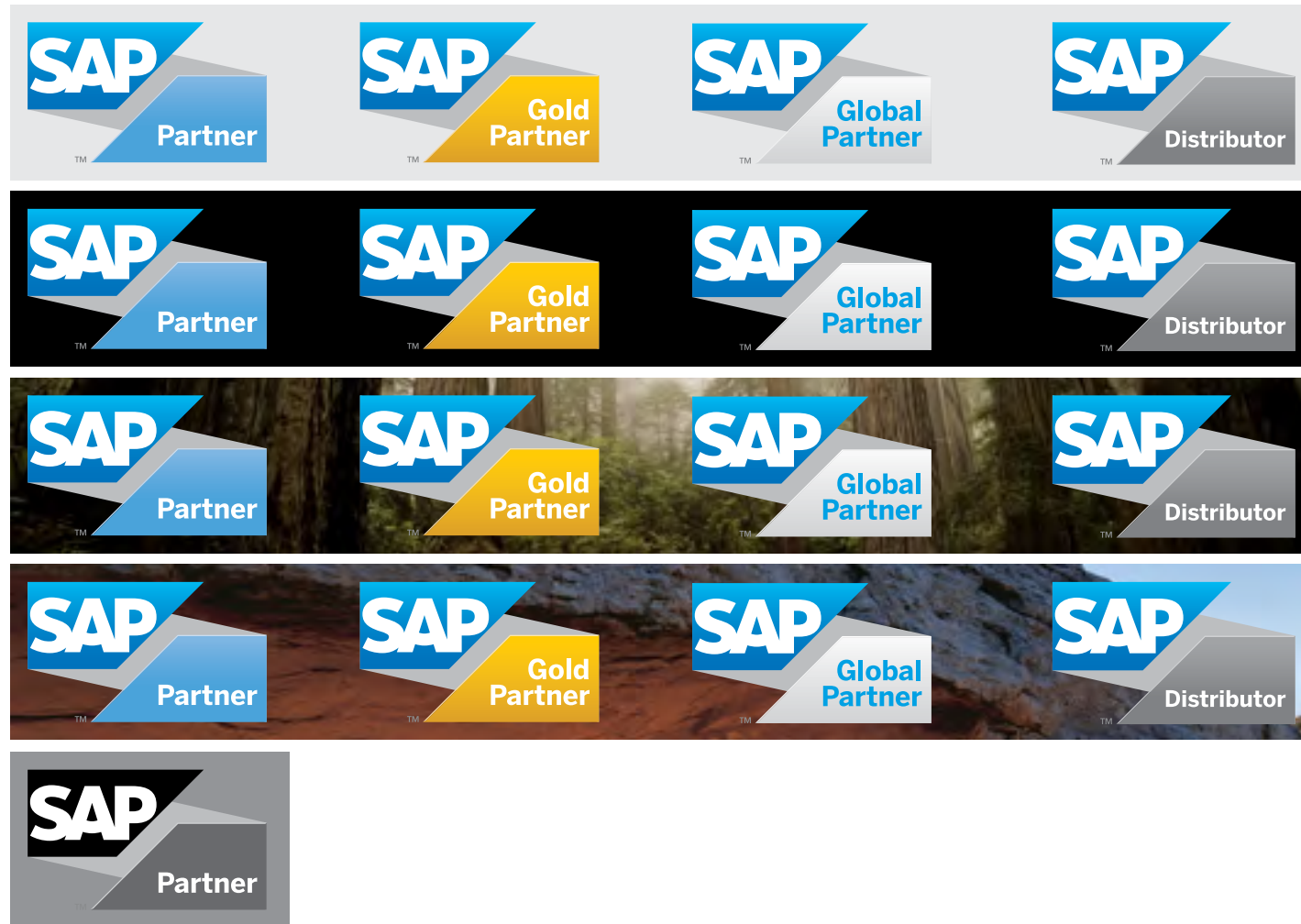## Official Logos

Color

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

Always 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 SAP Partner logo when black and white printing is required. Always use approved electronic artwork.

Selecting the Right Partner Logo
How to Access Your Logo

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The logo you need is in the logo package you received at the start of your partnership contract with SAP. Use only the logo art files provided by SAP to ensure proper color reproduction. Please follow these steps to request your partnership or certification logo if you're unable to find the logo package.

For SAP partners:
Log on to the global partner portal www.partner.sap.com/partnerlogo to download the partner logo directly. Gold partners and global partners can send an e-mail request to 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.

Use the Partner Branding Guidelines and the Partner Communication Guidelines to learn the best ways to speak about the company and promote your SAP relationship.

The most up-to-date version of these guidelines and other useful information can also be found on the global partner portal: www.partner.sap.com.

For channel partners:
Log on to the channel partner portal www.channel.sap.com/partnerlogo to download logos directly and check for recent updates to the guidelines.

As an SAP partner, your main sources of information should be both the global partner portal and the channel partner portal. Always make sure to check what is available for you there, from logos and guidelines to strategic product and sales information.

Policies Our Partners Must Observe

The SAP partner logos communicate your partner relationship with SAP, and you must use the SAP partner logo only on marketing materials that specifically relate to your partnership with SAP (i.e., brochures, direct-marketing pieces, etc.). You must follow all guidance for logo use given in these guidelines.

Using SAP Corporate Logo and Brand Design
- The SAP corporate logo is reserved exclusively for use by SAP.

Note: In exceptional cases, SAP global partners may be allowed to use the SAP corporate logo within a marketing piece for a specific campaign. This exception applies only to global SAP partners and is assessed on a case-by-case basis prior to execution of a campaign.

- SAP partners should not use or try to imitate the SAP brand design elements in their communications. SAP design is proprietary to SAP only. If this happens, SAP will ask the partner to revise their materials.

SAP Partner Logo and Trademarks
- You may only use the SAP partner logo for the duration of your partnership with SAP, and use of the logo will be subject to a written trademark use 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.
- A partner may not use any SAP trademarks (including but not limited to the SAP partner logo) on the same page where they are promoting a competitor's solution or in conjunction with the promotion of another company's solution.
- When using the logo without the trademark designation, you must include the following attribution statement, either at the bottom of the page or on a directly linked page: "SAP, the SAP logo, and the SAP partner logo are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world."
- 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.

Applying the Logo Properly

To clearly present the partner relationship and communicate our identity, all marketing materials using an SAP partner logo need to have a clean and uncluttered appearance. Therefore, we must maintain a safety margin—a minimum amount of breathing room around the logo—and keep it free of graphics, other marks, and text.

1 – 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.
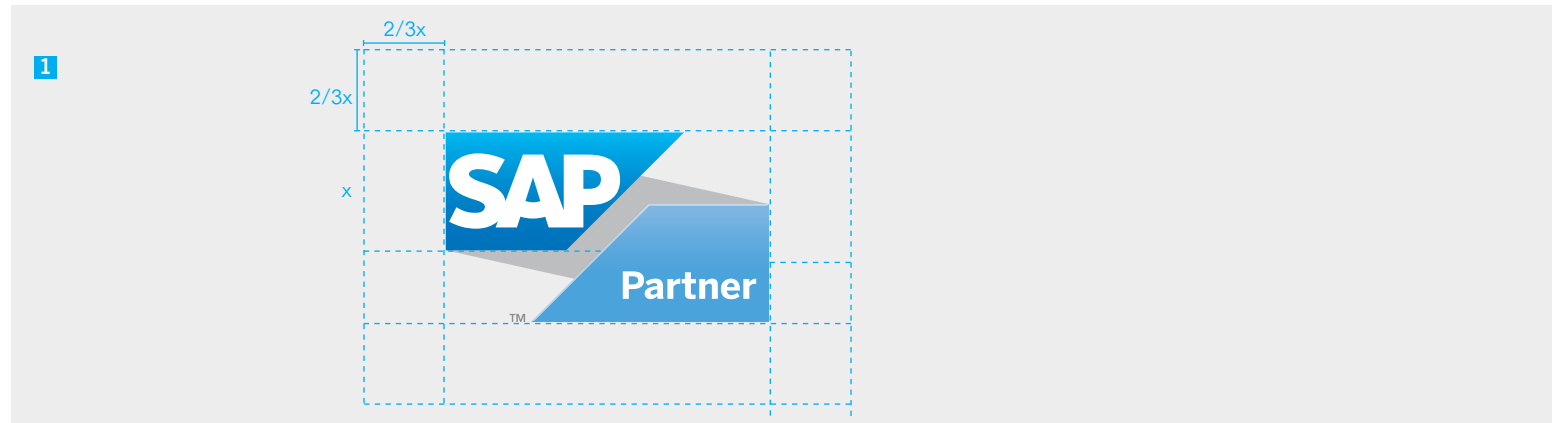
2 – Recommended Minimum Size
Minimum size refers to the smallest dimensions allowed for the logo, while ensuring its readability. Never reproduce the SAP partner logo at a size smaller than 0.75 or 19.0 mm in width. If you are allowed to use the SAP partner logo on your business card, the smallest dimensions allowed for this logo are 0.55 or 14.0 mm in width.
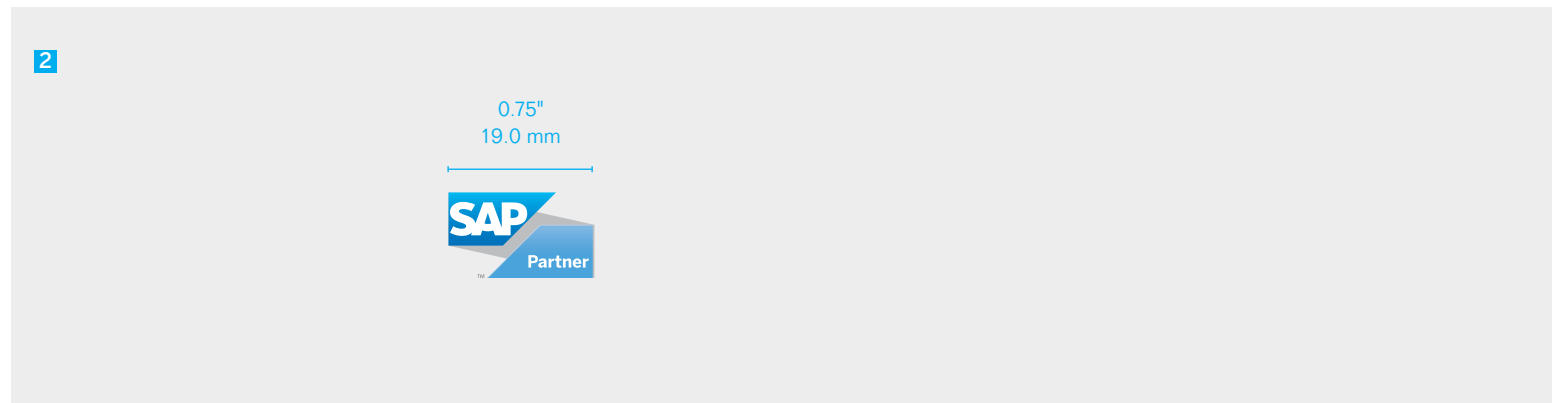
Applying the Logo Properly
Practices to Avoid

- SAP partner logos are specially created pieces of artwork and trademarks of SAP. Use only the approved SAP artwork provided by SAP in electronic files, and be sure to use the most current SAP partner logo. For more information, contact your SAP partner manager, or send e-mail to partner@sap.com or channelpartner@sap.com.

- Do not alter the SAP partner logo version as provided by SAP in any way (i.e., changes in color or design). You may not use portions of the logo or use 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.

- Never 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 Properly
Partner Communications: SAP Partner Logo

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The following example demonstrates the correct use of the SAP Partner Logo in partner communications.

1 Always use the SAP Partner Logo in the presence of the partner's logo. Do not use the SAP Partner Logo alone in partner communications.

2 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.

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

Note: This is an example only.

1

PARTNER'S LOGO

Lorem ipsum dolor sit amet taerum.

Taerum am et et qui si ipiet et est poressint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn ietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

2 SAP Partner

The following example demonstrates the correct use of the SAP Partner Logo with a non-SAP affiliation in partner communications.

1 Always use the SAP Partner Logo in the presence of the partner's logo. Do not use the SAP Partner Logo alone in partner communications.

2 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.

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

3 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.

Note: This is an example only.

1 PARTNER'S LOGO

Lorem ipsum dolor sit amet taerum.

Taerum am et et qui si ipiet et est poressint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn ietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

2 SAP **Partner**

3 NON-SAP AFFILIATION

Applying the Logo Properly
Partner Communications: SAP Partner Logo + 1 Endorsement

The following example demonstrates the correct use of the SAP Partner Logo with other SAP endorsements in partner communications. Never use more than two SAP endorsement logos.

1 Always use the SAP Partner Logo in the presence of the partner's logo. Do not use the SAP Partner Logo alone in partner communications.

2 Never use the SAP Partner Logo at a size larger than the partner's own corporate logo.

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.

3 Do not connect the SAP Partner Logo with any other SAP endorsements. (see page 5).

Note: This is an example only.

PARTNER'S LOGO **1**

Lorem ipsum dolor sit amet taerum.

Taerum am et et qui si ipiet et est poressint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn ietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

2 SAP **Partner**

3 SAP® Member
Extended Business Program

Applying the Logo Properly
Partner Communications: SAP Partner Logo + Multiple Endorsements

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The following example demonstrates the correct use of the SAP Partner Logo with multiple SAP endorsements in partner communications.

1 Always use the SAP Partner Logo in the presence of the partner's logo. Do not use the SAP Partner Logo alone in partner communications.

2 Never use the SAP Partner Logo at a size larger than the partner's own corporate logo.

3 When using multiple SAP endorsements with the SAP Partner Logo, render the endorsements 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.

1

PARTNER'S
LOGO

Lorem ipsum dolor sit amet taerum.

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3

SAP® Certified
Integration with SAP NetWeaver

SAP® Member
Extended Business Program

SAP® Reseller
SAP Crystal Solutions

2 SAP Partner

Applying the Logo Properly
Partner Solution Brief about the SAP Partnership

The following example demonstrates the correct use of the SAP Partner Logo in a partner white paper that addresses the SAP partnership.

1 Always use the SAP Partner Logo in the presence of the partner's logo. Do not use the SAP Partner Logo alone in partner communications.

2 Never use the SAP Partner Logo at a size larger than the partner's own corporate logo.

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.

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

When using more than one SAP endorsement, please refer to pages 7–8.

3 Imagery that represents SAP is available on www.sapbrandtools.com

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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2 SAP Partner

PARTNER'S LOGO **1**

Applying the Logo Properly
Partner Website and URL

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The following example shows the correct placement of the SAP Partner Logo on websites.

Respect all rules regarding safety margins, minimum size and colors for the SAP Partner Logo and other SAP endorsements, 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 but can be used in the "search area" portion of the address.

Correct example:

www.yourcompany.com/sap

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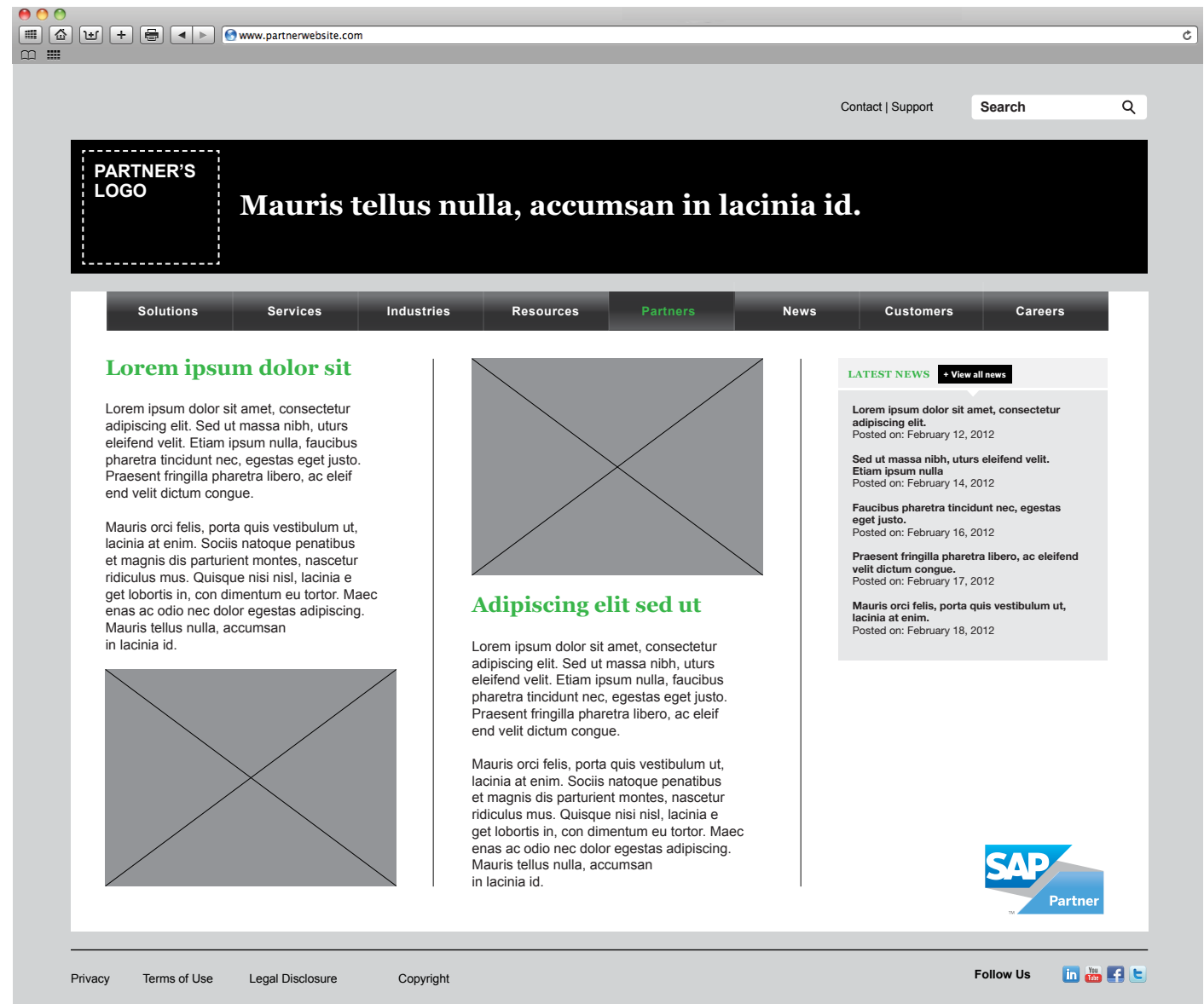
Incorrect example:

www.yoursolution4sap.com

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 AG or its group of companies."

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.

Never animate any SAP logo.

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www.partnerwebsite.com

Contact | Support   Search

PARTNER'S LOGO

Mauris tellus nulla, accumsan in lacinia id.

| Solutions | Services | Industries | Resources | Partners | News | Customers | Careers |

Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut massa nibh, uturs eleifend velit. Etiam ipsum nulla, faucibus pharetra tincidunt nec, egestas eget justo. Praesent fringilla pharetra libero, ac eleif end velit dictum congue.

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Adipiscing elit sed ut

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Posted on: February 12, 2012

Sed ut massa nibh, uturs eleifend velit. Etiam ipsum nulla
Posted on: February 14, 2012

Faucibus pharetra tincidunt nec, egestas eget justo.
Posted on: February 16, 2012

Praesent fringilla pharetra libero, ac eleifend velit dictum congue.
Posted on: February 17, 2012

Mauris orci felis, porta quis vestibulum ut, lacinia at enim.
Posted on: February 18, 2012

SAP Partner

Privacy   Terms of Use   Legal Disclosure   Copyright   **Follow Us**
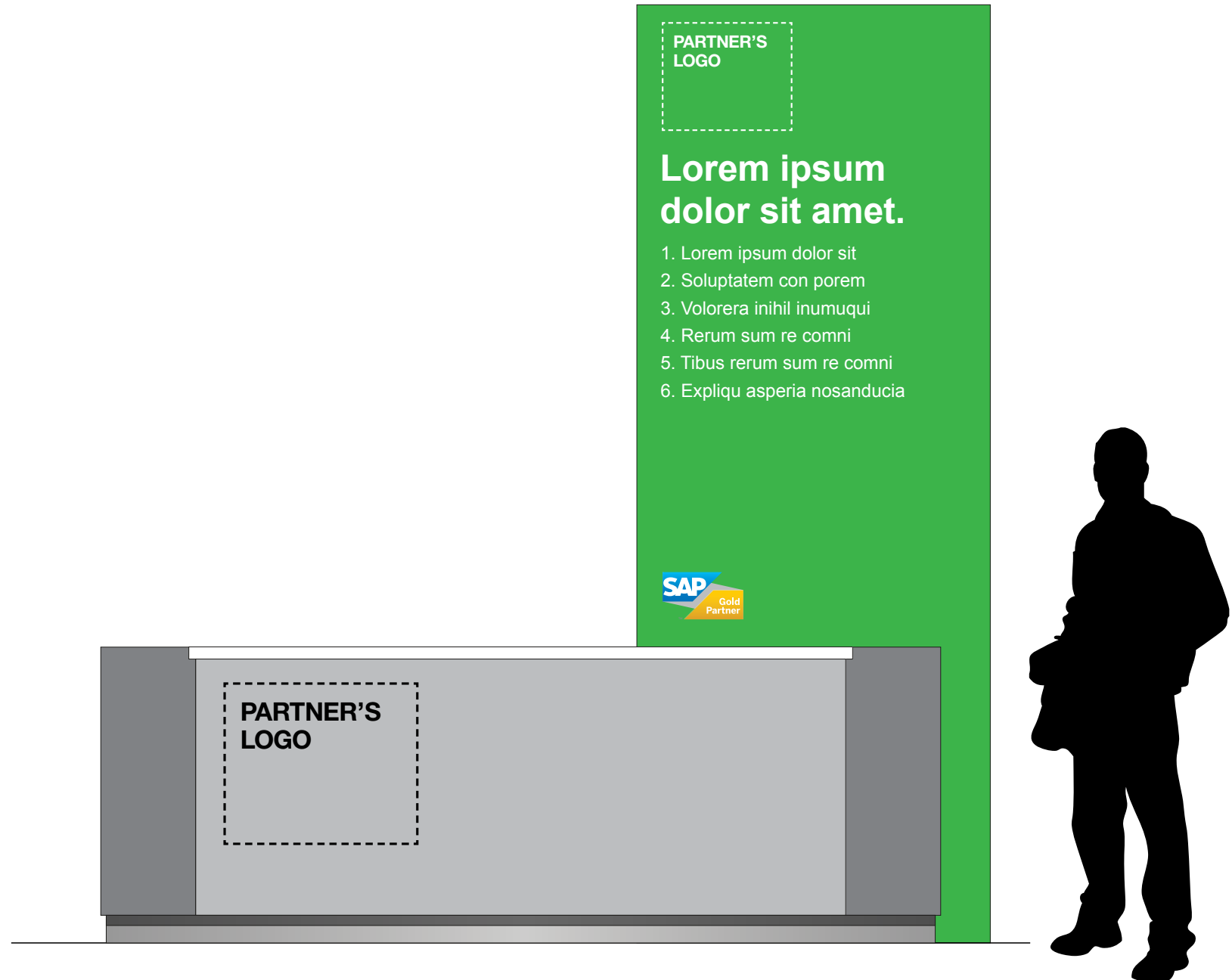
Applying the Logo Properly
Partner Events and Trade Shows

The following example shows the correct placement of the SAP Partner Logo on exhibits for events and trade shows.

An SAP Partner Logo may only be used for the location for which it is granted.

An SAP Partner Logo may only be used for the partner track under which the contracts are signed.

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

PARTNER'S LOGO

Lorem ipsum dolor sit amet.

1. Lorem ipsum dolor sit
2. Soluptatem con porem
3. Volorera inihil inumuqui
4. Rerum sum re comni
5. Tibus rerum sum re comni
6. Expliqu asperia nosanducia

SAP Gold Partner

PARTNER'S LOGO

Applying the Logo Properly
Partner Advertisements

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

An SAP Partner Logo may only be used for the location for which it is granted.

1 Always use the SAP Partner Logo in the presence of the partner's logo. Do not use the SAP Partner Logo alone in partner communications.

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 Never use the SAP Partner Logo at a size larger than the partner's own corporate logo.

Note: These are examples only and are not design recommendations.

1

PARTNER'S LOGO

Lorem ipsum dolor sit amet.

Taerum am et qui si ipiet et est poressint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn.

2

NON-SAP AFFILIATION

3

SAP Gold Partner

SAP Partner Endorsement
(see page 11)
Non-SAP Affiliation also shown
(see page 12

PARTNER'S LOGO

Lorem ipsum dolor sit amet.

Taerum am et qui si ipiet et est poressint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn.

SAP® Member
Extended Business Program

SAP Gold Partner

SAP Partner Endorsement + 1 more Endorsement
(see page 13)

PARTNER'S LOGO

Lorem ipsum dolor sit amet.

Taerum am et qui si ipiet et est poressint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn.

SAP® Certified
Integration with SAP NetWeaver

SAP® Member
Extended Business Program

SAP® Reseller
SAP Crystal Solutions

SAP Gold Partner

Multiple Endorsements (listed)
(see page 14)

Appendix A: SAP Certification Logos
Knowing the Certification Logos

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Once you have certified your solution, you earn the right to use one of the appropriate SAP certification logos for your solution:

SAP® Certified
Integration via Enterprise Services

An application that has SAP-certified integration with one or more SAP applications via enterprise services has proven to interoperate with those SAP applications by using enterprise services.

SAP® Certified
SAP Business One Integration

An application that has SAP-certified integration with SAP Business One has proven to interoperate with SAP Business One via SAP Business One Software Development Kit (SAP Business One SDK).

SAP® Certified
in Run SAP Operations

SAP support partners may be SAP-certified in using the Run SAP methodology to perform solution operations for customers.

SAP® Certified
Integration with SAP Applications

An application that has SAP-certified integration with one or more SAP applications has proven to interoperate with those SAP applications using integration technologies such as a BAPI® programming interface, remote function call (RFC), or intermediate document (IDoc) technology.

SAP® Certified
Integration with SAP BusinessObjects

An application that has SAP-certified integration with one or more SAP BusinessObjects offerings has proven to interoperate with those offerings.

SAP® Certified
in Application Management Services

SAP-certified providers of application management services have received certification from SAP of their ability to deliver application management services with high-quality service operations based on SAP technology.

SAP® Certified
Integration with SAP NetWeaver®

Technology or infrastructure products that have SAP-certified integration with the SAP NetWeaver® technology platform have proven to interoperate with SAP NetWeaver.

SAP® Certified
Powered by SAP NetWeaver®

An application or content that is powered by the SAP NetWeaver® technology platform is certified by SAP to run on SAP NetWeaver and may also have been developed using SAP NetWeaver.

SAP® Certified
Enterprise Support Integration

An application that is certified for enterprise support connects to the SAP global support backbone and has built-in support for incident processing and remote diagnostics using the partner edition of SAP Solution Manager.

SAP Certification Logos
Knowing the Certification Logos continued

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Once you have certified your solution, you earn the right to use one
of the appropriate SAP certification logos for your solution:

SAP® Certified
in Run SAP Implementation

SAP services partners may be SAP-certified in using the Run
SAP methodology to perform solution implementation for
customers.

SAP® Certified
in Run SAP Methodology

SAP services partners may be certified in using the Run
SAP methodology to perform solution implementation for
customers.

SAP® Reseller

SAP-authorized resellers sell and implement selected
SAP products that are targeted at small businesses and
midsize companies.

SAP® Certified
in Hosting Services

SAP-certified providers of hosting services have received
certification from SAP of their ability to deliver hosting
services for SAP software with high-quality operational
standards.

SAP® Certified
in Cloud Services

SAP-certified providers of cloud services have received
certification from SAP of their ability to provide standardized
IT solutions and services based on shared resources via the
Internet with high-quality operational standards.

SAP® Reseller
SAP Crystal solutions

SAP may award the use of the "SAP Crystal Solutions" logo
to companies that resell SAP Crystal solutions unchanged to
their customers.

SAP® Certified
in Business Process Outsourcing

SAP-certified providers of business process outsourcing
services have received certification from SAP of their ability
to deliver business process outsourcing services with high-
quality service operations based on SAP technology.

SAP® Certified
Mobile App

SAP mobile app partners include any company that provides
standard mobile apps for business which are packaged and
sold as-is to customers on SAP Store and other channels,
where applicable, for a fee or subscription.

SAP® Member
Referral Program

The SAP Referral and Influencer program rewards member
companies for providing qualified leads that convert to sales.
The program also rewards members for providing assistance
to SAP and playing a strategic role in closing a deal that
occurs directly between SAP and a customer.

SAP Certification Logos
Applying the Certification Logos

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Typography
SAP certification logos are set in SAP's primary typeface Benton Sans, and combine three weights: Bold, Regular, and Book, as shown. The font size of "SAP Certified" should be two times the size of the second line of text.

SAP® Certified
Integration with SAP Applications

Clear Space
Always surround SAP certification logos with the designated clear space, which is equal to the height of the "S" in SAP. Clear space defines the minimum "breathing room" around the logo and the minimum distance between the logo and the edge of a printed piece. Avoid positioning text, graphic elements, or other visual marks inside the recommended visual marks in side the clear space.

SAP® Certified
Integration with SAP Applications

x
x
x
x
x

Color
The color designation for SAP certification logos is SAP Dark Gray. Logos may appear as gray or white, depending on the context:

1 – SAP Dark Gray on white and light-colored backgrounds (preferred)

2 – White on gray and dark-colored backgrounds

1
SAP® Certified
Integration with SAP Applications

2
SAP® Certified
Integration with SAP Applications

SAP Dark Gray
Pantone Cool Gray 10
CMYK 0/0/0/72
RGB   102/102/102
Hex   #666666

SAP Certification Logos
Choosing the Right File Format

Each SAP certification logo is provided in three file formats: EPS, GIF, and JPEG.
Each format is used for a specific purpose.
To ensure correct color and resolution, always choose the format that is appropriate for
your application, as described here.

EPS Format

EPS format allows high-quality print reproduction. The logos in the EPS format can
be scaled to any size without sacrificing image quality. You may use these logo files with
word processing, page layout, or graphics programs, but do not use them for on-screen
or Web presentation.

GIF Format

The color and resolution of the logos in GIF format have been specifically formulated for on-
screen or Web presentation. Do not use the GIF files for high-resolution printing. Also, never
scale the logo to make it larger than the size provided in the GIF file. Never animate any
SAP logo.

JPEG Format

You may use the logos that are in JPEG format for Microsoft PowerPoint presentations or for
Microsoft Word documents. You may use the JPEG files for printing on low-resolution printers
such as laser or ink-jet printers, but never use them for high-quality output. Also, never scale
the logo to make it larger than the size provided in the JPEG file.

SAP Certification Logos
Practices to Avoid

The following examples demonstrate a sampling of incorrect uses that should be avoided.

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

Do not use the white logo on a light background.

Do not rotate or animate the logo.

Do not place the logo on a visually busy background.

Do not disproportionately scale, stretch, or compress the logo.
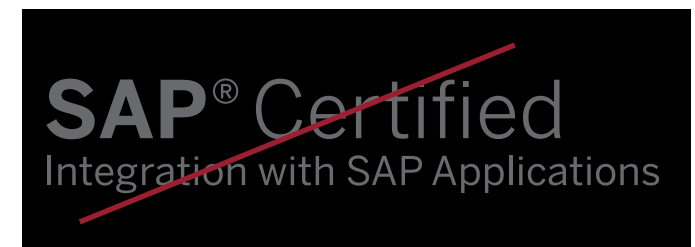
Do not use the gray logo on a dark background. Use the white logo instead.

One Voice
Offering Names

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For information about proper SAP offering names based on trademarks and registered trademarks, please refer to the One Voice approved names list.

You can find the One Voice approved names list and the Partner Communication Guidelines in the global partner portal at www.partner.sap.com/partnerlogo as well as in the channel partner portal at www.channel.sap.com/partnerlogo.

Appendix B: Trademarks
Using SAP Trademarks and Trademark Attributions

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Unregistered or pending trademarks bear the ™ symbol. Registered trademarks carry the ® symbol. The current list of SAP trademarks, both registered and pending, are listed in this section. Please use these names and their symbols according to the guidelines that follow.

The only form of communication that does not require the symbols is a Web application or other on-screen presentation where the low resolution of the medium renders the symbol illegible.

To ensure correct use of SAP trademarks, follow these guidelines:

• Always refer to a trademark using the correct spelling with the correct capitalization. Do not alter the trademark in any way. For example, it is incorrect to say "sap® software" and "SAP Netweaver® technology platform." It is correct to say "SAP® software" and "SAP NetWeaver® technology platform." See the trademark list in this section for correct spelling and capitalization. Send e-mail to onevoice@sap.com with any questions.

• Always use a trademark as a proper adjective, not a noun. For example, it is incorrect to say "You can use SAP to manage your enterprise." It is correct to say "You can use SAP® solutions to manage your enterprise."

• Use a trademark as a proper adjective followed by a common-noun descriptor. An example of a common-noun descriptor is "software." Examples of correct use are "SAP® software," and "SAP NetWeaver® technology platform." Always use an appropriate descriptor. See the trademark list in this section for SAP trademarks and appropriate descriptors.

• Include the appropriate symbol – ™ or ® – representing the trademark status. If repeated inclusion of the ™ or ® symbol is awkward or impractical, at a minimum you must include the symbol and the common-noun descriptor upon the first use of the trademark in the title (if the name appears in the title) and also in the text. Subsequent to this initial use, the symbol and descriptor need not appear with the name. For example: "The SAP NetWeaver® technology platform helps companies align IT with their business. SAP NetWeaver allows companies to compose new business solutions rapidly while obtaining more business value from existing IT investments."

• The registered trademark on "SAP" applies to all goods or services delivered by SAP – anything you can obtain from SAP. Therefore you say SAP® software, SAP® solution, SAP® application, SAP® offering, SAP® tool, SAP® solution maps, SAP® technology, SAP® services, and so on.

• Do not use a trademark in possessive form. For example, it is incorrect to say "SAP®'s software" or "SAP®'s R/3® technology platform." It is correct to say "SAP ® software" and "SAP® R/3® Enterprise software" and "SAP NetWeaver® technology platform."

• Do not use a trademark in plural form. For example, it is incorrect to say "The company had three SAP® R/3®s." It is correct to say "The company had three systems running SAP® R/3®."

• When referring to the SAP corporate entity rather than the SAP brand, trademark rules do not apply. That is, you do not use the ® symbol in statements such as "SAP announced today," "SAP provides solutions to customers," and "the SAP development team." Similarly, you can use the possessive form "SAP's" when referring to the company, not to the brand. For example, you may say "SAP's vision" and "SAP's years of experience." Self-test: Ask yourself, "Am I referring to the corporation, or to an SAP-brand offering or service?" If you are referring to an SAP-brand offering or service, use the trademark symbol.

Trademarks
Using SAP Trademarks and Trademark Attributions continued

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• The entire name "SAP NetWeaver" is a registered trademark of SAP.
Therefore you do not put the ® symbol after "SAP" in this name. Use the ® symbol after "SAP" in the first mention of SAP that requires the trademark, such as "SAP® solutions."

• Do not use the ® symbol in industry offering names, such as SAP for Automotive, unless there is no other opportunity to use the ® symbol after "SAP" within the written piece. Here is a correct example: "SAP offers a comprehensive set of solutions for oil and gas companies of all sizes operating in various business segments. SAP for Oil & Gas solutions address needs from wellhead to retail outlet and allows companies to be globally integrated while regionally focused. SAP® solutions help companies build strong relationship with supply chain partners, improve decision making, and enhance organizational flexibility." In the event that you have no opportunity to use the ® symbol after "SAP" unless it is in an industry portfolio name, do use the ® symbol. This may occur, for example, in a brief advertisement or sign. Here is a correct example: "Room 100: Conference on SAP® for Automotive."

Trademark Attribution
Any material that mentions any SAP trademark must include the correct attribution statement based on the following:

"[SAP TRADEMARKS] is/are the trademark(s) or registered trademark(s) of SAP AG in Germany and in several other countries."

In the attribution statement, replace the placeholder phrase [SAP TRADEMARKS] with the names of the SAP trademarks mentioned in your material. Place the statement either on the copyright page (which may be the case in a brochure) or at the end of a piece of material if it has no copyright page (in an advertisement or a press release, for example).

Example attribution statement:
"SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries."

Thank you!

For additional questions, please contact branding@sap.com.