SAP Concur C·

SAP Concur Branding Guidance **for Partners**

This document provides brand guidance for logo use by SAP Concur partners within the user interface and marketing.

INTERNAL

THE BEST RUN SAP

Using the SAP Concur Logo or Icon

Using the logo

- Only original SAP Concur logo or c-dot icon artwork may be used
- The content must make it clear that you are a partner of SAP Concur
- Logos may not be used in a graphic
- Logo placement must adhere to brand guidelines for clearspace and sizing
- Email Concur_AppCenterMarketing@sap.com for logo files and to submit collateral and pages using the logo prior to approval

Clearspace and size requirements

- The clearspace surrounding the logo should measure 1.5x the height of the S in SAP Concur
- In print, the SAP Concur logo can be reproduced down to 0.92" (23.4 mm) wide. For digital applications, the logo can be reduced to 92 pixels wide
- Always maintain the logo's aspect ratio when scaling
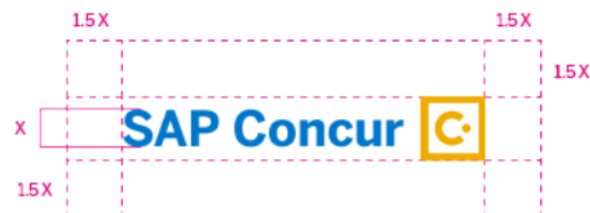
Available logos

For logo files, please email
Concur_AppCenterMarketing@sap.com.

Full Logo

Provided in SAP Gold/Blue, White and Black

C-dot Icon

Provided in SAP Gold, White and Black

Connecting a Partner Logo to SAP Concur Logo

Connecting a partner logo with the SAP Concur logo via a symbol is **not** permitted.

Examples of prohibited usage:

Partner logo **+** SAP Concur logo
Partner logo **x** SAP Concur logo
Partner logo **&** SAP Concur logo
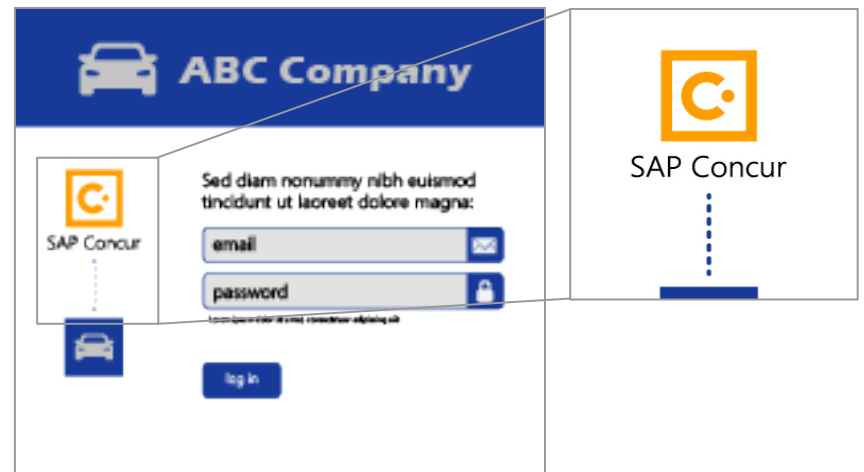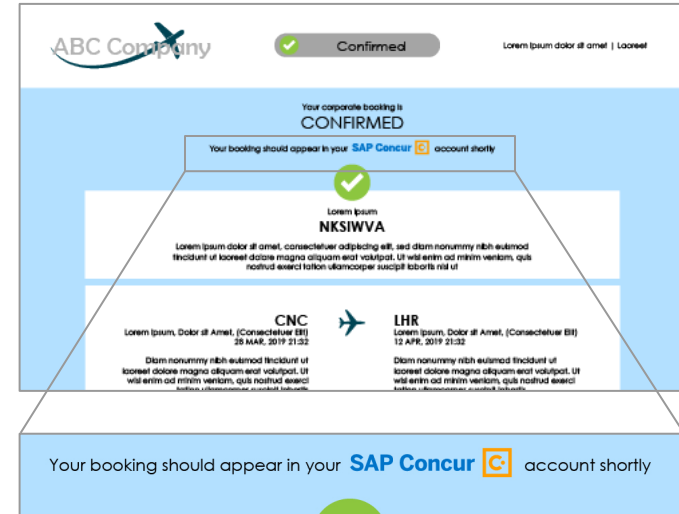Partner logo 🔗 SAP Concur logo
Partner logo ⇄ SAP Concur logo

App Center Partner – User Interface

App Center partners may use the SAP Concur logo within the user interface (UI) to aid navigation for end-users when the solution is tied to SAP Concur.

If space is limited within the UI and the full logo cannot be used, an exception can be granted to use the C-dot icon + "SAP Concur" in text.

- The text "SAP Concur" must be placed in close association to the icon, using the application/interface's standard typeface

- The company name SAP Concur may be stacked, or horizontal when represented in type with the icon

- The C-dot can be used alone if there is no type option available - this is the least preferred option and requires formal approval.

If you're unsure if your use case fits the above conditions, we will confirm as part of our review at Concur_AppCenterMarketing@sap.com.

App Center Partners – Brochures, Videos, & Other Collateral

In marketing materials, partners should use the SAP Concur Partner logo or reference SAP Concur in text. Exceptions must be reviewed and approved by SAP Concur.

Please download the Partner logo and its variations [here](#).

SAP® Concur® **Partner**
App Center

For review, please submit any collateral to Concur_AppCenterMarketing@sap.com
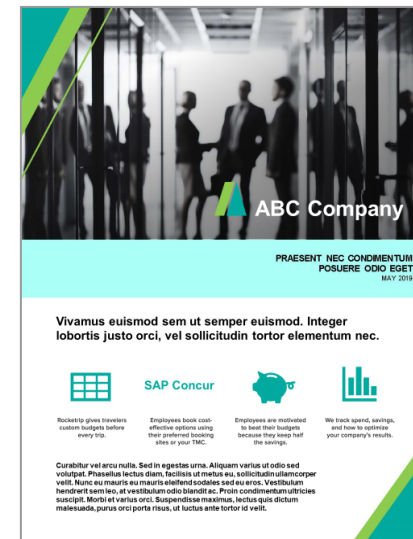
App Center Partners – Marketing Pages Representing Partnerships
Exception

The SAP Concur logo may be shown on assets (web or print) when used for the sole purpose of listing multiple partnerships where the standard is to use the company logo.
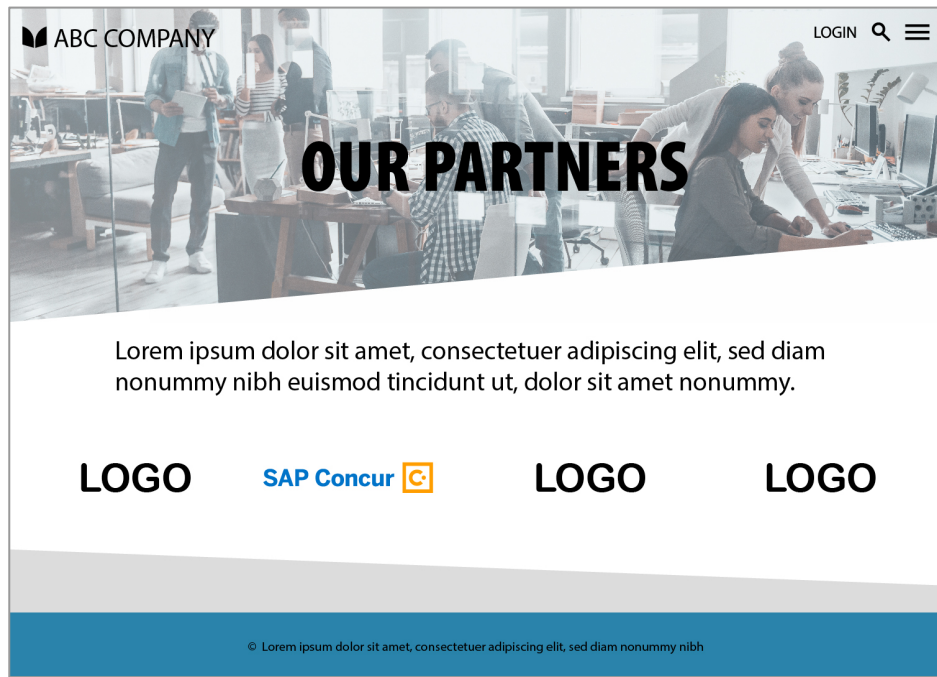
App Center Partners – Brochures, Videos, & Other Collateral
Exception

Please submit any collateral seeking exception to SAPConcur_Brand@sap.com

*An exception to use the SAP Concur logo can be allowed in this partner branded asset because the SAP Concur logo is contained within the **body of the asset** with **supporting copy** that explains its use and is used when listing multiple partnerships.*

NOTE: The C-dot icon + text may never be substituted for the logo in these instances.