

# Graphics

## Pictograms

Pictograms add depth and emphasis to critical data, making it human and informative. They transform data into accessible and expressive information.

Use pictograms to add visual interest and enhance storytelling within an application. Pictograms represent specific facts, data or subject matter, and they reinforce the overarching theme of a story.

In 2011, pictograms can be found in the SAP Image Library. If you wish to develop an illustration, consult branding at [branding@sap.com](mailto:branding@sap.com) for detailed guidance.



<b>Industry</b>	Public Sector
<b>Budget</b>	€17.56 billion
<b>Employees</b>	3,200
<b>Capital</b>	Bologna, Italy
<b>SAP Solutions and Services</b>	SAP ERP Human Capital Management solution

### Operational Benefits Key Performance Indicators



**70%**  
less number of HR processes and authorizations streams  
from 20 days to 8 hours

**98%**  
less time spent on processing travel expenses  
from 2 days to 1 hour

**40%**  
more efficient payroll processing

**98%**  
less time spent on collecting travel data from remote offices  
from 2 days to 1 hour

**95%**  
less time to update personnel data with new contract information  
from 20 days to 8 hours

**80%**  
less manual payroll adjustments

**95%**  
less paper used in travel processes

**400%**  
more ability to support multiple payroll streams  
from 20 days to 8 hours

**90%**  
more efficient with travel cash management



**78%**

of SAP customers are small and mid-sized enterprises

### WHY AN SAP® SOLUTION?

#### Fits the way you do business

You can choose from over 1,000 industry-specific solutions – from wholesale distribution to professional services – that support your end-to-end processes and unique requirements.

#### Fits your budget and time

SAP solutions are available with affordable licensing options, from subscription to financing, and with rapid implementation tools to help get you started in just weeks.

#### Fits your level of IT expertise

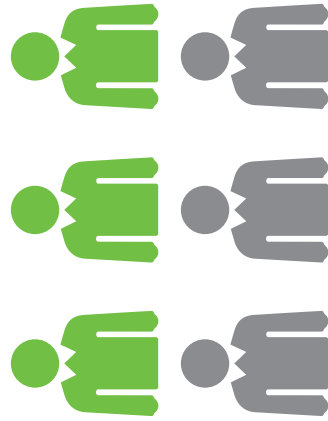
SAP solutions offer a wide range of deployment options, from customizable “on premises” to configurable “on demand,” enabling you to make the best use of the software.

#### Fits the way your employees work

SAP solutions are intuitive and user friendly, offering role-based navigation and task-based workflows so employees can work efficiently with minimal training.

#### Fits your future plans

Built on 35 years of experience, SAP solutions are both modular and scalable, so you can build and expand at a pace that is ideal for your business.



**50%**  
of customers face difficulty in building the business case for a software upgrade or additional functionality.

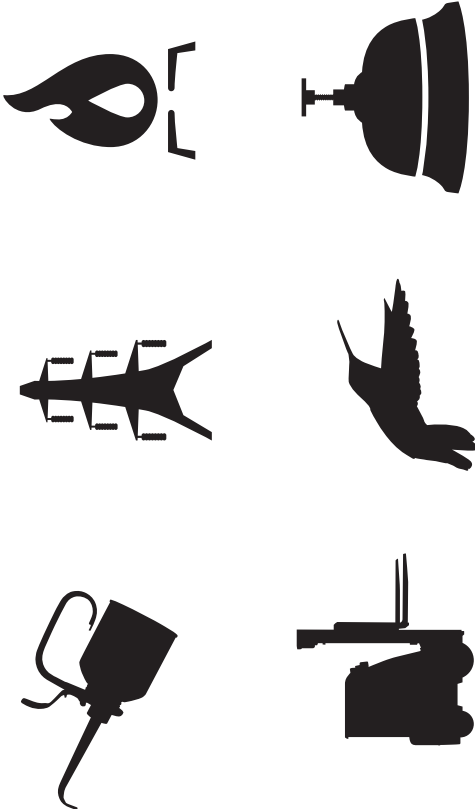
# Graphics

## Large-scale pictograms

### Use

Large-scale pictograms contain a high level of detail. When displayed at large sizes, they are used as single graphics with numbers and text. Use large-scale pictograms at a height or width no smaller than 1 inch (25mm) in print.

### Large-scale pictograms



### Composition

Use large-scale pictograms as the dominant visual in a layout with numbers and text. Layouts may be centered (for vertical emphasis) or left-aligned (for horizontal emphasis), depending on space restrictions.

### Form

Large-scale pictograms have a solid shape in profile view, with a detailed silhouette with minimal or no cut-outs. When inset with numbers, large-scale pictograms should have a solid center space.

### Color



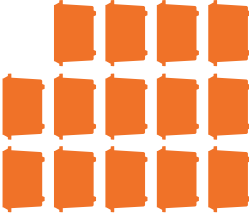
Render large-scale pictograms in black or a secondary color. Numbers may also appear in a secondary color if the pictogram is black.

### Sample usage



# Graphics

## Small-scale pictograms

Use	Small-scale pictograms	Sample usage
<p><b>Use</b></p> <p>Use simplified pictograms when displayed at small sizes. They should have a height or width no larger than 0.50" (13 mm) in print.</p>		
<p><b>Composition</b></p> <p>Layouts with small-scale pictograms and numbers/text may be centered (for vertical emphasis) or left-aligned (for horizontal emphasis), depending on space restrictions.</p>		 <div><div>30%</div><div>Increase in green energy usage</div></div>
<p><b>Form</b></p> <p>Pictograms for small-scale use have a solid shape in profile view, with a simple silhouette and minimal or no cut-outs.</p>		 <div><div>14,000</div><div>Unit increase in storage space</div></div>
<p><b>Color</b></p> <p>Render small-scale pictograms in black, gray or a secondary color. Always render supporting text in black.</p>		

# Graphics

## Donut pie graph

Use donut pie graphs to visualize the share of a whole.

Limit the slices to six. For seven categories or more, combine the smaller segments into one category and label as “Other.”

Shade the segments from darkest to lightest of the same color or vice versa.

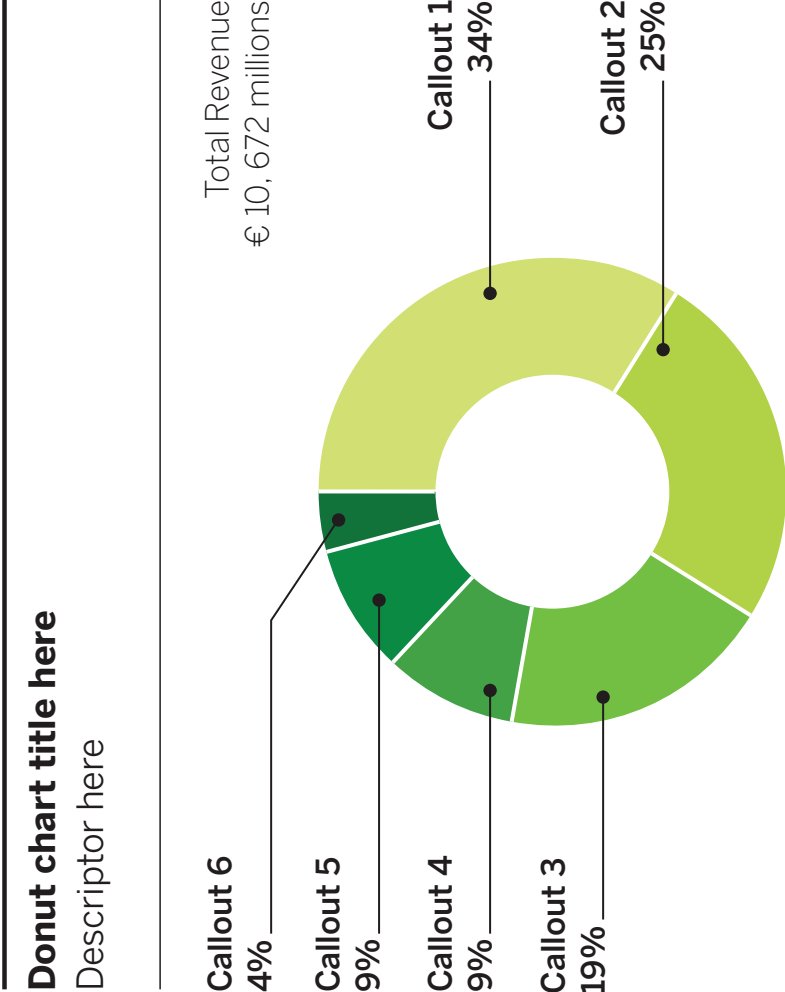
Only use one color family per graph (e.g., the color family for the example shown at right):



When needing to highlight one specific piece of data, use a single, bright color with gray:



Use a white rule between slices to ensure colors are visible when printed in black and white and for the visually impaired.



# Graphics

## Half-donut pie graph

Use half-donut pie graphs only when illustrating four segments or fewer *and* the shape of the half-donut complements the layout of the page. Although this is a half-donut, all the segments add up to 100%.

Shade the segments from darkest to lightest of the same color or vice versa.

Only use one color family per graph (e.g., the color family for the example shown at right):



When needing to highlight one specific piece of data, use a single, bright color with gray:



Use a white rule between slices to ensure colors are visible when printed in black and white and for the visually impaired.

The largest segment starts from the right.

Donut chart title here

Descriptor here



# Graphics

## Bar graph

Use vertical bar graphs to compare discrete quantities or to compare different categories of data and to illustrate actual values or percentage changes.

Data can be represented as actual values or percentage change.



Only use one color family per graph (e.g., the color family for the example shown at right):



Shade the multiple bars from lightest to darkest.



When needing to highlight one specific piece of data, use a single, bright color with gray:



**Bar graph title here**  
Subheadline description here

