Cultivating and Communicating our Relationships

SAP Partner Logo Usage Guidelines

September 2011

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 category	Partner	Gold Partner	Global Partner	Description
SAP channel partner	X	X		SAP channel partners and SAP gold channel partners sell, build, and deliver SAP applications and solutions to meet the needs of small businesses and midsize companies.
SAP education partner	X			SAP education partners deliver professional training for SAP solutions and technology.
SAP hosting partner	X	X		SAP hosting partners and SAP global hosting partners provide hosting services for SAP applications and the SAP NetWeaver technology platform.
SAP services partner	X		X	SAP services partners and SAP global services partners design, implement, and integrate SAP solutions; optimize business processes; and provide strategic business consultation.
SAP software solution and technology partner	X	X		SAP software solution and technology 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 partner	X		X	SAP support partners and SAP global support partners deliver the service and support required to implement, use, and support SAP solutions.
SAP technology partner			X	SAP global technology partners provide products that support SAP solutions, including hardware, operating systems, networks, databases, storage technology, and mobile devices.

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.

Selecting the Right Partner Logo
How to Access Your Logo

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 http://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 http://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.

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.
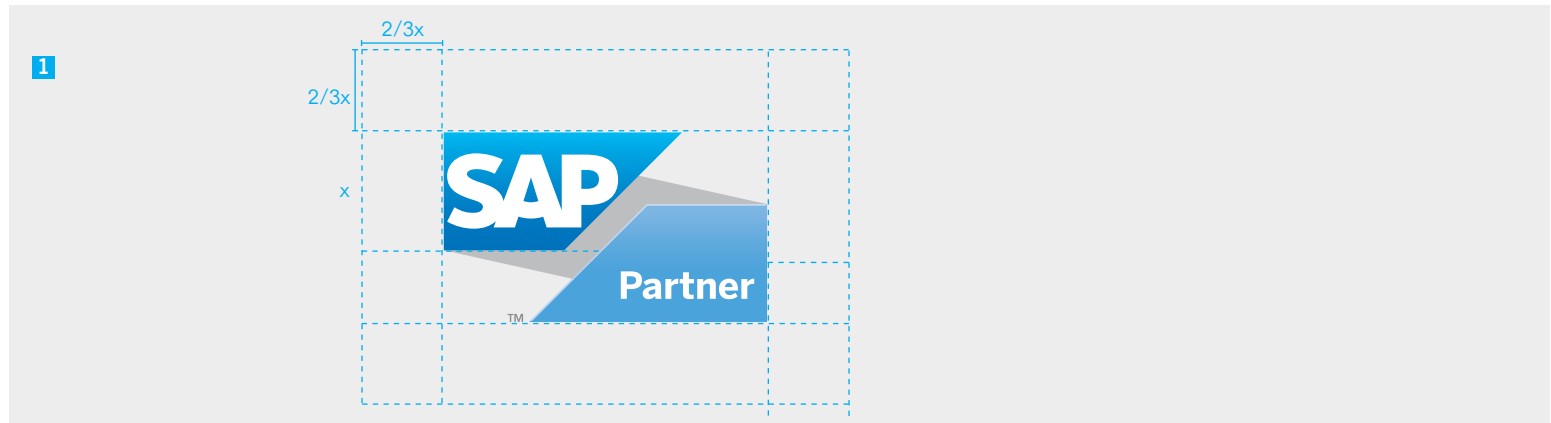
2 – Recommended Minimum Size

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.
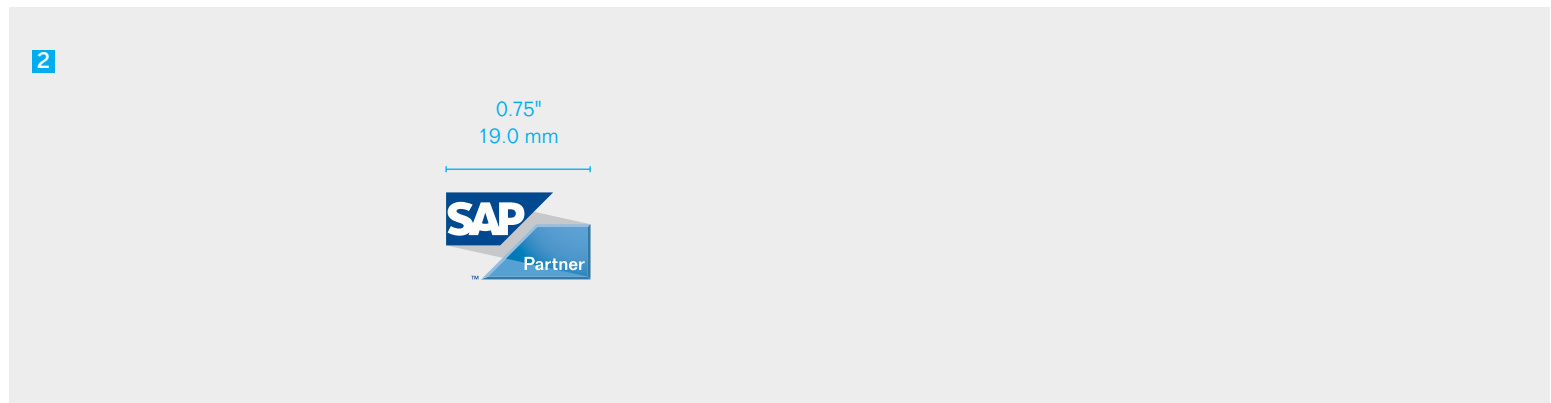
Applying the Logo Properly
Using the Logo in Collateral

The following example demonstrates correct use of the SAP partner logo in partner-led collateral.

Note: This is example only.

• Whenever the SAP partner logo is used, there should also be a partner corporate logo somewhere on the communication piece.

• Never make the SAP partner logo larger in size 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.

• Partners should not use SAP partner logo on their corporate business cards or stationery.

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Rit aliquam ips.**

SAP Partner

PARTNER LOGO

Applying the Logo Properly
Using the Logo on Web Sites

The following example shows the correct placement of the SAP partner logo on Web sites.

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

- 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

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.
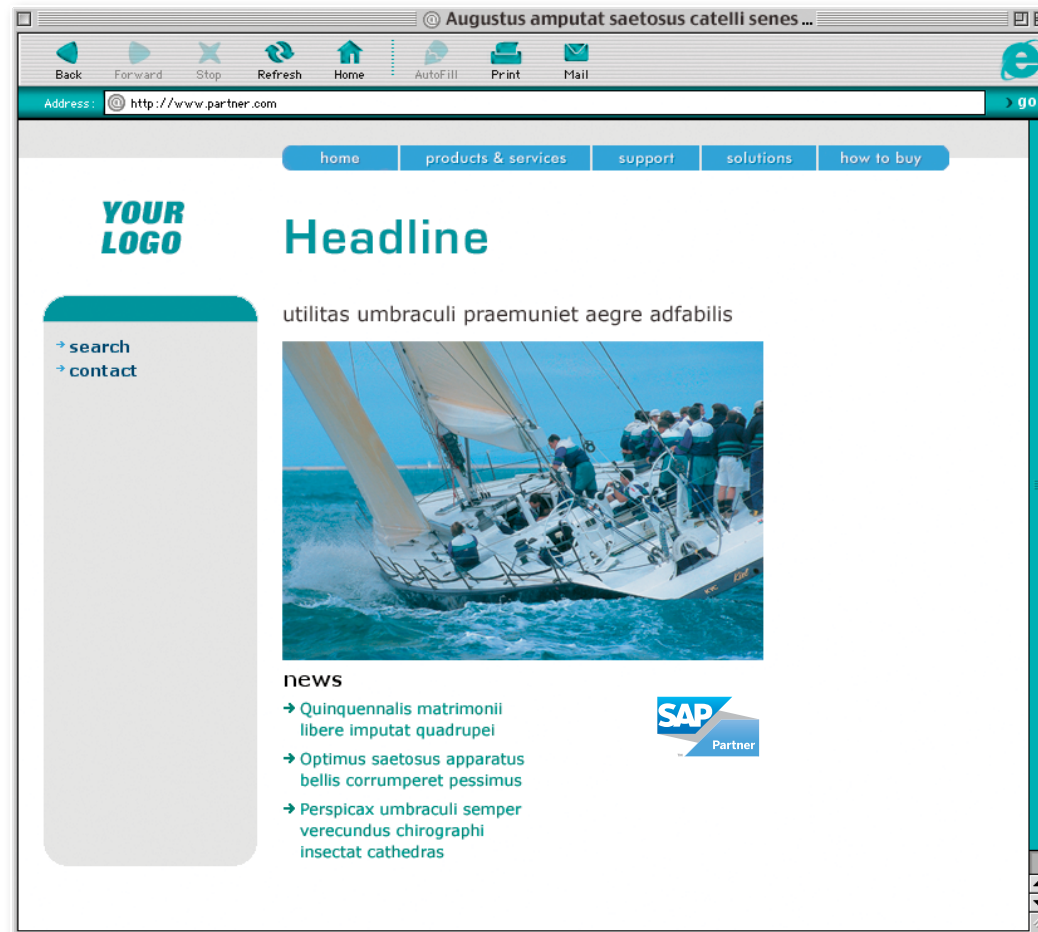
Applying the Logo Properly
Events and Trade Shows

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

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

- A partner logo may only be used for the location for which it is granted.

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

Trade show exhibit example

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.

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.). All marketing materials using an SAP partner logo should have a clean and uncluttered appearance, allowing your relationship with SAP to be presented clearly.
You must follow all guidance for logo use given in these guidelines.

Using Corporate Logos
• 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.

• You must obtain approval for this usage from the head of the SAP Global Partner Management Team and the SAP Global Branding Team. You must also sign an agreement for the specifically defined and restricted use of the SAP corporate logo.

Trademark Considerations
• 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.

SAP Compatibility References
Communicating Your Offering's Compatibility with SAP

Signage, Packaging, Labels, and Other Materials
It's important to take special care when communicating your product's compatibility with SAP. This is especially true when the reference is in a title or headline, trade-show exhibit signage, product packaging, CD label, or any other material.

In these cases, you may use the following phrases to signal your offering's compatibility with SAP software:

- "for use with…"
- "designed for use with…"
- "runs on…"
- "compatible with…"

However, you must always visually differentiate your product name clearly from the compatibility reference to an SAP offering.

Unacceptable examples:

<Your company name> <your product name> for SAP® Business Suite
<Your company name> <your product name> for SAP® ERP

Using the Phrase "Powered by"
Only use the phrase "powered by" in the "Powered by SAP NetWeaver®" context.
Do not use "powered by" to describe compatibility with other SAP offerings.

Incorrect example:

<Your company name> <your product name> is powered by SAP® Business Suite.

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 http://partner.sap.com/partnerlogo as well as in the channel partner portal at http://channel.sap.com/partnerlogo.

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."

Trademarks
Knowing the SAP Trademarks

SAP trademark list

The following list shows trademarks and registered trademarks of SAP AG in Germany and several other countries, along with the correct common-noun descriptors.

Trademark	Required first-mention descriptor
SAP®	software; service; offering; package, application; solution; component; technology; tool (and others as appropriate)
SAP® <Approved Name>	software; service; offering; package, application; solution; component; technology; tool (and others as appropriate)
ABAP™	programming language
BAPI®	programming interface
Duet™	software
mySAP.com®	e-business platform
mySAP™ <Approved Name>	application
SAP ArchiveLink®	software
SAP EarlyWatch®	services
SAP NetWeaver®	technology platform
SAP® Business ByDesign™	solution
SAP® GoingLive™	services
SAP® MaxAttention™	support, support option
SAP® MaxDB™	database
SAP® PartnerEdge™	program
SAP® R/2®	software
SAP® R/3®	software
SAP® R/3® Enterprise	software
SAP® Strategic Enterprise Management (SAP® SEM®)	application
SAP® xApps™	family of composite applications; composite applications
SAP® xApp™ <Approved Name>	composite application
SAPPHIRE®	conference

Trademarks
Knowing the SAP Trademarks continued

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SAP BusinessObjects trademark list
The following list shows trademarks and registered trademarks of Business Objects, an SAP company, along with the correct common-noun descriptors.

Trademark	Required first-mention descriptor
Crystal Reports®	software
SAP® BusinessObjects™	portfolio; portfolio of solutions; solution portfolio; solutions; business intelligence (BI) solutions; information management (IM) solutions; enterprise performance management (EPM) solutions; governance, risk, and compliance (GRC) solutions; software; service; offering; package, application; solution; component; technology; tool
SAP® BusinessObjects™ <Approved Name>	portfolio; portfolio of solutions; solution portfolio; solutions; business intelligence (BI) solutions; information management (IM) solutions; enterprise performance management (EPM) solutions; governance, risk, and compliance (GRC) solutions; software; service; offering; package, application; solution; component; technology; tool
SAP® BusinessObjects™ <Approved Name> Rapid Mart™	package
SAP® BusinessObjects™ Data Insight™	software
SAP® BusinessObjects™ Desktop Intelligence™	software
SAP® BusinessObjects™ Rapid Marts®	packages
SAP® BusinessObjects™ Watchlist Security™	software
SAP® BusinessObjects™ Web Intelligence®	software
Xcelsius® <Approved Name>	software

Thank you!

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