



SAP App Center

Logo and Communication Guidelines

July 2019

THE BEST RUN



Introduction

Enabling the Intelligent Enterprise

The lightning pace of innovation has propelled us into the age of the “intelligent enterprise.” As the name suggests, it leverages intelligent technologies like artificial intelligence, machine learning, the Internet of Things, cloud, advanced analytics, robotics, and blockchain to transform how businesses work. Data is the fuel that powers these technologies, enabling companies to run better by creating new business models, automating processes, and delivering a great customer experience.

At the same time, industries and lines of business are constantly changing and fragmenting into smaller vertical sub-sectors and niche processes. No enterprise software can possibly cover every single customer requirement at this new level of granularity, so it can be difficult to find the software that does exactly what’s wanted and needed. Therefore, SAP focuses on providing a technology framework and a toolbox of intelligent applications, platforms, and integration capabilities for our partners to develop and build their own apps that incorporate the latest technologies and meet our customers’ highly specific needs. We call it SAP App Center (www.sapappcenter.com) – an online marketplace where developers can create and promote apps that are built on or extend SAP solutions.

Bringing Buyers and Sellers Together

Similarly, software developers – particularly smaller start-ups – can find it difficult to get their products in front of prospective customers. The idea behind the SAP App Center is simple: Bring buyers and sellers together on a single, easy-to-use global, online platform.

On SAP App Center, customers around the world can discover, try, buy, deploy, and manage applications developed by our partners, safe in the knowledge that each app has been stringently tested for quality and suitability. We’re currently curating over 1,900 apps on SAP App Center developed by over 1,000 partners across the globe – all designed to help SAP customers enhance and extend their enterprise and line-of-business solutions and enable partners to monetize their IP.

Communication Guidelines

SAP App Center is a digital enterprise marketplace where customers can discover, try, buy, manage, and deploy trusted partner applications that extend their existing SAP technology and solutions. Customers can extend their digital core with a mix of free and paid apps, services, and solutions sortable by SAP products, 24 industries, solution types, and use-case scenarios. Customers can buy application licenses directly from SAP partners and centrally manage multiple application subscriptions, billing, and vendor communications – all in a unified experience.

Logo

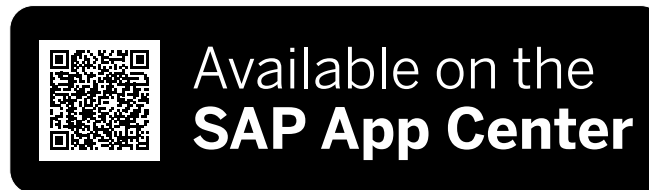
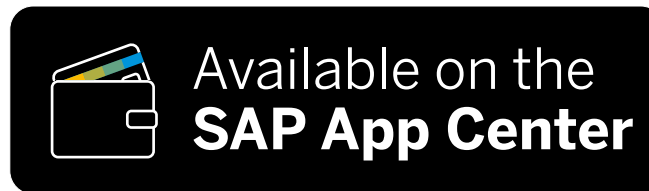
Using the SAP App Center logo

The SAP App Center logo is available for partners that participate on SAP App Center. The logo shows that the partners' offering(s) is(/are) available there (either listed and/or available for trial and/or purchase). The logo can be used by partners on their Web sites and on digital and printed materials.

This logo is intended for use on materials referring to a specific solution available on SAP App Center, not on marketing materials for the company as a whole. Use the logo in materials that are primarily about the certified product.

The logo is provided in two versions, one with a QR code and one with a wallet pictogram. You can include a QR code in the space provided that includes a URL that points to your SAP App Center listing.

Note: A logo is a specially created piece of artwork supplied to the program member in electronic files. Use only the files supplied by SAP. Do not alter the logo in any way.

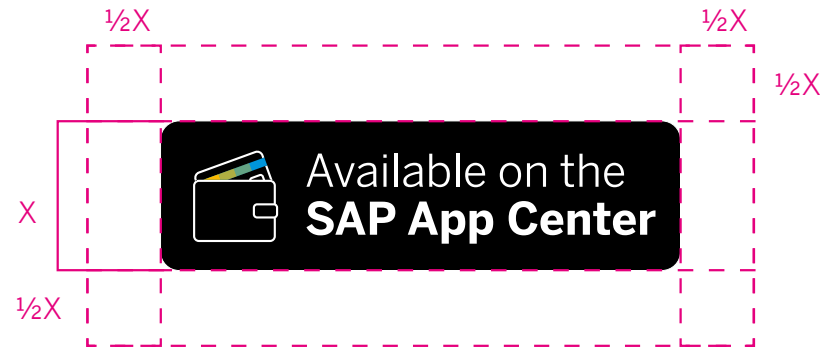


Logo

Clear Space and Minimum Size

Clear space

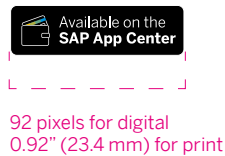
The clear space defines the minimum “breathing room” around the logo and the minimum distance between the logo and the edge of a printed piece. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.



Minimum size

To ensure legibility, the SAP App Center logo should not be printed smaller than 0.92 inches, or 23.4 mm, in width.

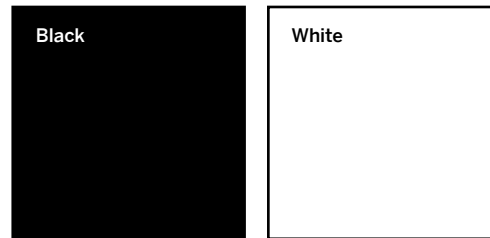
Always maintain the logo's aspect ratio when scaling.



Logo Color

Color variations

Black and white are the preferred colors for presentation of the SAP App Center logo.



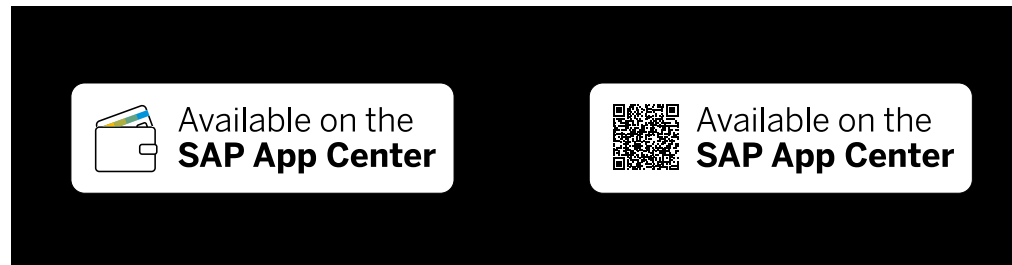
Black

Use this logo version on white or light-colored backgrounds only.



White

Against dark backgrounds, use the alternate (white) SAP App Center logo with the white outline around the box.

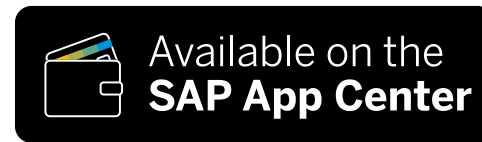


CTA Buttons for Omnichannel Use

Overview

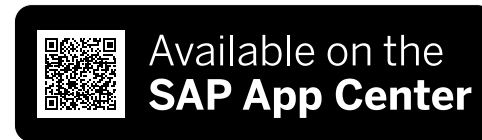
Digital Properties

(e.g. your Web site, online pdfs):
When clicked, links to product page
on SAP AppCenter



Physical Properties

(e.g. demo pods, brochures):
When QR Code is scanned, opens link to
product page on SAP AppCenter



In Action

Using the Logo on Web Sites

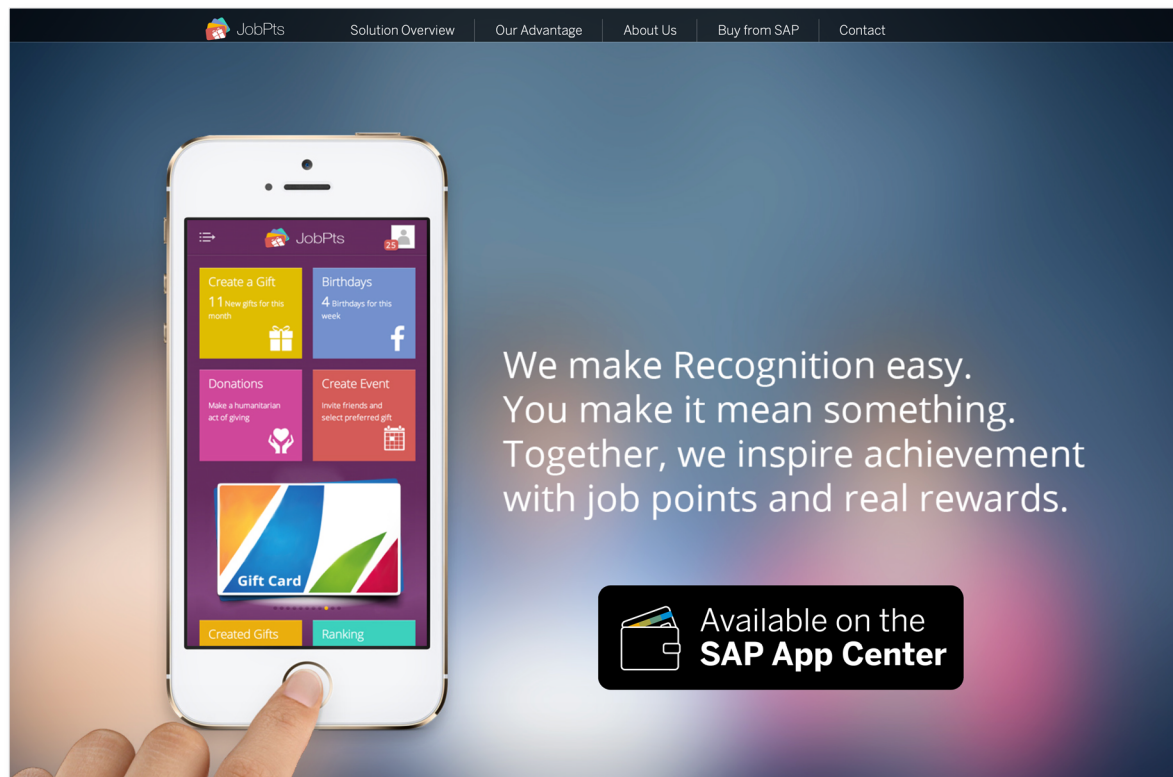
The following example shows the correct placement of the SAP App Center logo on Web sites.

Note: This is an example only, not a design recommendation.

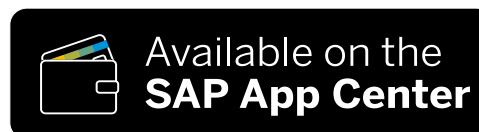
The SAP App Center logo should be displayed so that it is associated with the product available on SAP App Center. It does not apply to the company as a whole.

The image should include an embedded link that points directly to the SAP App Center product page. Ensure that the URL includes an ID that identifies your Web site and includes the word badge of the form below. Add the bold text below to your application's URL and add your domain name.

https://www.sapappcenter.com/apps/3829?url_id=Domain.comBadge#!overview



3rd Party Web Site
JobPts



In Action

Using the Logo at Tradeshow or Events

The following example shows the correct placement of the SAP App Center logo at events and trade shows.

Note: This is an example only, not a design recommendation.

Partners may choose to display the SAP App Center logo on their booth or on paper collateral. The logo should be placed adjacent to mention of the product available on SAP App Center. The QR code variant of the logo should be used. The QR code should embed a URL to the partner's product on the SAP App Center so that a smartphone user can scan the code and easily find the product. See page 13 for instructions to create a QR code.

The white variant of the SAP App Center logo should be used against dark backgrounds and the black variant should be used against lighter backgrounds.



Available on the
SAP App Center



Partner Booth at SAP Trade Show


Vertex

In Action

Using the Logo on Collateral

The following example shows the correct placement of the SAP App Center logo on collateral. The logo should be placed near a call to action. The QR code variety should be used to embed a URL that points to the product page on SAP App Center. See page 13 for instructions to create a QR code.


Note: This is an example only, not a design recommendation.

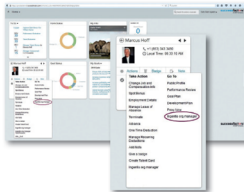


org.manager [web] for SF

Org charts from SAP SuccessFactors™ on the SAP® HANA Cloud Platform


The challenges in the organizational chart visualization field are more and more increasing. The information provided is the starting point of course, but an attractive and modern visual format has become indispensable for an application to be acceptable. Ingentis org.manager [web] for SF has the preeminent features to bring this about and is seamlessly integrated into SAP SuccessFactors.






Perfect integration

Running on the SAP HANA Cloud Platform, Ingentis org.manager [web] for SF can conveniently be launched directly through the SAP SuccessFactors user interface including single sign on. The user can select himself or any colleague in SAP SuccessFactors and directly access the org chart. The visualization can show any persons within any kind of structure (e.g. organization view) in a few seconds.




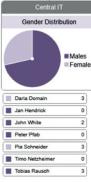
Flexible structures

With Ingentis org.manager [web] for SF any structure maintained in SAP SuccessFactors can be visualized. Such can include objects (Legal Entity, Business Unit, Division, Department, Location, Cost Center) and all relations. However, the tool is not limited to only display data from SAP SuccessFactors. Data from SAP or any other systems can be merged easily.



www.ingentis.com





Individual Design

By applying the latest HTML technologies whole new design and application possibilities emerge. Animations visualize the navigation across the organizational chart and individual boxes display diverse data with just one mouse click. In addition, the entire viewable organizational chart can be navigated during run time. Should certain positions be displayed or not? Should employees with particular qualifications be emphasized?

The user can activate or deactivate visualization rules such as these at any time. The information content can easily be adapted by these means to current requirements. In addition, the content of the boxes can even be adjusted proportionate to the zoom level. In doing so, the space available is always taken full advantage of in order to ensure maximum clarity.


Simulation


The simulation function allows you to simulate multiple plan versions and scenarios directly in the existing organizational chart. From restructurings via drag-and-drop to the creation and removal of departments, individual employees or vacancies, to editing more specific information, simulations can be created in a powerful and user-friendly manner. The comparison of datasets enables a detailed overview of simulation for any desired key date. Structural changes can be checked easily and transferred to SAP SuccessFactors in a manual or semi-automated way.

For more information...

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www.ingentis.com

Logo

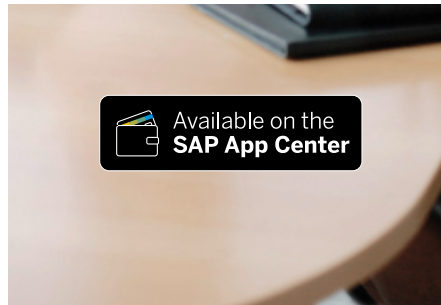
Using the Logo Correctly

File sizes

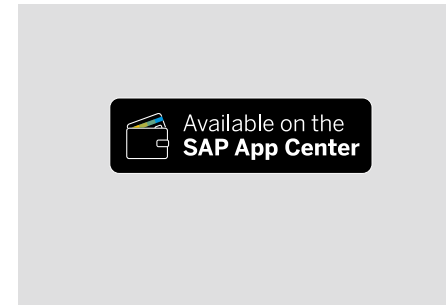
The SAP App Center logo is provided in PNG format in 3 sizes:

large: 2011 x 573 px
medium: 1404 x 400 px
small: 1016 x 289 px

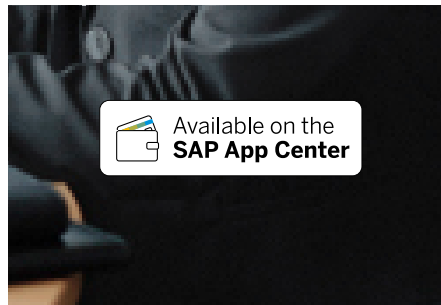
Always use the size that most closely fits the space you allocate to the logo. Do not scale the logo to be larger than any of the sizes provided. Do not animate the logo.



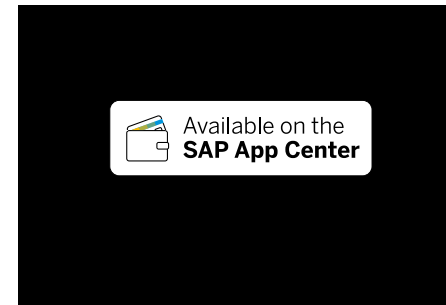
Use the logo on light photographic backgrounds.



Use the logo on light solid backgrounds.



Use the alternate (negative) logo on dark photographic backgrounds.



Use the alternate (negative) logo on dark solid backgrounds.

Logo

Incorrect Use

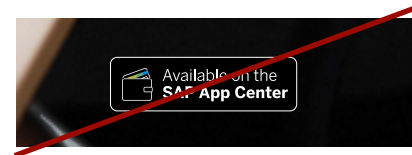
Use the logo files as provided, without modification.

Do not change any attribute, such as the colors or fonts, or distort the logo in any way.

Ensure you use the alternate (negative) version of the logo on a dark background.



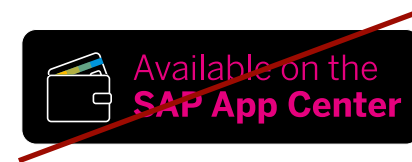
Do not use the SAP corporate logo instead of the SAP App Center logo.



Do not use the logo on a dark background. Use the alternate (negative) version of the logo instead.



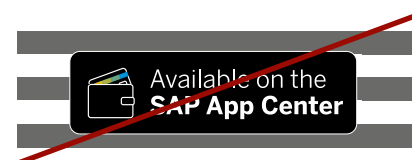
Do not rotate or animate the logo.



Do not change the color of the logo. Use the logo files as provided.



Do not disproportionately scale, stretch, or compress the logo.

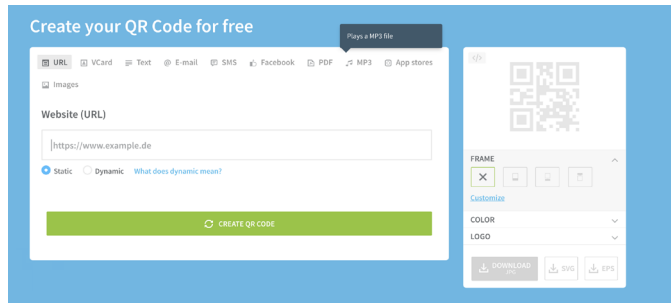


Do not place the logo on a visually busy background.

CTA Buttons for Omnichannel Use

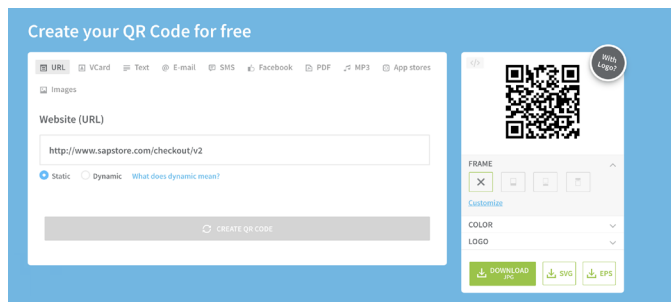
QR Code Generation Method

1. Use <https://www.qr-code-generator.com>

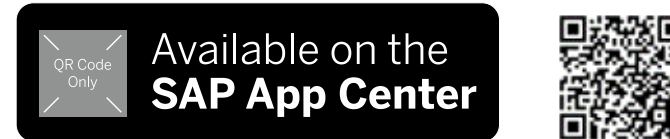


2. Ensure that the URL includes an ID that identifies your Web site and the word badge as shown in the form below. Add the bold text in the form below to your application's URL and add your domain name.

https://www.sapappcenter.com/apps/3829?url_id=Domain.comBadge#!overview



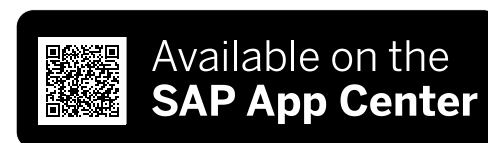
3. Open files: Template.png and downloaded QR code



4. Drag QR code into square



5. Copy image, paste into Template.png
6. Drag image into yellow square
7. Save image



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www.sap.com/contactsap

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