


Event brand and logo guide for 2019



SAPHIRE NOW and ASUG Annual Conference

The first mention in communications should be SAPHIRE NOW and ASUG Annual Conference - and then can later be referred to as the “event” without having to repeat the actual name in later mentions.



In **titles, headlines, and in bulleted lists**, use the plus (+) symbol.

| | |
|---|--------------------------------------|
|  | SAPHIRE NOW + ASUG Annual Conference |
|---|--------------------------------------|




In **body text**, do not use the plus (+) sign; instead, use the word “and” for a natural sentence flow.

| | |
|---|---|
|  | SAPHIRE NOW and ASUG Annual Conference is the perfect opportunity to meet with your prospective customers. |
|  | The SAPHIRE NOW conference + ASUG Annual Conference event is the perfect opportunity to meet with your prospective customers. |



Always use a singular verb, as this is one event.

| | |
|---|---|
|  | SAPHIRE NOW and ASUG Annual Conference is the perfect opportunity to meet with your prospective customers. |
|  | The SAPHIRE NOW conference and ASUG Annual Conference event are the perfect opportunity to meet with your prospective customers. |



If necessary, you can add the dates and year of the conference **after** the name.

| | |
|---|--|
|  | SAPHIRE NOW + ASUG Annual Conference, [Month, Day, Year] |
|  | SAPHIRE NOW + ASUG Annual Conference in [Year] |
|  | 2019 SAPHIRE NOW and ASUG Annual Conference |


You can include the year before ASUG Annual Conference when communicated on its own and not as part of SAPPHIRE NOW and ASUG Annual Conference. This is not permitted for SAPPHIRE NOW.

| | |
|---|---|
|  | Register for [Year] ASUG Annual Conference. |
|  | Register for [Year] SAPPHIRE NOW. |



Use an en-dash without spaces between the dates to represent a period of time.

| | |
|---|--|
|  | Month Day–Day, Year |
|  | Month Day - Day, Year Month Day-Day, Year |

If text follows the date, include a comma after the year.



| | |
|---|--|
|  | The event takes place from Month Day–Day, Year, in Orlando, Florida. |
|---|--|

Use **two words and all capital letters** for the words SAPPHIRE NOW.



| | |
|---|--|
|  | SAPPHIRE NOW |
|  | SAPPHIRENOW SAPPHIRENow SAPPHIRE Now Sapphire Now |

For printed pieces, be sure to include the registered trademark ® upon first mention of the name in the title and in text when a trademark is required.

NEW: SAPPHIRE NOW® takes the registered trademark on the full name as of this year.

| | |
|---|---------------|
|  | SAPPHIRE NOW® |
|  | SAPPHIRE® NOW |


Do not use possessive forms of SAPPHIRE NOW.

| | |
|---|---------------------------------|
|  | The speakers at SAPPHIRE NOW... |
|  | SAPPHIRE NOW's speakers... |

Do not use the possessive “ASUG’s” at any time.

| | |
|---|--------------------------|
|  | ASUG Annual Conference |
|  | ASUG’s Annual Conference |

Do not precede SAPPHIRE NOW with “SAP” at any time.

| | |
|---|--|
|  | SAPPHIRE NOW |
|  | SAP SAPPHIRE NOW SAP’s SAPPHIRE NOW |

BASIC DESIGN ELEMENTS

Conference Logos

The event is a partnership between SAP and ASUG. As a result, the individual conference logos for SAPPHIRE NOW and ASUG Annual Conference must always be represented in equal proportion and within the same vertical or horizontal plane. The event logo should appear prominently and legibly on every tactic and element produced. An established relationship exists between the two conference logos specifying proportion and juxtaposition. In addition, a minimum clear space protects the integrity of the logos. Both logos must always be placed in the same horizontal plane with SAPPHIRE NOW on the left and ASUG Annual Conference on the right. In some limited situations, the logo relationship may need to be split if additional space is required.



This reversed out logo above is for use on a dark/black background.



The square stacked logo above is for use in the mobile app only.

Color Palette

A selected color palette has been developed that compliments both SAP and ASUG visual identities. Using this palette in careful balance will ensure that the SAP and ASUG brands are equally represented in communications promoting the joint event. This specific brand-neutral color palette should be used for all communications, and the primary color palettes of either SAP or ASUG should not be used at any time. Please see below for specific guidelines around our brand-neutral color palette.

In general, all communication backgrounds are primarily white. For the most part, solid areas of color should not be used; and color should only be applied to typography. The base color palette is black and gold. Black is selected solely for use in typography and as a background to the e-mail header and event Web site navigation. Gold is used for sub-headlines in e-mails and headlines of some components on the event Web site. Buttons and divider bars in charts are gold and all links should be blue. Light grey-blue can be used as background shading in certain parts of the Web site. For on-screen applications (such as Web, e-mail), use the HEX values indicated here.

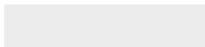
PANTONE: 7409C
RGB: 251/182/0
CMYK: 1/31/100/0
HEX: FBB600



PANTONE: 285C
RGB: 0/120/210
CMYK: 82/50/0/0
HEX: 0078D2



PANTONE: 7541C
RGB: 231/232/233
CMYK: 8/5/5/0
HEX: E7E8E9



PANTONE: 426C
RGB: 0/0/0
CMYK: 75/68/67/90
HEX: 000000



PANTONE: Hexachrome Black C
RGB: 34/34/34
CMYK: 72/66/65/72
HEX: 222222



Typography

To maintain the brand neutrality of the joint event, a brand-neutral font is used for all joint communications. The chosen font is Trade Gothic. Do not use SAP or ASUG proprietary fonts as they will affect the intended neutrality of the joint event. The primary font for display and headline type is Trade Gothic Bold No. 2, as seen below. The primary text font for most all other situations is Trade Gothic Light. When using word processing (Microsoft Word) and on-screen applications (e-mail, Web, PowerPoint), the primary font is Arial. Use of both the bold and regular weights of Arial is acceptable.

Trade Gothic Bold No. 2

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Trade Gothic Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890