

SAP® PartnerEdge®

## Exhibitor Graphic Design Guidelines for SAP Partners

### October 2018

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## Introduction Overview

At events, our customers get to know our partners and SAP and experience our offerings firsthand. This provides a great opportunity to highlight our commitment to collaboration and co-innovation, as well as inform, engage, and interact with our customers, and show them how we can help them improve their business.

These guidelines will help you express and promote your company and our partnership in the exhibition space at SAP events. They guide you through the planning and design process for presenting your company and incorporating SAP brand endorsements into your event design. You will find information on the correct use of SAP partner logos and design elements and guidance on featuring your partnership with SAP. You will find additional information and tools on the SAP® PartnerEdge® Web site: [www.sappartneredge.com](http://www.sappartneredge.com)

Please note that each event will also have specific exhibit space policies such as height limits or hanging sign restrictions.



## Exhibitor Objectives **Brand. Message. Promotion.**

### **EMPHASIZE YOUR BRAND**

Always use your company's brand name and proprietary design for your exhibition space at SAP events. Use your SAP partner logo and references to SAP only as supporting elements as shown in these guidelines.

### **USE POSITIVE MESSAGING**

Ensure your company and brand are promoting SAP and the SAP partner endorsement in a positive light.

### **PUBLICIZE THE PARTNERSHIP**

Highlight the relationship with SAP before, during, and after the event to promote the event and our endorsement of the partnership.



## Brand Elements Policies

Your assigned SAP partner logo communicates your specific partner relationship with SAP. Use your partner logo only in materials that specifically relate to your partnership with SAP as shown in these guidelines.

### SAP partner logo

- You may use your SAP partner logo for the duration of your partnership with SAP as indicated in the trademark use license. 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.
- You may not use any SAP trademarks – including, but not limited to, the SAP partner logo – in connection with promoting a competitor's or another company's solution.







- When using the logo without the trademark designation\*, you must prominently 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 SE in Germany and in several other countries all over the world.”
- When using the SAP partner logo on-screen, link the logo to the public Web site of SAP: [www.sap.com](http://www.sap.com)
- To download the latest partner logos and usage guidelines, go to [www.sappartneredge.com](http://www.sappartneredge.com)

### Using the SAP corporate logo and brand design

- The SAP corporate logo is reserved exclusively for use by SAP.  
**Note:** Some SAP global partners may be allowed to use the SAP corporate logo for a specific campaign. This exception applies only to a few select partners and is assessed on a case-by-case basis. Contact [branding@sap.com](mailto:branding@sap.com) for exceptional cases.
- Do not use or try to imitate SAP brand design elements in your materials. SAP design is proprietary to SAP only.





## USING TRADEMARKS

- A current list of SAP trademarks and trademark usage guidelines is available at <http://global.sap.com/corporate-en/legal/copy-right/index.epx#trademark>.
- Always include the official trademarks or registered trademarks in the SAP endorsement and for SAP offerings as required and shown in the trademark list.\*
- Use the trademark symbols ® or ™ the first time you mention the “SAP” brand or an SAP product or service in a header or title and the first time in body text. Later references to the same product or service do not require trademark symbols. References to SAP as a corporate entity do not require a trademark.

## Correct

SAP Fiori®  
SAP Lumira®  
SAP® BusinessObjects™ solutions  
SAP HANA®  
SAP NetWeaver®  
SAP® MaxAttention™ services  
SAP® solutions  
SAP® software  
We partner with SAP. (the company)

## Incorrect

SAP® HANA  
We partner with SAP®.



## Brand Elements **SAP Partner Logo**

The SAP partner logo helps you clearly communicate your partnership with SAP.

### Color

SAP partner logos are provided as scalable vector artwork (EPS).

Always place the logos on backgrounds with good contrast to ensure they are clearly recognizable and legible.



### Grayscale positive and negative logo schemes

Use the grayscale SAP partner logo when black and white printing is required. Always use approved electronic artwork.



To download the latest partner logos and usage guidelines, go to [www.sappartneredge.com](http://www.sappartneredge.com).





## Exhibit Design **Representing SAP in Words**

### Communicating SAP products

Unless referring to SAP as the company or legal entity, all references to SAP software, solutions, or services, as well as the word SAP, should have a descriptor, for example, “solution,” “application,” “software,” or “technology.” Do not exclude the brand name “SAP” if it is part of the official name.

#### Correct

Integrates with SAP® solutions.

#### Incorrect

Integrates with SAP.

#### Correct

Access SAP® applications anywhere, anytime.

#### Incorrect

Access SAP anywhere, anytime.

#### Correct

We get you ready for SAP HANA®.

#### Incorrect

We get you ready for HANA.

### Solving business issues

With the SAP partner logo, SAP is endorsing your company and your products. As such, we want to highlight the positive collaboration and integration of our companies and offerings.

Do not display the partnership, or SAP or our products, in a negative light. Focus on the solution to a business challenge.

#### Correct

Ensure your data quality.

#### Incorrect

Ensure your SAP data quality.

#### Correct

Improve your supply chain with our supply chain solutions.

#### Incorrect

Solve your SAP supply chain problems.

#### Correct

Implement a better IT system with Partner A and SAP® solutions.

#### Incorrect

Implement a better SAP system. We get you ready for HANA.



### **Solving business issues**

#### **Wordplay can be misunderstood**

Funny and clever puns may be witty, but they can also be misunderstood in context. Avoid any wordplay with SAP products or solution names that diminishes the professional nature of our business and partnership.

#### **Correct**

Take control of Big Data with SAP HANA®.

#### **Incorrect**

Take control of the Big HANA Mama!

#### **Correct**

Get started with SAP® BusinessObjects™ BI.

#### **Incorrect**

We put the “biz” back in SAP “Biz”nessObjects BI.

#### **Correct**

Run your business suite better with SAP® applications.

#### **Incorrect**

We are “Suite” on SAP applications.

### **Choice is good**

Customers profit from the wide variety of business solutions available to them. However, SAP events are intended to demonstrate the value of our offerings.

Do not highlight competitor solutions when showcasing your partnership with SAP or the integration of your products with SAP software at an SAP event.

#### **Correct**

Connect with SAP® solutions.

#### **Incorrect**

Connect with SAP and Competitor A solutions.

#### **Correct**

Our mobile solutions for SAP® applications.

#### **Incorrect**

Our mobile solutions for SAP and Competitor B.

#### **Correct**

Easy management solutions for SAP ASE

#### **Incorrect**

Easy management solutions for SAP ASE from Competitor C  
We are “Suite” on SAP applications.



## Exhibit Design Representing SAP in Visuals

### Use the correct and current partner logo

Brands evolve and your partner logo may not be the latest version available.

Check that you are using the latest version of your assigned partner logo to show your endorsement by SAP, refer to examples on [page 8](#).

To download the latest partner logo, go to [www.sappartneredge.com](http://www.sappartneredge.com).

### The SAP logo does not replace “SAP”

The word “SAP” and the SAP logo are distinct brand elements and not synonymous. Avoid using the SAP logo as a replacement for the word SAP.

#### Correct



SAP® Partner  
Open Ecosystem

#### Incorrect



#### Correct

Implement SAP® Solutions

#### Incorrect

Implement  Solutions



## Ensuring SAP owns the product

You want to ensure that potential customers know your offerings work well with SAP products.

The products, however, remain SAP products. Do not change official SAP product names or leave out “SAP”

Do not abbreviate SAP product names. If you need to abbreviate a name due to space restrictions, use only the approved SAP abbreviation and introduce it by using the full name at first mention.

### Correct

SAP HANA®

### Incorrect

HANA® platform

### Correct

SAP® Adaptive Server® Enterprise

(SAP® ASE)

After first mention: SAP ASE

### Incorrect

ASE

SAP AS Enterprise

### Correct

SAP NetWeaver® Process Integration

SAP NetWeaver® PI

### Incorrect

NetWeaver PI

SAP PI





# Exhibit Design **Graphic Layout**

## Design with your brand

It is important that SAP partners always design their exhibits and graphics with their own brand in mind.

## Use your typography

Though you are featuring your relationship with SAP, be sure to use your typography.

## Employ your colors

The SAP partner logo is designed to work against almost any background color – use your own corporate branding rules.

## Leave space for the partner logo

Use the proper safe area for the logo, and keep it disassociated from your branding and any other partner or corporate mark.





## Exhibit Design **Photos and Illustrations**

### Express your personality

Every brand has a photo or illustration style that fits – a partnership with SAP helps ensure that your voice will and should come through.

### Illustrate your point

Iconic illustrations can and should be used – however, ensure a clear distinction between your brand and the SAP partner logo by distancing the elements from each other.

### Bold or light photography

Use photography that suits your brand. Keep the SAP partner logo on a clean background to ensure it is clearly visible.





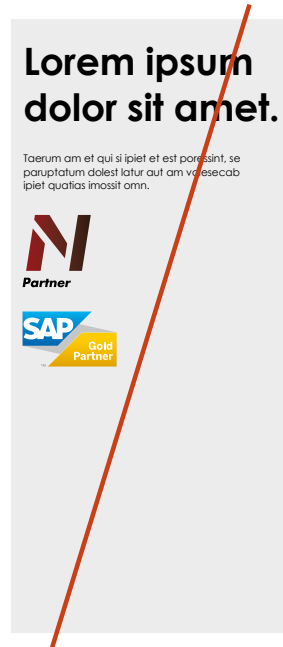
## Exhibit Design **Graphic Don'ts**

### **The SAP partner logo remains separate**

Use and promote your own brand on exhibits. Treat the SAP partner logo, SAP product names, and SAP messaging as separate pieces of artwork, not incorporated into graphics or illustrations.

### **Separate corporate logos**

Corporate logos and the SAP partner logo should not appear equal in size or near in proximity. The SAP partner logo should have its own separated space.



### **Focus attention correctly**

Your SAP partnership and SAP products may be mentioned prominently, for example, in headlines. However, the SAP partner logo should be a supporting element, not the most prominent graphic element.







### Creating art with SAP logos

Without the appropriate safe area around the SAP partner logo, the suggestion is made that the logo is part of another piece of artwork – in this case, an illustration.



### Incorrect or old SAP art

Even with all other elements working correctly, an issue can be caused by something as simple as old artwork. Always ensure that you are using the most current and correct SAP partner logo.

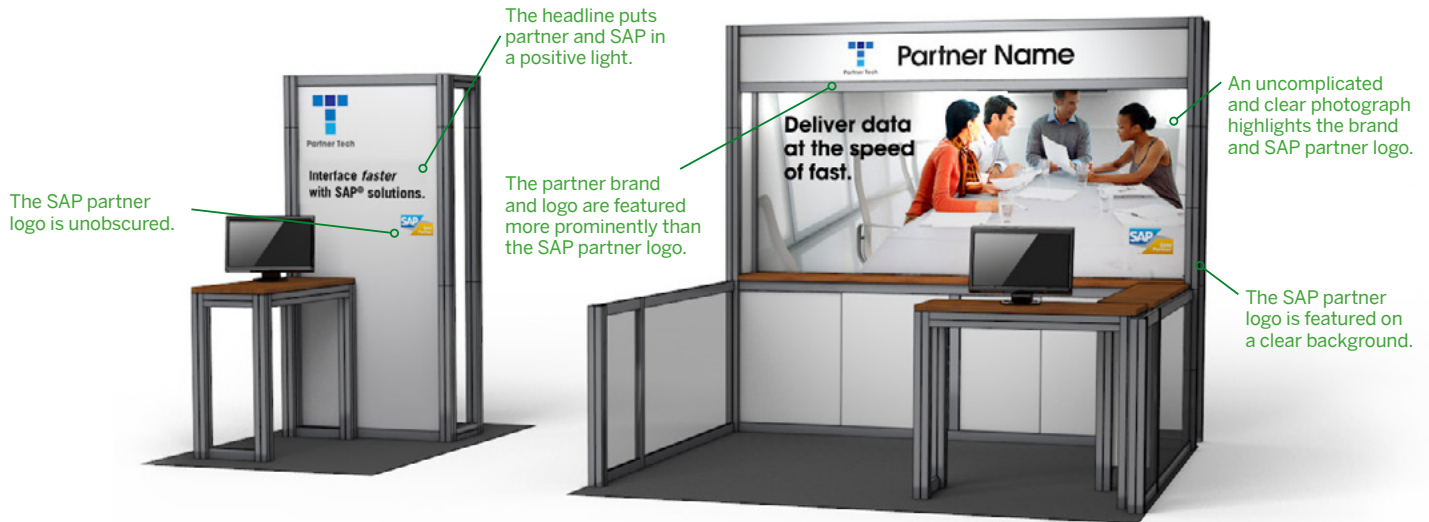




## Exhibit Design 10' x 10' or Pod

### Positive examples

Clearly show your message and the SAP partner logo.

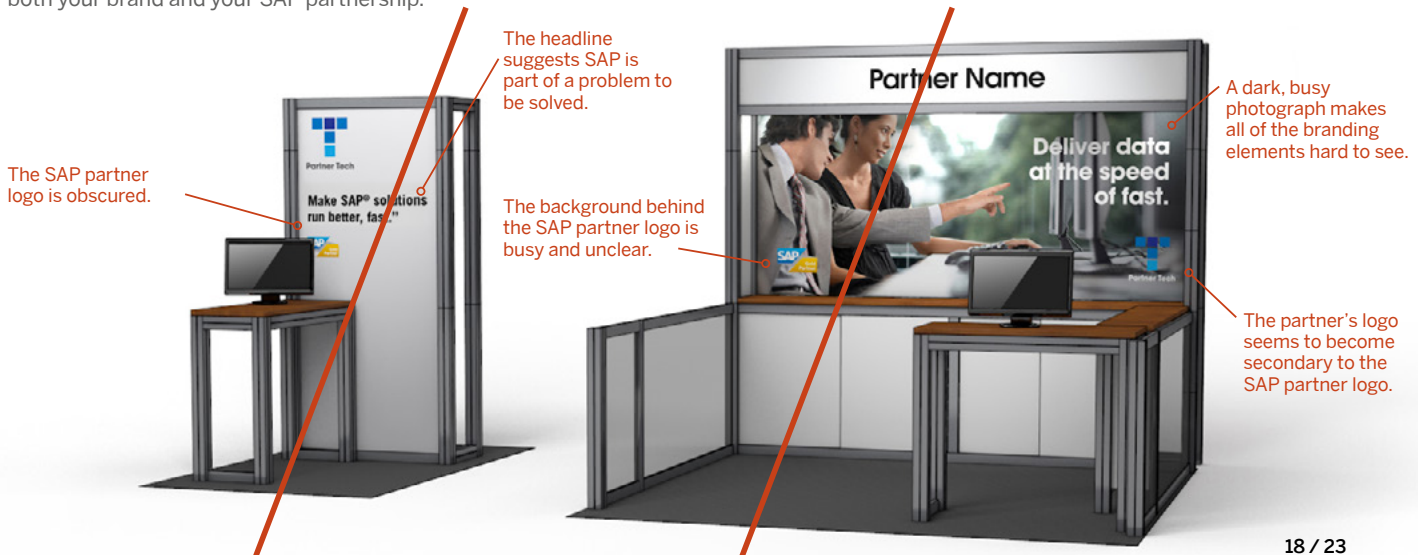




## Exhibit Design 10' x 10' or Pod Don'ts

### Negative examples

With restricted graphic opportunity, highlight both your brand and your SAP partnership.





## Exhibit Design 10' x 20'

### Positive examples

With a larger single graphic opportunity, ensure the right balance between your brand and the SAP partner logo.

The headline, illustration, and logo are grouped together in a branded relationship.

Splitting the background into multiple "panels" makes great use of the space without overenlarging elements.



A clear image creates a viable background for type, as well as the SAP partner logo.

The SAP partner logo is featured but not the most predominant element.



## Exhibit Design 10' x 20' Don'ts

### Negative examples

With a larger canvas, it is all too easy to enlarge graphic items too much, throwing off the correct balance of elements.

The headline is oversized and suggests that SAP is a problem to solve, not a valued partner.

The background photograph is not simple or clear enough to support the overlay of the text or logos.

The SAP partner logo carries the focus, suggesting this is an SAP rather than a partner booth.

The close grouping of the SAP partner logo, headline, and large QR code suggests an association that does not exist.

The partner's logo is obscured and clearly not the focus.





# Exhibit Design Custom Booth Design

## Positive examples

In a custom booth design, the opportunity for brand message increases, making it even more important to feature your relationship with SAP in a positive light.

The hierarchy of logos is correct, highlighting the SAP partner logo as a support element.

The headline showcases the relationship with SAP in a positive light, adding to the value rather than describing it as an issue to fix.

This is correct use of imagery and subheadlines..

Support imagery is a strong partner branding opportunity and a rest for the eye.

This is appropriate use of color to reinforce the partner brand.





## Exhibit Design Custom Booth Design Don'ts

### Positive examples

The relationship and hierarchy between the partner and SAP is important to maintain in a larger space. Highlight the endorsement, but do not overemphasize it.

The hierarchy of logos suggests more of an equal ownership.

The headline positions SAP and SAP solutions as problems to correct.

The SAP logo is incorrectly used as art, and there are negative mentions of the SAP brand.

Excessive branding highlights the SAP partnership too much.

The color suggests an SAP corporate palette and therefore ownership.







## Partner Event Branding Conclusion

These guidelines provide you with examples for standard event elements. However, the examples are not a representation of all possible brand elements. Some SAP events may have specific design requirements that cannot be met by templates.

For questions about event branding, contact Lee Schosid at [lee.schosid@sap.com](mailto:lee.schosid@sap.com).

For additional guidance and tools, check the SAP PartnerEdge Web site at [www.sappartneredge.com](http://www.sappartneredge.com).

[SAP Partner Branding Guidelines](#)

[Partner Communication Guidelines](#)

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