

SAP® Recognized Expertise

Partner Communication and Font Treatment Guidelines

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THE BEST RUN



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Introduction

These guidelines help you communicate your partnership with SAP in a clear and consistent manner. They provide information on the correct use of partner logos and explain how you can refer to the SAP® Recognized Expertise designation and how to use endorsement lines and apply SAP trademarks.

The guidelines cover only elements that refer to the partnership and cooperation with SAP. Always use your company's proprietary design when creating materials.

If you have any questions or need further information, contact your SAP partner manager or send an e-mail to brand@sap.com.

◀◀ SAP Partner Logos

The relationship with our partners is one of our most valuable assets. The partner logo is a symbol of our commitment and joint effort to deliver solutions and services that help our customers succeed. The design is based on the SAP corporate logo to visualize a clear endorsement and the close connection and cooperation with our partners.

These are the official SAP partner logos. They are available only to partners that have signed an official contractual agreement with SAP.

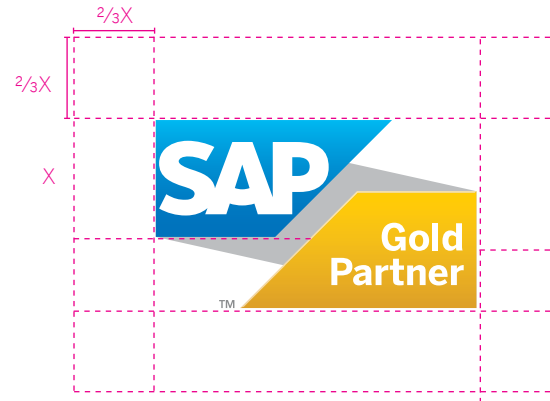


<< Applying the SAP Partner Logo

Use the partner logo together with your company logo.
Do not use the partner logo alone in your communications materials.

Clear space

The clear space defines the minimum “breathing room” around the SAP partner logo and the edge of a printed piece. The logo requires a safety margin of two-thirds the height of the SAP partner logo ($\frac{2}{3}X$). Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

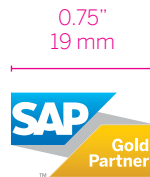


Minimum size

To ensure legibility, the SAP partner logo should not be printed smaller than 0.75 in, or 19 mm, in width.

Always maintain the logo's aspect ratio when scaling.

To learn more about the SAP partner logo, refer to the [partner branding section](#) on the SAP PartnerEdge Web site.



◀◀ **SAP Recognized Expertise**

Introduction

SAP Recognized Expertise is a designation given to organizations by the SAP PartnerEdge® program for their proven expertise and competencies in selected focus areas or industries. Requirements include having trained and certified individuals with successful project experience in the focus area or industry, a track record of customer success, and the submission of business development plans.

Partners must obtain certification and project experience within the same solution area to qualify for the designations in SAP Recognized Expertise. The solution areas and training and certification requirements are listed in the [program guidelines](#).

The recognition is initially valid for one year and extended if all requirements are still met during semiannual checks. If a company continues to meet requirements over time, confirmation letters will be extended on an annual basis. SAP reserves the right to redefine, discontinue, or create new categories of SAP Recognized Expertise as outlined in the relevant SAP PartnerEdge program guidelines.

<< **SAP Recognized Expertise**

Communication Guidelines

Refer to “SAP Recognized Expertise” in title case at first mention. If you need to include a descriptor, use the term “designation.”

Examples:

SAP grants partners SAP Recognized Expertise for . . .

SAP grants partners the SAP Recognized Expertise designation for . . .

You may use the full name throughout your text. If the context is clear, you can refer to “recognized expertise” in natural language and lowercase after first mention. Use these phrases only in connection with the specific areas or industries for which you have a confirmation letter from SAP. SAP Recognized Expertise is awarded in a specific country. Be sure to mention the country.

Example:

Our company has SAP Recognized Expertise in data warehousing solutions in Italy.
With recognized expertise in this area, we help you . . .

Do not refer to SAP Recognized Expertise unless you have a confirmation letter from SAP that is currently in effect. Contact your SAP partner relationship manager if you have questions about your status.

<< **SAP Recognized Expertise**

Communication Guidelines | Referring to Your Partnership

SAP partners may refer to their partnership level and partner category along with SAP Recognized Expertise, using lowercase in body text.

Examples:

Our company is an SAP software partner with SAP Recognized Expertise in the SAP Business ByDesign® solution in France.

We are an SAP gold software partner with SAP Recognized Expertise in SAP S/4HANA® in Italy.

Do not refer to SAP Recognized Expertise as if it's a partner category or program. Do not use "SAP cloud partner" or "cloud partner of SAP" as if it's a partner category. Use the official partner category or simply "SAP partner."

Incorrect:

Our company is an SAP Recognized Expertise partner.

We are a member of the SAP Recognized Expertise program in Italy.

We are an SAP cloud partner with SAP Recognized Expertise in . . .

Correct:

Our company has SAP Recognized Expertise in Italy.

We are an SAP partner with SAP Recognized Expertise in . . .



SAP Recognized Expertise

Communication Guidelines | Referring to a Focus Area, Industry, or Location

Be sure to state the focus area or industry for which SAP has recognized your organization's expertise as well as the location. SAP recognizes a partner organization's expertise only in the area or industry, not the partner organization itself.

Do not state or imply that your offering is recognized by SAP. Only your expertise, not your offering, is recognized by SAP.

Incorrect:

Our company is SAP-recognized.

Our company has SAP Recognized Expertise.

Our company provides SAP Recognized Expertise cloud procurement solutions.

Correct:

Our company has SAP Recognized Expertise in cloud procurement solutions in Italy.

A partner organization may have SAP Recognized Expertise in one or more areas or industries.

Example:

We have SAP Recognized Expertise in SAP S/4HANA and in SAP Business ByDesign in Italy.

If you have recognized expertise in more than one key area, you may also use a general statement and, if necessary, list the areas or include them in a bullet list.

Example:

Our company is an SAP partner with SAP Recognized Expertise in multiple focus areas in Germany:

<Optional: List areas of expertise or add them as a bullet list>.

<< SAP Recognized Expertise Font Treatment | Examples

Companies that are recognized by SAP for their expertise in one or more areas or industries are entitled to communicate this expertise and to use the “SAP Recognized Expertise” font treatment in their marketing materials for the specific offering(s).

SAP® Recognized Expertise
SAP S/4HANA®

SAP® Recognized Expertise
SAP S/4HANA® Cloud

SAP® Recognized Expertise
SAP Marketing Cloud

SAP® Recognized Expertise
SAP Commerce

SAP® Recognized Expertise
SAP Cloud for Customer

SAP® Recognized Expertise
Cloud Procurement Solutions

SAP® Recognized Expertise
SAP Business One®

SAP® Recognized Expertise
SAP Business ByDesign®

SAP® Recognized Expertise
Enterprise Planning and Analysis

<< SAP Recognized Expertise

Font Treatment | Format and Usage

Font treatments are provided as scalable vector artwork (EPS). EPS allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these files in page layouts and graphics programs for print projects. Additionally, EPS files may be used to create files in any other image format at exactly the size required.



Using the font treatment

Font treatments are intended for use in corporate materials referring to the specific offering(s).

In marketing materials, you will not usually need to mention or describe the font treatment itself, since the materials will likely display the font treatment. If you need to refer to the font treatment, use the name in quotation marks followed by “font treatment.”

Correct:

The “SAP Recognized Expertise” font treatment.

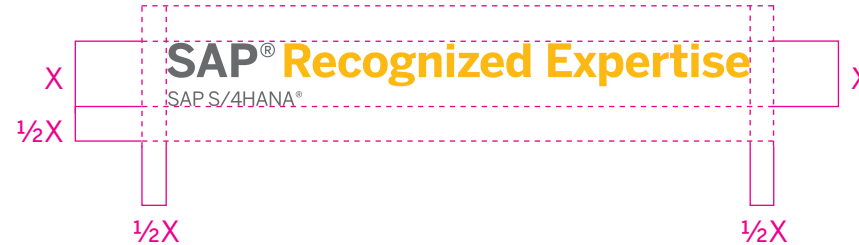
Note: A font treatment is a piece of artwork specially created and supplied in electronic files. You must use only the files supplied by SAP and may not alter the font treatment in any way.

<< SAP Recognized Expertise

Font Treatment | Clear Space and Minimum Size

Clear space

Clear space defines the minimum “breathing room” around the font treatment and the minimum distance between the font treatment and the edge of a printed piece. Do not position any text, graphic element, or other visual marks inside the defined clear space.



Minimum size

To ensure legibility, the “SAP Recognized Expertise” font treatment should not be printed smaller than 1.165 in, or 29 mm, in width. Always maintain the aspect ratio of the font treatment when scaling.



Using trademark symbols

Include the registered trademark symbol “®” on the term “SAP” in printable materials. You do not need to include trademark symbols for Web or mobile sites or on projection screens.

<< SAP Recognized Expertise

Font Treatment | Color

Color specification

The color of the font treatment is based on the SAP color palette. Instead of the SAP color palette, you may use the PANTONE colors listed here.

You will find the standards for these colors in the current edition of the *PANTONE Color Formula Guide*. If PANTONE colors are not available and you use process inks for the font treatment, use the values for the CMYK color model. For Web sites and on a screen, use the values for the RGB color model.

SAP Dark Gray and SAP Gold are the preferred colors for presentation of the font treatment. Use this version on white or light-colored backgrounds only.

Against dark backgrounds, use the font treatment in white and SAP Gold.

SAP Dark Gray
PANTONE Cool Gray 10

CMYK 0/0/0/72
RGB 102/102/102
Hex #666666

SAP Gold
PANTONE 130 C

CMYK 0/30/100/0
RGB 240/171/0
Hex #F0AB00

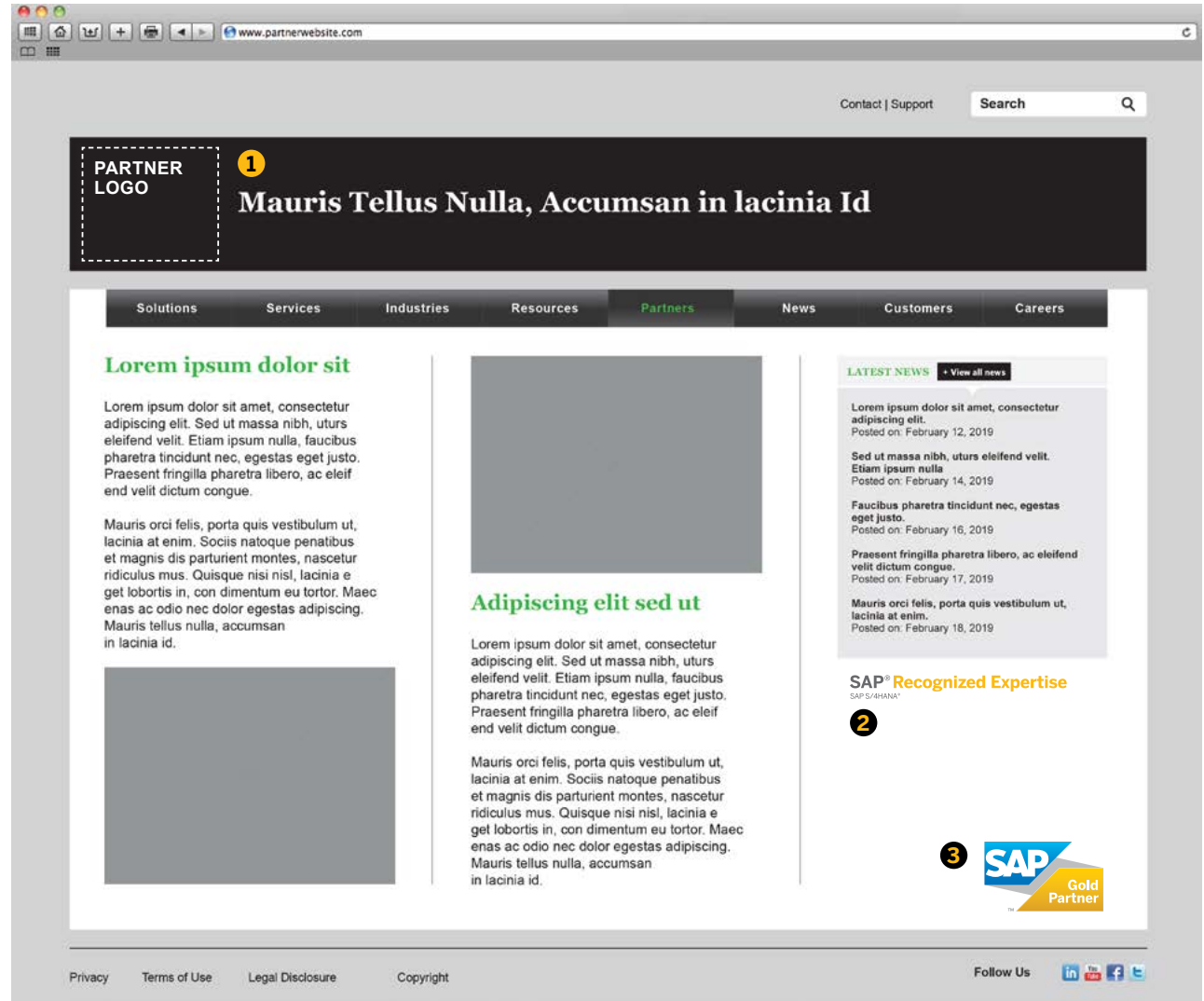
SAP[®] Recognized Expertise
SAP S/4HANA[®]

SAP[®] Recognized Expertise
SAP S/4HANA[®]

<< SAP Recognized Expertise

Applying the SAP Partner Logo and Font Treatment | Examples

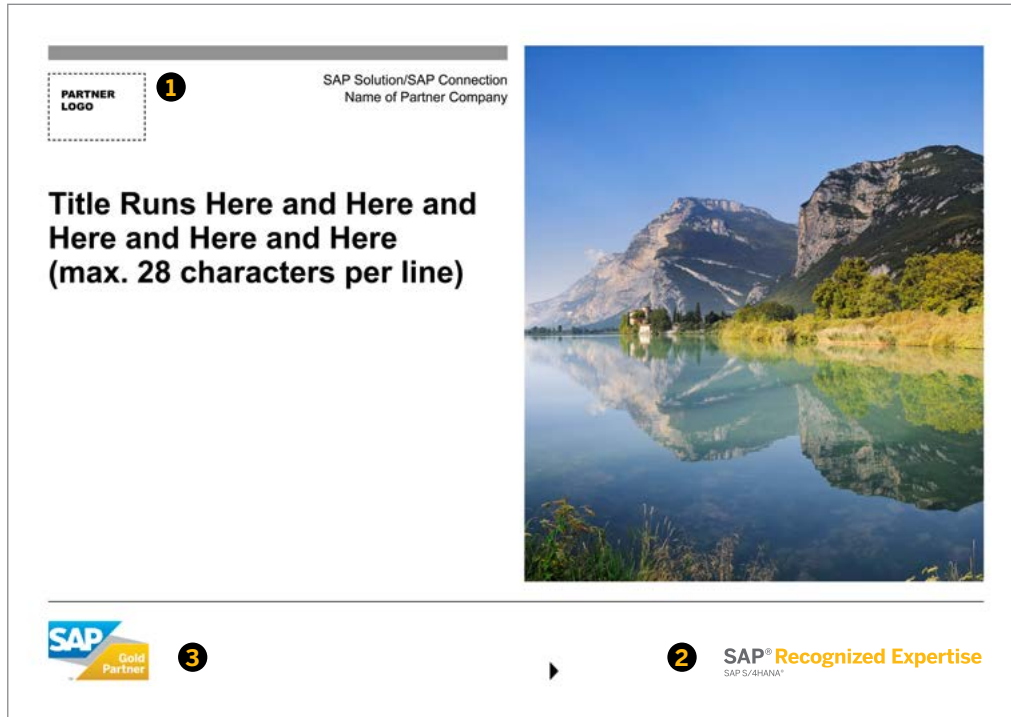
The following examples show the correct placement of the SAP partner logo and the “SAP Recognized Expertise” font treatment for SAP partners.



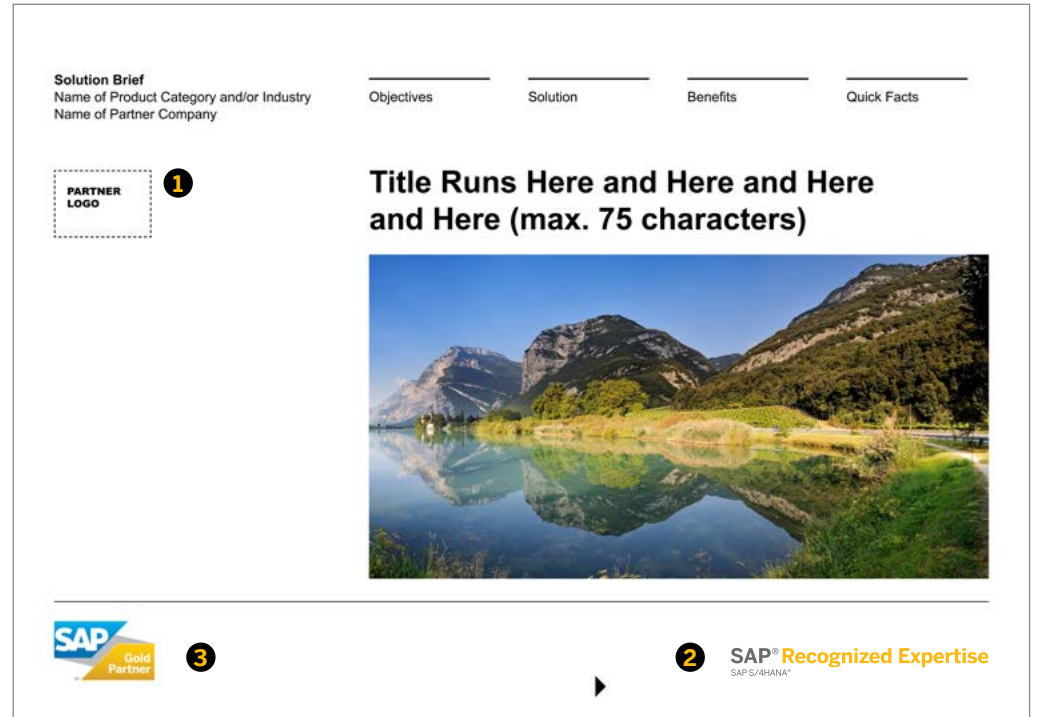
1 + 3 Use the font treatment together with your company's logo and the SAP partner logo. Do not use the font treatment alone in partner communications.

2 To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.

Note: These are examples only, not design recommendations. Use of a partner logo is optional.



General brochure (online optimized)



Solution brief (online optimized)

1 + 3 Use the font treatment together with your company's logo and the SAP partner logo. Do not use the font treatment alone in partner communications.

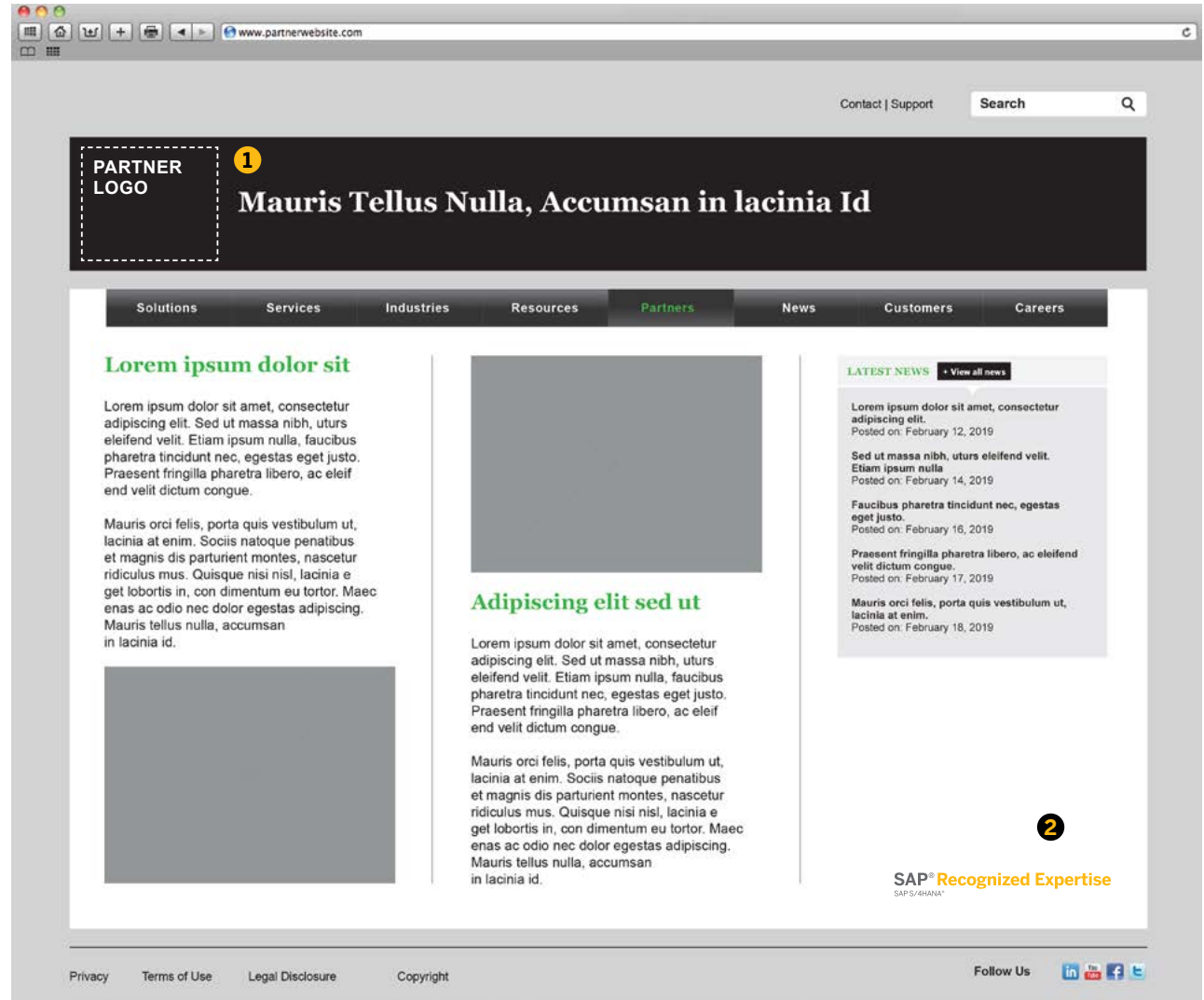
2 To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.

Note: These are examples only, not design recommendations. Use of a partner logo is optional.

<< SAP Recognized Expertise

Applying the Font Treatment | Examples

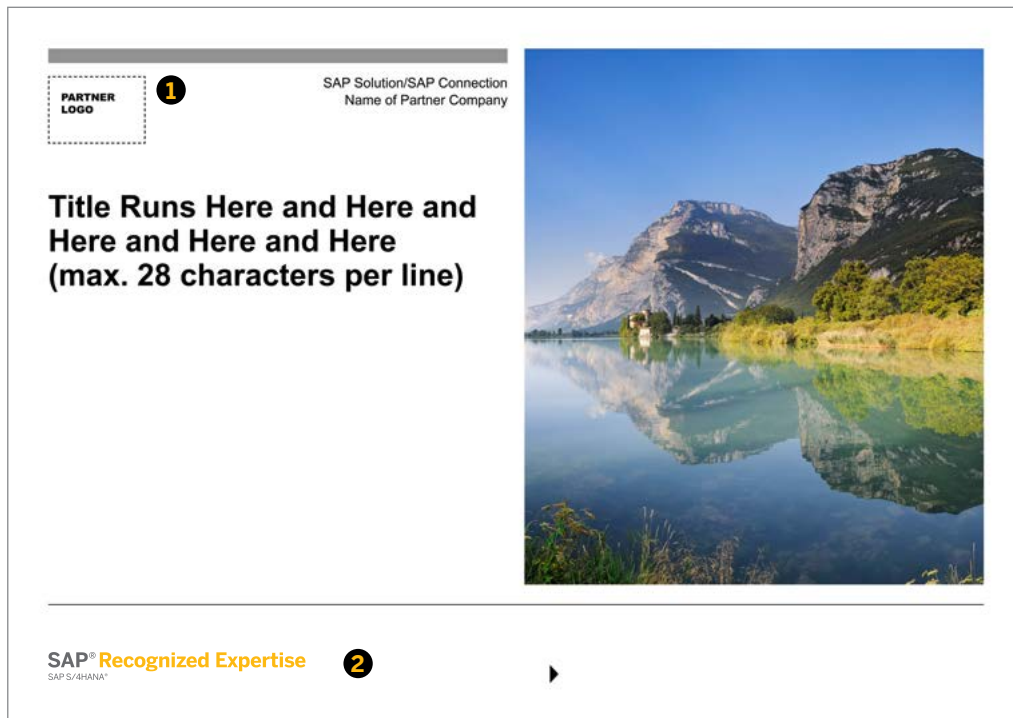
The following examples show the correct placement of the “SAP Recognized Expertise” font treatment without an SAP partner logo.



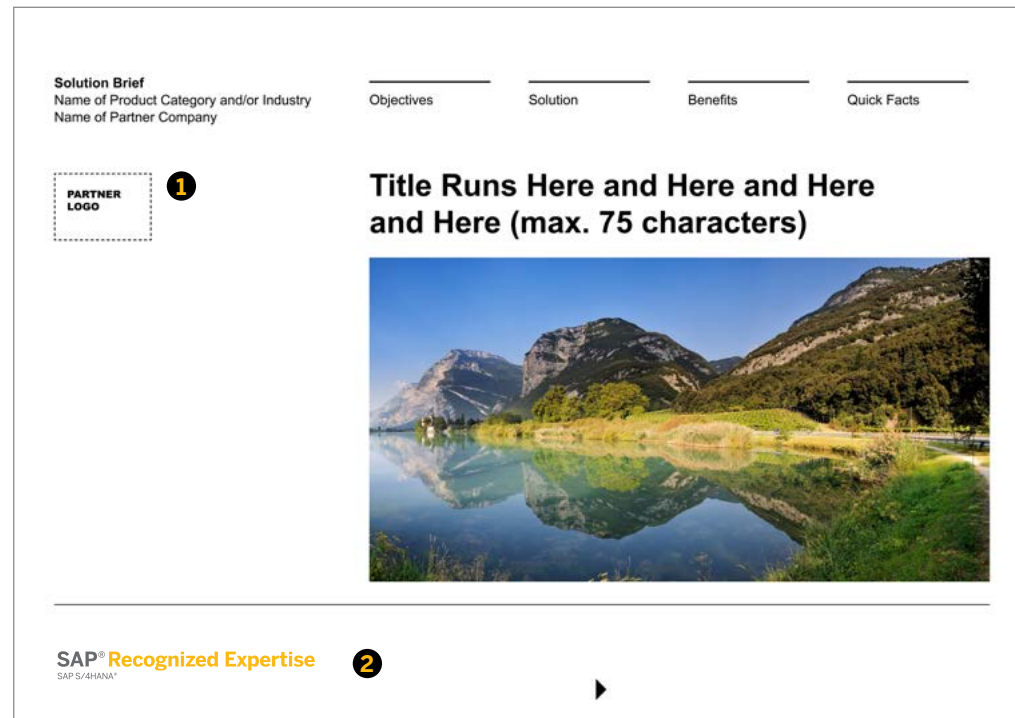
1 Use the font treatment together with your company's logo and the SAP partner logo. Do not use the font treatment alone in partner communications.

2 To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.

Note: These are examples only, not design recommendations.



General brochure (online optimized)



Solution brief (online optimized)

1 Always use the font treatment together with your company logo. Do not use the font treatment alone.

2 To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.

Note: These are examples only, not design recommendations.

<< SAP Recognized Expertise

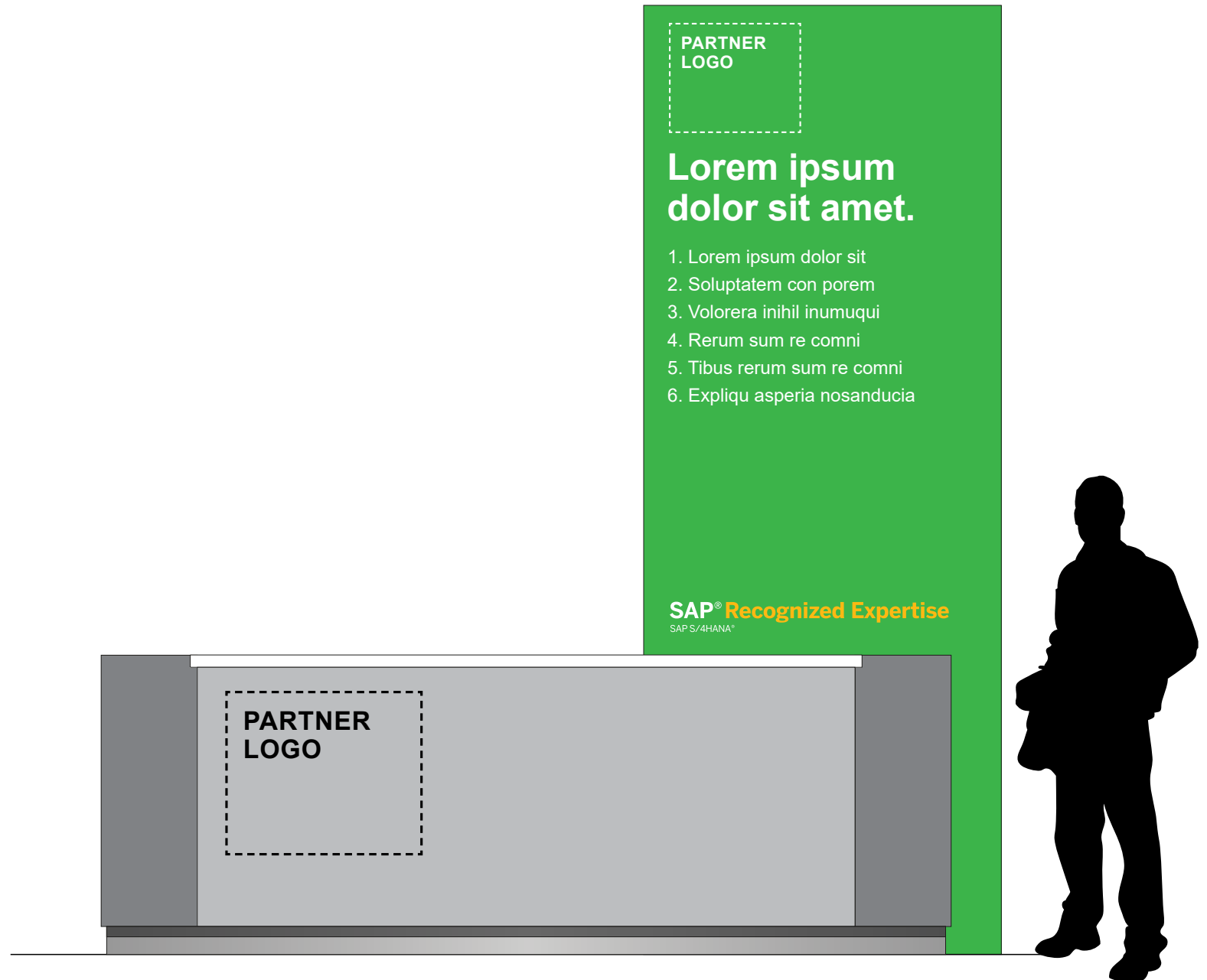
Partner Events and Trade Shows

The following example shows the correct placement of the “SAP Recognized Expertise” font treatment on exhibits for events and trade shows.

An SAP partner logo may be used only for the location for which it is granted.

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

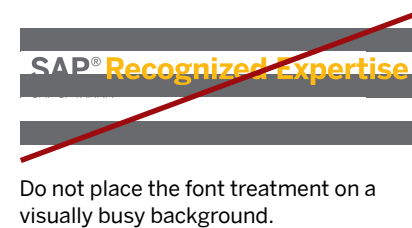
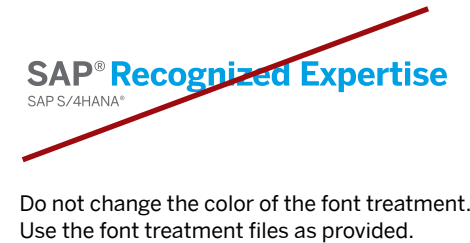
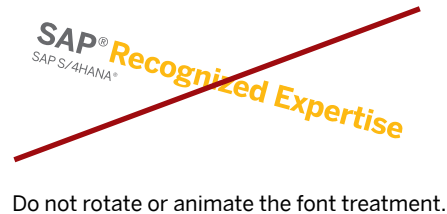
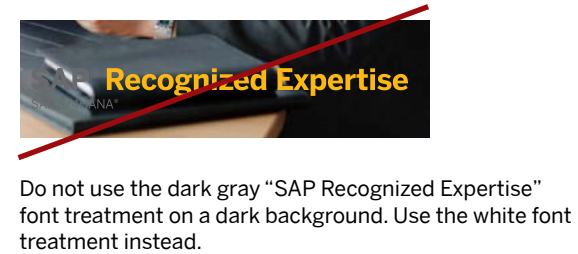
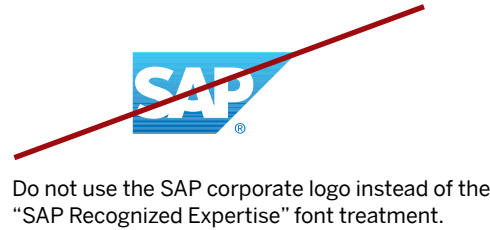
Note: These are examples only, not design recommendations.



<< SAP Recognized Expertise

Applying the Font Treatment | Incorrect Use

These examples show incorrect use of the font treatment and the SAP corporate logo.



<< **SAP Recognized Expertise**

Choosing the Right File Format

The font treatments are provided in three file formats: EPS, GIF, and JPEG. Each format is used for a specific purpose. To ensure correct color and resolution, always choose the format that is appropriate for your application, as described here.

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these font treatment files in word-processing, page-layout, or graphics programs, but do not use them for onscreen or Web presentations.

GIF format is optimized for on-screen or Web presentations. Do not use GIF files for high-resolution printing. Do not scale the font treatment to make it larger than the size provided in the GIF file.

You may use the font treatment in **JPEG format** in Microsoft PowerPoint presentations or for Microsoft Word documents. You may use JPEG files for printing with low-resolution printers, such as laser writers or ink-jet printers. Do not use them for high-quality output or scale the font treatment to make it larger than the size provided in the JPEG file.

Do not animate SAP font treatments.

Thank you.

For more information, contact brand@sap.com.

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