

# **SAP PartnerEdge Open Ecosystem: Font Treatment and Communication Guidelines**

August 2015



---

## 3 Introduction

- 4 SAP PartnerEdge Open Ecosystem
- 5 Engagement Models

---

## 6 Communication Guidelines

- 6 Membership in the SAP PartnerEdge Open Ecosystem
- 8 Communicating Engagement Models
- 10 SAP PartnerEdge Open Ecosystem: Go-To-Market Readiness

---

## 11 Font Treatment

- 11 Selecting the Right File Format
- 12 Obtaining Your Font Treatment
- 13 Policy

---

## 14 Applying the Font Treatment

- 15 Different Backgrounds
- 16 Incorrect Use
- 17 Font Treatment + Company Logo
- 18 Font Treatment + Non-SAP Affiliate
- 19 Font Treatment + One Additional Font Treatment or Logo
- 20 Font Treatment + Multiple Font Treatments or Logos
- 21 Solution Brief
- 22 Web Site and URL
- 23 Events and Trade Shows
- 24 Advertisements

---

## 25 Brand Voice

- 25 Approved Offering Names

---

## 26 Trademarks

---

The SAP PartnerEdge program provides members of the SAP PartnerEdge open ecosystem and partners access to resources, services, and benefits to establish and maintain a successful partnership with SAP. To offer more flexibility and make it easy to engage with SAP, we have revised the SAP PartnerEdge program in 2015, and streamlined program levels and engagement models.

All information and materials related to the SAP PartnerEdge program are available at:  
[www.sappartneredge.com](http://www.sappartneredge.com).

SAP partner logos and font treatments are a symbol of our commitment to work cooperatively with our peer groups and partners and deliver solutions that build customer value and drive results.

These guidelines help you communicate your membership in the SAP PartnerEdge open ecosystem, and they provide essential information on the use of the related font treatment.

For additional questions, send an e-mail to [branding@sap.com](mailto:branding@sap.com) or [brandvoice@sap.com](mailto:brandvoice@sap.com).

Businesses that want to explore partnership options with SAP and experience what SAP has to offer with minimal contractual obligations can become a basic member in the SAP PartnerEdge open ecosystem by accepting the SAP PartnerEdge terms of use.

**Note: Basic members are not entitled to use an SAP partner font treatment or logo.**

If you want to expand your scope and cooperation with SAP, you can become a specialized member in the SAP PartnerEdge open ecosystem, choose an engagement model (see page 5), and sign an engagement-model specific agreement with SAP. This more formal cooperation also includes the option to enter into an official partnership with SAP.

**Note: Specialized members that fulfill specific criteria are entitled to use the “SAP Partner open ecosystem” font treatment (see page 10).**

You can find detailed information in the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#).

In the SAP PartnerEdge open ecosystem, you can select one or more of the following engagement models: “Build,” “Sell,” or “Service.”

These engagement models offer different ways of collaborating and aligning your efforts with SAP.

**Build:** In this engagement model, you can design, develop, and build applications, software, and integrated solutions. The “Build” engagement allows you to explore selected platform technologies to develop your own solutions using the included SAP software developer licenses.

**Sell:** This engagement model is designed for companies that resell SAP solutions. You are authorized to sell, service, and market SAP-approved products available through an SAP distributor. Your company must be sponsored by a local SAP distributor.

**Service:** This engagement model is intended for companies that provide strategic business consulting to customers through the design, development, implementation, and integration of SAP solutions.

For more information about engagement models, see the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#).

You can communicate your basic membership in the SAP PartnerEdge open ecosystem by referring to your company as a “member” or an “official member” of the open ecosystem.

### **Correct:**

- ✓ *We are a member of the SAP® PartnerEdge® open ecosystem.*
- ✓ *We are an official member of the SAP® PartnerEdge® open ecosystem.*

You can also use this phrase as stand-alone messaging line in your communication:

- ✓ *Member of the SAP® PartnerEdge® open ecosystem*

Apply the registered trademark symbols to “SAP® PartnerEdge®” at first mention in headlines and in body text and when you use the phrase as stand-alone messaging line.

Use the full name “SAP PartnerEdge open ecosystem” at first mention. After first mention, and when the context is clear, simply refer to open ecosystem in lowercase, or use the abbreviation “OE” after first introducing the full name.

- ✓ *Our company is a member of the SAP PartnerEdge open ecosystem. In the open ecosystem ...*
- ✓ *As a member of the open ecosystem, we offer ...*
- ✓ *You can join the SAP PartnerEdge open ecosystem (OE). OE members profit from ...*

Precede the term “open ecosystem” with “SAP PartnerEdge” at first mention. Use the name SAP PartnerEdge in uppercase. Do not change the spelling of the name. Do not add a space between the words “Partner” and “Edge.” Use the words “open ecosystem” and “member” in lowercase in body text.

### Correct:

✓ *Our company is a member of the SAP PartnerEdge open ecosystem.*

### Incorrect:

✗ *Our company is an Open Ecosystem Member.*

✗ *Our company is an Open Ecosystem Partner.*

✗ *We are an SAP PartnerEdge OE Member.*

You can refer to your engagement model when you need to describe it, such as in guidelines or program references.

### Examples:

- ✓ *Members of the SAP PartnerEdge open ecosystem can choose an engagement model: “Build,” “Sell,” or “Service.”*
- ✓ *Members of the SAP Partner Edge open ecosystem that have chosen the “Build” engagement model ...*
- ✓ *Open ecosystem members in the “Sell” engagement model ...*
- ✓ *Members with a “Sell” and “Build” focus.*

Use en-dash, colon, or comma to add the engagement model. You can use title case for headlines.

- ✓ *SAP PartnerEdge Program – Build: Key Terms and Conditions (on Web site or as headline)*
- ✓ *SAP PartnerEdge Open Ecosystem: Build (for navigation on Web sites or as headline)*
- ✓ *Open Ecosystem, Build (for navigation on Web sites or as headline)*

Do not use odd grammar or syntax:

### Incorrect:

- ✗ *As a member of the SAP PartnerEdge open ecosystem with a focus on “Sell.”*



Do not precede or follow the term “open ecosystem” with the name of the engagement model, as if a partner level or category. Do not use the term “SAP PartnerEdge” as if a level or category.

### Correct:

✓ *Our company is a member of the SAP PartnerEdge open ecosystem.*

You can follow up with a phrase explaining the engagement model in natural language:

✓ *Our company sells solutions that integrate with SAP software and provides services for ...*

✓ *We are a member of the SAP PartnerEdge open ecosystem providing consulting services.*

✓ *We build applications that integrate with the SAP HANA platform.*

✓ *As an open ecosystem (OE) member, we build and manage applications for SAP customers.*

### Incorrect:

✗ *We are an SAP Partner Edge open ecosystem Sell member.*

✗ *Our company is a Build and Sell SAP Partner Edge open ecosystem member.*

✗ *Our company is a Service member in the SAP PartnerEdge open ecosystem.*

✗ *We are an SAP PartnerEdge Build member/partner.*

✗ *We are a Sell SAP PartnerEdge member/partner.*

If your company is a specialized member of the open ecosystem in the “Sell” or “Service” engagement model and fulfills the required criteria for go-to-market readiness for one or more offerings, SAP will grant you the use of the “SAP partner open ecosystem” font treatment to communicate these offerings.

## SAP<sup>®</sup> Partner Open Ecosystem

You can then refer to your company as a “partner” to communicate your engagement with SAP. Include the complete name “SAP PartnerEdge open ecosystem” at first mention. Use the name “SAP PartnerEdge” in uppercase, use the words “partner” and “open ecosystem” in lowercase in body text. After first mention, you can use the short form “SAP partner,” or simply “partner.”

### Correct:

- ✓ *Our company is a member of the SAP PartnerEdge open ecosystem.*
- ✓ *Our company is a partner in the SAP PartnerEdge open ecosystem.*
- ✓ *We are a partner in the SAP PartnerEdge open ecosystem. As an SAP partner (or: as a partner), our company develops ...*

For detailed information about the required criteria for go-to-market readiness, see the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#).

The font treatment is provided in five file formats: EPS, JPEG, PNG, TIFF, and GIF. Each format is used for a specific purpose: print or online, color or black and white, and you need the right size to ensure readability. This list helps you choose the appropriate logo file:

### **1. Use the font treatment that has been assigned to you for your current engagement with SAP**

### **2. Do not use the SAP corporate logo**

Use the font treatment in your own marketing and communications materials. The SAP corporate logo (  ) is reserved exclusively for use by SAP.

### **3. Use the appropriate file format**

- Color brochure: Use a full color EPS or TIFF file. EPS is preferred.
- Black and white print: Use a grayscale EPS or TIFF file. EPS is preferred.
- Web site: Use a color GIF file.
- Office application: Use a color PNG file. For MS Word only, you can use a color TIFF file.
- Specialty items, such as a t-shirt or baseball cap: Use a full color or one color EPS file, based on requirements.

### **4. Size and scalability**

- EPS files can be scaled to any size your application requires. You can use EPS files to create other file types as needed.
- JPEG, PNG, TIFF, and GIF files can only be scaled down in size. Always maintain the aspect ratio.

### **5. Placement on backgrounds other than white**

# Font Treatment

## Obtaining Your Font Treatment

Specialized members in the SAP PartnerEdge open ecosystem that fulfill all required criteria for go-to-market readiness can download the “SAP Partner open ecosystem” font treatment at: [www.sappartneredge.com](http://www.sappartneredge.com).

Your main source of information is the SAP PartnerEdge Web site: [www.sappartneredge.com](http://www.sappartneredge.com).

Check what is available for you there, from the font treatment and guidelines to strategic product and sales information.

The “SAP Partner open ecosystem” font treatment communicates your relationship with SAP. Use it only on marketing materials that specifically relate to your collaboration with SAP (brochures, direct-marketing pieces, product Web sites). Follow the guidance for font treatment and logo use in these guidelines.

## **Using the SAP Corporate Logo and Brand Design**

- The SAP corporate logo is reserved exclusively for use by SAP.
- Do not use or try to imitate the SAP brand design elements in your communications materials. Use your own brand design. SAP design is proprietary to SAP only.

## **“SAP Partner Open Ecosystem” Font Treatment**

- Only use the font treatment for the duration of your engagement with SAP. You must discontinue using it if your collaboration with SAP expires or is terminated.
- You may not pass on the rights to any SAP font treatment or logo to a third party.
- Do not use any SAP font treatment or logo on the same page where you are promoting a competitor or in conjunction with the promotion of any of your solutions that are not related to SAP.
- When using the font treatment or logo without the trademark designation (R), you must include the following statement, either at the bottom of the page or on a directly linked page: “SAP, the SAP logo, and SAP partner font treatments and logos are trademarks or registered trademarks of SAP SE or an SAP affiliate company in Germany and other countries.”
- When using the SAP partner font treatment on-screen, make the logo function as an active link to the public Web site of [www.sap.com](http://www.sap.com).

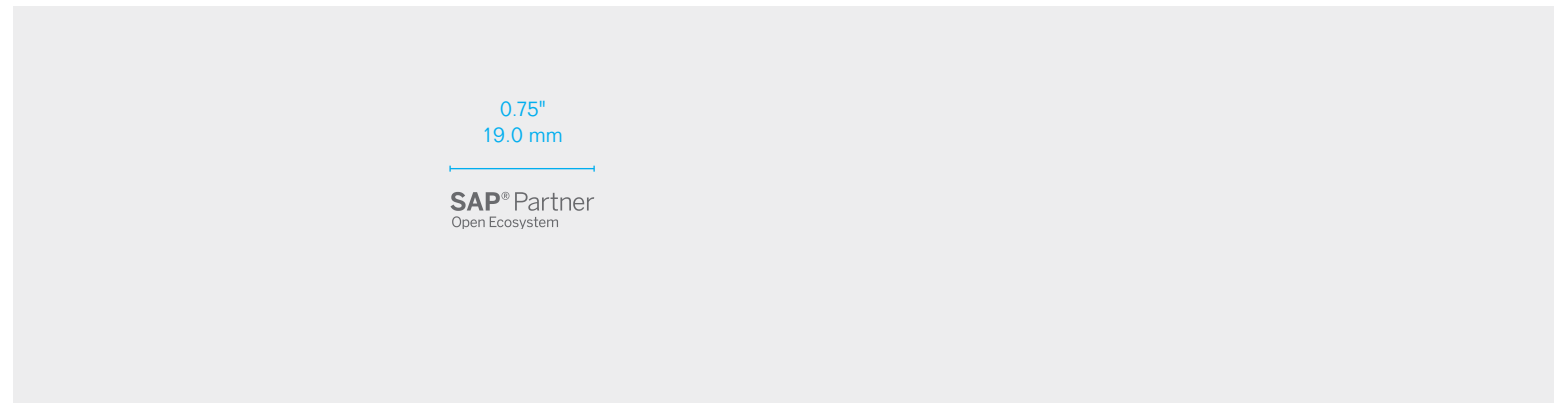
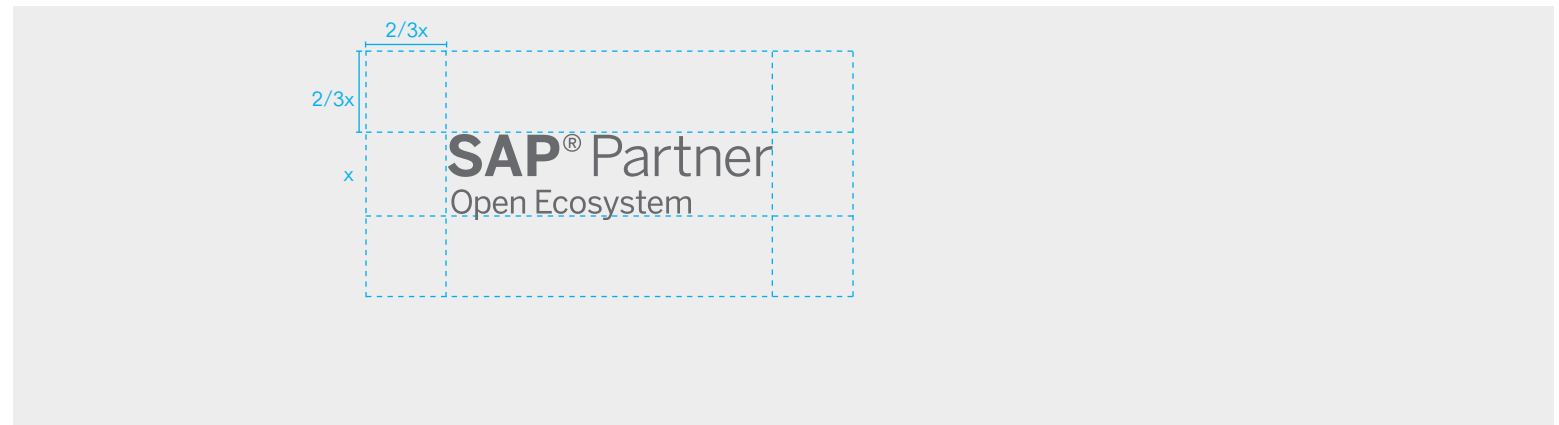
# Applying the Font Treatment

## Clear Space

SAP partner font treatments and logos require a safety margin of two-thirds the height of the font treatment or logo ( $2/3 X$ ).

## Minimum Size

Minimum size refers to the smallest dimensions allowed for the font treatment, while ensuring its readability. Do not reproduce the font treatment at a size smaller than 0.75" or 19.0 mm in width.



# Applying the Font Treatment

## Different Backgrounds

### Color

The font treatment is provided as scalable vector artwork (EPS).

Place the font treatment on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable.

Use the font treatment in grayscale/white as provided by SAP. Do not change the color.



**SAP**<sup>®</sup> Partner  
Open Ecosystem



**SAP**<sup>®</sup> Partner  
Open Ecosystem

# Applying the Font Treatment

## Incorrect Use

- The font treatment is a specially created piece of artwork and trademark of SAP. Use only the approved files provided by SAP and make sure to use the most current version.
- Do not alter the font treatment in any way (for example, changes in color or design). Do not use portions of the font treatment or additional words, taglines, or graphic elements with the font treatment.
- Respect all rules regarding safety margins, minimum size, and colors for the font treatment as described in these guidelines.
- Never animate the font treatment.



Do not use the SAP corporate logo instead of the "SAP Partner" font treatment.



Do not rotate or animate the font treatment.



Do not disproportionately scale, stretch, or compress the font treatment.



Do not place the font treatment on a visually busy background.



Do not place the "SAP Partner" font treatment in a white box.



Do not alter the colors in the "SAP Partner" font treatment.



# Applying the Font Treatment

## Font Treatment + Company Logo

This example shows the correct use of the font treatment in communications materials.

**1** Always use the font treatment in presence of your company logo. Do not use the font treatment alone in your communications material.

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

Do not incorporate the font treatment, or any other SAP logo, into your own logo.

Note: This is an example only.



**Lorem ipsum dolor  
sit amet taerum.**



Taerum am et et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quantias imossit omnietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

# Applying the Font Treatment

## Font Treatment + Non-SAP Affiliate

This example shows the correct use of the “SAP Partner open ecosystem” font treatment with a non-SAP affiliation in communications materials.

**1** Always use the font treatment in presence of your company logo. Do not use the font treatment alone in your communications.

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

Do not incorporate the font treatment, or any other SAP logo, into your own logo.

**3** When using a non-SAP affiliation, maintain the logo clear space and use the logo at the same size ratio as the “SAP Partner open ecosystem” font treatment.

Note: This is an example only.



## Lorem ipsum dolor sit amet taerum.



Taerum am et et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quantias imossit omnietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

**2** SAP® Partner  
Open Ecosystem

**3** LOGO OF  
NON-SAP  
AFFLILATE

# Applying the Font Treatment

## Font Treatment + One Additional Font Treatment or Logo

This example shows the correct use of the “SAP Partner open ecosystem” font treatment with one other SAP logo or font treatment.

**1** Always use the font treatment in the presence of your company logo. Do not use the font treatment alone in communications.

**2** Do not use the font treatment at a size larger than your own corporate logo.

To protect SAP trademarks, do not connect the font treatment or logos with any text or graphic element. Do not incorporate the font treatment, or any other SAP logo, into your own logo.

**3** Maintain the clear space between font treatments or logos and use the same size ratio.

Note: This is an example only.



**Lorem ipsum dolor  
sit amet taerum.**



Taerum am et et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quantias imossit omnietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

**2**  
**SAP® Partner**  
Open Ecosystem

**3**  
**SAP® Certified**  
Integration with SAP HANA®

# Applying the Font Treatment

## Font Treatment + Multiple Font Treatments or Logos

This example shows the correct use of the “SAP Partner open ecosystem” font treatment with multiple SAP font treatments or logos.

- 1** Always use the font treatment in the presence of your company logo. Do not use the font treatment alone in communications.
- 2** Do not use font treatment at a size larger than your own corporate logo.
- 3** When you refer to multiple SAP recognitions, memberships, and certifications, render them in the typographic style of your communications material.

To protect SAP trademarks, do not connect font treatment or logos with any copy or graphic element.

Do not incorporate the font treatment or any other SAP logo into your own logo.

Note: This is an example only.

**1**

COMPANY  
LOGO

### Lorem ipsum dolor sit amet taerum.



Taerum am et et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omn ietum, soluptatem con porem lam et dolorum dolumqu iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, volorera inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

**2**

SAP® Partner  
Open Ecosystem

**3**

SAP® Certified  
Integration with SAP HANA®

SAP® Certified  
in Hosting Services

# Applying the Font Treatment Solution Brief

This example shows the correct use of the “SAP Partner open ecosystem” font treatment in a solution brief that addresses your engagement with SAP.

**1** Always use the font treatment in the presence of your company logo. Do not use the font treatment alone in communications.

**2** Do not use the font treatment at a size larger than your own corporate logo.

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


Do not incorporate the font treatment, or any other SAP logo, into your own logo.

Do not use the font treatment on your business cards or stationery.

**3** Imagery that represents SAP is available at: [www.sapbrandtools.com](http://www.sapbrandtools.com).

Note: This is an example only.

**Solution Brief Solution**



**HEADLINE RUNS HERE AND HERE AND (MAX. 65 CHARACTERS W. SPACES)**

Ureet delisil ilis nonsequat. Sed molor iuscidunt wis eumsand ipsum zzzrit ing ex eugiam vel dipis adit diam commy nonulpu senibh ea am zzzrit incip eraesto et nonsenim quis nos dion senis ex eros diam dolutpat luptatin ullandre verci tatu mod et voloreet, commy nullutat prat wisismodo corem vel ullamet nonsequisi tat ad elis am irillaor ing eraese. ea am zzzrit incip eraesto et nonsenim quis nos dion senis ex eros dolutpat luptatin ullandre verci tatu mod et voloreet, commy nullutat prat wisismodo corem vel ullamet nonsequisi tat ad elis am irillaor ing eraese. (max. 600 characters w. spaces).

Subline 1: Quatum zzzrit velis augue te mag niam zzzriure delisisci  
Exercip etum eugait praestis alis nulla feugiate mod olessecte ercipsis utet adigna feu faciliit nulpute digna alisci tem vercil inciit iusciduismod tat la conse facidunt nisi et plurinum digna alisci tem.

Ureet delisil ilis nonsequat. Sed molor iuscidunt wis eumsand ipsum zzzrit ing ex eugiam vel dipis adit diam commy nonulpu tat landrer senim quacon sequism oluptat, summy nit ation senibh ea am zzzrit incip eraesto et nonsenim quis nos dion senis ex eros diam dolutpat luptatin ullandre verci tatu mod et voloreet, commy nullutat prat wisismodo corem vel ullamet nonsequisi tat ad elis am irillaor ing eraese.

Subline 2: Ut alis adipissectem zzzrit il utpat. Ut ut lorperil iurer senis.  
Praessenit ipit adio consequ amcortie tatum vulpute feu faciliqui bian ver sim il erate do dit acil irilla feu feugait nulput dit nulla feupissit, summy num delis nullum tat landrer senim quacon sequism oluptat, summy nit ation senibh ea am zzzrit incip eraesto et nonsenim quis nos dion senis ex eros diam dolutpat luptatin ullandre verci tatu mod et voloreet, commy nullutat prat tat landrer senim quacon sequism oluptat, summy nit ationsenibh verci summy

nit ationsenibh verci acip eliquamet, con volortummy nit dolorpe rostionseercin cipit ad delisiclit dionsenis ex eros diam dolutpat luptatin ullandre verci tatu.

Subline 2: Am, quatum zzzrit velis augue te magniam zzzriure delisisci  
Exercip etum eugait praestis alis nulla feugiate mod olessecte ercipsis utet adigna feu facilit nulpute digna alisci tem vercil inc tat la conse facidunt nisi et plurinum.

Ureet delisil ilis nonsequat. Sed molor iuscidunt wis eum sandipsum zzzrit ing ex eugiam vel dipis adit diam commy nonulputatummod et voloreet, commy nullutat prat wisismodo corem vel ullamet nonsequisi tat ad elis am irillaor ing eraese.

Exercip etum eugait praestis alis nulla feugiate mod olessecte ercipsis utet adigna ficilit iusciduismod tat la conse facidunt tatu mod et voloreet, commy nullutat prat wisismodo corem vel ulla met nonsequisi tat ad eli (max. 2100 characters w. spaces).

**2** **SAP® Partner Open Ecosystem**

**1** COMPANY LOGO

# Applying the Font Treatment

## Web Site and URL

This example shows the correct placement of the “SAP Partner open ecosystem” font treatment on Web sites.

Respect all rules regarding safety margins, minimum size and colors for the font treatment and other SAP logos and font treatments as described in these guidelines.

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/domain name. It can be used in the “search area” portion of the address.**

### Correct example:

[www.yourcompany.com/sap](http://www.yourcompany.com/sap)

This is allowed because it clearly puts SAP in the search area, not in the main address.

### Incorrect example:

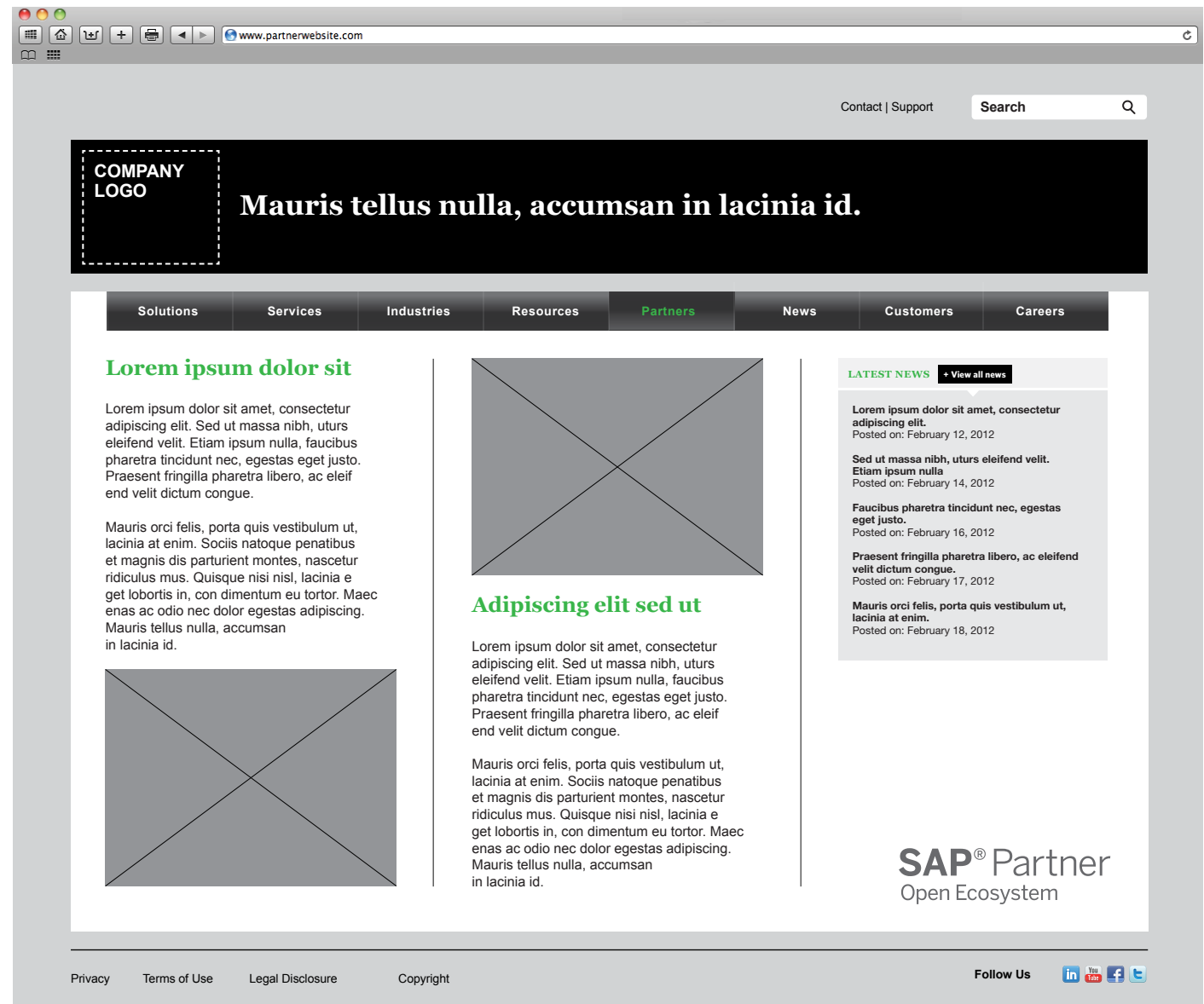
[www.yoursolution4sap.com](http://www.yoursolution4sap.com)

This is 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 SE or an SAP affiliate company.”

When using the font treatment on-screen, make the logo function as an active link to the public web site of SAP: [www.sap.com](http://www.sap.com).

Do not animate any SAP font treatment or logo.



# Applying the Font Treatment

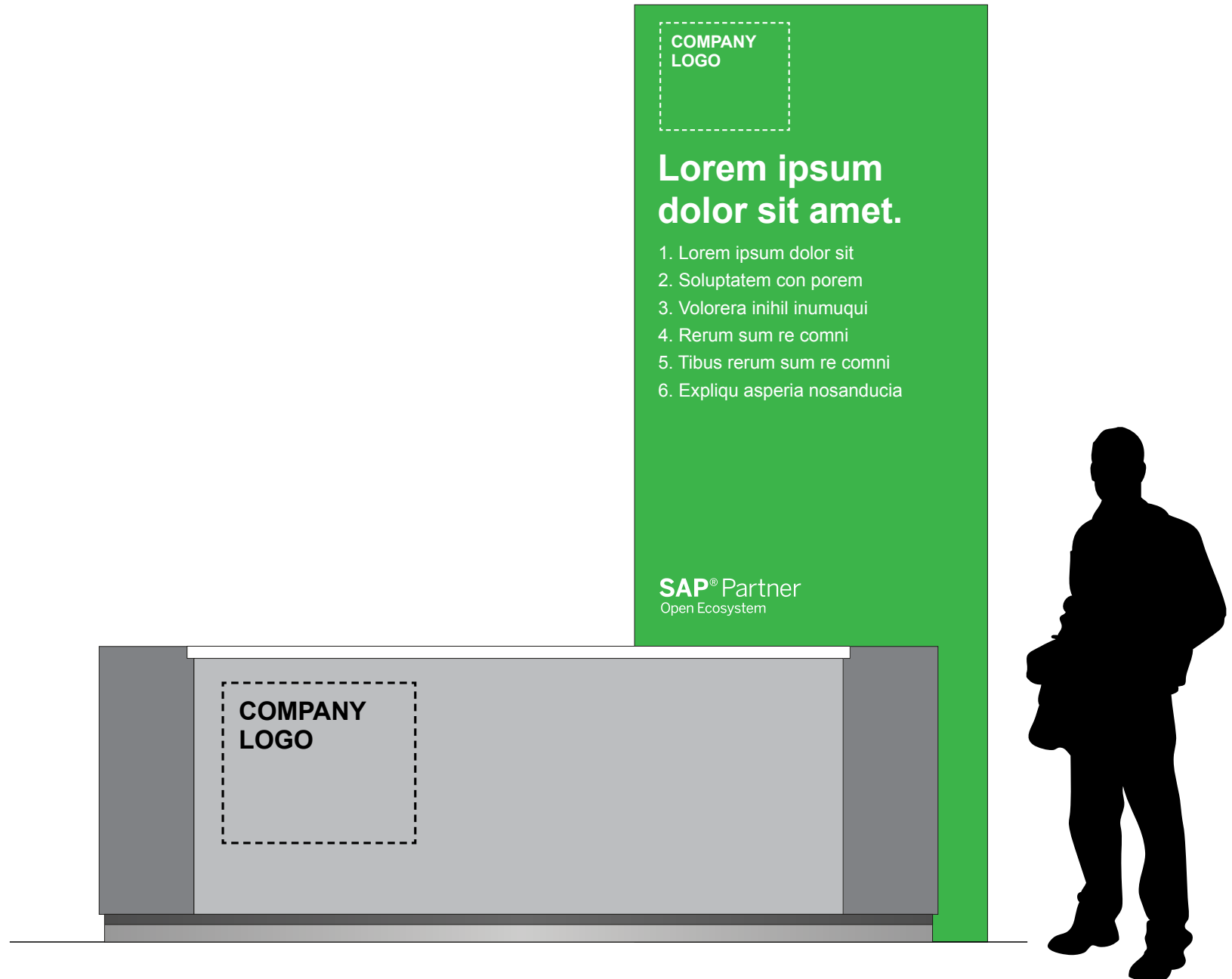
## Events and Trade Shows

This example shows the correct placement of the font treatment on exhibits for events and trade shows.

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

An SAP partner logo or font treatment may only be used for the partner track under which the contracts are signed.

Note: These are examples only, not design recommendations.



# Applying the Font Treatment Advertisements

The following example shows the correct placement of the “SAP Partner open ecosystem” font treatment on advertisements.

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

**1** Always use the font treatment in the presence of your company logo. Do not use the font treatment alone in communications.

**2** When using a non-SAP affiliation on communications materials, maintain the logo clear space and use the logo at the same size ratio as the “SAP Partner open ecosystem” font treatment.

**3** Never use the font treatment larger than your own corporate logo.

Note: These are examples only, not design recommendations.

**1**

COMPANY LOGO

Lorem ipsum dolor sit amet.

Taerum am et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quatiias imossit omn.

**2**

LOGO OF NON-SAP AFFILIATE

**3**

SAP® Partner  
Open Ecosystem

Font treatment + company logo (see page 17)  
Non-SAP affiliate (see page 18)

COMPANY LOGO

Lorem ipsum dolor sit amet.

Taerum am et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quatiias imossit omn.

SAP® Certified  
Integration with SAP HANA\*

SAP® Partner  
Open Ecosystem

Font treatment + one additional font treatment or logo (see page 19)

COMPANY LOGO

Lorem ipsum dolor sit amet.

Taerum am et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quatiias imossit omn.

SAP® Certified  
Integration with SAP HANA\*

SAP® Certified  
in Hosting Services

SAP® Partner  
Open Ecosystem

Multiple font treatments or logos (see page 20)



## Brand Voice

### Approved Offering Names

For information about the use of SAP offering names, refer to the Brand Voice approved names list.

You can find the Brand Voice approved names list and the comprehensive Partner Communication Guidelines at [www.sappartneredge.com](http://www.sappartneredge.com).

To ensure correct use of SAP trademarks, follow the trademark guidance on the SAP Corporate Web site:

<http://www.sap.com/corporate-en/about/legal/copyright/trademark-proper-use.html>

# Thank you!

For additional questions, please contact [branding@sap.com](mailto:branding@sap.com).

©2015 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

