

# **SAP<sup>®</sup> PartnerEdge<sup>®</sup>: Logo and Communication Guidelines**

August 2016



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The relationship with our partners is one of our most valuable assets. The SAP PartnerEdge program provides partners access to resources, services, and benefits to establish and maintain a successful partnership with SAP. To offer our partners more flexibility and make it easy for them 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 are a symbol of our commitment to work cooperatively with our partners and deliver solutions that build customer value and drive results.

These guidelines apply to all partners in the SAP PartnerEdge program. They help you communicate your partnership with SAP, partner levels, and engagement models. And they provide essential information on the use of SAP partner logos.

**Note:** If you are a member in the SAP PartnerEdge open ecosystem, you will find detailed information in the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#) and in the [SAP PartnerEdge Open Ecosystem Font Treatment and Communication Guidelines](#).

If your company is not in the SAP PartnerEdge program, you will find detailed information about your partner logo and usage examples in the [SAP Partner Branding Guidelines for Partners Outside the SAP PartnerEdge Program](#).

If you have questions or need further information in addition to these guidelines, contact your SAP partner manager or send an e-mail to [branding@sap.com](mailto:branding@sap.com).

In the SAP PartnerEdge program, companies are granted one of the following program levels based on their engagement or contract with SAP.

**SAP PartnerEdge open ecosystem:** If you want to explore partnership options with SAP and experience what SAP has to offer with minimal contractual obligations, you can become a basic member in the SAP PartnerEdge open ecosystem. If you want to expand your scope and cooperation with SAP, you can become a specialized member. This more formal cooperation includes specific requirements, criteria, and benefits, and the option to enter into an official partnership with SAP. For detailed information, see the [SAP PartnerEdge Program Guide for Members of the Open Ecosystem](#) and the [SAP PartnerEdge Open Ecosystem Font Treatment and Communication Guidelines](#).

**SAP silver partner:** The silver level is the standard entry level for new partners based on an official partnership contract with SAP. Through value points, you can advance to the next level, and become an SAP gold partner. The SAP silver partnership offers a number of benefits, training, and marketing support from SAP.

**SAP gold partner:** The second and advanced partnership level including a stronger association with SAP and a number of additional benefits.

**SAP platinum partner:** The most strategic and global partnership level, by invitation only. Partners are offered this level based on a business case that is approved by the SAP Executive Board. Benefits include highest level of joint go-to-market efforts, and visibility with a platinum partnership logo.

You can find detailed information about the framework and requirements for the different partner levels in the [SAP PartnerEdge Program Guide](#).

SAP can grant companies that distribute SAP products to sellers/resellers of SAP solutions the “SAP Distributor” reference and logo. To communicate that your company is a distributor of SAP offerings, you can use the following expressions. Use lowercase for the word “products,” “software,” and “distributor” in body text.

- ✓ Our company is an SAP distributor.
- ✓ Our company is a distributor of SAP products.
- ✓ Our company distributes SAP software.
- ✓ Our company distributes SAP products.

SAP distributors sign a distribution agreement with SAP, not a partner agreement. Don’t refer to a distributor as an SAP partner or to “distribution” as an SAP partner type or category. Do not refer to distributors as “authorized” distributor or “SAP-authorized” distributor.

- ✗ Our company is an SAP partner. We distribute SAP software.
- ✗ Our company is an SAP solution distribution partner.
- ✗ Our company is an distribution partner for SAP products.
- ✗ Our company is an SAP distributor partner.
- ✗ Our company is and SAP-authorized distributor.

When you join the SAP PartnerEdge program, you select one or more of the following engagement models: “Build,” “Sell,” “Service,” or “Run.”

These engagement models offer different ways of collaborating and aligning your efforts with SAP. You choose and establish your partnership based on your business model. This framework also allows you to select, add, and join multiple engagement models to expand your business.

**Build:** This engagement model is for partners that design, develop, and build applications, software, and integrated solutions. It allows them to develop and certify their solutions, and sell them through SAP’s digital channels, such as the SAP Store.

**Sell:** This engagement model is designed for partners that resell SAP solutions. Partners in this model can also manage the entire customer lifecycle, including demand, sales, and implementation. Partners may provide maintenance and support services after successfully meeting specific requirements. This model includes, but is not limited to, resellers and value-added reseller.

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

**Run:** This engagement model is designed for partners that provide services to end customers based on SAP solutions. The integrated offering contains a specific service, deployment in a private or public cloud, and is enhanced by the partner’s IP. The model includes, but is not limited to, providers of partner managed cloud, business process outsourcing, and SAP Business One®.

For more information about engagement models, see the [SAP PartnerEdge Program Guide](#).

To communicate your engagement or partnership with SAP, only refer to your program level. Precede the term with “SAP” at first mention. Use the name SAP PartnerEdge in uppercase. Use the words “partner” or “partners,” “open ecosystem,” “silver,” “gold,” and “platinum” in lowercase in body text.

### Correct:

- ✓ Our company is a member of the SAP PartnerEdge open ecosystem.
- ✓ Our company is an SAP silver partner.
- ✓ Our company is an SAP gold partner.
- ✓ Our company is an SAP platinum partner.
- ✓ Our company is a gold partner.

### Incorrect:

- ✗ Our company is an Open Ecosystem Partner/Member.
- ✗ We are an SAP PartnerEdge OE Member.
- ✗ Our company is a Silver Partner.
- ✗ Our company is a Gold partner.
- ✗ Our company is an SAP Platinum Partner.

Engagement models offer and describe different ways of collaborating and aligning your efforts with SAP. They are part of your partnership contract as described in the [SAP PartnerEdge Program Guide](#). You can refer to the engagement model when you need to describe it, such as in guidelines or program references.

### Examples:

- ✓ SAP Partners can choose an engagement model: “Build,” “Sell,” “Service,” or “Run.”
- ✓ Partners that have chosen the “Service” engagement model.
- ✓ Partners in the “Run” engagement model.
- ✓ Partners with a “Sell” and “Build” focus.

Use an 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 Program with a focus “Sell.”



In your communication to customers, only refer to your program level (see page 7). Do not precede the term “partner” with the name of the engagement model, as if a partner level or category. Do not use the term “SAP PartnerEdge” as if a partner level or category.

### Correct:

✓ Our company is an SAP platinum partner.

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

✓ We are an SAP silver partner. Our company sells solutions that integrate with SAP software and provides services for ...

✓ We are an SAP gold partner providing consulting services.

✓ We are an SAP silver partner. We build applications that integrate with the SAP HANA® platform.

✓ As an SAP platinum partner, we build and manage applications for SAP customers.

✓ Our company is an SAP silver partner. We resell SAP solutions.

✓ As an SAP gold partner, we provide services based on SAP solutions.

✓ Our company is an SAP silver partner. We offer services that help you run your business.

### Incorrect:

✗ We are a Run partner.

✗ We are an SAP silver partner with “Service” engagement.

✗ We are an SAP Gold Service Partner.

✗ Our company is a Sell partner with platinum status.

✗ Our company is an SAP silver partner with Build and Sell engagement models.

✗ We are an SAP PartnerEdge partner.

✗ We are a Sell SAP PartnerEdge partner.

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 ...

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

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 partner logo helps you communicate your partnership and connection with SAP, continue to grow, and strengthen your business.

Partner logos are designed to be unique and engaging. Each logo uses the anvil shape to visually join partners with SAP and to show our close cooperation. Only use the official partner logo or font treatment(s) assigned to you by SAP.

As a new partner, your partnership has to be fully operational and you have to fulfill your specific program requirements before you can start using your partner logo.



## SAP Distributor Logo



SAP partner logos are 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 logo file that has been assigned to you for your current program or partner level.**

Do not use multiple partner logos when changing your partner level. Discontinue using the logo of your previous level. For more information, contact your SAP partner manager, or send an e-mail to [partner@sap.com](mailto:partner@sap.com).

### **2. 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.

### **3. 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.

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

Review the usage examples to determine which logo is appropriate (see pages 17 and 18).

# Partner Logo

## Obtaining Your Logo

Log on to [www.sappartneredge.com](http://www.sappartneredge.com) to download your font treatment or partner logo. 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. SAP silver partners can download the “SAP Silver Partner” logo. Gold and platinum partners can send an e-mail to [partner@sap.com](mailto:partner@sap.com) that provides your company name. The team will verify your partnership status as well as any certification that you may have, and send you the correct logo package.

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 logos and guidelines to strategic product and sales information.

SAP partner logos communicate your partner relationship with SAP. Use the SAP partner logo only on marketing materials that specifically relate to your partnership with SAP (brochures, direct-marketing pieces, product Web sites). Follow all guidance for logo use given in these guidelines.

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

- The SAP corporate logo is reserved exclusively for use by SAP.  
Note: In exceptional cases, SAP platinum partners may be allowed to use the SAP corporate logo within a marketing piece for a specific campaign. This exception applies only to platinum SAP partners and is assessed on a case-by-case basis prior to execution of a campaign.
- 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 Logo**

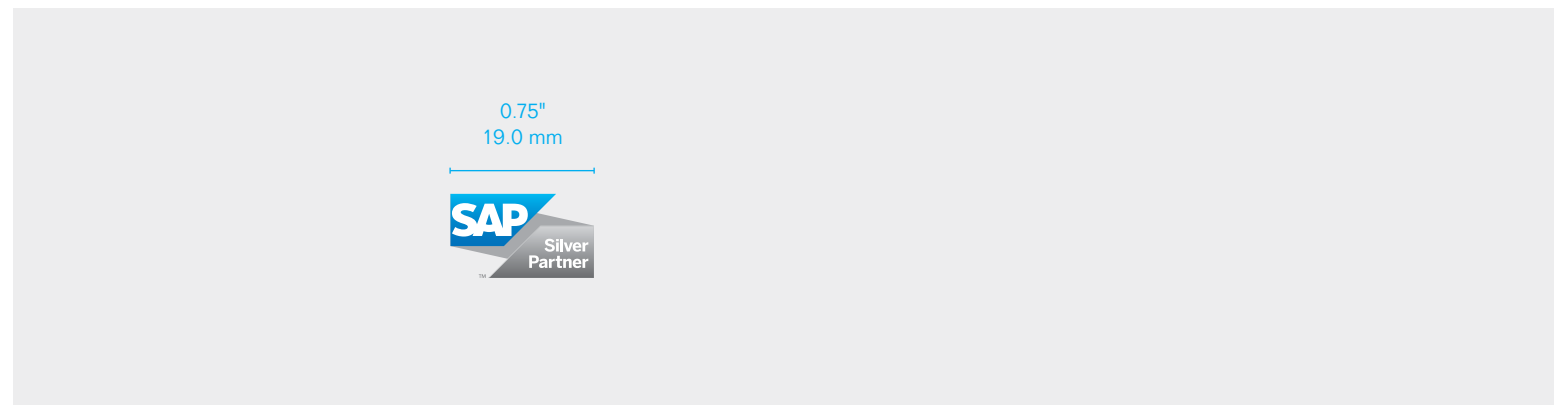
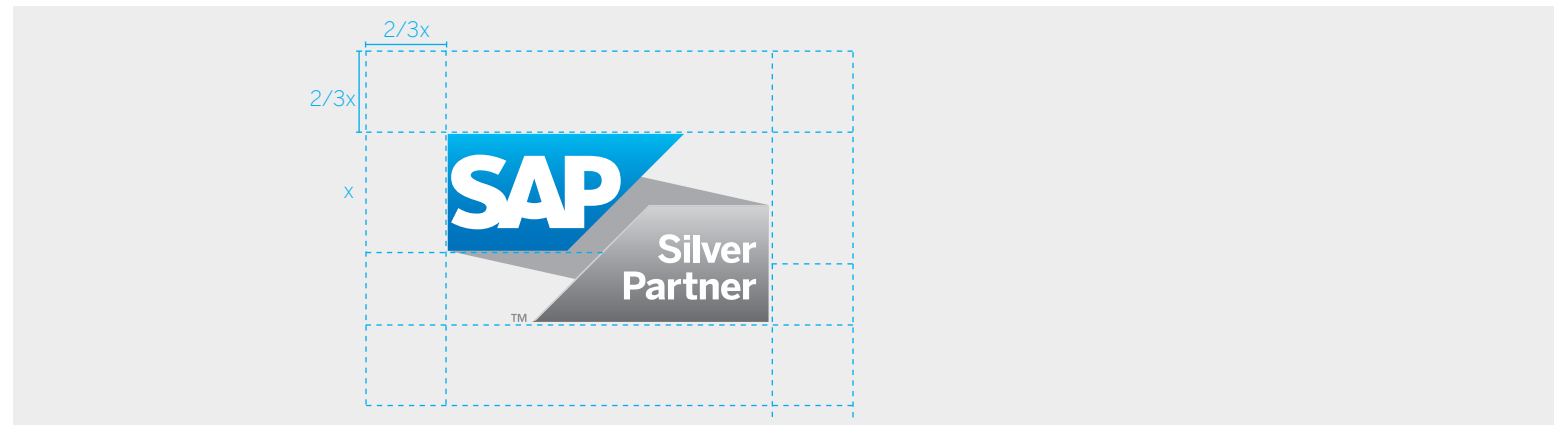
- Only use the SAP partner logo for the duration of your partnership with SAP. Use of the logo is subject to a written trademark license. As agreed in the legal contract, you must discontinue using the SAP partner logo immediately if your partnership with SAP expires or is terminated.
- You may not pass on the rights to any SAP logo to a third party.
- Do not use any SAP 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 logo without the trademark designation (TM), you must include the following statement, either at the bottom of the page or on a directly linked page: “SAP, the SAP logo, and the SAP partner logos are trademarks or registered trademarks of SAP SE or an SAP affiliate company in Germany and other countries.”
- When using the SAP partner logo on-screen, make the logo function as an active link to the public Web site of SAP: [www.sap.com](http://www.sap.com).

## Clear Space

SAP partner logos require a safety margin of two-thirds the height of the SAP logo (2/3X). Measure from the upper edge of the partner category and the lower edge of the rule to create the necessary amount of clear space.

## Minimum Size

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





# Applying the Logo

## Placing the Logo on Different Backgrounds

### Color

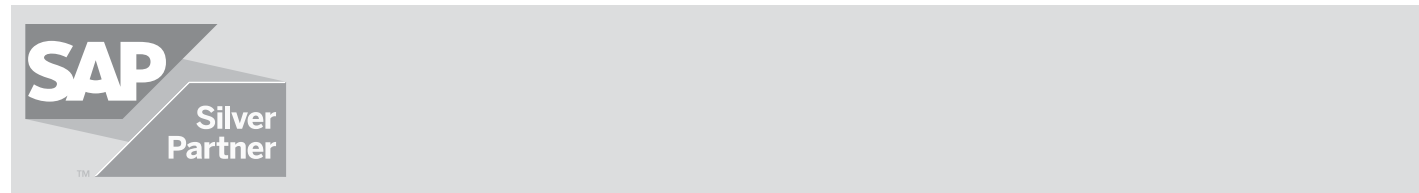
SAP partner logos are provided as scalable vector artwork (EPS).

Place the logos on backgrounds that provide good contrast and legibility to ensure that they are clearly recognizable.



### Grayscale Positive and Negative Logo Formats

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



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



# Applying the Logo

## Incorrect Use

- SAP partner logos are specially created pieces of artwork and trademarks of SAP. Use only the approved versions provided by SAP in electronic files, and make sure to use the most current SAP partner logo. For more information, contact your SAP partner manager, or send e-mail to [partner@sap.com](mailto:partner@sap.com).
- Do not alter the SAP partner logo in any way (for example, changes in color or design). Do not use portions of the logo or additional words, taglines, or graphic elements with the SAP partner logo.
- Respect all rules regarding safety margins, minimum size, and colors, as described in these guidelines.
- Do not animate any SAP logo.



Do not use the SAP corporate logo instead of the SAP partner logo.



Do not rotate or animate the logo.



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



Do not place the logo on a visually busy background.



Do not place the SAP partner logo in a white box.



Do not alter the colors in the SAP partner logo.

# Applying the Logo

## SAP Partner Logo + Partner Company Logo

This example shows the correct use of the SAP partner logo in partner communications materials.

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

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

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

Note: This is an example only.



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# Applying the Logo

## SAP Partner Logo + Non-SAP Affiliate

This example shows the correct use of the SAP partner logo with a non-SAP affiliation in partner communications materials.

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

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

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

Do not use the SAP partner logo on partner business cards or stationery.

**3** When using a non-SAP affiliation on partner communications, maintain the logo clear space and use the logo at the same size ratio as the SAP partner logo.

Note: This is an example only.



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# Applying the Logo

## SAP Partner Logo + One Additional Font Treatment or Logo

This example shows the correct use of the SAP partner logo with other SAP logos or font treatments in partner communications.

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

**2** Do not use the SAP partner logo 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 SAP partner logo, or any other SAP logo, into your own logo.

**3** Do not connect the SAP partner logo with any other SAP logo or font treatment.

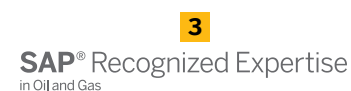
Note: This is an example only.



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# Applying the Logo

## SAP Partner Logo + Multiple Recognitions, Memberships, or Certifications

This example shows the correct use of the SAP partner logo with multiple SAP recognitions, memberships, or certifications.

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

**2** Never use the SAP partner logo 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 the partner communication.

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

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

Note: This is an example only.



**Lorem ipsum dolor sit amet taerum.**



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**SAP® Certified**  
Integration with SAP HANA\*

**SAP® Recognized Expertise**

**3**

This example shows the correct use of the SAP partner logo in a partner solution brief that addresses the SAP partnership.

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

**2** Do not use the SAP partner logo 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 SAP partner logo, or any other SAP logo, into your own logo.

Do not use the SAP partner logo on partner 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**



**3**

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

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**1**

COMPANY LOGO

# Applying the Logo

## Partner Web Site and URL

This example shows the correct placement of the SAP partner logo on Web sites.

Respect all rules regarding safety margins, minimum size and colors for the SAP partner logo 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.** SAP 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:

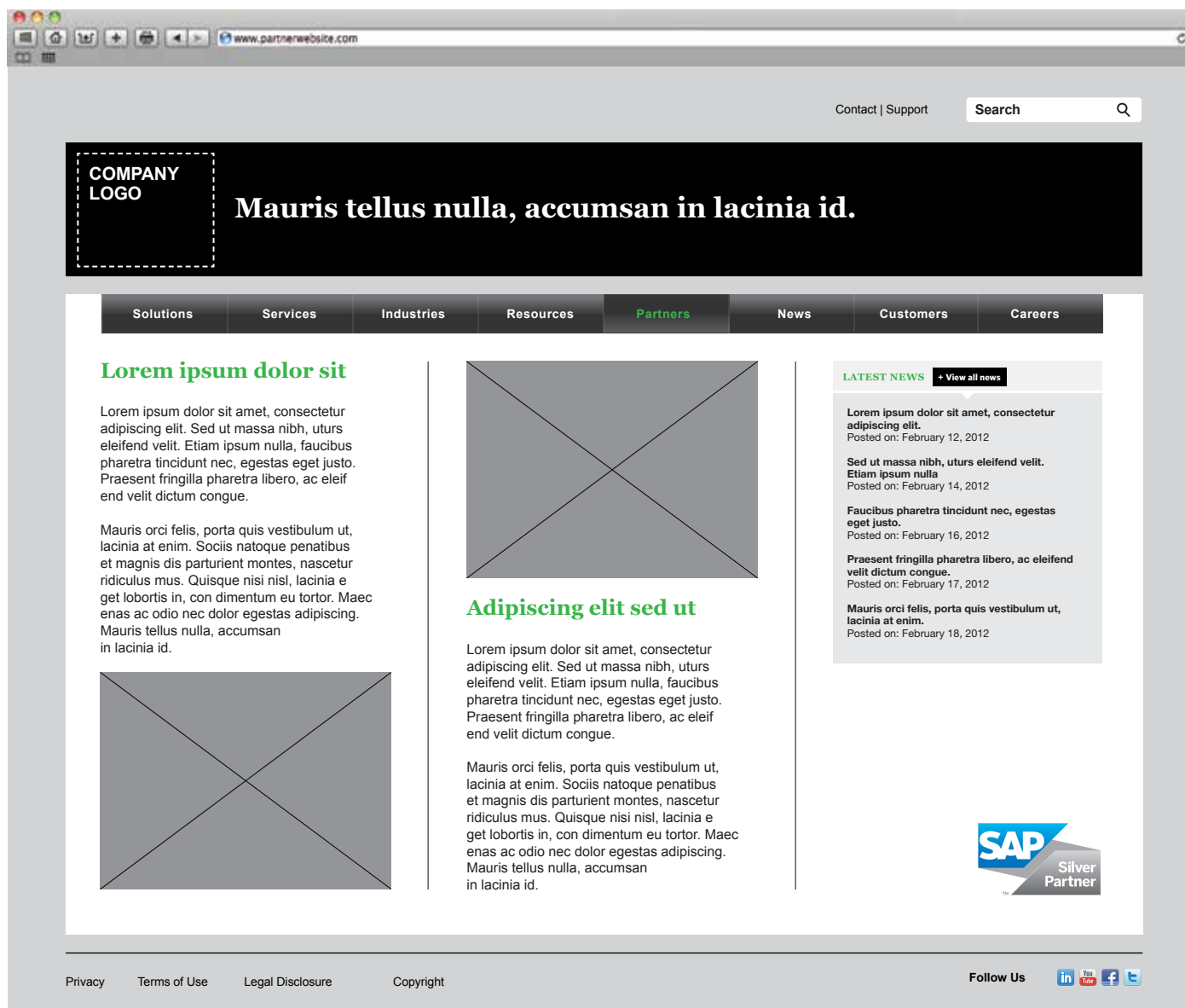
[www.yoursolution4sap.com](http://www.yoursolution4sap.com)

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 SAP partner logo 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 logo.







# Applying the Logo

## Partner Advertisements

The following example shows the correct placement of the logo on partner advertisements.

Only use an SAP partner logo for the location for which it is granted.

**1** Use the SAP partner logo in the presence of your company logo. Do not use the logo alone in partner communications.

**2** When using a non-SAP affiliation, maintain the logo clear space and use the logo at the same size ratio as the SAP partner logo.

**3** Do not use the SAP partner logo at a size larger than your company logo.

Note: These are examples only, not design recommendations.



SAP Partner logo and company logo (see page 19)  
Non-SAP affiliation (see page 20)



SAP partner logo + one additional logo or font treatment (see page 21)



Multiple recognitions, memberships, or certifications (see page 22)

## 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).

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