



## **PARTNER BRANDING GUIDELINES**

CULTIVATING AND COMMUNICATING OUR RELATIONSHIPS

# CONTENT

Introduction	3	Appendix A:	
Our Partner Logos	5	“Enabled by SAP Business One” Logo	25
		Introduction	26
Selecting the Right Partner Logo	6	Communicating about Your Product	27
Quick Start Guide	7	Using SAP Trademarks and	
Signifying Your Partner Group and Category	8	Trademark Attributions	28
Choosing the Right File Format	9	Using the Endorsement Logo	29
Knowing the Logo Schemes	10	Knowing the Logo Schemes	30
How to Access Your Logo	11	Applying the “Enabled by SAP Business One”	
		Logo Properly	31
Applying the Logo Properly	12	Practices to Avoid	32
Using the Logo in Collateral	14		
Using the Logo in Advertisements	15	Appendix B: Certification Logos	33
Using the Logo on Web Sites	16	Knowing the Certification Logos	34
Using the Logo in Exhibits for		Applying the Certification Logos	36
Events and Trade Shows	17	Knowing the Logo Schemes	37
Practices to Avoid	18	Choosing the Right File Format	38
		Practices to Avoid	39
Policies Our Partners Must Observe	19		
		Appendix C: Trademarks	40
SAP Compatibility References	21	Using SAP Trademarks and	
Communicating Your Offering’s		Trademark Attributions	41
Compatibility with SAP	22	Knowing the SAP Trademarks	43
One Voice	23	Thank You!	45
Offering Names	24		

# INTRODUCTION

Partner Branding Guidelines  
December 14, 2009 | Release 4.2  
[Back to "Content"](#)  
Page 3



# INTRODUCTION

SAP's relationship with our partners is one of our most valuable assets. The partner logo is a symbol of our commitment to work cooperatively with our partners to deliver solutions that build customer value and drive results.

This document is a tool to help us apply this symbol and express our partnership in a clear and consistent manner. It provides essential information on the correct use of SAP partner logos, and it explains how to reference your product's compatibility with SAP® software, use endorsement lines, and apply SAP trademarks.

These guidelines cover only SAP-specific elements that reference our particular relationships and initiatives. You must always use your company's proprietary design when creating materials.

In addition to using these guidelines, you can contact your SAP partner manager or send an e-mail to [branding@sap.com](mailto:branding@sap.com) to get further information or clarification. It's all part of our ongoing commitment to you.

# INTRODUCTION

## OUR PARTNER LOGOS

Through clear communication of your strong partnership with SAP, the partner logo helps you, our partners, continue to grow and strengthen your business.

The logos are designed to be unique and engaging. The shapes are proprietary and convey high quality through a polished transparency effect and beveling detail. Each mark leverages the powerful SAP anvil shape to visually join partners with SAP in one continuum. Inspired by the idea of a connective bond, the design represents our partnership and shows a clear endorsement by SAP.



# SELECTING THE RIGHT PARTNER LOGO



# SELECTING THE RIGHT PARTNER LOGO

## QUICK START GUIDE

When selecting a logo file, there are many things to consider. You need to know whether or not it will be used in print material, and if so, whether this print material will be in color or black and white. Regardless of the application, you need to find the right size to ensure readability. Asking yourself the four questions below will help you choose the appropriate logo file.

### 1. Which group logo do you need: Partner, Gold, or Global?

Choose the partner file that corresponds with your authorized partner group. (See page 8.) Do not use more than one partner group logo on an application. For more information, contact your SAP partner manager, or send an e-mail to [partner@sap.com](mailto:partner@sap.com). Channel partners can send an e-mail to [channelpartner@sap.com](mailto:channelpartner@sap.com).

### 2. Where are you using the logo?

- Color brochure? Use a full color EPS or TIFF file. If the background is dark, use a full color reverse EPS or TIFF file. EPS is preferred. (See pages 10 and 14.)
- Black and white newspaper? Use a grayscale EPS or TIFF file. EPS is preferred. (See page 10.)
- Website? Use a color GIF file. Office application? Use a color PNG file. A color TIFF file may be used, but only for MS Word.
- Fax? Use a grayscale JPEG file. A grayscale TIFF file may be used, but only for MS Word.
- Specialty item, such as a t-shirt or baseball cap? Use a full color or one color EPS file, based on requirements.

### 3. What logo size do you need?

- EPS files can be scaled to any size your application requires. EPS files may be used to create other file types as needed. For more information, see page 9.
- JPEG, PNG, TIFF, and GIF files may only be scaled down in size. Always maintain the aspect ratio.

### 4. Will the logo be placed on a background?

Will it be placed on an image or a background color other than white? Review the application examples to determine which logo is appropriate. (See pages 10 and 14–17.)

# SELECTING THE RIGHT PARTNER LOGO

## SIGNIFYING YOUR PARTNER GROUP AND CATEGORY

Partner Type	Partner	Gold Partner	Global Partner	Description
SAP channel partners	■	■		<ul style="list-style-type: none"> <li>SAP channel partners sell, build, and deliver SAP applications and solutions to meet the needs of small businesses and midsize companies.</li> </ul>
SAP content partners	■			<ul style="list-style-type: none"> <li>SAP content partners offer syndicated content or content services that complement SAP solutions.</li> </ul>
SAP education partners	■			<ul style="list-style-type: none"> <li>SAP education partners deliver professional training for SAP solutions and technology.</li> </ul>
SAP hosting partners	■		■	<ul style="list-style-type: none"> <li>SAP hosting partners provide hosting services for SAP applications and the SAP NetWeaver technology platform.</li> </ul>
SAP services partners	■		■	<ul style="list-style-type: none"> <li>SAP services partners design, implement, and integrate SAP solutions; optimize business processes; and provide strategic business consultation.</li> </ul>
SAP software solution partners	■			<ul style="list-style-type: none"> <li>SAP software solution partners develop applications that extend and add value to SAP solutions, including both value-added and complementary software solutions based on SAP technologies.</li> </ul>
SAP support partners			■	<ul style="list-style-type: none"> <li>SAP support partners deliver the service and support required to implement, use, and support SAP solutions.</li> </ul>
SAP technology partners			■	<ul style="list-style-type: none"> <li>SAP technology partners provide products that support SAP solutions, including hardware, operating systems, networks, databases, storage technology, and mobile devices.</li> </ul>

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

The logo indicates your membership group; however, it is also important to communicate your category in the ecosystem to your customers (i.e., channel, content, education, hosting, services, software solution, support, or technology). You can do this in writing, through marketing messages. These standard messages help provide clear and consistent identification of your partner category.

# SELECTING THE RIGHT PARTNER LOGO

## CHOOSING THE RIGHT FILE FORMAT

SAP partner logos are provided in five file formats: EPS, JPEG, PNG, TIFF, and GIF. Each format is used for a specific purpose.

### EPS Format

[CMYK or RGB color format vector file for print and professional applications.](#)

EPS format allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. You may use these logo files in page layout or graphics programs. Do not use them for on-screen, office, or Web applications. CMYK EPS files contain the information needed to allow their conversion to the RGB color system. Additionally, EPS format files may also be used to create files in any of the other image formats at exactly the sizes required.

### JPEG Format

[RGB color format; primarily for office or on-screen applications; also used for Web applications.](#)

Use JPEG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. You may use the JPEG files for printing on low-resolution printers such as laser or ink-jet printers. JPEG format logos are never used for high-quality output, and they are never scaled to larger sizes.

### PNG Format

[RGB color format; primarily for office applications.](#)

Use PNG format logos for PowerPoint® presentations, Microsoft® Word® documents, and other office applications. Do not scale the logo to make it larger than the size provided in the PNG file. Do not animate any SAP logo.

### TIFF Format

[CMYK color format; primarily for applications where high-resolution artwork is required.](#)

Use TIFF format logos for high-quality print reproduction and Microsoft® Word® documents where a high-resolution logo may be needed. They can be scaled down in size, but they are never scaled to larger sizes.

### GIF Format

[RGB color system; primarily for Web applications.](#)

The color and resolution of GIF format logos are specifically formulated for on-screen or Web presentations. Do not use the GIF files for high-resolution printing. Also, never scale the logo to make it larger than the size provided in the GIF file. Do not animate any SAP logo.

# SELECTING THE RIGHT PARTNER LOGO

## KNOWING THE LOGO SCHEMES

1

### Full Color Positive



### Full Color Negative



The partner logo is available in three logo schemes, and there are positive and negative alternatives for each.

### 1 Full Color Logo Scheme

Use the full color logo whenever possible. Always use approved electronic artwork.

2

### Grayscale Positive



### Grayscale Negative



### 2 Grayscale Positive and Negative Logo Schemes

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

3

### One Color Positive



### One Color Negative



### 3 One Color Positive and Negative Logo Schemes

Approval is required prior to using the one color logo. It is only applied when neither the full color nor the grayscale logo can be utilized. (Possible applications may include silk screen or similar premium applications.) Always use approved electronic artwork.

# SELECTING THE RIGHT PARTNER LOGO

## HOW TO ACCESS YOUR LOGO

The logo you need is in the logo package you received at the start of your partnership contract with SAP. Use only the logo art files provided by SAP to ensure proper color reproduction. Please follow these steps to request your partnership or certification logo if you're unable to find the logo package.

### For SAP partners:

Log on to the global partner portal <http://partner.sap.com/partnerlogo> to download the partner logo directly. Gold partners and global partners can send an e-mail request 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 then send you the correct logo package.

Use the Partner Branding Guidelines and the Partner Communication Guidelines to learn the best ways to speak about the company and promote your SAP relationship.

The most up-to-date version of these guidelines and other useful information can also be found on the global partner portal: <http://partner.sap.com>.

### For channel partners:

Log on to the channel partner portal [www.channel.sap.com/partnerlogo](http://www.channel.sap.com/partnerlogo) to download logos directly and check for recent updates to the guidelines.

As an SAP partner, your main sources of information should be both the global partner portal and the channel partner portal. Always make sure to check what is available for you there, from logos and guidelines to strategic product and sales information.

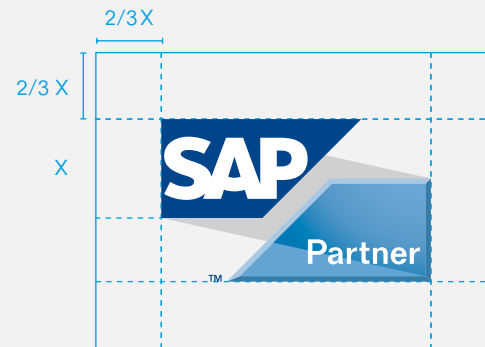
# APPLYING THE LOGO PROPERLY



# APPLYING THE LOGO PROPERLY

To clearly present the partner relationship and communicate our identity, all marketing materials using an SAP partner logo need to have a clean and uncluttered appearance. Therefore, we must maintain a safety margin – a minimum amount of breathing room around the logo – and keep it free of graphics, other marks, and text.

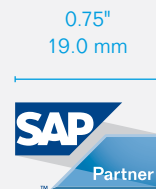
1



## 1 Safety Margins

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

2



## 2 Recommended Minimum Size

Minimum size refers to the smallest dimensions allowed for the logo, while ensuring its readability. Never reproduce the SAP partner logo at a size smaller than 0.75 or 19.0 mm in width. If you are allowed to use the SAP partner logo on your business card, the smallest dimensions allowed for this logo are 0.55 or 14.0 mm in width.

# APPLYING THE LOGO PROPERLY

## USING THE LOGO IN COLLATERAL



### HEADLINE

Horae diem nos publici conuicti hactenus sulabem turs inces us in te teribemquid restam, Cupio. Habem nini intes et?



**YOUR  
LOGO**



### HEADLINE

It horae diem nos publici conuicti hactenus sulabem turs inces us in te teribemquid restam, Cupio. Habem nini intes et?



**YOUR  
LOGO**

The following examples demonstrate correct use of the SAP partner logo in collateral.

**Note:** These are examples only, and are not design recommendations.

- Whenever you use the SAP partner logo, your own corporate logo or identity must appear on the same page.
- Never make the SAP partner logo larger in size than your own company's logo or identity.
- 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.
- Do not use the SAP partner logo on your own corporate business cards or stationery.

**Note:** An exception is made only for SAP channel partners and other resellers of SAP software, wherein you are allowed to use the respective SAP partner logo on your corporate business cards or stationery. In this case, the SAP partner logo must appear secondary in size and placement to your own logo or identity.

Templates are available on the global partner portal <http://partner.sap.com/partnerlogo> and the channel partner portal <http://channel.sap.com/partnerlogo>.

# APPLYING THE LOGO PROPERLY

## USING THE LOGO IN ADVERTISEMENTS

### HEADLINE

Horae diem nos publis conveli noctuitu sulabem turs inces tri condam quere, non Ehendam inam auctus, nulto imus, us in te teribemquid restam, Cupioculler ad dius kaluintero es. Catquam ret novenit. Habem nini a et?



**YOUR  
LOGO**

### HEADLINE

It; horae diem nos publis conveli noctuitu sulabem turs incestri condam quere, non Ehendam inam auctus, nulto imus, us in te teribemquid restam, Cupioculler ad dius kaluintero

Aes, Catquam ret novenit L. Habem nini intes et? Adit alis dolorero exeriliquat ipsum do con hent nostie magna conse et, core magna accum eum del utpatet do odip exeros non vullamc ommodio dunt dolore miniam, sustin hendre vel ut vullum iure faccum et prat autpatie el del eum dit nostinit diam zzrit aut ut in velessequat. Duissectet wisi tie ming euisequip elisi eniamet vel dolore do do esto del inim vercip ex et ad eriustrud te dolortinci blaore vullan utatetueros non vulputat dit volobor autat iriureet, sequatem venim qui bla facilit aci ex ea feuissequat ulla consendigna faci-duis ercincing et am, veliqui blaor in hendiam commo-lo rperustie dit ipsuscidunt praesto odoloborem velit veraestio odolobor amconumsan exero et prat nullandre faciliquat eugiamet lan hendre min ut praestrud magnit aliquip elis nit inci blam, con vel utat.

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**YOUR  
LOGO**

The following examples demonstrate correct use of the SAP partner logo in advertisements.

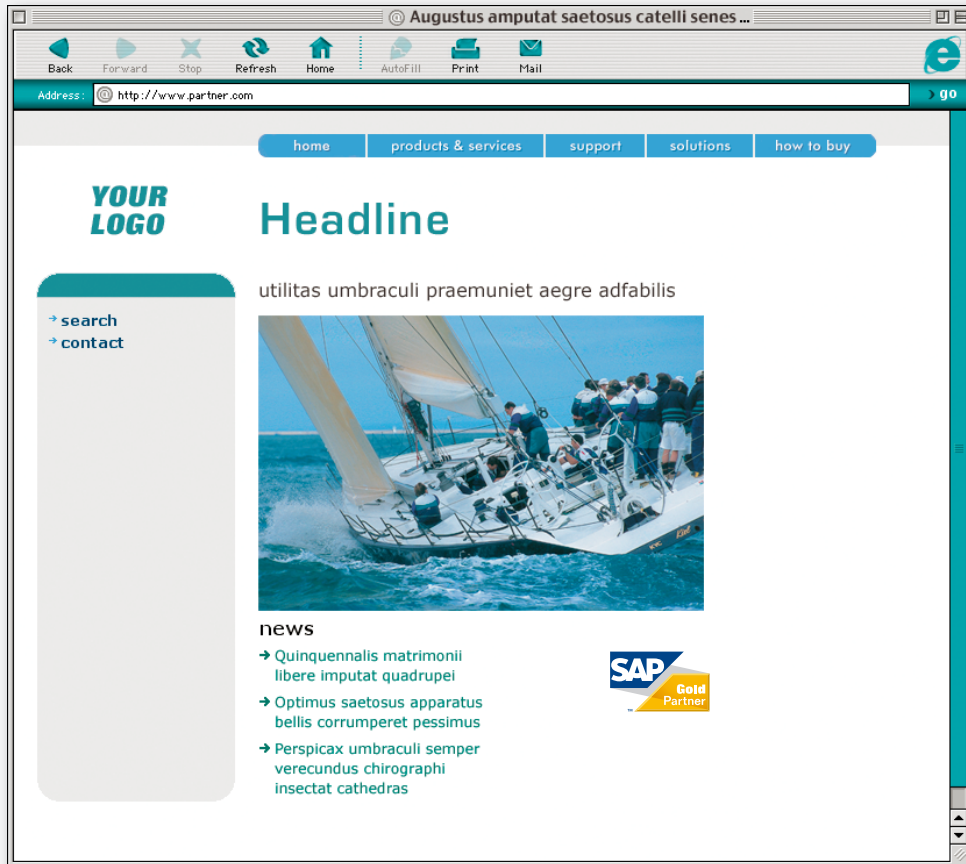
**Note:** These are examples only, and are not design recommendations.

- Whenever you use the SAP partner logo, your own corporate logo or identity must appear on the same page.
- Never make the SAP partner logo larger in size than your own company's logo or identity.
- To protect SAP trademarks, do not connect either the partner logo or your logo with any copy or graphic element.
- Do not incorporate the SAP partner logo—or any other SAP logo—into your own logo.

Templates are available on the global partner portal <http://partner.sap.com/partnerlogo> and the channel partner portal <http://channel.sap.com/partnerlogo>.

# APPLYING THE LOGO PROPERLY

## USING THE LOGO ON WEB SITES



Web site example

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

**Note:** These are examples only, and are not design recommendations.

- 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 but 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)

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 AG or its group of companies."

- 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).
- Never animate any SAP logo.

# APPLYING THE LOGO PROPERLY

## USING THE LOGO IN EXHIBITS FOR EVENTS AND TRADE SHOWS



Trade show exhibit example

The following example shows the correct placement of the SAP partner logo on exhibits for events and trade shows.

**Note:** These are examples only, and are not design recommendations.

- A partner logo may only be used for the location for which it is granted.
- A partner logo may only be used for the partner track under which the contracts are signed.

# APPLYING THE LOGO PROPERLY

## PRACTICES TO AVOID



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 use the positive logo on a dark background. Use the full color reverse logo instead.



Do not use the full color reverse logo on a light background.



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.

- SAP partner logos are specially created pieces of artwork and trademarks of SAP. Use only the approved SAP artwork provided by SAP in electronic files, and be 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) or [channelpartner@sap.com](mailto:channelpartner@sap.com).
- Do not alter the SAP partner logo version as provided by SAP in any way (i.e., changes in color or design). You may not use portions of the logo or use additional words, taglines, or graphic elements with the SAP partner logo.
- Respect all rules regarding safety margins, minimum size, and colors for the SAP partner logo, as described in these guidelines.
- Never animate any SAP logo.

# **POLICIES OUR PARTNERS MUST OBSERVE**

Partner Branding Guidelines  
December 14, 2009 | Release 4.2  
[Back to "Content"](#)  
Page 19



# POLICIES OUR PARTNERS MUST OBSERVE

The SAP partner logos communicate your partner relationship with SAP, and you must use the SAP partner logo only on marketing materials that specifically relate to your partnership with SAP (i.e., brochures, direct-marketing pieces, etc.). All marketing materials using an SAP partner logo should have a clean and uncluttered appearance, allowing your relationship with SAP to be presented clearly.

**You must follow all guidance for logo use given in these guidelines.**

## Using Corporate Logos

- The SAP corporate logo is reserved exclusively for use by SAP.

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

- You must obtain approval for this usage from the head of the SAP Global Partner Management Team and the SAP Global Branding Team. You must also sign an agreement for the specifically defined and restricted use of the SAP corporate logo.

## Trademark Considerations

- You may only use the SAP partner logo for the duration of your partnership with SAP, and use of the logo will be subject to a written trademark use 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.
- A partner may not use any SAP trademarks (including but not limited to the SAP partner logo) on the same page where they are promoting a competitor's solution or in conjunction with the promotion of another company's solution.
- When using the logo without the trademark designation, you must 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 AG in Germany and in several other countries all over the world."
- 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).

# SAP COMPATIBILITY REFERENCES

Partner Branding Guidelines  
December 14, 2009 | Release 4.2  
[Back to "Content"](#)  
Page 21



# SAP COMPATIBILITY REFERENCES

## COMMUNICATING YOUR OFFERING'S COMPATIBILITY WITH SAP

### Signage, Packaging, Labels, and Other Materials

It's important to take special care when communicating your product's compatibility with SAP. This is especially true when the reference is in a title or headline, trade-show exhibit signage, product packaging, CD label, or any other material.

In these cases, you may use the following phrases to signal your offering's compatibility with SAP software:

- "for use with ... "
- "designed for use with ... "
- "runs on ... "
- "compatible with ... "

However, you must always visually differentiate your product name clearly from the compatibility reference to an SAP offering.

### Unacceptable examples:

<Your company name> <your product name> for SAP® Business Suite  
<Your company name> <your product name> for SAP® ERP

### Using the Phrase "Powered by"

Only use the phrase "powered by" in the "Powered by SAP NetWeaver®" context. Do not use "powered by" to describe compatibility with other SAP offerings.

### Incorrect example:

<Your company name> <your product name> is powered by SAP® Business Suite.



# ONE VOICE

## OFFERING NAMES

For information about proper SAP offering names based on trademarks and registered trademarks, please refer to the One Voice approved names list.

You can find the One Voice approved names list and the *Partner Communication Guidelines* in the global partner portal at <http://partner.sap.com/partnerlogo> as well as in the channel partner portal at [www.channel.sap.com/partnerlogo](http://www.channel.sap.com/partnerlogo).

# APPENDIX A: “ENABLED BY SAP BUSINESS ONE” LOGO



# “ENABLED BY SAP BUSINESS ONE” LOGO

## INTRODUCTION

This guide is for SAP partners who are entitled to use the “Enabled by SAP Business One” endorsement logo for a particular offering. Always inform your SAP partner manager about all marketing activities with SAP. Any of your marketing material that contains a logo or endorsement line awarded to you by SAP must be approved by your local or global SAP Partner Management Team prior to public release.

Always use your own proprietary design style when creating and producing your own marketing piece. You must not copy the SAP design style or borrow any SAP design element.

To request your logo package, please contact James Kofalt at [james.kofalt@sap.com](mailto:james.kofalt@sap.com) or Jan Lukas Papst at [jan.lukas.papst@sap.com](mailto:jan.lukas.papst@sap.com) directly.

# “ENABLED BY SAP BUSINESS ONE” LOGO

## COMMUNICATING ABOUT YOUR PRODUCT

Always market your application using your own proprietary product name. Your own product name may not include any mention of SAP, SAP sub-brands or trademarks, or any SAP offering names, including the SAP Business One application.

In body text, you may state that your product is enabled by SAP Business One or qualifies as “Enabled by SAP Business One,” as in the correct examples below. Do not state that your product is SAP Business One or is an SAP Business One application or solution.

### Incorrect:

Our product is an SAP Business One solution.

Our product is an Enabled by SAP Business One application.

Our product is Enabled by SAP Business One.

### Correct:

Our product is enabled by SAP® Business One.

Our product qualifies as “Enabled by SAP® Business One.”

Our product qualifies for the “Enabled by SAP® Business One” endorsement logo.

Our product was awarded the use of the “Enabled by SAP® Business One” endorsement logo.

You may also refer to a qualified product as being built upon or based upon SAP Business One.

### Correct:

Our product is based on SAP® Business One.

Our product is built upon SAP® Business One.

SAP qualifies a partner’s specific offering as enabled by SAP Business One, but does not qualify the partner company. The partner does not join a new SAP partner category or program.

### Incorrect:

Our company is an SAP Business One partner.

Our company is an “Enabled by SAP Business One” partner.  
(Also incorrect without quotation marks.)

We are a member of the “Enabled by SAP Business One” program.  
(Also incorrect without quotation marks.)

### Correct:

Our company is an SAP channel partner.

Our product is enabled by SAP® Business One.

Be sure to use the correct spelling, capitalization, and quotation marks exactly as in the correct examples above.

Include the registered trademark symbol ® as in “Enabled by SAP® Business One” if this is the first mention of the SAP brand in the document.

# “ENABLED BY SAP BUSINESS ONE” LOGO

## USING SAP TRADEMARKS AND TRADEMARK ATTRIBUTIONS

### Use of SAP Trademarks

You must carefully consider SAP’s trademark usage guidelines when mentioning SAP offerings in your materials or in connection with your own products or product names.

You must always make a clear and unambiguous distinction between your own solutions, products and/or services, and the SAP offerings mentioned. SAP accepts no responsibility for any violation of legal regulations regarding competition or trademarks by partners.

In addition to these guidelines, country-specific regulations may apply.

### Trademark Attribution

In any material that mentions any SAP trademark, you must include the correct attribution statement based on the following:

<SAP TRADEMARKS> is/are the trademark(s) or registered trademark(s) of SAP AG in Germany and in several other countries.

In your attribution statement, replace the placeholder phrase <SAP TRADEMARKS> with the names of the SAP trademarks mentioned in your material. Place the statement either on the copyright page (which may be the case in a brochure) or at the end of a piece of material if it has no copyright page (in an advertisement or a press release, for example).

Also be sure to use all trademarks correctly, as described in the section on SAP trademarks in this guide.

### Using the “Enabled by SAP Business One” Boilerplate

In any marketing communication that uses the “Enabled by SAP Business One” endorsement logo, please include the boilerplate provided below if it is feasible to do so. The boilerplate is standardized text that summarizes the overall benefits of offerings that are enabled by SAP Business One.

The boilerplate helps your customers understand the value of offerings that qualify as “Enabled by SAP Business One.”

Examples of appropriate use of the boilerplate include: the back cover of a brochure or in a sidebar or footer of a Web page that mentions an application that is enabled by SAP Business One.

If space constraints are severe, such as in signage or an advertisement, you may omit the boilerplate. When including the boilerplate, provide it in its entirety as provided here, without any changes:

“Applications that are enabled by SAP Business One extend the functionality of the SAP® Business One application by providing integrated business management software that meets industry-specific needs. Small businesses can streamline their entire operations and increase their profitability by using applications that are enabled by SAP Business One.”

# “ENABLED BY SAP BUSINESS ONE” LOGO

## USING THE ENDORSEMENT LOGO

### The “Enabled by SAP Business One” Endorsement Logo

After successful qualification by SAP of your product, you will be rewarded with the use of the “Enabled by SAP Business One” endorsement logo in your marketing materials for promoting your product. You will sign an agreement regarding the usage of the logo and should comply with all instructions and guidelines on the following pages regarding how to use the logo correctly.

### Guidelines for Using the “Enabled by SAP Business One” Endorsement Logo

If you are entitled to use this logo, you may use it only in connection with the qualified product, and only for the product release originally certified. Always place the logo next to the relevant product information. You may use the “Enabled by SAP Business One” logo multiple times in a marketing communication, but only once per page.

The “Enabled by SAP Business One” logo is a specially created piece of artwork. Use only the approved SAP artwork provided by SAP in electronic files. You may change the size of the logo to suit your applications. However, alterations – including adding or eliminating text, modifying specified color or graphic elements, changing proportions, or animation – are not allowed.

You may include the “Enabled by SAP Business One” endorsement logo in the following marketing communications for your application: advertising, collateral, direct mail, events and event banners, your Web site, Web banner advertising, packaging, and the user interface of your product demos. In addition, you may use the “Enabled by SAP Business One” endorsement logo on the start-up screen for your application.

The “Enabled by SAP Business One” logo always appears in gray against light or dark backgrounds. Never place the logo against a background that doesn’t provide adequate contrast.

The size of the “Enabled by SAP Business One” logo varies depending on the size of the marketing piece. As a general rule, the “Enabled by SAP Business One” logo should never appear larger than your company logo.

To ensure adequate visibility and impact, always maintain a safety margin (clear space) around the “Enabled by SAP Business One” logo that is equivalent to two-thirds the height of the logo. No type, graphics, paper edges, or borders may invade this buffer zone.

The “Enabled by SAP Business One” logo is provided in three file formats: EPS, GIF, and JPEG. Always choose the format that is appropriate for your application. For more information about file formats, refer to “File Formats” within this document.

You may not use the “Enabled by SAP Business One” endorsement logo in communications that are not specifically focused on your product that is enabled by SAP Business One.

Your use of the “Enabled by SAP Business One” endorsement logo is restricted to the duration of the SAP certification or equivalent compliance test for your product. As agreed in the legal contract, you must discontinue using the “Enabled by SAP Business One” endorsement logo as soon as the certification or equivalent compliance tests expire or are terminated.

You may not pass the rights to the logo to a third party.

You may not use the “Enabled by SAP Business One” endorsement logo on your own corporate business cards or stationery.

SAP reserves the right to ask its partners to change their use of the logo if, at SAP’s sole discretion, the usage is not acceptable to SAP.

# “ENABLED BY SAP BUSINESS ONE” LOGO

## KNOWING THE LOGO SCHEMES

1



Enabled by  
**SAP<sup>®</sup> Business One**



Enabled by  
**SAP<sup>®</sup> Business One**

### Logo colors

Various versions of the “Enabled by SAP Business One” endorsement logo are provided by SAP to suit a variety of purposes, including on-screen applications.

#### 1 The gray logo

SAP Gray is the preferred color for presentation of the “Enabled by SAP Business One” endorsement logo. Use this logo version on white or light-colored backgrounds only.

2



Enabled by  
**SAP<sup>®</sup> Business One**



Enabled by  
**SAP<sup>®</sup> Business One**

#### 2 The white logo

Against dark backgrounds, use the white version of the endorsement logo. In this version, the logo appears in white to provide contrast and allow the logo to be seen clearly.

3



Enabled by  
**SAP<sup>®</sup> Business One**

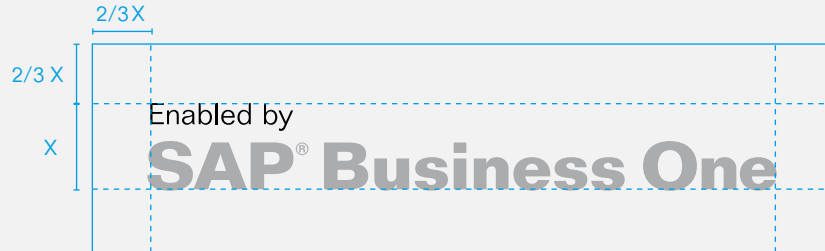
#### 3 The black logo

Use the black version of the “Enabled by SAP Business One” endorsement logo only when printing restrictions prevent reproduction of the logo in SAP Gray. Use the black logo version against light-colored backgrounds only.

# “ENABLED BY SAP BUSINESS ONE” LOGO

## APPLYING THE “ENABLED BY SAP BUSINESS ONE” LOGO PROPERLY

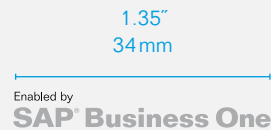
1



### 1 Safety margins

The “Enabled by SAP Business One” endorsement logo requires a safety margin of two-thirds the height of the text portion “Enabled by SAP® Business One.” No type or graphics may invade this buffer zone.

2



### 2 Minimum size

You must reproduce the “Enabled by SAP Business One” endorsement logo in a size no smaller than 1.35” or 34 mm in width.

3

Enabled by  
**SAP® Business One**

Light background

Enabled by  
**SAP® Business One**

Dark background

When using the logo without the trademark symbol, please include the following attribution statement, either at the bottom of the page or on a directly linked page:

“SAP Business One is a trademark or registered trademark of SAP AG in Germany and in several other countries.”

When using the “Enabled by SAP Business One” endorsement 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)).

### 3 Web and on-screen presentation

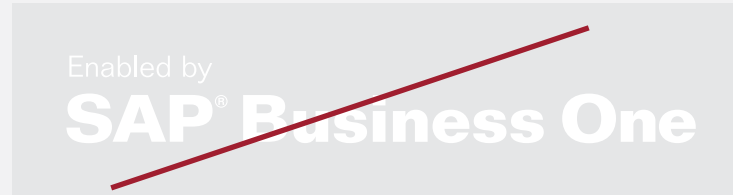
Use the GIF version of the endorsement logo for all on-screen uses, including Web site presentations, online direct marketing, and television advertising. As shown here, the ® symbol has been eliminated from this logo version to optimize it for screen viewing.

# “ENABLED BY SAP BUSINESS ONE” LOGO

## PRACTICES TO AVOID



Do not rotate or animate the logo.



Do not use the white logo on a light background.



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



Do not place the logo on a virtually busy background.



Do not use the gray logo on a dark background. Use the white logo instead.

The following examples demonstrate a sampling of incorrect uses that should be avoided.

# APPENDIX B: CERTIFICATION LOGOS



# CERTIFICATION LOGOS

## KNOWING THE CERTIFICATION LOGOS

Once you have certified your solution, you earn the right to use one of the appropriate SAP certification logos for your solution:

### **SAP® Certified** Integration via Enterprise Services

An application that has SAP-certified integration with one or more SAP applications via enterprise services has proven to interoperate with those SAP applications by using enterprise services.

### **SAP® Certified** SAP Business One Integration

An application that has SAP-certified integration with SAP Business One has proven to interoperate with SAP Business One via SAP Business One Software Development Kit (SAP Business One SDK).

### **SAP® Certified** Integration with SAP Applications

An application that has SAP-certified integration with one or more SAP applications has proven to interoperate with those SAP applications using integration technologies such as a BAPI® programming interface, remote function call (RFC), or intermediate document (IDoc) technology.

### **SAP® Certified** Integration with SAP BusinessObjects

An application that has SAP-certified integration with one or more SAP BusinessObjects offerings has proven to interoperate with those offerings.

### **SAP® Certified** Integration with SAP NetWeaver®

Technology or infrastructure products that have SAP-certified integration with the SAP NetWeaver® technology platform have proven to interoperate with SAP NetWeaver.

### **SAP® Certified** Powered by SAP NetWeaver®

An application or content that is powered by the SAP NetWeaver® technology platform is certified by SAP to run on SAP NetWeaver and may also have been developed using SAP NetWeaver.

# CERTIFICATION LOGOS

## KNOWING THE CERTIFICATION LOGOS CONTINUED

Once you have certified your solution, you earn the right to use one of the appropriate SAP certification logos for your solution:

### **SAP® Certified** in Run SAP Operations

SAP support partners may be SAP-certified in using the Run SAP methodology to perform solution operations for customers.

### **SAP® Certified** in Run SAP Implementation

SAP services partners may be SAP-certified in using the Run SAP methodology to perform solution implementation for customers.

### **SAP® Certified** in Application Management Services

SAP-certified providers of application management services have received certification from SAP of their ability to deliver application management services with high-quality service operations based on SAP technology.

### **SAP® Certified** in Hosting Services

SAP-certified providers of hosting services have received certification from SAP of their ability to deliver hosting services for SAP software with high-quality operational standards.

### **SAP® Certified** Enterprise Support Integration

An application that is certified for enterprise support connects to the SAP global support backbone and has built-in support for incident processing and remote diagnostics using the partner edition of SAP Solution Manager. The software solution partner uses SAP Solution Manager during support operations for the application and conforms to SAP standards for shared support processes, service-level agreements, and escalation procedures. As a result, application users can obtain efficient support from both the SAP support organization and the software solution partner.

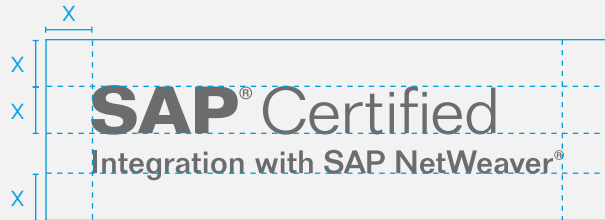
### **SAP® Certified** in Business Process Outsourcing

SAP-certified providers of business process outsourcing services have received certification from SAP of their ability to deliver business process outsourcing services with high-quality service operations based on SAP technology.

# CERTIFICATION LOGOS

## APPLYING THE CERTIFICATION LOGOS

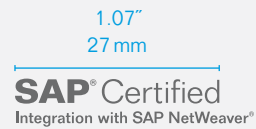
1



### 1 Safety margins

Each SAP certification logo requires a safety margin (clear space around it) of the height of the "S" of the logo. No type or graphics may invade this buffer zone. To create this safety margin, measure from the top-most edge of the logo and bottom-most edge of the logo, as well as from its left and right sides.

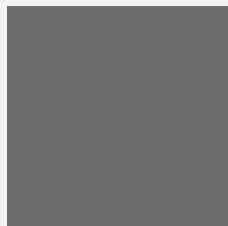
2



### 2 Minimum size

You must reproduce the "SAP Certified" logo in a size no smaller than 1.07" or 27 mm in width.

3



#### SAP Dark Gray

Pantone Cool Gray 10  
CMYK 0/0/0/72  
RGB 102/102/102  
Hex #666666

### 3 Color specification

The color for the SAP certification logo is based on the SAP corporate color palette. Instead of the SAP color palette, you may use the PANTONE® color listed here, the standards for which may be found in the current edition of the PANTONE Color Formula Guide. In the event that PANTONE colors are not available and you must use process inks to build the SAP certification logo, always refer to the values listed for the CMYK color model. For Web and on-screen uses, always refer to the values listed for the RGB color model. For the limited number of occasions when a black logo is the only option, use standard black and white.

# CERTIFICATION LOGOS

## KNOWING THE LOGO SCHEMES

1



**SAP**<sup>®</sup> Certified  
Integration with SAP Applications

The SAP certification logos are available in two color schemes. Apply the logos according to the following guidelines:

**1 The gray color scheme**  
SAP Dark Gray is the preferred color for presentation of the SAP certification logos. Use this logo version on white or light-colored backgrounds only.

2



**SAP**<sup>®</sup> Certified  
Integration via Enterprise Services

**2 The white color scheme**  
Against dark backgrounds, use the SAP certification logo in white.

# CERTIFICATION LOGOS

## CHOOSING THE RIGHT FILE FORMAT

Each SAP certification logo is 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

EPS format allows high-quality print reproduction. The logos in the EPS format can be scaled to any size without sacrificing image quality. You may use these logo files with word processing, page layout, or graphics programs, but do not use them for on-screen or Web presentation.

### GIF Format

The color and resolution of the logos in GIF format have been specifically formulated for on-screen or Web presentation. Do not use the GIF files for high-resolution printing. Also, never scale the logo to make it larger than the size provided in the GIF file. Never animate any SAP logo.

### JPEG Format

You may use the logos that are in JPEG format for Microsoft PowerPoint presentations or for Microsoft Word documents. You may use the JPEG files for printing on low-resolution printers such as laser or ink-jet printers, but never use them for high-quality output. Also, never scale the logo to make it larger than the size provided in the JPEG file.

# PRACTICES TO AVOID

The following examples demonstrate a sampling of incorrect uses that should be avoided.



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



Do not use the white logo on a light background.



Do not rotate or animate the logo.



Do not place the logo on a virtually busy background.



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



Do not use the gray logo on a dark background. Use the white logo instead.

# APPENDIX C: TRADEMARKS



Unregistered or pending trademarks bear the ™ symbol. Registered trademarks carry the ® symbol. The current list of SAP trademarks, both registered and pending, are listed in this section. Please use these names and their symbols according to the guidelines that follow.

The only form of communication that does not require the symbols is a Web application or other on-screen presentation where the low resolution of the medium renders the symbol illegible.

### To ensure correct use of SAP trademarks, follow these guidelines:

- **Always refer to a trademark using the correct spelling with the correct capitalization. Do not alter the trademark in any way.**

For example, it is incorrect to say "sap® software" and "SAP Netweaver® technology platform." It is correct to say "SAP® software" and "SAP NetWeaver® technology platform." See the trademark list in this section for correct spelling and capitalization. Send e-mail to [onevoice@sap.com](mailto:onevoice@sap.com) with any questions.

- **Always use a trademark as a proper adjective, not a noun.**

For example, it is incorrect to say "You can use SAP to manage your enterprise." It is correct to say "You can use SAP® solutions to manage your enterprise."

- **Use a trademark as a proper adjective followed by a common-noun descriptor.**

An example of a common-noun descriptor is "software." Examples of correct use are "SAP® software," and "SAP NetWeaver® technology platform." Always use an appropriate descriptor. See the trademark list in this section for SAP trademarks and appropriate descriptors.

- **Include the appropriate symbol – ™ or ® – representing the trademark status.**

If repeated inclusion of the ™ or ® symbol is awkward or impractical, at a minimum you must include the symbol and the common-noun descriptor upon the first use of the trademark in the title (if the name appears in the title) and also in the text. Subsequent to this initial use, the symbol and descriptor need not appear with the name. For example: "The SAP NetWeaver® technology platform helps companies align IT with their business. SAP NetWeaver allows companies

to compose new business solutions rapidly while obtaining more business value from existing IT investments."

- **The registered trademark on "SAP" applies to all goods or services delivered by SAP – anything you can obtain from SAP.**

Therefore you say SAP® software, SAP® solution, SAP® application, SAP® offering, SAP® tool, SAP® solution maps, SAP® technology, SAP® services, and so on.

- **Do not use a trademark in possessive form.**

For example, it is incorrect to say "SAP's® software" or "SAP's R/3® technology platform." It is correct to say "SAP® software" and "SAP® R/3® Enterprise software" and "SAP NetWeaver® technology platform."

- **Do not use a trademark in plural form.**

For example, it is incorrect to say "The company had three SAP® R/3's." It is correct to say "The company had three systems running SAP® R/3®."

- **When referring to the SAP corporate entity rather than the SAP brand, trademark rules do not apply.**

That is, you do not use the ® symbol in statements such as "SAP announced today," "SAP provides solutions to customers," and "the SAP development team." Similarly, you can use the possessive form "SAP's" when referring to the company, not to the brand.

For example, you may say "SAP's vision" and "SAP's years of experience." Self-test: Ask yourself, "Am I referring to the corporation, or to an SAP-brand offering or service?" If you are referring to an SAP-brand offering or service, use the trademark symbol.

- **The entire name “SAP NetWeaver” is a registered trademark of SAP.**

Therefore you do not put the ® symbol after “SAP” in this name. Use the ® symbol after “SAP” in the first mention of SAP that requires the trademark, such as “SAP® solutions.”

- **Do not use the ® symbol in industry offering names, such as SAP for Automotive, unless there is no other opportunity to use the ® symbol after “SAP” within the written piece.**

Here is a correct example: “SAP offers a comprehensive set of solutions for oil and gas companies of all sizes operating in various business segments. SAP for Oil & Gas solutions address needs from wellhead to retail outlet and allows companies to be globally integrated while regionally focused. SAP® solutions help companies build strong relationship with supply chain partners, improve decision making, and enhance organizational flexibility.” In the event that you have no opportunity to use the ® symbol after “SAP” unless it is in an industry portfolio name, do use the ® symbol. This may occur, for example, in a brief advertisement or sign. Here is a correct example: “Room 100: Conference on SAP® for Automotive.”

### Trademark Attribution

Any material that mentions any SAP trademark must include the correct attribution statement based on the following:

“[SAP TRADEMARKS] is/are the trademark(s) or registered trademark(s) of SAP AG in Germany and in several other countries.”

In the attribution statement, replace the placeholder phrase [SAP TRADEMARKS] with the names of the SAP trademarks mentioned in your material. Place the statement either on the copyright page (which may be the case in a brochure) or at the end of a piece of material if it has no copyright page (in an advertisement or a press release, for example).

### Example attribution statement:

“SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP Business ByDesign, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries.”

Trademark	Required first-mention descriptor
SAP®	software; service; offering; package, application; solution; component; technology; tool (and others as appropriate)
SAP® <Approved Name>	software; service; offering; package, application; solution; component; technology; tool (and others as appropriate)
ABAP™	programming language
BAPI®	programming interface
Duet™	software
mySAP.com®	e-business platform
mySAP™ <Approved Name>	application
SAP ArchiveLink®	software
SAP EarlyWatch®	services
SAP NetWeaver®	technology platform
SAP® Business ByDesign™	solution
SAP® GoingLive™	services
SAP® MaxAttention™	support, support option
SAP® MaxDB™	database
SAP® PartnerEdge™	program
SAP® R/2®	software
SAP® R/3®	software
SAP® R/3® Enterprise	software
SAP® Strategic Enterprise Management (SAP® SEM®)	application
SAP® xApps™	family of composite applications; composite applications
SAP® xApp™ <Approved Name>	composite application
SAPPHIRE®	conference

### SAP trademark list

The following list shows trademarks and registered trademarks of SAP AG in Germany and several other countries, along with the correct common-noun descriptors.

Trademark	Required first-mention descriptor
Crystal Reports®	software
SAP® BusinessObjects™	portfolio; portfolio of solutions; solution portfolio; solutions; business intelligence (BI) solutions; information management (IM) solutions; enterprise performance management (EPM) solutions; governance, risk, and compliance (GRC) solutions; software; service; offering; package, application; solution; component; technology; tool
SAP® BusinessObjects™ <Approved Name>	portfolio; portfolio of solutions; solution portfolio; solutions; business intelligence (BI) solutions; information management (IM) solutions; enterprise performance management (EPM) solutions; governance, risk, and compliance (GRC) solutions; software; service; offering; package, application; solution; component; technology; tool
SAP® BusinessObjects™ <Approved Name> Rapid Mart™	package
SAP® BusinessObjects™ Data Insight™	software
SAP® BusinessObjects™ Desktop Intelligence™	software
SAP® BusinessObjects™ Rapid Marts®	packages
SAP® BusinessObjects™ Watchlist Security™	software
SAP® BusinessObjects™ Web Intelligence®	software
Xcelsius® <Approved Name>	software

### SAP BusinessObjects trademark list

The following list shows trademarks and registered trademarks of Business Objects, an SAP company, along with the correct common-noun descriptors.

# THANK YOU!

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