SAP Concur Partner
Communication and Font Treatment Guidelines

January 2024

INTERNAL – SAP and Partners Only

Introduction

Dear Partners,

These guidelines explain when and how you can refer to your SAP Concur partnership, and they provide information on the use of the “SAP Concur Partner” font treatment. Always use your company’s proprietary design when creating your own communication and marketing materials.

If you have any questions or need further information, contact your SAP Concur partner manager, sapconcurpartners@sap.com.

INTERNAL – SAP and Partners Only

Referring to the SAP Concur Brand and Portfolio

When referring to the brand as a whole, use: SAP Concur.

When referring to the overall portfolio of offerings, use: SAP Concur solutions.

When referring to our branded products names, use: Concur Travel, Concur Expense, Concur Invoice, and Concur TripLink.

Do not add “SAP” in front of specific product names.

Add the registered trademark symbol once after SAP® and Concur® at first mention in a text. You can drop the symbol after first mention.

INTERNAL – SAP and Partners Only

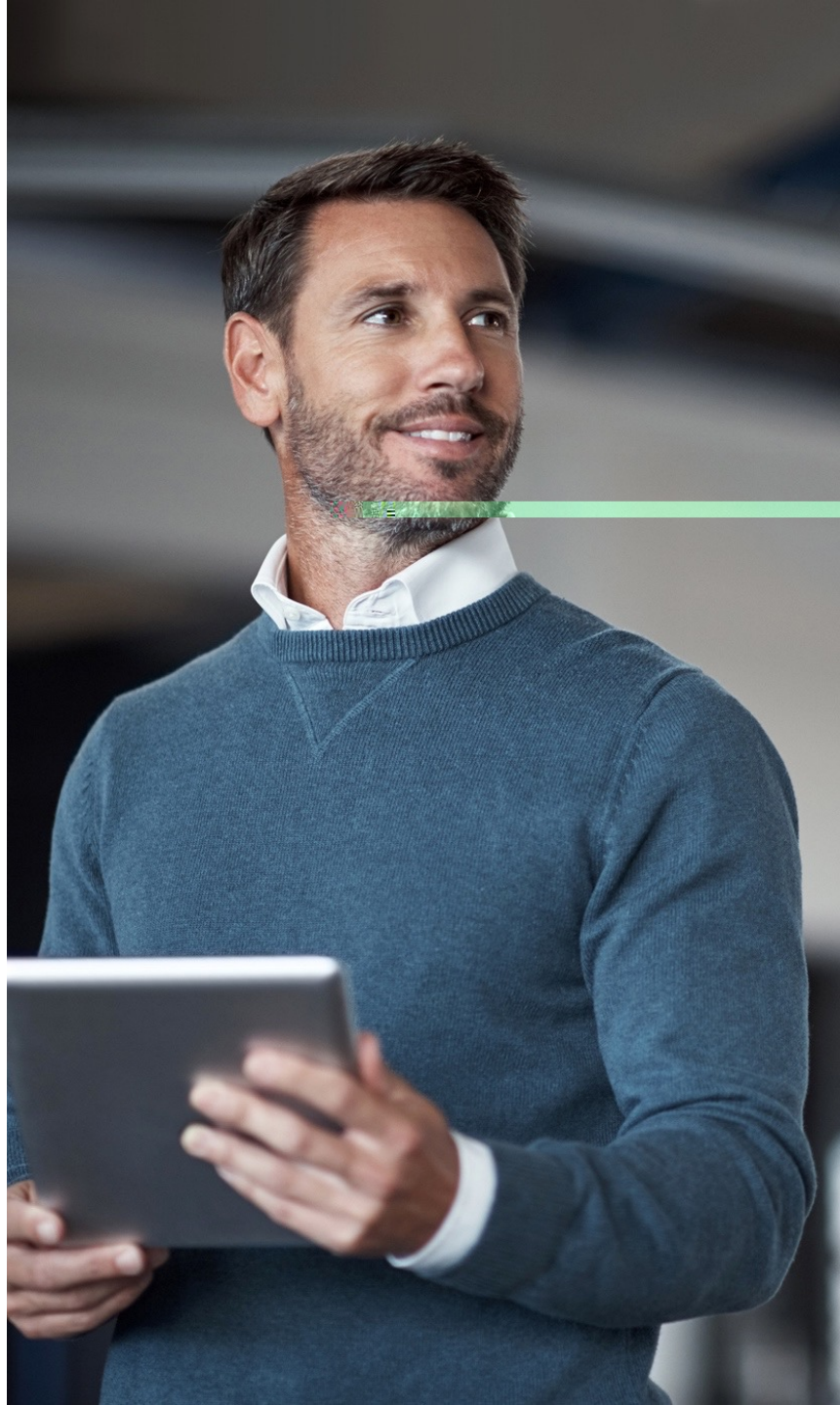
Font Treatment

After signing the partner agreement, you can use the “SAP Concur Partner” font treatment to communicate your engagement with SAP and related offerings.

Please note, the "SAP Concur Partner" font treatment does not require the registered trademark symbols. They are only required at first mention in text, per page 3. Please only use the artwork as provided. If you do not have the updated artwork, please reach out to sapconcurpartners@sap.com.

Do not recreate the SAP Concur Partner font treatment. Always use the artwork as provided.

SAP Concur Partner



INTERNAL – SAP and Partners Only

Communicating Your Partnership

To refer to your partner status, use the term “SAP Concur partner.” Use lowercase for “partner” in body text. You can use uppercase in headlines and titles.

SAP Concur Partner

We are a Concur Partner.	We are an SAP Concur partner.

Use normal language to refer to your specific engagement.

- We are an SAP Concur partner. Our company provides solutions that help you manage your travel and expenses.
- As an SAP Concur partner, we help our customers apply best practices to…
- As an SAP Concur partner, we focus on enabling customer success.

Communicating Your Partnership

The following pages provide further examples for communicating the focus of specific SAP Concur partnerships.*

Communicating Your Classification

Use lowercase for “partner” in body text. You can use uppercase in headlines and titles.

We are an SAP Concur Accounting partner.	We are an SAP Concur partner.

Use natural language to refer to your specific scope and engagement.

We are an SAP Concur partner. We offer accounting services and best practices for…
We are an SAP Concur partner. We help our customers apply best practices to…
We are an SAP Concur partner for accounting. We provide guidance and best practices that help our customers…
We are an SAP Concur partner. We provide financial services for…
As an SAP Concur partner, we focus on financial services…
We are an accounting partner for SAP Concur solutions.

SAP Concur Partner
Accounting

SAP Concur Partner
Financial Services

*This messaging logic applies to all partner types.

Communicating Your Partnership

Communicating the SAP Concur Travel Certification

The SAP Concur Travel certification is granted to partners after proving their aptitude to implement and support SAP Concur travel solutions and meeting the required certification criteria.

All travel management company (TMC) partners are eligible for the certification which is a prerequisite for the Select and Elite levels in the SAP Concur partner program for TMCs (see next page).

SAP Concur
Travel Certified TMC

We are a Concur Partner	We are an SAP Concur partner.
We are a Concur TMC Partner	We are a certified provider of the Concur Travel solution. We are certified to provide … for Concur Travel.
	We have been granted the SAP Concur Travel certification. This certification shows that we…

Communicating Your Partnership

Communicating Membership In the SAP Concur Partner Program for TMCs

Use lowercase for “partner” and “program” in body text. You can use uppercase in headlines and titles. Use the full name at first mention. You can shorten to “TMC partner program” or simply “partner program” or “program” after first mention.

We are a Concur Partner	We are an SAP Concur partner.
We are a Concur TMC Partner	We are a TMC partner/TMC Select partner/TMC Elite partner for SAP Concur solutions.
	We participate in the SAP Concur partner program for TMCs. The program includes… This partner program is designed to … As a travel management company (TMC) partner, we help you…

Use natural language to refer to your specific scope and engagement.

We are an SAP Concur partner. As a TMC partner, we are qualified to resell and support the Concur Travel solution.
As a TMC Select partner, we deliver best-in-class customer experiences beyond Concur Travel, including the entire portfolio of SAP Concur travel solutions. Our certified experts help you…
We have been recognized as a TMC Elite partner for SAP Concur travel solutions. We have expertise across the entire ecosystem of solutions beyond Concur Travel …

SAP Concur Partner
TMC

SAP Concur Partner
TMC Select

SAP Concur Partner
TMC Elite

Offering- and Solution-Specific Font Treatments

As an alternative to using the “SAP Concur Partner” font treatment, you can use the offering- or solution-specific font treatment that has been assigned to you for your partnership. Please login to the SAP Concur Partner Portal and download the font treatment for your specific partner type. If you need access to the SAP Concur Partner Portal, please contact your SAP Concur Partner Business Manager.

SAP Concur Partner

SAP Concur Partner
Sell

SAP Concur
Travel Certified TMC

SAP Concur Partner
Professional Implementation

SAP Concur Partner
TMC Elite

SAP Concur Partner
TMC Select

SAP Concur Partner
TMC

SAP Concur Partner
Financial Services

SAP Concur Partner
Accounting

SAP Concur Partner
Concur TripLink

SAP Concur Partner
Standard Implementation

SAP Concur Partner
App Center

SAP Concur Partner
App Centre

Multiple Certifications

To refer to multiple partner types, use the “SAP Concur Partner” font treatment and refer to the partner types in messaging.

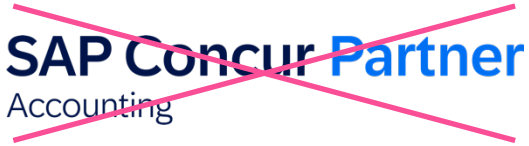
Messaging Examples:

We are an SAP Concur partner qualified in accounting and financial services. As an SAP Concur partner, we hold the following partner types: accounting and financial services.

Do not show multiple “SAP Concur Partner” font treatments.

Preferred

If you have multiple classifications, use the “SAP Concur Partner” font treatment and add your partner types below it using the SAP text font of 72 Brand (preferred) which can be downloaded from the SAP Concur Partner Portal. It is also OK to use your standard text font to list your classification types. (see pages 18 and 19 for more examples)



SAP Concur Partner

Accounting
Financial Services

SAP Concur Partner

TMC Elite
Travel Certified TMC

Format and Usage

Font treatments are provided as scalable vector artwork (EPS). EPS allows high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality.

You may use these files in page layouts and graphics programs for print projects. Additionally, EPS files may be used to create files in any other image format at exactly the size required.

Using the Font Treatment

Font treatments are intended for use in corporate materials referring to the specific offering(s). A font treatment is a piece of artwork specially created and supplied in electronic files. Use only the files supplied by SAP. Do not alter the font treatment in any way. Use “SAP Concur Partner” in quotation marks if you need to refer to the font treatment itself.

Examples:

The “SAP Concur Partner” font treatment...

SAP grants partners the “SAP Concur Partner” font treatment to communicate their related offerings and services.

Clear Space and Minimum Size

Clear space

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

Minimum Size

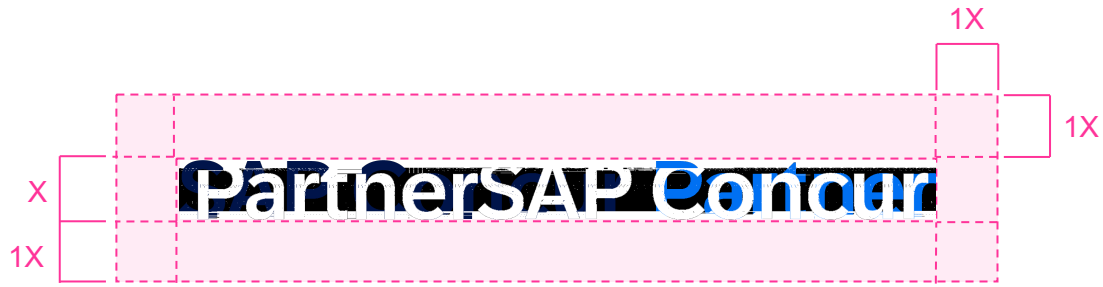
To ensure legibility, the font treatment should not be printed smaller than 1.93 inches, or 49 millimeters, in width. And should not be shown on screen smaller than 579 pixels.

Always maintain the aspect ratio of the font treatment when scaling.

Using Registered Trademark

Symbols In Text Include the registered trademark symbol “®”on the terms “SAP” and “Concur” (SAP® Concur®) at first mention in a text.

After first mention, you can drop the symbols.



Explore SAP® Concur® solutions. As an SAP Concur partner, we help you ...
SAP Concur solutions provide all you need to...

Colors

Color Specification

The color of the font treatment is based on the SAP color palette.

If you can use process inks for the font treatment, use the values for the CMYK color model. For Web sites and on-screen, use the values for the RGB color model.

SAP Blue 11 and SAP Blue 7 are preferred colors for presentation of the font treatment. Use this version on white or light-colored backgrounds only.

Against dark backgrounds, use the font treatment in SAP white. If printing in black and white on a light background, use Black.

"SAP Concur" in SAP Blue 11	"Partner" in SAP Blue 7
CMYK 100/90/30/40 RGB 0/20/74 Hex #00144A	CMYK 96/60/0/0 RGB 0/112/242 Hex #0070F2

On light backgrounds

On dark backgrounds

Black and white

Applying the Font Treatment on Your (Partner-owned) Assets | Examples

The following examples show how you can place the “SAP Concur Partner” font treatment in relation to your company logo in your marketing materials.

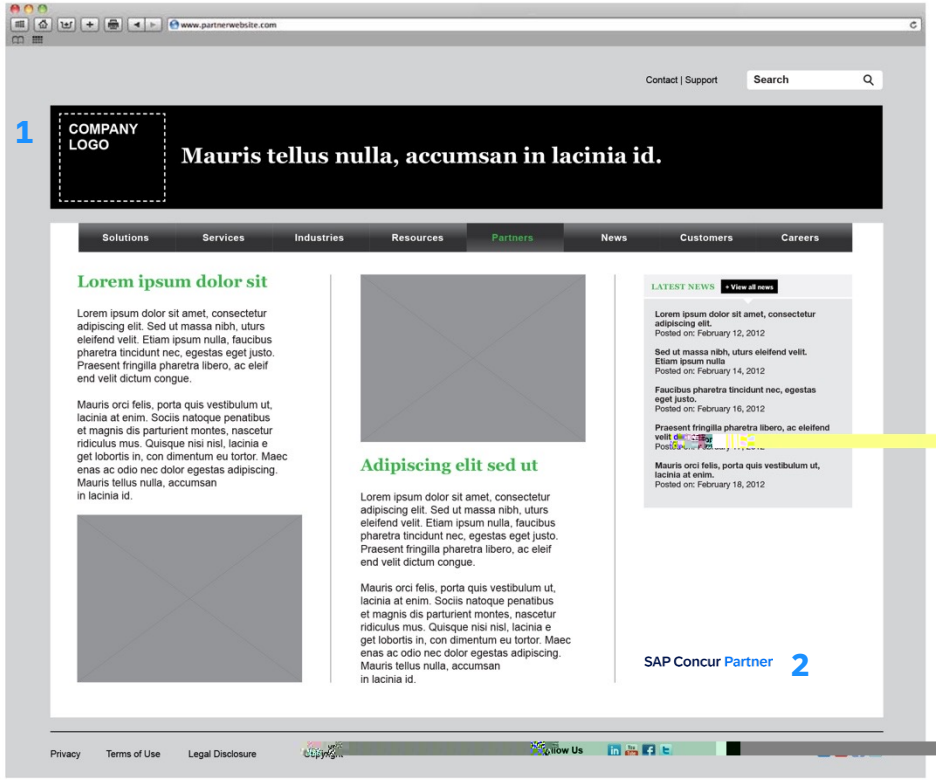
1 + **2**

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

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

Partners may not use the SAP corporate logo or the SAP Concur brand logo in their communications. Always use the SAP Concur Partner font treatment or plain text to convey your partnership.

Use of the SAP name and/or logo signals that something is owned by SAP and that SAP is responsible and accountable for it.

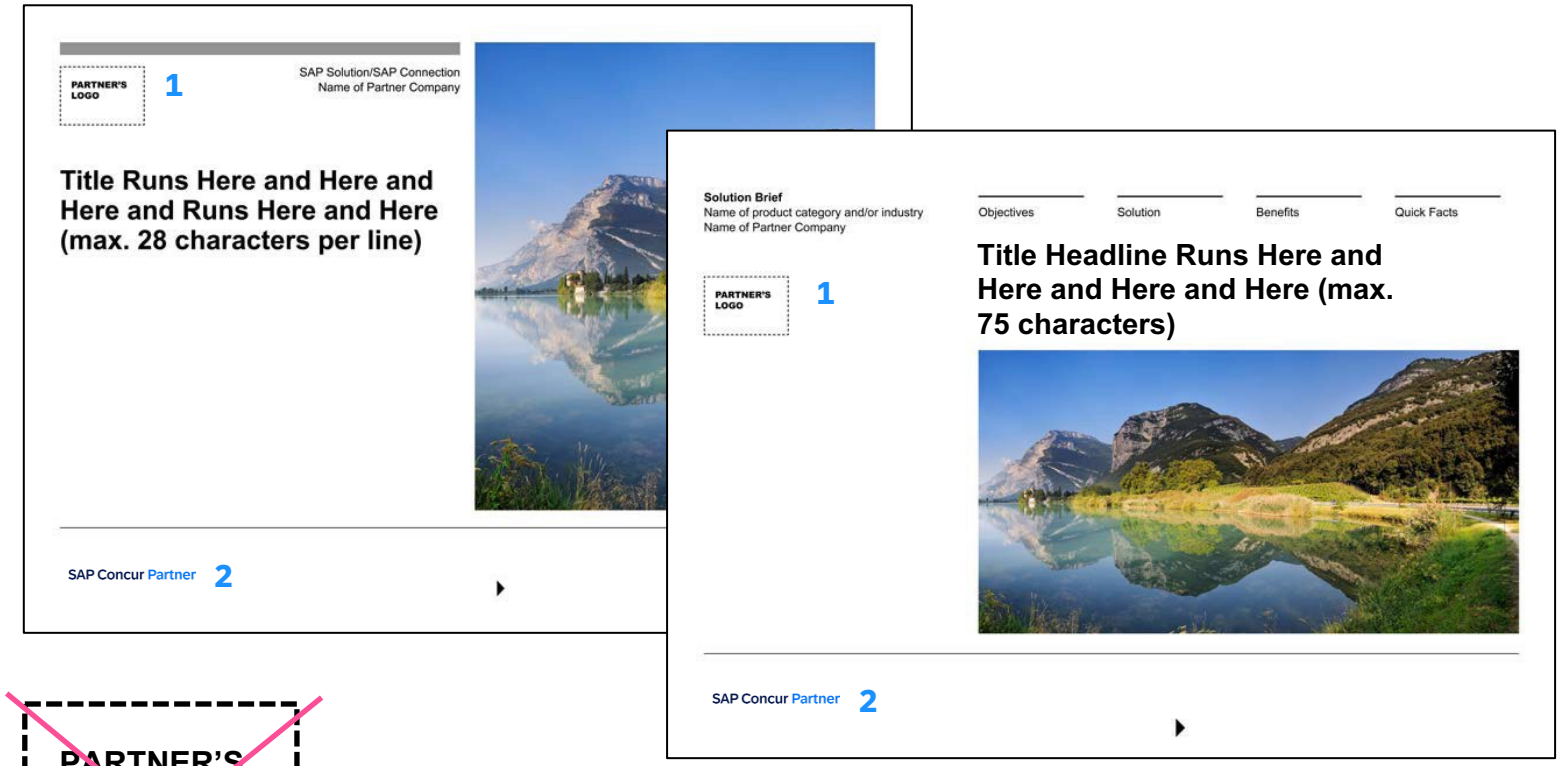


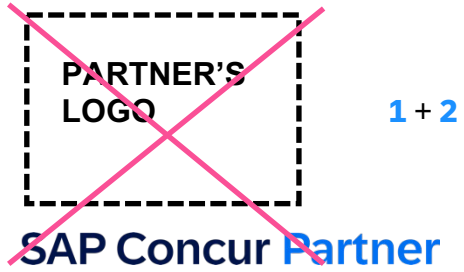
Applying the Font Treatment on Partner Assets | Examples

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

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

👍	Always use the font treatment together with your company logo.
👎	Do not use the font treatment alone.
👎	To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.
👎	Don't lock up your company logo with the SAP Concur Partner logo.



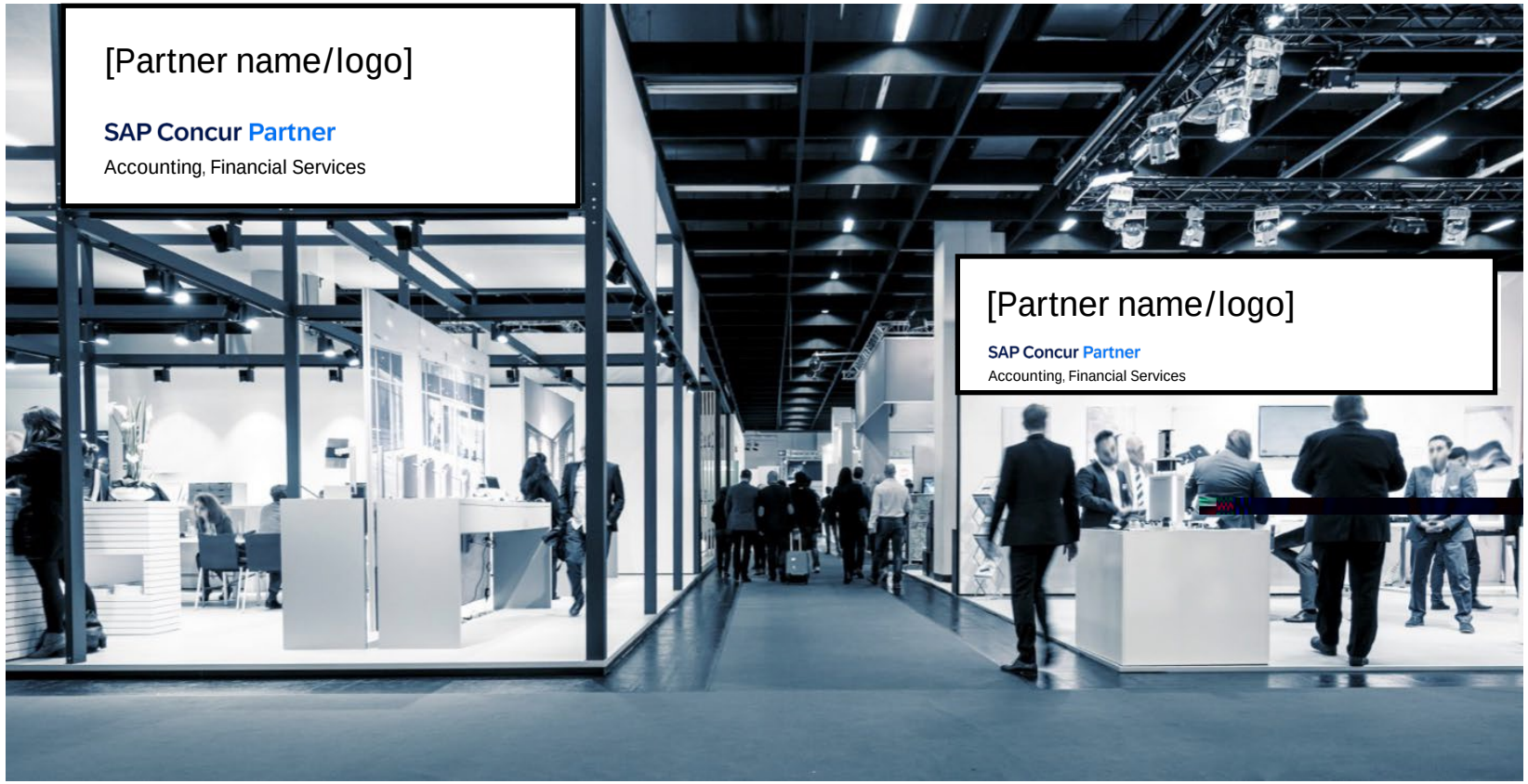


Events and Trade Shows: Showing Multiple Partner Types

If you have been granted multiple partner types, you can list them at events and trade shows. Use the “SAP Concur Partner” font treatment and list your partner type below in your standard text font.

You can use title case for the partner type, if required.

Do not add any partner types that have not been granted to you by SAP Concur.



Events and Trade Shows

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

Note: This is an example only, not a design recommendation.

Applying the Font Treatment | Incorrect Use

These examples show incorrect use of the SAP Concur partner font treatment, the SAP corporate logo, and the SAP Concur brand logo.

File Formats

The font treatment is provided in three file formats: EPS, PNG, and JPEG. Each format is used for a specific purpose. To ensure correct color and resolution, always choose the format that is appropriate for your application, as described here. EPS format allows high-quality print reproduction.

EPS files can be scaled to any size without sacrificing image quality. You may use these font treatment files in page-layout or graphics programs, but do not use them for on-screen or Web presentations.

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

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

Do not animate SAP font treatments.

Do not use the SAP corporate logo.

Do not use old SAP corporate logo.

Do not use the SAP Concur brand logo on materials created by partners.

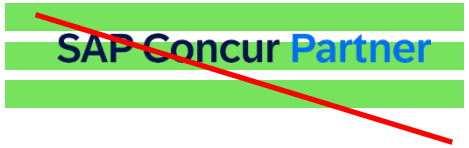
Do not rotate or animate the font treatment.

Do not use old font treatment.

Do not distort, stretch, or compress the font treatment.

Don't use the dark versions on a dark background. Use the white instead.

Do not change the color of the font treatment. Use files as provided.



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

Exceptions for Using the SAP Corporate Logo or SAP Concur Brand Logo

The use of the SAP logo is restricted to SAP and its subsidiaries and acquired companies. It is used in communications, marketing, press, and public materials that are owned and published by SAP.

Partners and customers are not allowed to use the SAP corporate logo or the SAP Concur, SAP Fieldglass, SAP Ariba, or SAP SuccessFactors logos in any of their own materials or on their Web sites.

Exceptions can be granted on a case-by-case basis, for example, for strategic purposes, high-profile use, or when listing SAP Concur along with other companies. If you have an additional partnership with SAP or the other sub-brands, please contact those partner teams to secure the necessary permissions.

For potential SAP Concur exceptions, contact sapconcurpartners@sap.com, brand@sap.com and trademarks@sap.com. All exceptions require approval and a signed license agreement.

SAP Concur sub-brand now uses a lockup of the SAP logo with the word “Concur”

Our corporate logo is the official blue logo that stands for our company and brand.

Our sub-brand logos stand for offerings and portfolios from companies acquired by SAP, for example:

Thank you.

Contact information:

sapconcurpartners@sap.com

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Addendum to SAP Concur Partner Communication and Font Treatment Guidelines

For Concur TripLink and SAP Concur App Center Partners Only

January 2024

INTERNAL – SAP and Partners Only

Introduction

This document is an addendum to the SAP Concur Partner Communication and Font Treatment Guidelines. Here you will find additional guidance for using SAP Concur brand elements within your product experience UI. This guidance applies to Concur TripLink and SAP Concur App Center partnerships only.

The SAP Concur brand elements identified in this document may be used within your product experience UI to help end-users navigate between your product experience and an SAP Concur solution. Restrictions apply, see guidance for more details.

INTERNAL – SAP and Partners Only

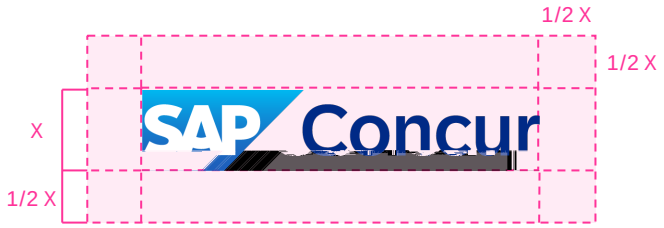
Using the SAP Concur Logo or App Icon

Using SAP Concur brand elements

- Only the original SAP Concur logo or app icon artwork may be used
- The content must make it clear that you are a partner of SAP Concur
- The logo or app icon may not be used outside of the product UI or in a graphic such as a marketing image or process diagram (see pages 8-9 for exceptions)
- Logo placement must adhere to brand guidelines for clear space and sizing
- To receive brand assets and secure final approvals:
  - SAP Concur App Center partners should email Concur_AppCenterMarketing@sap.com
  - Concur TripLink partners should email SupplierServices@sap.com

Clear space and size requirements

- The clear space surrounding the logo should measure 1/2x the height of the anvil in the SAP Concur sub-brand lockup
- In print, the SAP Concur sub-brand lockup can be reproduced down to 0.92" (23.4 mm) wide. For digital applications, the logo can be reduced to 92 pixels wide
- Always maintain the logo's aspect ratio when scaling



92 pixels for digital
0.92" (23.4mm) for print
(not shown at actual size)

Available logos

For logo files, please email:
Concur_AppCenterMarketing@sap.com.

SAP Concur Logo

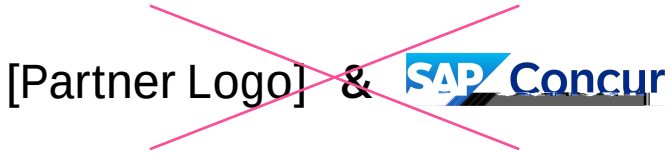
Provided in SAP Blue, Black, and White

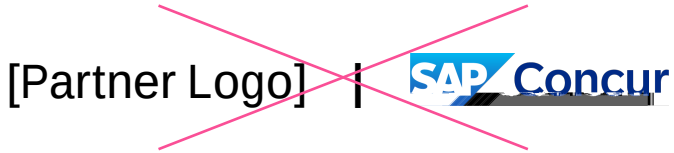
App Icon

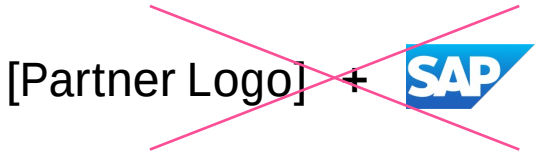
Incorrect Use of the SAP Concur Logo

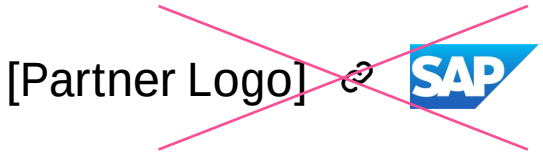
The SAP Concur brand logo and SAP corporate logo may not be used outside of the described UX environments.

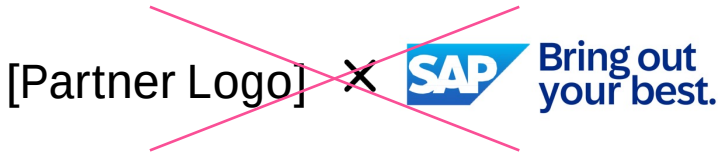
Don’t use symbols (such as & or + or arrows) between logos or text references to communicate the connection between our two companies.

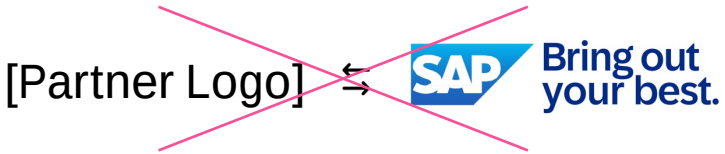












Communicating Your Partnership

To refer to your partner status, use the term “SAP Concur partner”. Use lowercase for “partner” in body text.

We are a Concur Partner.

We are an SAP Concur partner.

Use normal language to refer to your specific engagement.

We are an SAP Concur partner. Our solution integrates with Concur Travel (or Concur Expense, Concur Invoice, or Concur TripLink) to...

As an SAP Concur partner, the connection between our service and Concur Expense (or Concur Expense, Concur Invoice, or Concur TripLink) provides...

Representing SAP Concur

We are providing three options for representing SAP Concur within your product experience UI to aid navigation for end-users.

1. Use the SAP Concur app icon and include SAP Concur in text

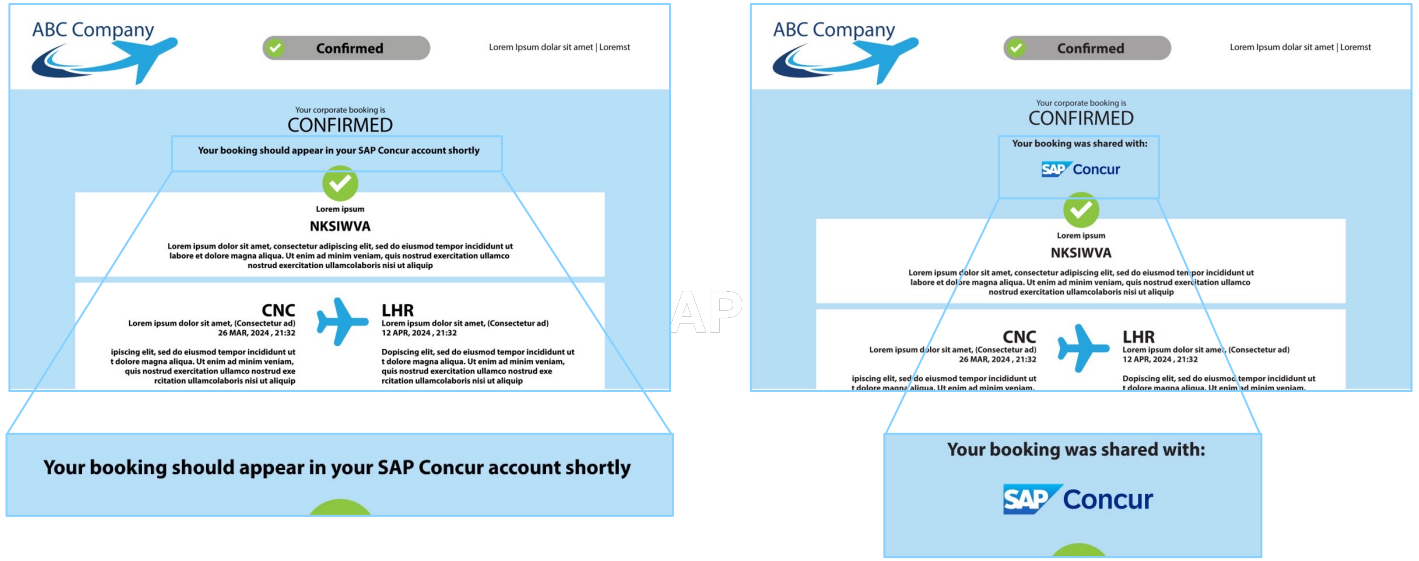
2. Use the SAP Concur logo

3. Reference SAP Concur in text only

When using the app icon:

- The text “SAP Concur” must be placed in close association to the icon, using the application/interface’s standard typeface
- The text SAP Concur may be stacked, or horizontal when represented in type with the icon or when used as text only
- The app icon can be used alone if there is no option to add type - this is the least preferred option and requires approval

If you’re unsure if your use case fits the above conditions, we will confirm as part of our review at Concur_AppCenterMarketing@sap.com or SupplierServices@sap.com



Brochures, Videos & Other Collateral

In marketing materials, partners should use the SAP Concur Partner font treatment or reference SAP Concur in plain text. Exceptions must be reviewed and approved by SAP Concur.

Please download the Partner font treatment and its variations here.

SAP Concur Partner

SAP Concur App Center partners, please submit collateral to:
Concur_AppCenterMarketing@sap.com

SAP Concur Partner

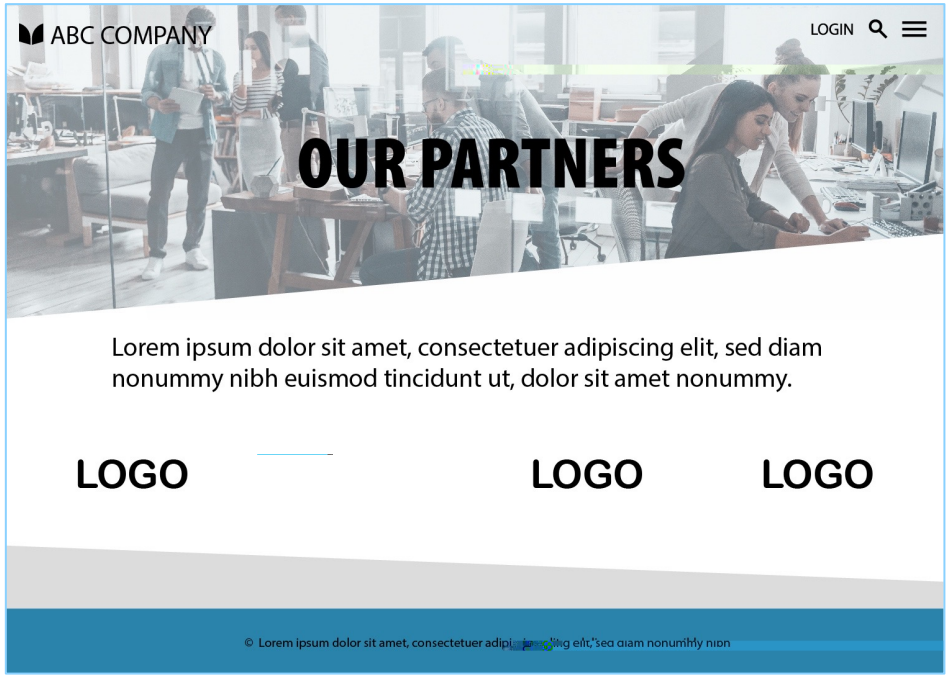
Concur TripLink

Concur TripLink partners, please submit collateral to:
SupplierServices@sap.com

Exceptions for Logo Use

Partner Lists

The SAP Concur logo may be shown on assets (web or print) when used for the sole purpose of listing multiple partnerships where the standard is to use the company logo.

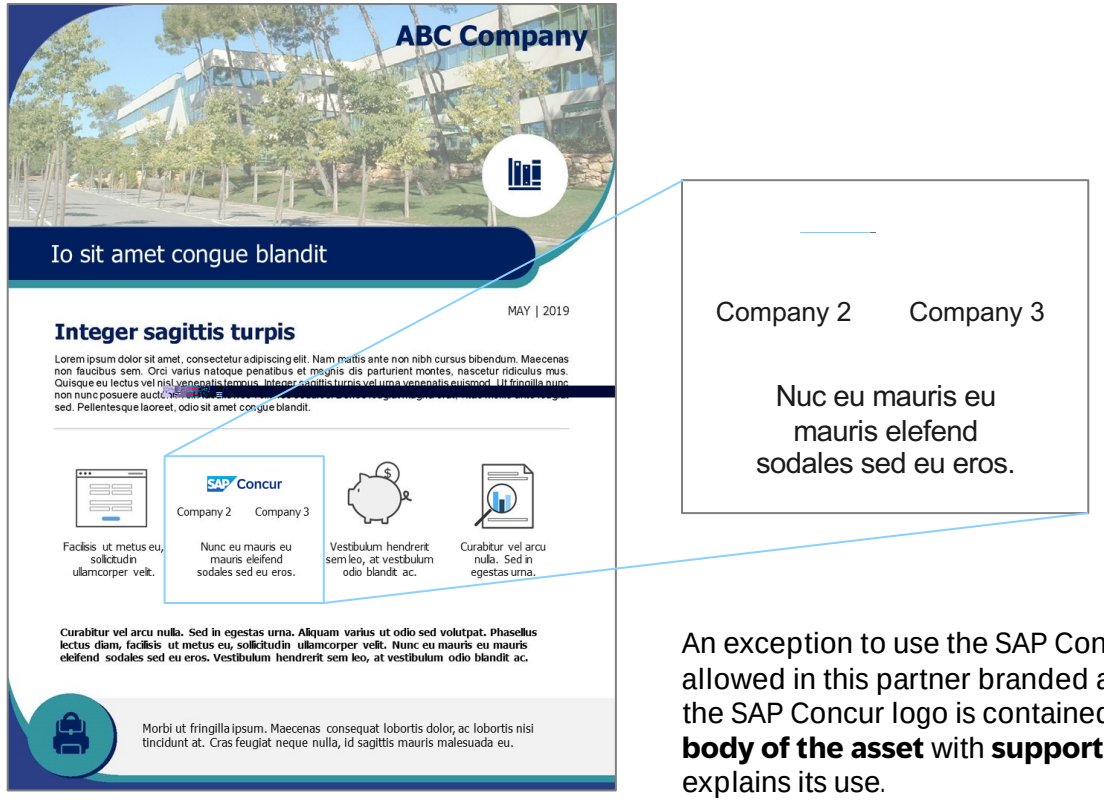


Exception for Logo Use

Collateral - Requires approval

When seeking an exception, please submit collateral to: Concur_AppCenterMarketing@sap.com.

If you are a Concur TripLink partner, please submit collateral to: SupplierServices@sap.com.



Company 2 Company 3

Nuc eu mauris eu mauris elefend sodales sed eu eros.

An exception to use the SAP Concur logo can be allowed in this partner branded asset because the SAP Concur logo is contained within the **body of the asset** with **supporting copy** that explains its use.

Thank you.

Contact information:

For partner questions about SAP Concur App Center, contact:
Concur_AppCenterMarketing@sap.com

For partner questions about Concur TripLink, contact:
SupplierServices@sap.com

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