

# SAP<sup>®</sup> Concur<sup>®</sup> Partner

## Communication and Font Treatment Guidelines

November 2019

# Introduction

Dear Partner,

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 [sapconcurpartners@sap.com](mailto:sapconcurpartners@sap.com).

## 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 specific products, use: Concur® Travel, Concur® Expense, Concur® Invoice, ...

Always add “Concur” before each product name (not: Concur Travel, Expense, Invoice).

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

Add the trademark symbol after SAP and Concur at first mention in a headline and text.

You can drop the symbol after first mention.

# SAP Concur Partner

## 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.



We are a Concur Partner.



We are an SAP Concur partner.

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Use normal language to refer to your specific engagement.



We are an SAP Concur partner. Our company provides SAP Concur 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.

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## SAP Concur Partner

### Communicating Your Partnership

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

#### Communicating your consulting focus

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



We are an SAP Concur Consulting 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 consulting 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 consulting. We provide guidance and best practices that help our customers ...



We are an SAP Concur partner. We provide travel consulting for ...



As an SAP Concur partner, we focus on travel consulting ...

**SAP<sup>®</sup> Concur<sup>®</sup> Partner**  
Consulting

**SAP<sup>®</sup> Concur<sup>®</sup> Partner**  
Travel Consulting

# SAP Concur Partner

## Communicating Your Partnership

### Communicating your implementation focus

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



We are an SAP Concur Professional Implementation 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 are premier certified to help you implement ...



We are an SAP Concur partner. We are certified as professional for implementing ...



We are an SAP Concur partner. We have a professional/premier/global certification to implement ...

**SAP<sup>®</sup> Concur<sup>®</sup> Partner**  
Professional Implementation

**SAP<sup>®</sup> Concur<sup>®</sup> Partner**  
Premier Implementation

**SAP<sup>®</sup> Concur<sup>®</sup> Partner**  
Global Implementation

# SAP Concur Partner

## Communicating Your Partnership

### Communicating the SAP Concur Travel certification

The SAP Concur Travel certification is granted to partners after proving their aptitude to offer SAP Concur travel solutions and meeting the required certification criteria. All travel management company (TMC) partners can become certified, and the certification is a prerequisite for the Select and Elite levels in the SAP Concur partner program for TMCs (see the next page).

Use lowercase for the terms “partner,” “certified,” and “certification” in body text. You can use uppercase in headlines and titles.

**SAP® Concur®**  
Travel Certified TMC




<b>X</b>	We are a Concur Partner	<b>✓</b>	We are an SAP Concur partner.
<b>X</b>	We are a Concur TMC Partner	<b>✓</b>	We are a certified provider of the Concur Travel solution. We are certified to provide ... for Concur Travel.
		<b>✓</b>	We have been granted the SAP Concur Travel certification. This certification shows that we ...

# SAP Concur Partner




## 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.

<b>X</b>	We are a Concur Partner		We are an SAP Concur partner.
<b>X</b>	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 support experts help you ...  |
|  | We have been recognized as a TMC Elite partner for SAP Concur travel solutions. We closely collaborate with SAP Concur product technology teams to provide you with firsthand expertise and support ... |

SAP® Concur® Partner  
TMC

SAP® Concur® Partner  
TMC Select

SAP® Concur® Partner  
TMC Elite



## **SAP Concur Partner** 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.

**SAP<sup>®</sup> Concur<sup>®</sup> Partner**

## SAP Concur Partner

### 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. To receive your font treatment package, please contact [sapconcurpartners@sap.com](mailto:sapconcurpartners@sap.com).

**SAP® Concur® Partner**

**SAP® Concur® Partner**  
Travel Consulting

**SAP® Concur®**  
Travel Certified TMC

**SAP® Concur® Partner**  
Private Equity

**SAP® Concur® Partner**  
App Center

**SAP® Concur® Partner**  
Professional Implementation

**SAP® Concur® Partner**  
TMC

**SAP® Concur® Partner**  
Systems Integrator

**SAP® Concur® Partner**  
App Centre

**SAP® Concur® Partner**  
Premier Implementation

**SAP® Concur® Partner**  
TMC Select

**SAP® Concur® Partner**  
TripLink

**SAP® Concur® Partner**  
Consulting

**SAP® Concur® Partner**  
Global Implementation

**SAP® Concur® Partner**  
TMC Elite

## SAP Concur Partner

### Multiple Certifications

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

#### Messaging examples:

We are an SAP Concur partner certified in professional implementation, consulting, and as systems integrator.

As SAP Concur partner, we hold the following certifications: consulting, global implementation, and systems integrator.

Do not accumulate certification font treatments.

#### Alternative

In space-restricted situations, for example in ads, on banners, on an event booth, use the “SAP Concur Partner” font treatment and add your certifications below it in your standard text font (also see pages 19 and 20)

# SAP<sup>®</sup> Concur<sup>®</sup> Partner

~~SAP<sup>®</sup> Concur<sup>®</sup> Partner~~  
Global Implementation

~~SAP<sup>®</sup> Concur<sup>®</sup> Partner~~  
Consulting

~~SAP<sup>®</sup> Concur<sup>®</sup> Partner~~  
Systems Integrator

## SAP<sup>®</sup> Concur<sup>®</sup> Partner

#### Certifications

Systems Integrator  
Global Implementation  
Consulting

# SAP Concur Partner

## Font Treatment | Format and Usage

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

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

### Using the font treatment

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

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.

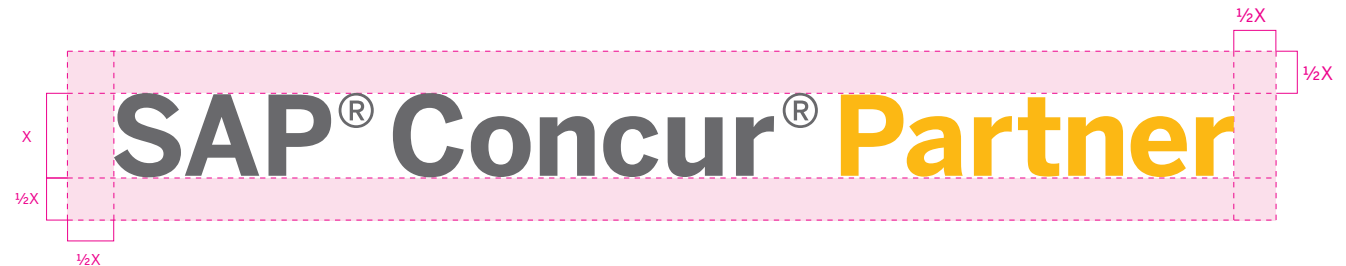
SAP<sup>®</sup> Concur<sup>®</sup> Partner

# SAP Concur Partner

## Font Treatment | Clear Space and Minimum Size

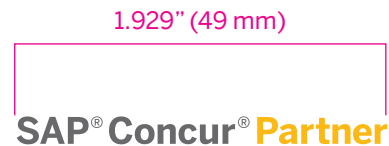
### Clear space

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



### Minimum size

To ensure legibility, the font treatment should not be printed smaller than 1.929 inches, or 49 millimeters, in width. Always maintain the aspect ratio of the font treatment when scaling.



### Using trademark symbols in text

Include the registered trademark symbol “®” on the terms “SAP” and “Concur” (SAP® Concur®) at first mention in headlines and 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 ...

# SAP Concur Partner

## Font Treatment | Color

### Color specification

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

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

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

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

SAP Dark Gray  
PANTONE Cool Gray 10

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

SAP Gold

PMS 130 C  
CMYK 0/30/100/0  
RGB 240/171/0  
Hex #F0AB00

SAP<sup>®</sup> Concur<sup>®</sup> Partner

SAP<sup>®</sup> Concur<sup>®</sup> Partner

# SAP Concur Partner

## Applying the Font Treatment on Partner Assets | Examples

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

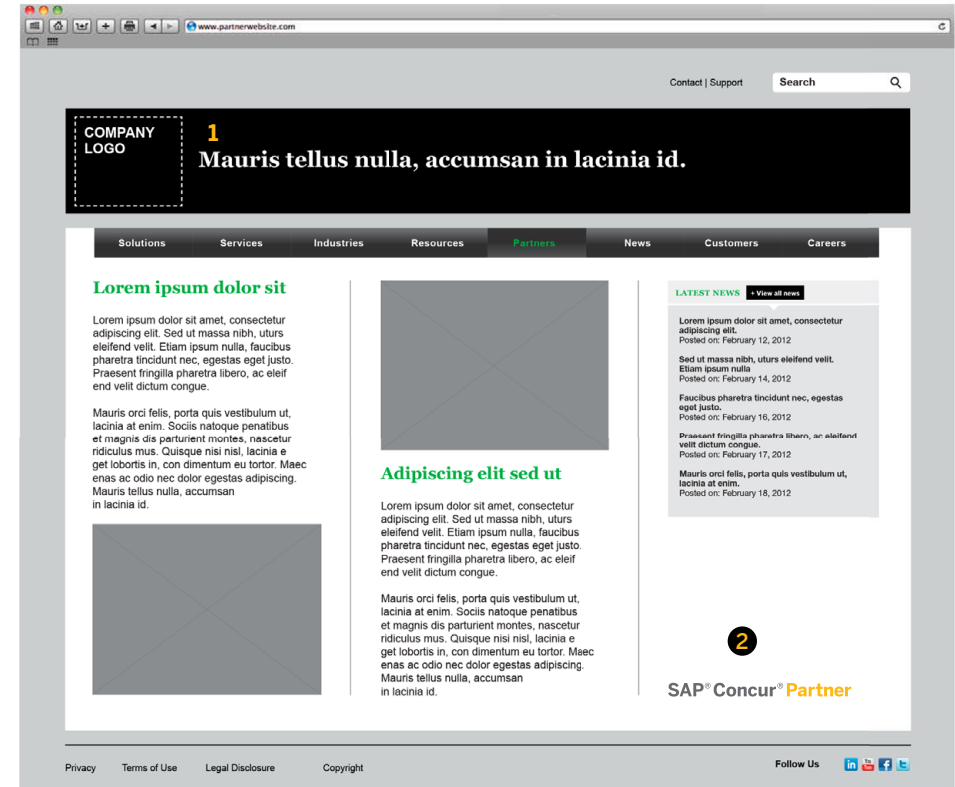
1 + 2

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.

Do not use the SAP corporate logo or the SAP Concur brand logo on materials owned and published by partners. You can reference SAP and SAP offerings in text.

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



# SAP Concur Partner

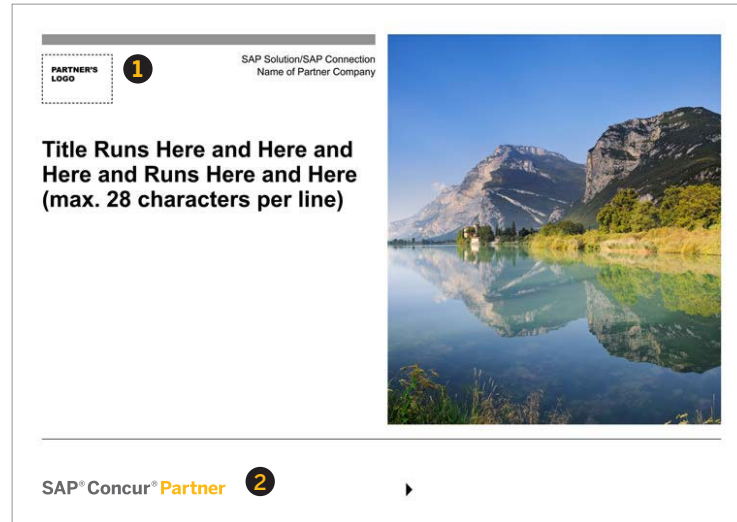
## Applying the Font Treatment on Partner Assets | Examples

1

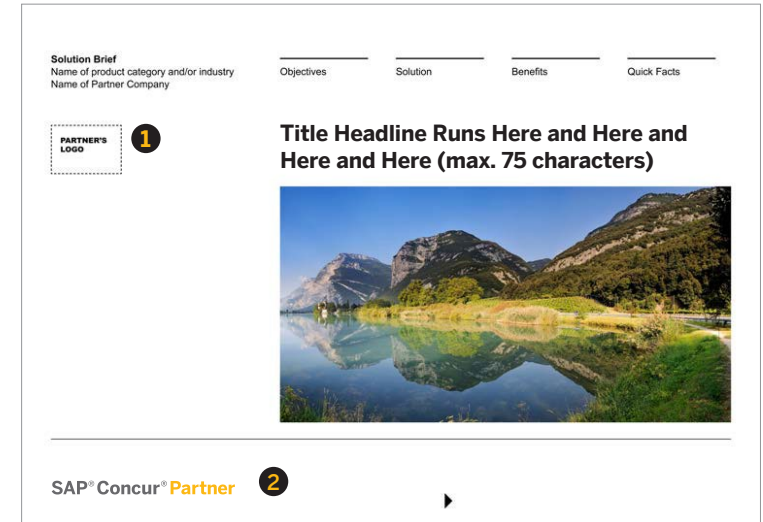
Always use the font treatment together with your company logo. Do not use the font treatment alone.

2

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



General Brochure (online optimized)



Solution Brief (online optimized)



# SAP Concur Partner

## Redistributing SAP Concur-Branded Materials

Partners that have been given permission by SAP to redistribute SAP Concur-branded materials to their customers can add their company name and company logo to the material.

1

Add the company name after the phrase “Brought to you by.” The phrase should be placed above the headline.

2 + 3

Add your company logo, SAP Concur partner logo, and company information in the designated space at the end of the document.

Do not change or modify any other elements, text, images, or graphics of these SAP-owned materials.

### Minimum size and font

To ensure legibility, the “Brought to you by” phrase should not be printed smaller than Benton medium, 10pt.

The partner company name should be the same font size. The partner logo must not be bigger than the SAP logo and SAP Concur brand logo.

SAP Concur 

Brought to You by [Partner]  
Concur® Expense



## Manage All Your Spending Wherever and Whenever It Happens

### 1 AUTOMATED, FAST, AND ACCURATE EXPENSE REPORTING

Say goodbye to missing receipts, error-prone spreadsheets, and limited visibility and say hello to accurate expense reports that automate, simplify, and improve the expense management process.

Concur® Expense, is a solution that integrates all your expense data, so you can effectively manage and control spending no matter where it happens. With SAP® Concur® solutions, you can even connect travel spend, and invoice data for a unified view that makes employee spending more transparent and gives you greater visibility to make intelligent spend management decisions.

### MANAGE EXPENSES EASILY WITH MOBILE TOOLS

Employees can save time and quickly capture expenses with Expenselt in the SAP Concur mobile app using machine learning to automatically digitize, categorize, and itemize receipts to submit accurate, in-policy expense reports. Plus, managers can review, approve expense reports on the go from their smartphones.

### Simplify the Process for Everyone

SAP Concur solutions make the entire expense management process easy – from implementation to submitting expense reports – so you and your entire team can focus on what matters most for your business.

### See all Your Spending to Get More Control

Combining Concur Expense, Travel, and Invoice gives you visibility into spending across three major areas of employee spend down to each detailed transaction, so you can manage budgets more effectively, forecast more accurately, and achieve corporate compliance.

### Reporting

With SAP Concur solutions, you get a single, accurate view of employee spend with detailed reporting, dashboards, and analytics, making it easy to take action and control spend.

### CAPTURE SPEND FROM MULTIPLE DATA SOURCES

Concur Expense automatically populates expense reports with data from suppliers making it easy to match line items to credit card data to give you more accurate expense reports. Concur Expense even captures all your company's credit card data from corporate cards to purchasing cards, and centrally-billed cards – so you can quickly and accurately reconcile spending.

### MORE CONNECTIONS, MORE APPS

Connect to SAP S/4HANA or leverage other pre-built integrations between ERP, CRM, HR, and accounting systems for accurate and complete data. Leverage the most extensive travel and expense ecosystem with our App Center to capture spend data directly with suppliers, manage complex global regulations, VAT reclaims, and much more.

### Concur Expense Helps Save Time and Improve Efficiency:

**60%**

less time to fill out an expense report  
(IDC Study: Empower Organizations, 2018)

**19%**

more efficient expense report handling  
(IDC Study: Empower Organizations, 2018)

**67%**

reduced lost receipts  
(IDC Study: Empower Organizations, 2018)

Partner's Logo  
Goes Here

SAP® Concur® Partner

2

3

[Partner] is a SAP® Concur® Partner. [Partner] boilerplate copy (max. 760 characters). Rum im doloreped errorora dundestium. num rem etur, te ad quibus. Tem verundis estetur, int molest, sit omnis que acrchiti tem reriarn, cor aut laut anducimetum exerunt quatqui assinveror. Suspendisse arcu sem, ultrices id euismod sed, luctus ut nisi. Morbi nec turpis vitae libero commodo lobortis at nec urna. Praesent condimentum rhoncus nibh, vel gravida dolor porttitor sed. In ex sem, eleifend eu rutrum vitae, semper nec lacus. In dui mauris, blandit at elit quis, dictum cursus ante. Etiam interdum pretium mauris, et sagittis orci aliquam id. Praesent nunc dui, pulvinar vitae posuere nec, blandit ut leo. Learn more at [partnerURL.com](#).

### ABOUT SAP CONCUR

SAP® Concur® is the world's leading provider of integrated travel, expense, and invoice management solutions, driven by a relentless pursuit to simplify and automate these everyday processes. With SAP Concur, a top-rated app guides employees through every trip, charges are effortlessly populated into expense reports, and invoice approvals are automated. By integrating near real-time data and using AI to audit 100% of transactions, businesses can see exactly what they're spending without worrying about blind spots in the budget. SAP Concur eliminates yesterday's tedious tasks, makes today's work easier, and helps businesses run at their best every day. Learn more at [concur.com](#) or at the SAP Concur [blog](#) ([concur.com/newsroom](#)).

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# SAP Concur Partner

## Giving a Partner Credit on Contributing to SAP Concur Materials

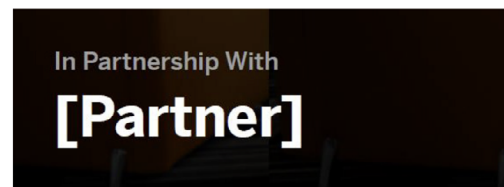
To give credit to a partner for contributing to materials published by SAP or the SAP Concur brand, use the phrase “In partnership with” and add the partner’s company name or logo.

If these materials are redistributed by partners to their customers, use the “Brought to you by” phrase and template as shown on page 17.

### Minimum size and font

To ensure legibility, the “In partnership with” phrase should not be printed smaller than Benton medium, 10pt.

The partner company name should be the same font size. The partner logo must not be bigger than the SAP logo or SAP Concur brand logo.



Example for illustration purposes only

SAP Concur

## Harness the Power of [Partner] and SAP Concur

Sed laoreet arcu luctus, accumsan lacus vitae, varius dolor.

In Partnership With  
**[Partner]**

### Suspendisse congue justo eget ex iaculis finibus?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed laoreet arcu luctus, accumsan lacus vitae, varius dolor. Aliquam enim velit, pellentesque vel vulputate a, interdum sed massa. Sed velit tellus, feugiat eu mauris sed, eleifend faucibus purus. In volutpat enim nec nisi maximus, tempor vehicula tellus eleifend. Praesent non mi a quam luctus dapibus in nec quam. Duis ullamcorper lectus purus. Nullam auctor, augue eget tempor pellentesque, nisi ex aliquam leo.

### Praesent mattis erat eu enim aliquet eleifend?

Quisque ligula lectus, sollicitudin eget eros quis, iaculis auctor justo. Praesent tempus accumsan mauris, vel congue nibh tempus nec. In maximus est ac pulvinar pharetra. Sed non dapibus augue, ut tempus purus. Aenean risus mi, pellentesque vel mauris et, pulvinar ultricies est numbers.

### In dapibus mauris vitae hendrerit suscipit?

 <b>Morbi ac cumsan</b> <p>Quisque ligula lectus, sollicitudin eget eros quis, iaculis auctor justo. Praesent tempus accumsan mauris, vel congue nibh tempus nec. In maximus est ac pulvinar pharetra. Sed non dapibus augue vel mauris et, pulvinar ultricies est numbers.</p>	 <b>Class aptent taciti sociosqu</b> <p>Velit tellus, feugiat eu mauris sed, eleifend faucibus purus. In volutpat enim nec nisi maximus, tempor vehicula tellus eleifend. Praesent non mi a quam luctus dapibus in nec quam. Duis ullamcorper lectus purus</p>	 <b>como enim ut convallis</b> <p>In volutpat enim nec nisi maximus, tempor vehicula tellus eleifend. Praesent non mi non mi a quam luctus dapibus in nec quam. Duis ullamcorper lectus purus tellus eleifend</p>
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For more information, contact your SAP Concur representative.

© Copyright 2019

THE BEST RUN 

# SAP Concur Partner

## 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.

COMPANY  
LOGO

## Lorem ipsum dolor sit amet.

1. Lorem ipsum dolor sit
2. Soluptatem con porem
3. Volorera inihil inumuqui
4. Rerum sum re comni
5. Tibus rerum sum re comni
6. Expliqu asperia nosanducia

**SAP® Concur® Partner**

COMPANY  
LOGO

## Lorem ipsum dolor sit amet.

1. Lorem ipsum dolor sit
2. Soluptatem con porem
3. Volorera inihil inumuqui
4. Rerum sum re comni
5. Tibus rerum sum re comni
6. Expliqu asperia nosanducia

**SAP® Concur® Partner**  
Professional Implementation

COMPANY  
LOGO

## Lorem ipsum dolor sit amet.

1. Lorem ipsum dolor sit
2. Soluptatem con porem
3. Volorera inihil inumuqui
4. Rerum sum re comni
5. Tibus rerum sum re comni
6. Expliqu asperia nosanducia

**SAP® Concur® Partner**  
Certifications  
Systems Integrator  
Global Implementation  
Consulting

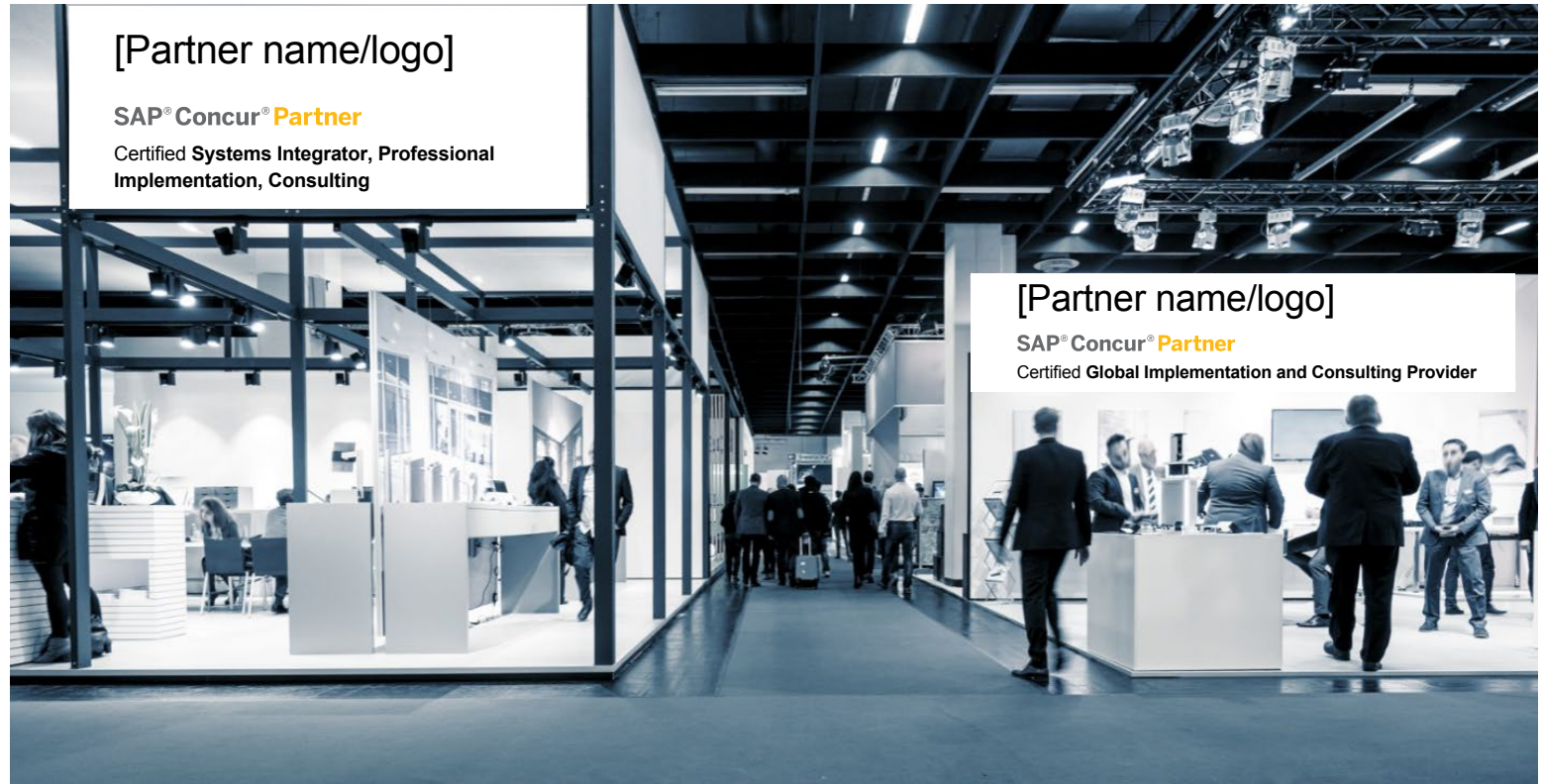
# SAP Concur Partner

## Events and Trade Shows: Showing Multiple Certifications

To show multiple certifications at events and trade shows, you can use the “SAP Concur Partner” font treatment and list your certifications below in your standard text font.

You can use title case for the certification names, if required.

Do not change or modify the certification names. Do not add any certification names that have not been granted to you by SAP.



# SAP Concur Partner

## 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 word-processing, page-layout, or graphics programs, but do not use them for on-screen or Web presentations.

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

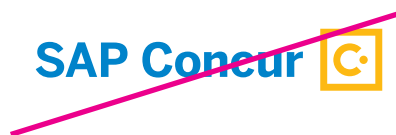
Do not animate SAP font treatments.



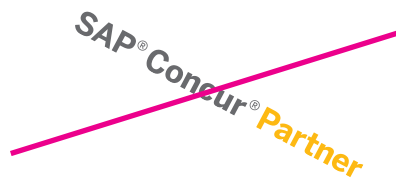
Do not use the SAP corporate logo.



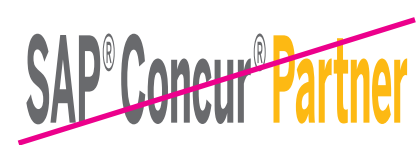
Do not use the SAP corporate logo.



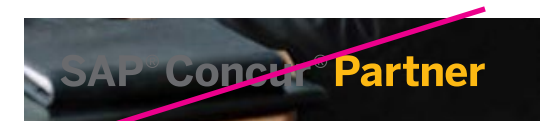
Do not use the SAP Concur brand logo on materials created by partners.



Do not rotate or animate the font treatment.



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



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



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



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

## SAP Concur Partner

### 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 and the SAP Concur along with other companies.

For potential exceptions, contact [sapconcurpartners@sap.com](mailto:sapconcurpartners@sap.com), [brand@sap.com](mailto:brand@sap.com), and [trademarks@sap.com](mailto:trademarks@sap.com). All exceptions require approval and a signed license agreement.

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.

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

Studio SAP | 64750enUS (19/11)

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