

SAP LOGO





SAP Corporate Logo

SAP Blue

PANTONE: sap_corporate_pantone280_r.eps
PROCESS: sap_corporate_4c_r.eps



SAP Logo on acceptable gray background



SAP Logo on acceptable colored background



SAP Logo on acceptable photographic background

To reinforce the brand identity, the SAP corporate logo can only be used in the configurations shown above.

Specifically, the logo may be used against a colored background or an image as long as the tone of that color or image is less than 50% black. For legibility's sake, the logo may not be used on a color or background that is darker than 50% black.

For more information on color please see Corporate Color Palette on page 2.9.

The SAP name in German stands for Systeme, Anwendungen, Produkte in der Datenverarbeitung which translates in English to Systems, Applications and Products in Data Processing.

In spoken form, SAP always is clearly pronounced by individual letter: S-A-P. SAP is never referred to as a one-syllable word.

The logo is a specially created piece of artwork and should never be recreated. Electronic files are provided on Brandplace (www.sapbp.com) and on SMART Guidelines.

The use of the SAP corporate logo is exclusively for SAP officially sanctioned materials and must not be distributed to 3rd party companies. Exceptions to this rule are rare and should only be made when it is "business critical". In such case, it must be approved by senior management in SAP Global Marketing and the responsible business unit, with counsel from the SAP legal group. Should the SAP corporate logo be approved for third party usage, it must be subject to an SAP written trademark use license.

For any requests please send an e-mail to the Branding team in Global Marketing (branding@sap.com).

SAP Partners are not entitled to use the SAP corporate logo, other SAP logos or any other signage of SAP. These are exclusively reserved for SAP. Please refer to the Partner Brand Reference Guide for additional information on approved partner logos and branding guidelines.

SAP LOGO

GRAY, SILVER, BLACK AND WHITE LOGOS



SAP Gray Logo

The SAP logo in gray is for use on dark backgrounds only and is available in spot or process color.

PANTONE: sap_corporate_pantoneCG7_r.eps
PROCESS: sap_corporate_4c_gray_r.eps



SAP Silver Logo

The SAP logo in silver is for use in special circumstances such as merchandising and promotions.

PANTONE: sap_corporate_pantone877_r.eps



SAP Black Logo

The SAP logo in black is only used when printing restrictions do not allow for printing the logo in SAP Blue.

PANTONE: sap_corporate_4c_black_r.eps

The examples above stipulate correct usage of the SAP logo against dark backgrounds.



SAP White Logo

The SAP logo in white can be used in special circumstances where the corporate logo in blue, gray, silver, or black, is illegible due to the logo color conflicting with the background color.

In these instances, the SAP logo in white can be provided to you, with approval by Global Marketing, by submitting a request to branding@sap.com

SPECIAL COLOR: sap_corporate_white_r.eps



SAP Motion Logo

SAP Blue



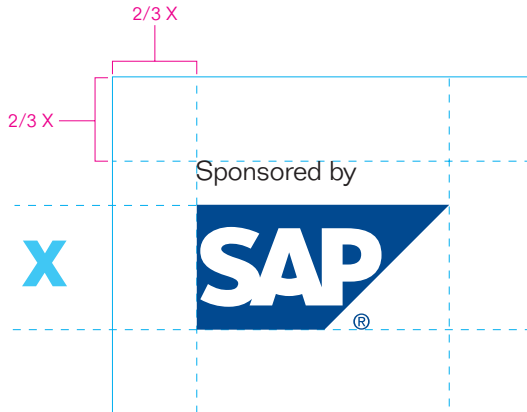
To assure maximum legibility, SAP uses the Motion logo on moving objects, such as sponsored racecars and yachts.

By adding a space between the letters S, A and P, the Motion logo is more visible on television and in photographs.

Use of the Motion logo is restricted to these circumstances and must be approved by SAP Global Marketing.

For more information on the use of the motion logo, e-mail branding@sap.com.

SAP LOGO LOGO WITH QUALIFIER AND SAFETY MARGINS



Qualifying Copy (Top Heading)

SAP Folio Light
Black

The SAP logo may be used in conjunction with qualifying copy on the following specific occasions.

The “Sponsored by” SAP lockup shown above is used to signify SAP companion products and services or a sponsorship relationship.

When considering a “Sponsored by” logo, bear in mind the following important distinction. A “Sponsored by” logo is appropriate for a range of situations, including courses and seminars sponsored by SAP and software where SAP serves as a second-party sponsor.

Use the “Presented by” logo in unique circumstances related to high profile corporate sponsorships such as SAP Formula 1. Only SAP Global Marketing can designate the use of this logo.

Use the “With Compliments” logo when offering a complimentary item from SAP (but not necessarily created by SAP).

Each of the above SAP logos with qualifier require a safety margin of $2/3$ the height of the logo. No type or graphics may invade this buffer zone.

Any questions about how to use qualifier logos should be directed to the Branding team in Global Marketing at branding@sap.com.

Sponsored by



PANTONE: sap_sponsor_black_pan280_r.eps
PROCESS: sap_sponsor_4c_r.eps

With Compliments



PANTONE: sap_compli_black_pan280_r.eps
PROCESS: sap_compli_4c_r.eps

Presented by



PANTONE: sap_present_black_pan280_r.eps
PROCESS: sap_present_4c_r.eps



SAP Web Logo, light backgrounds

SAP Blue



SAP Web Logo, dark backgrounds

SAP Gray

When the SAP corporate logo appears in Web and television advertising, use the Web presentation logo. The ® has been eliminated from this logo version to optimize it for screen applications which are typically seen at low resolution.

Since PowerPoint presentations may be viewed in print format as well as on-screen, use the corporate logo with the registered trademark rather than the Web presentation version.

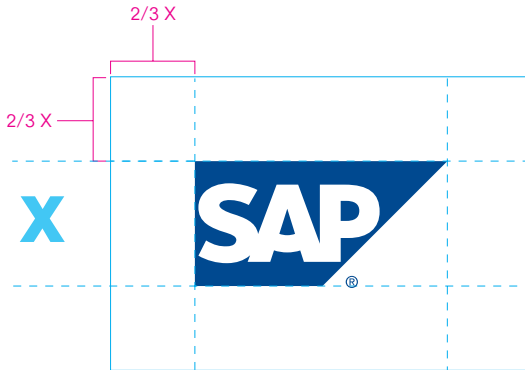
When the registered trademark designation is removed from the logo, a credit line that asserts SAP's legal claims must be included elsewhere, either at the bottom of the page or on a separate linked page.

The following language must be used: "SAP, the SAP logo, mySAP, mySAP.com and other SAP products and services mentioned herein are trademarks or registered trademarks of SAP AG in Germany and several other countries."

It is very important that this legal language appear whenever possible. If SAP does not consistently claim its trademarks, the company could lose rights to them.

For color specifications please refer to Corporate Color Palette on page 3.9.

SAP LOGO SAFETY MARGINS & PLACEMENT



The SAP logo requires a safety margin of $2/3$ the height of the logo. No type or graphics may invade this buffer zone.

Tagline placement, partner, subsidiary, solution and event logos are explained within chapters 4 and 5 of this manual, and represent the only exceptions to this rule.



This annual report cover more than adequately accommodates the logo safety margin.

Typically, the SAP logo should be placed at the bottom right of a communication as a sign-off. For additional information on logo and tagline placement, please see chapter 4.

SAP LOGO MINIMUM AND MAXIMUM SIZE



SAP Logo: Minimum Size

To ensure brand integrity and clarity, the SAP logo must not be reproduced smaller than 0.5" or 12.7mm in width.

width of logo 1/6 the width of the page



SAP Logo: Maximum Size

When printed on collateral, advertising and stationery, the SAP logo should occupy less than 1/6 the width of the page. For example, if a page is 6" or 152.4mm wide, the logo must appear less than 1" or 25.4mm in width.

However, the logo may appear larger for display and promotional purposes, such as banners, trade show displays, and so on.

SAP LOGO CORPORATE COLOR PALETTE

Spot Colors (PANTONE)



SAP Blue

PANTONE 280



SAP Gray

PANTONE Cool
Gray 7



SAP Silver

PANTONE 877
Silver

Process Colors (CMYK)



CMYK 100-72-0-18



CMYK 0-0-0-47

Screen Colors (RGB)



RGB 0-51-102

Hex #003366



RGB 153-153-153

Hex #999999

Correct color usage is critical to presenting and subsequently building a consistent brand image. In lieu of the SAP color palette you may use the PANTONE® colors listed above, the standards for which may be found in the current edition of the PANTONE Color Formula Guide. PANTONE is a registered trademark of Pantone Inc.

In the event PANTONE colors are not available and process inks will be used to build the identity, always refer to the values listed above for Process (CMYK) color implementation.

For Web and on-screen applications, always refer to the values listed above for Screen Colors (RGB).

In the limited occasions when a black logo must be used, please use standard black and white.



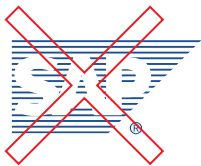
Do not outline the logo.



Do not combine generic words with the logo. The safety margin must be respected.



Do not disproportionately scale, skew or distort the logo.



Do not use patterned fills in the logo.



Do not rotate the logo.



Do not recreate Solution logos using the Corporate logo.



Do not use outdated versions of the logo or add a drop shadow.



Do not use the logo as part of a sentence.



Do not position two SAP logos on the same page (with the exception of Solution logos, which may appear on the same page as the corporate logo — see page 5.4).

The logos on this page and the following depict incorrect usages of the SAP corporate logo.

Ideally, the logo should appear on a solid white background. When layouts warrant a black background, utilizing the gray version of the logo is also acceptable.

While it may seem creative or even appropriate to adapt the logo at times, always resist. Doing so only dilutes the powerful, global image SAP has so carefully built and invested in over the years.

The successful use of the SAP corporate identity depends on a consistent application of the guidelines stipulated in this manual.

The “don’ts” shown here generally apply to the entire SAP identity family.

SAP LOGO

EXAMPLES OF INCORRECT BACKGROUND USAGE



Do not place the logo in a box.



Do not place the logo on a background too similar to the logo color.



Do not use a background color that clashes with the logo.



Do not place the logo on a busily patterned background.



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



Do not place the logo on a busy photographic background.



Do not alter white logo by changing the color of SAP in the logo.



Do not use the white logo on a photographic background. Use the blue logo instead.