

TO PARTNER

PartnerConnect brand guidelines

Explore brand rules & examples

July 2022



What's included in this brand guideline?

This brand guideline is intended for use in all communications to SAG partners only. It is a SAG brand overlay with a unique hero color that visually identifies that the asset is intended for a partner audience.





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01: Brandmark

Our brandmark is the cornerstone of our identity consisting of a symbol and word-mark. The brandmark is a recognizable visual identifier of SAG. As such its usage is strictly controlled. Partners can use it only when co-branding SAG assets. All rules regarding color, spacing and positioning apply.

* Templates are available for co-branded assets on the impartner portal. Only these assets can be used by partners with the SAG brandmark. Any other usage must be approved by the central brand team.



Symbol

Wordmark

01: Brandmark logo family

Our collection of logos includes the Primary Logo (Horizontal lock-up), Secondary Logo (Vertical lock-up), and Software AG Symbol.



Primary logo

We lead with our primary logo in most of our communications, key expressions, and touch points across our brand



Secondary logo

The secondary logo is best used as an alternative option when space is a concern, i.e., square or vertical compositions.



Software AG Symbol

Our stand-alone symbol should be used for unique applications only, i.e., favicon and social media profile images

01: PartnerConnect logo type

The way PartnerConnect is written is part of its brand.

- Each word is sentence case
- No space between words
- Font weight is consistent with the sentence it is written in – Roboto Light or Roboto Bold

Sentence case

PartnerConnect

No space

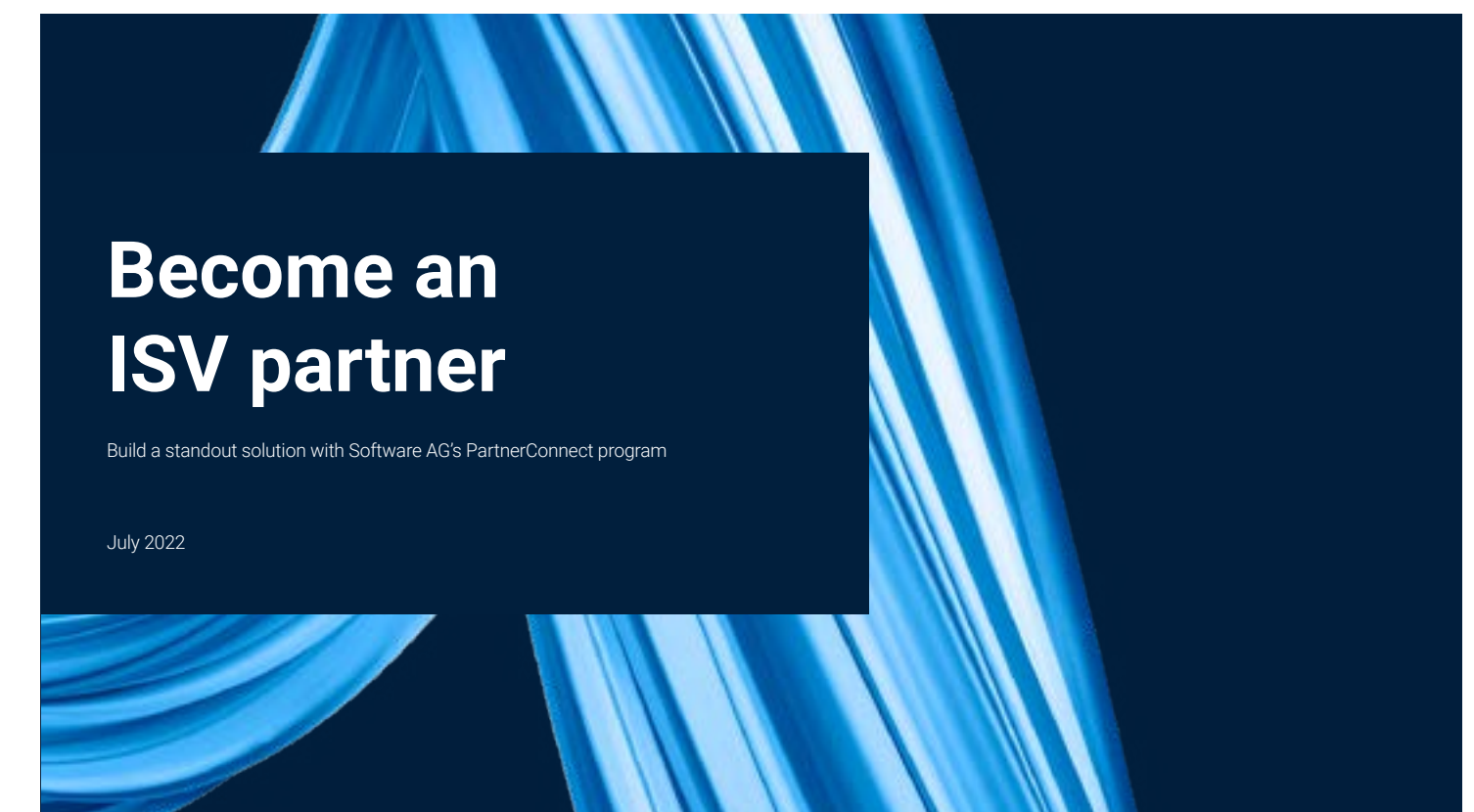
PartnerConnect as overline



PartnerConnect in headline



PartnerConnect in sub-headline



02: Partner badges

SAG has many different types of partners:

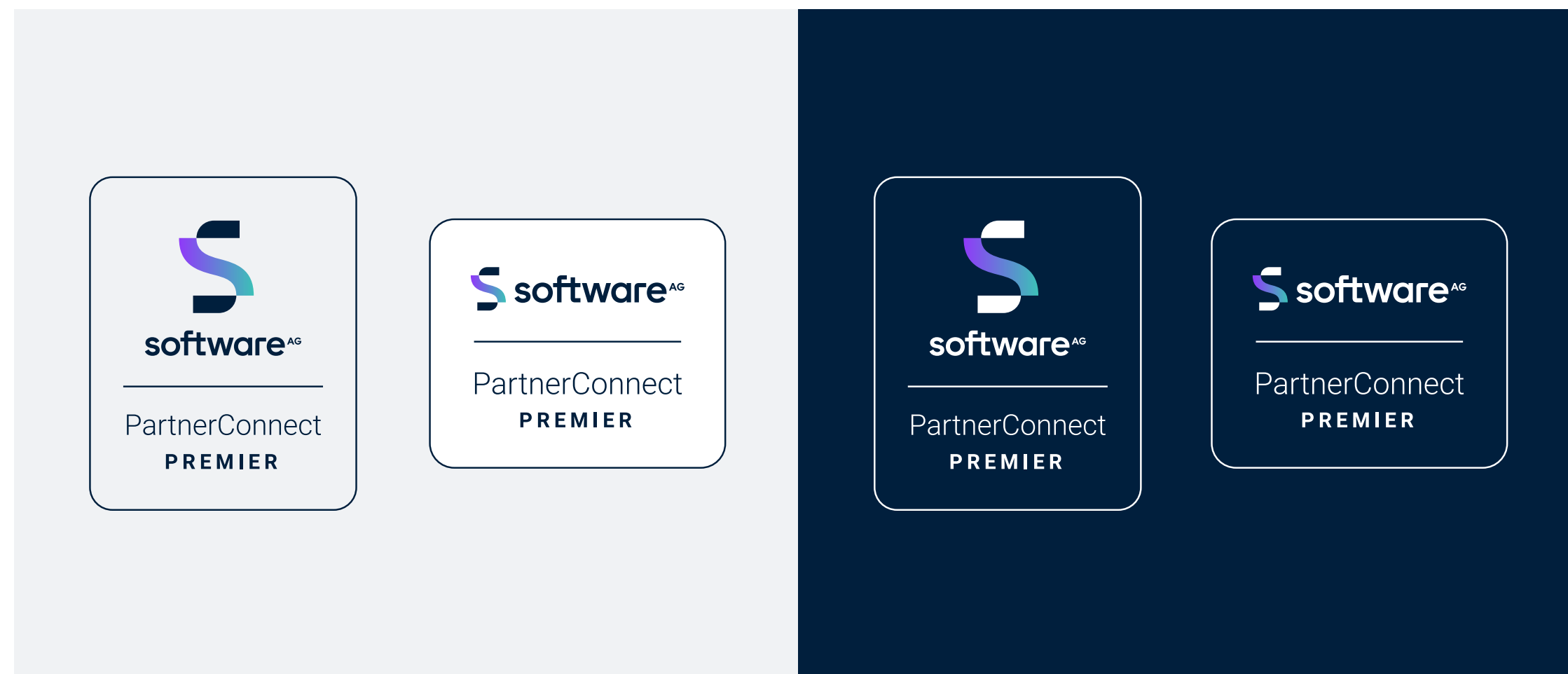
1. Implementation
2. Sales
3. Solutions
4. Global Alliance
5. Technology Partners
6. ISV
7. GSI

These partners can be **SELECT** or **PREMIUM** level

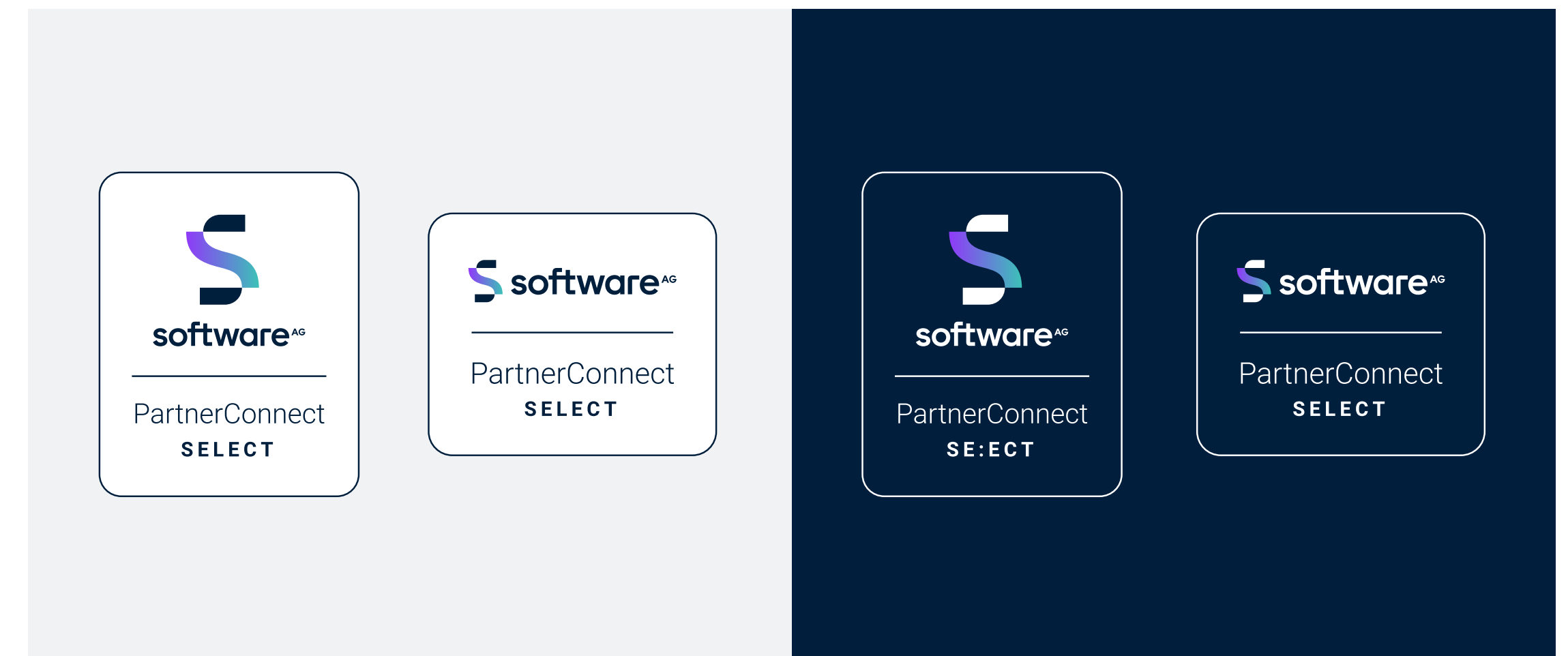
Each type and level has a corresponding badge.

These badges can be found for use by partners on the impartner portal for use in print (CMYK) or digital communications (RGB). They may only be altered in the following two ways: Text may be translated to local language and they can be resized.

PREMIER



SELECT



03: Color

Primary colors

Main brand colors

Core Dark 120 <i>#011F3D</i> <i>RGB: 1 - 31 - 61</i> <i>CMYK: 100 - 90 - 13 - 68</i> <i>Pantone: 289</i>	Core Light 930 <i>#F2F2EA</i> <i>RGB: 242 - 242 - 234</i> <i>CMYK: 2 - 2 - 10 - 0</i> <i>Pantone: 9043</i>	Core Dark 950 <i>#FDF2F4</i> <i>RGB: 240 - 242 - 244</i> <i>CMYK: 4 - 2 - 2 - 0</i>	White <i>#FFFFFF</i> <i>RGB: 255 - 255 - 255</i> <i>CMYK: 0 - 0 - 0 - 0</i>
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Primary colors

Functional accent colors to highlight key information

Bright Pulse 600 <i>#8E3CF7</i> <i>RGB: 142 - 60 - 247</i> <i>CMYK: 63 - 76 - 0 - 0</i> <i>Pantone: 2665</i>	Deep Pulse 270 <i>#3B2C5E</i> <i>RGB: 59 - 44 - 94</i> <i>CMYK: 85 - 86 - 3 - 14</i> <i>Pantone: 2112</i>	Bright Sense 500 <i>#3CC1B7</i> <i>RGB: 60 - 193 - 183</i> <i>CMYK: 81 - 0 - 39 - 0</i> <i>Pantone: 326</i>	Bright Sense 260 <i>#1C5569</i> <i>RGB: 28 - 85 - 105</i> <i>CMYK: 89 - 22 - 34 - 65</i> <i>Pantone: 2182</i>
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Tertiary color

Accent color, use sparingly for icons & decorative elements

Bright Life 540 <i>#D9EC27</i> <i>RGB: 217 - 236 - 39</i> <i>CMYK: 25 - 0 - 98 - 0</i> <i>Pantone: 389</i>

PartnerConnect color

Partner Blue <i>#1C8CE3</i> <i>RGB: 28 - 140 - 227</i> <i>CMYK: 75 - 38 - 0 - 0</i> <i>Pantone: 279</i>
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03: Color—PartnerConnect

PartnerConnect color use case

Core Dark 120

#011F3D

RGB: 1 - 31 - 61

CMYK: 100 - 90 - 13 - 68

Pantone: 289

Core Light 930

#F2F2EA

RGB: 242 - 242 - 234

CMYK: 2 - 2 - 10 - 0

Pantone: 9043

White

#FFFFFF

RGB: 255 - 255 - 255

CMYK: 0 - 0 - 0 - 0

Partner Blue

#1C8CE3

RGB: 28 - 140 - 227

CMYK: 75 - 38 - 0 - 0

Pantone: 279

Partner Deep Blue

#10568B

RGB: 16 - 86 - 139

CMYK: 96 - 70 - 21 - 5

Pantone: 7692

PartnerConnect color gradients

#D9EFFC	Blue 950
#A9DAF8	Blue 850
#79C3F3	Blue 750
#4AACEE	Blue 650
#1C8CE3	Partner Blue 550
#1776BF	Blue 450
#10568B	Partner Deep Blue 350
#0B385B	Blue 250

03: Color—PartnerConnect, Brand-in-action

Here are several brand-in-action examples using the PartnerConnect color use case.

Text color
White

Text box
Core Dark



PartnerConnect:
Simplify the
Conneced World

Translate your business strategy
into an operating model

software^{AG}

Background
Core Dark

Stream graphic
Partner Connect Blue

Icons
Partner Connect Blue

Text
Core Dark

Insert document headline here

H3–bold 18/24pt

Body last–9/14pt. Tioerpor ra doloremo maximodi aut iduscustis volorer epudae eossument aut ute venducima aut eseriat at. Fic tet, idundiciunt audist, sit, uta parum ad elluplatiat es dolecus moloremo ipicidu scitaerunt et eius ut estis ma consequia ipiet et, utern dolo cor si quis num ea nobis et fugia quame ni que voluptatur, coribus daest, auditaq uaspisquos denihilleste numquodis molorit que simporpore verio corestibus, occum del modtia ipiendi comhiot es ipanisquis volest, volupta temolo bearcils ex essit pro culpa volupta tureperumque porro es ad quam consequas dolectam rem sinctur?

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Product	Unit 1	Unit 2	Unit 3	Unit 4
Product 1	Subject 1	Subject 1.2	Subject 1.3	Subject 1.4
Product 2	Subject 2	Subject 2.2	Subject 2.3	Subject 2.4
Product 3	Subject 3	Subject 3.2	Subject 3.3	Subject 3.4
Product 4	Subject 4	Subject 4.2	Subject 4.3	Subject 4.4
Product 5	Subject 5	Subject 5.2	Subject 5.3	Subject 5.4
Product 6	Subject 6	Subject 6.2	Subject 6.3	Subject 6.4
Product 7	Subject 7	Subject 7.2	Subject 7.3	Subject 7.4

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h5–bold 12/18pt

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Callout box
Core Light

Highlight Text color
Partner Connect Blue

Background
White

Text color
Core Dark

Text color
Core Dark

Insert document headline here

H2–light 24/32pt

H3–bold 18/24pt

Body default–9/14pt. BoXmil ma voluptatum quas aliquam, quide delitium quaepra odit a volupta nissitor aut quo ipsum nempor a soluptia consed ute volo blaborepella is modit volo maxim cupicta tquunt odisto volorro test et voles et fugias antecat ibericip iendest molo id ullori dolor aut reror andaerum quatecte que nobitiscidem rem. Nem nonsequo ommissusam neses quis ipici omnim:

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Footer banner
Core Dark

CTA banner
Partner Connect Blue

Text color
Core Dark

Text color
Core Dark

Insert document headline here

H2–light 24/32pt

H3–bold 18/24pt

Body default–9/14pt. BoXmil ma voluptatum quas aliquam, quide delitium quaepra odit a volupta nissitor aut quo ipsum nempor a soluptia consed ute volo blaborepella is modit volo maxim cupicta tquunt odisto volorro test et voles et fugias antecat ibericip iendest molo id ullori dolor aut reror andaerum quatecte que nobitiscidem rem. Nem nonsequo ommissusam neses quis ipici omnim:

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Footer banner
Core Dark

CTA banner
Partner Connect Blue



03: Color—PartnerConnect, Brand-in-action

Here are several brand-in-action examples using the PartnerConnect color use case.

Stream graphic
Partner Blue

Icons
Partner Blue

Text color
Core Dark

PartnerConnect:
Simplify the
Connected World

Translate your business strategy
into an operating model

Background
Core Light

Text box
Core Light

Callout box
Core Light

Text color
Core Dark

Background
White

Quote Callout box
Partner Deep Blue

Quote-18/24pt. Utem et est, odit, utet is a susdae etum,
omnienis con nis am rae int et, consequi is sitenim ilitatur?
Itaquam ditat labor re omnisci usandae nullatur adia et,

03: Color—PartnerConnect,Brand-in-action

Here are several brand-in-action examples using the PartnerConnect color use case.

Text box
White



PartnerConnect:
Simplify the
Connected World

Table of contents

- 01 Aliquam dictum maximus eros nec sagittis.
- 02 Duis eu libero risus. Donec et hendrerit enim.
- 03 Class aptent taciti sociosqu ad litora torquent per conubia nostra.
- 04 Vestibulum nibh erat, commodo et mollis lobortis, lobortis nec metus.
- 05 In hac habitasse platea dictumst.

software AG

Background
White

Stream graphic
Partner Blue

Highlighted Text
Partner Blue



Insert document headline here

H3–bold 18/24pt

Body last–9/14pt. Tiorempor ra doloremo maximodi aut iduscustis volorer epudae eossumet aut ute venducima aut eseriat at. Fic tet, idundiciunt audist, sit, uta parum ad elluptatit es dolecus molorerro ipicidu scitaerunt et eius ut estis ma consequa ipiet et, utem dolo cor si quis num ea nobis et fugia quame ni que voluptatur, coribus daest, auditaq uaspisquos denihilleste numquodis molorit que simporpore verio coresitibus, occum del modita ipiendi commihicit es ipsanisquis volest, volupta temolo bearcis ex essit pro culpa volupta tureperumque porro es ad quam consequas dolectam rem sinctur?

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h5-bold 12/18pt

Body - default 9/14pt. Risqui commolo ribearu ptatissinis minvero dolorum fugiatur? Qui re inienih ilibusdam idel id quis es vellacucus aut aspel estotae nullace minvero dolorum reriaer.

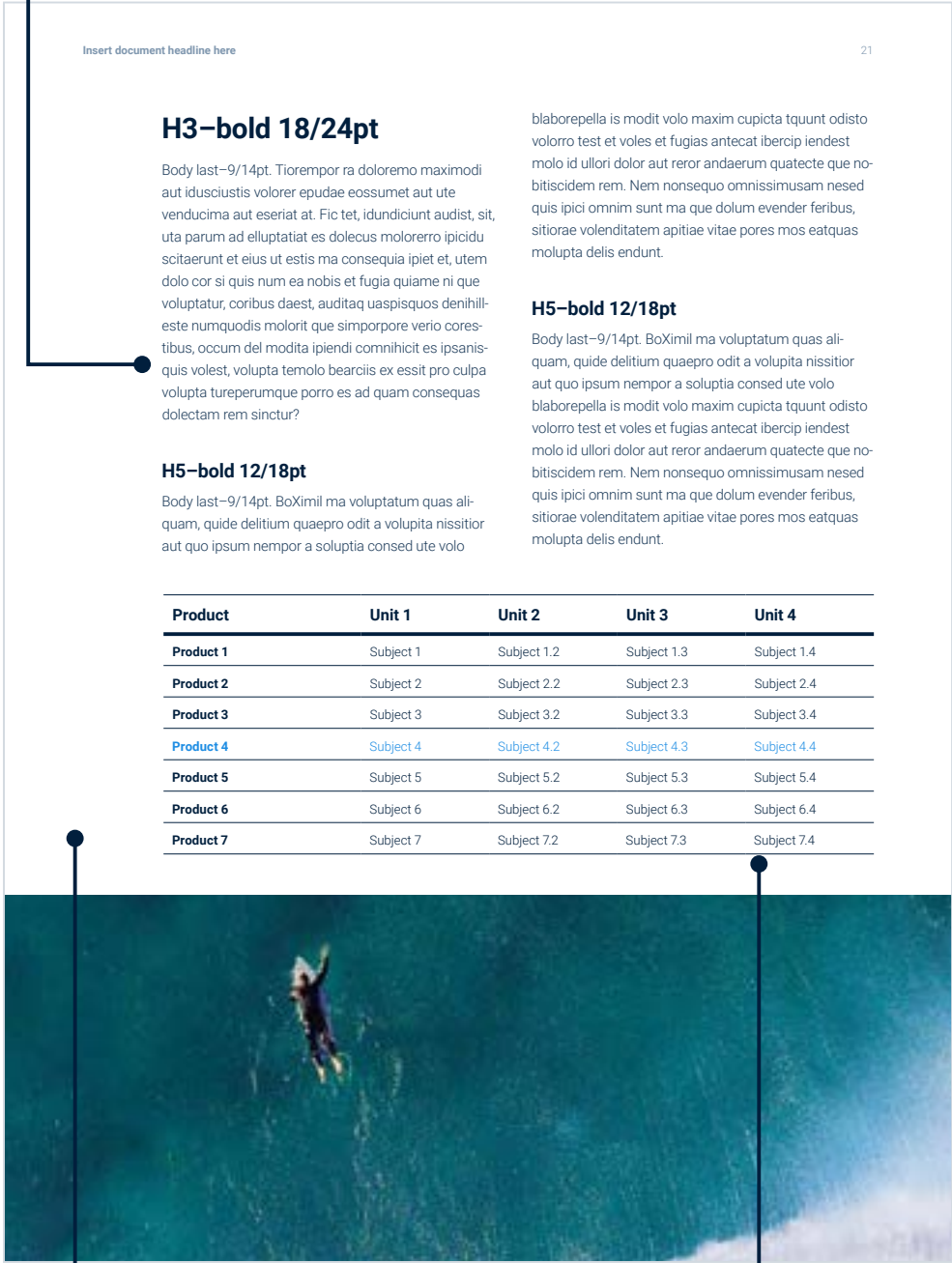


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Background
White

Text color
Core Dark



Insert document headline here

H3–bold 18/24pt

Body last–9/14pt. Tiorempor ra doloremo maximodi aut iduscustis volorer epudae eossumet aut ute venducima aut eseriat at. Fic tet, idundiciunt audist, sit, uta parum ad elluptatit es dolecus molorerro ipicidu scitaerunt et eius ut estis ma consequa ipiet et, utem dolo cor si quis num ea nobis et fugia quame ni que voluptatur, coribus daest, auditaq uaspisquos denihilleste numquodis molorit que simporpore verio coresitibus, occum del modita ipiendi commihicit es ipsanisquis volest, volupta temolo bearcis ex essit pro culpa volupta tureperumque porro es ad quam consequas dolectam rem sinctur?

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Product 7	Subject 7	Subject 7.2	Subject 7.3	Subject 7.4



Background
White

Text color
Core Dark

04: Typography

All SAG assets that are co-branded by partners must use Software AG’s corporate typeface: Roboto and Segoe UI

ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light	Regular	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz opqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz opqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz opqrstuvwxyz 0123456789

SEGOE UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz opqrstuvwxyz 0123456789	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz opqrstuvwxyz 0123456789

04: Typography—Non English languages

We use Roboto for all Latin, Greek and Cyrillic scripts.

For all other languages not supported by Roboto, we use Noto typeface family. Noto is a collection of high-quality fonts with multiple weights and widths, supporting global communication in more than 1,000 languages and over 150 writing systems. Please reference the chart below:

Language	Typeface
German	Roboto
French	Roboto
Spanish	Roboto
Portuguese	Roboto
Italian	Roboto
Bulgaria	Roboto

Language	Typeface
Japanese	Noto Sans Japanese
Korean	Noto Sans Korean
Chinese	Noto Sans Chinese
Saudi Arabia	Noto Sans Arabic
Israel	Noto Sans Hebrew

05: Photography

Our PartnerConnect photo library showcases people working together, collaborating and finding success through joint effort, synergy and winning as a team.

Please make sure that photos chosen are not kitsch or obviously posed.

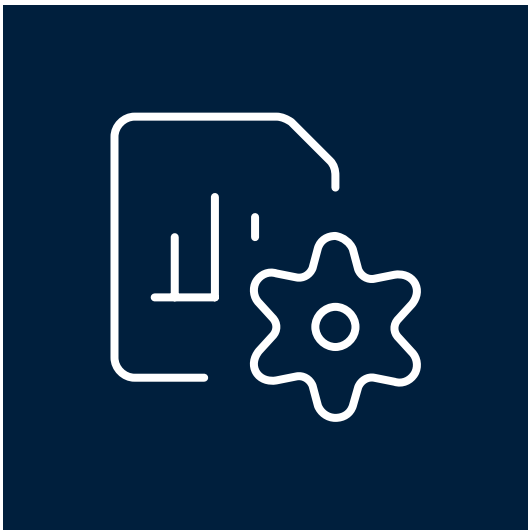


06: Iconography

Icons are simple visual representations that help us depict a variety of complex ideas and technologies. Our icons are open and straightforward, just like our brand.

Every icon should share our outline style and structure to unify our communications, brand expression and experience.

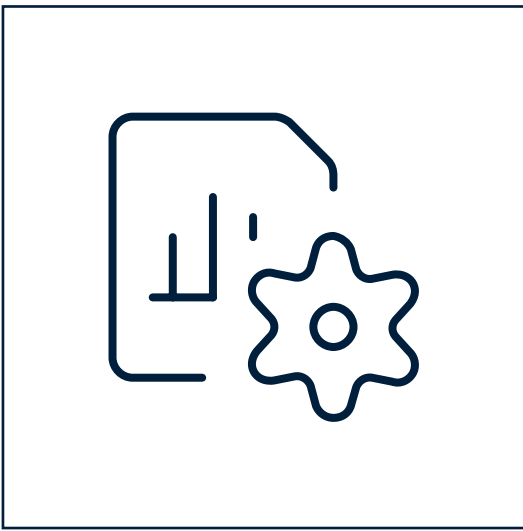
White icon



Approved BG colors



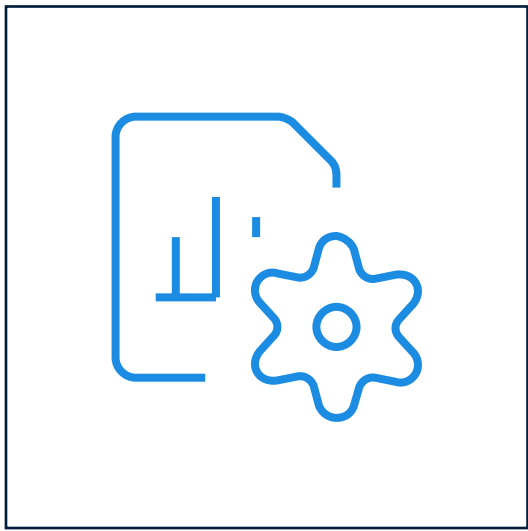
Core Dark icon



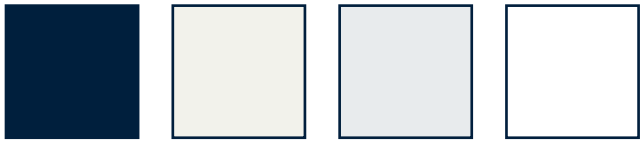
Approved BG colors



PartnerConnect Blue



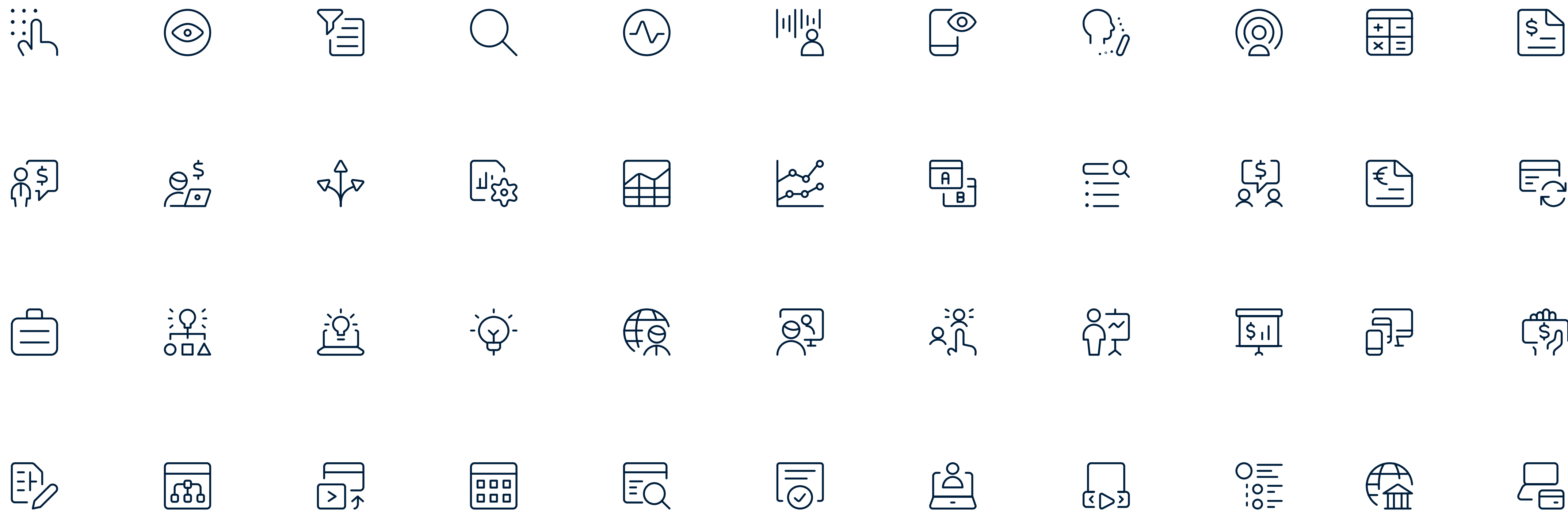
Approved BG colors



06: Iconography

Icons are simple visual representations that help us depict a variety of complex ideas and technologies. Our icons are open and straightforward, just like our brand.

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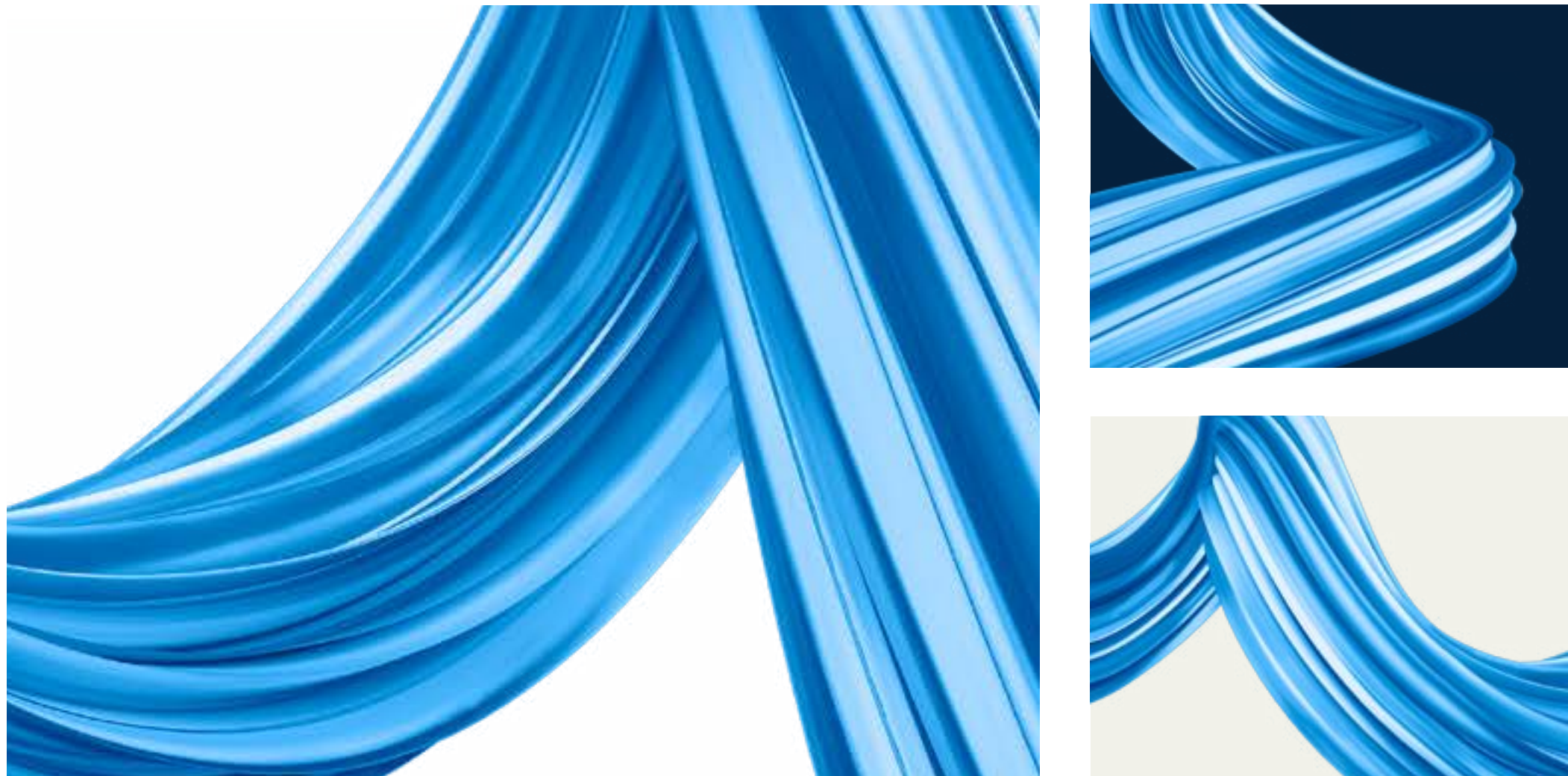


07: Graphic language

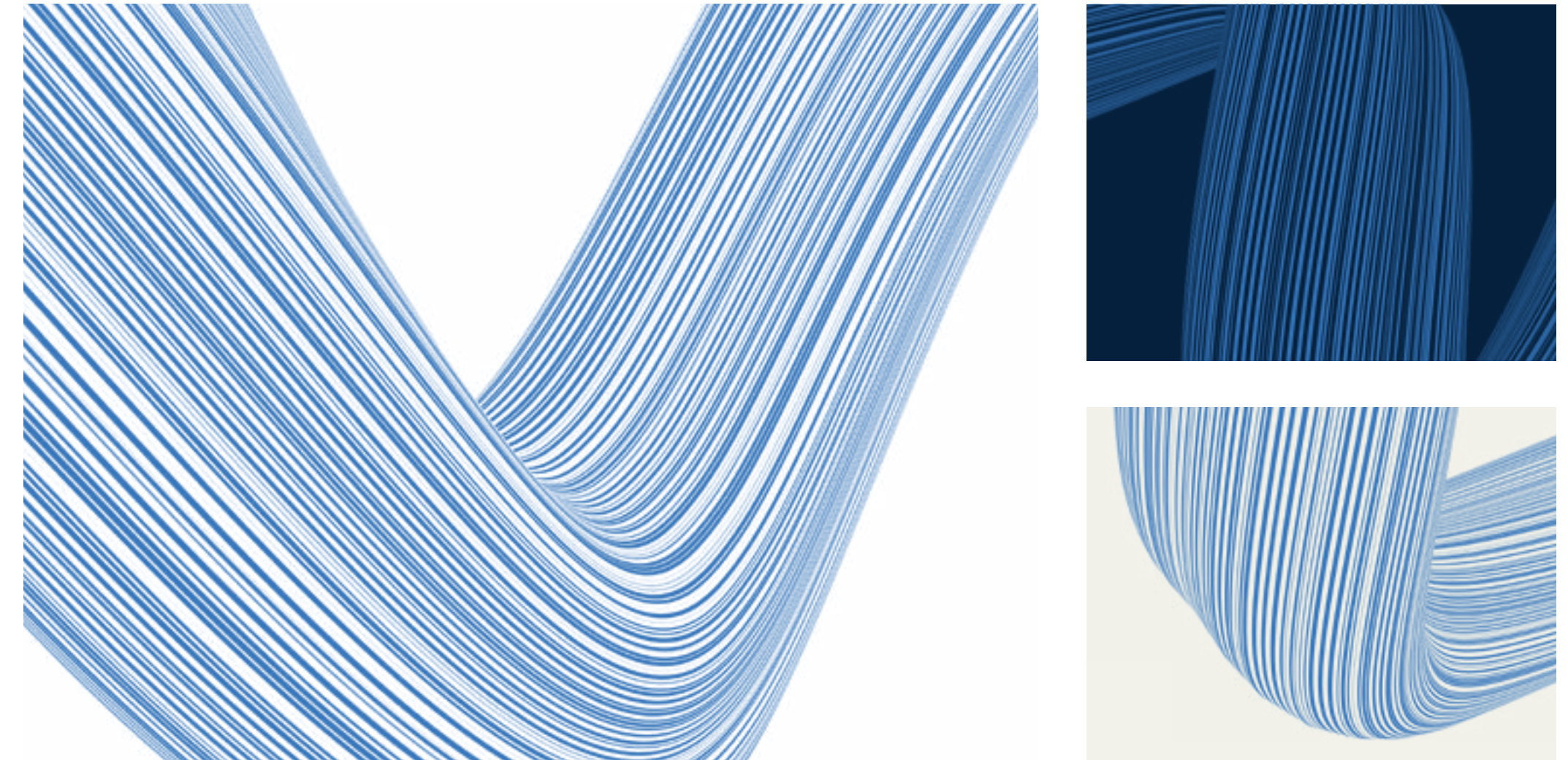
Our graphic textures, called ‘Living flow’, express the idea of ‘living connections’, & help us own a space visually while adding expression and dynamism to layouts.

For PartnerConnect we use our Partner-blue Living Flow graphic textures. This is only for use in “TO Partner” communications and marketing for the PartnerConnect program. This creates an instantly recognizable visual identity uniquely for communications to partners.

Partner Blue - Hero living flows



Partner Blue - Secondary living flows



07 : Graphic language—Examples

Our graphic textures, called ‘Living flow’, express the idea of ‘living connections’, & help us own a space visually while adding expression and dynamism to layouts.



08: Brand in action

Ads w/ photography

PartnerConnect
messaging

Talk to an expert





PartnerConnect
messaging

Talk to an expert





Partner
Connect
messaging

Talk to an expert





Partner
Connect
messaging

Talk to an expert





PartnerConnect
messaging

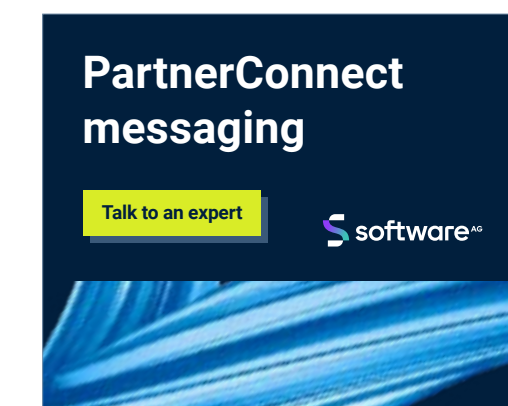
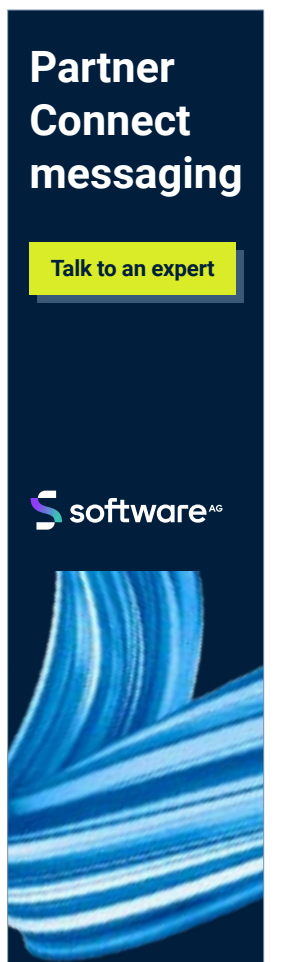
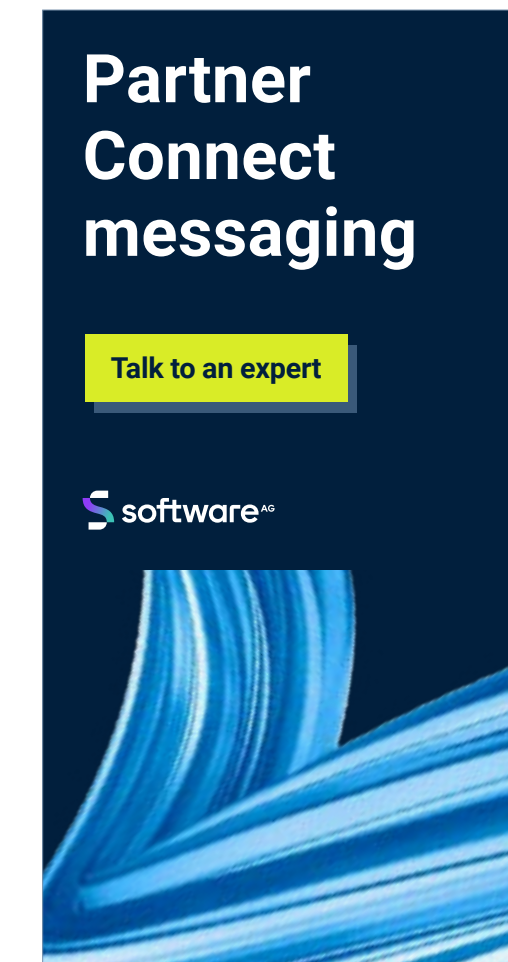
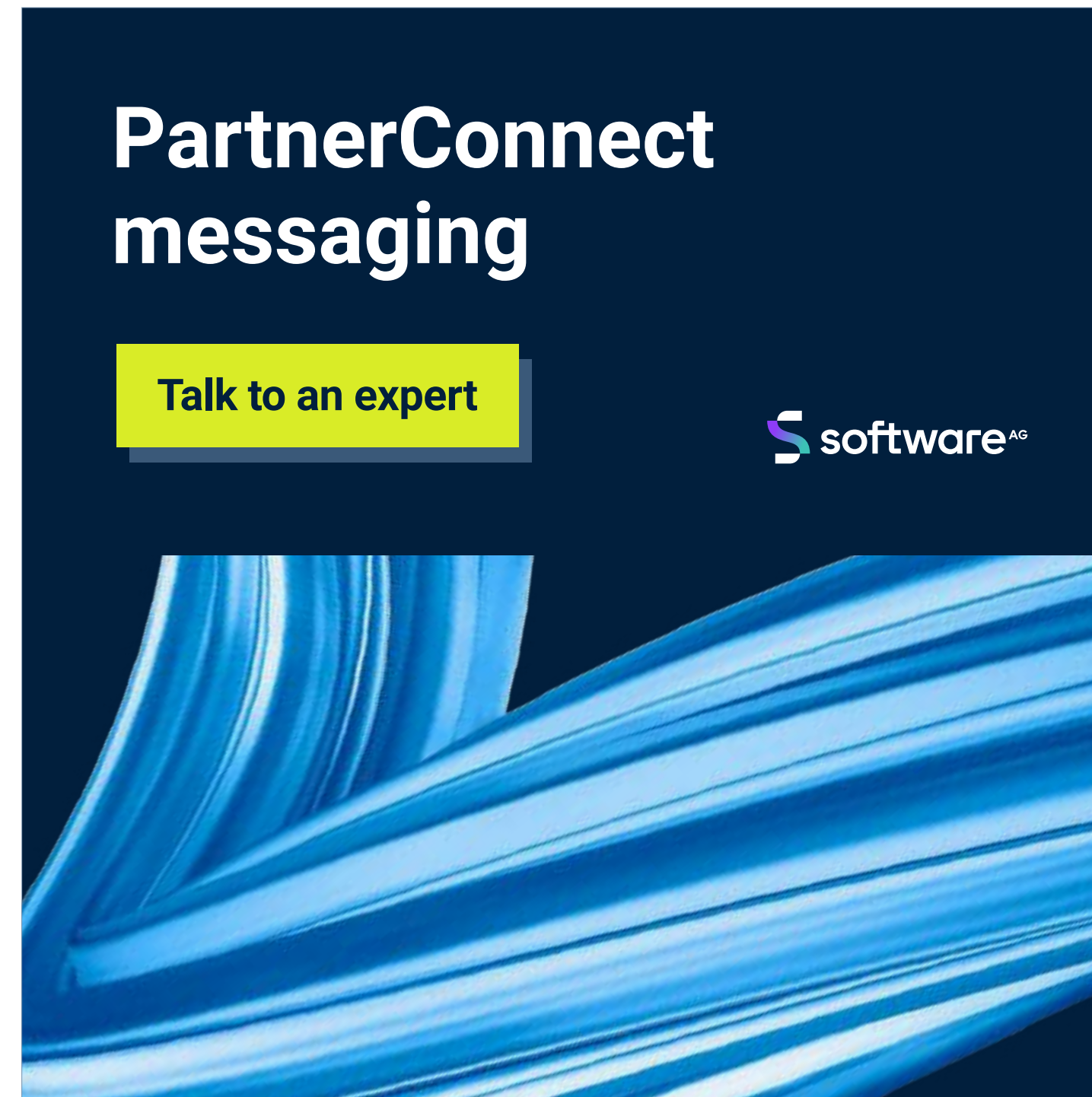
Talk to an expert





08: Brand in action

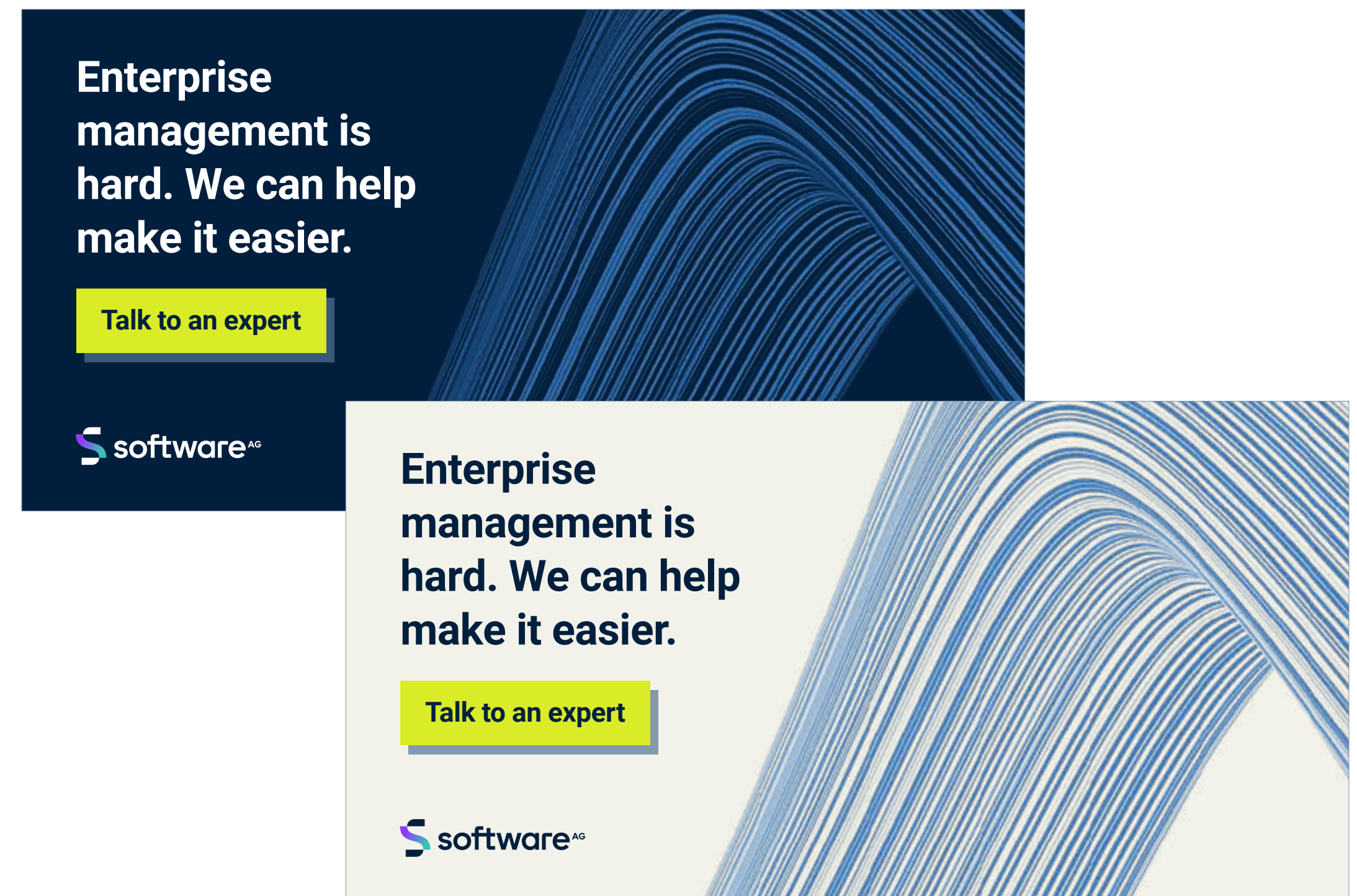
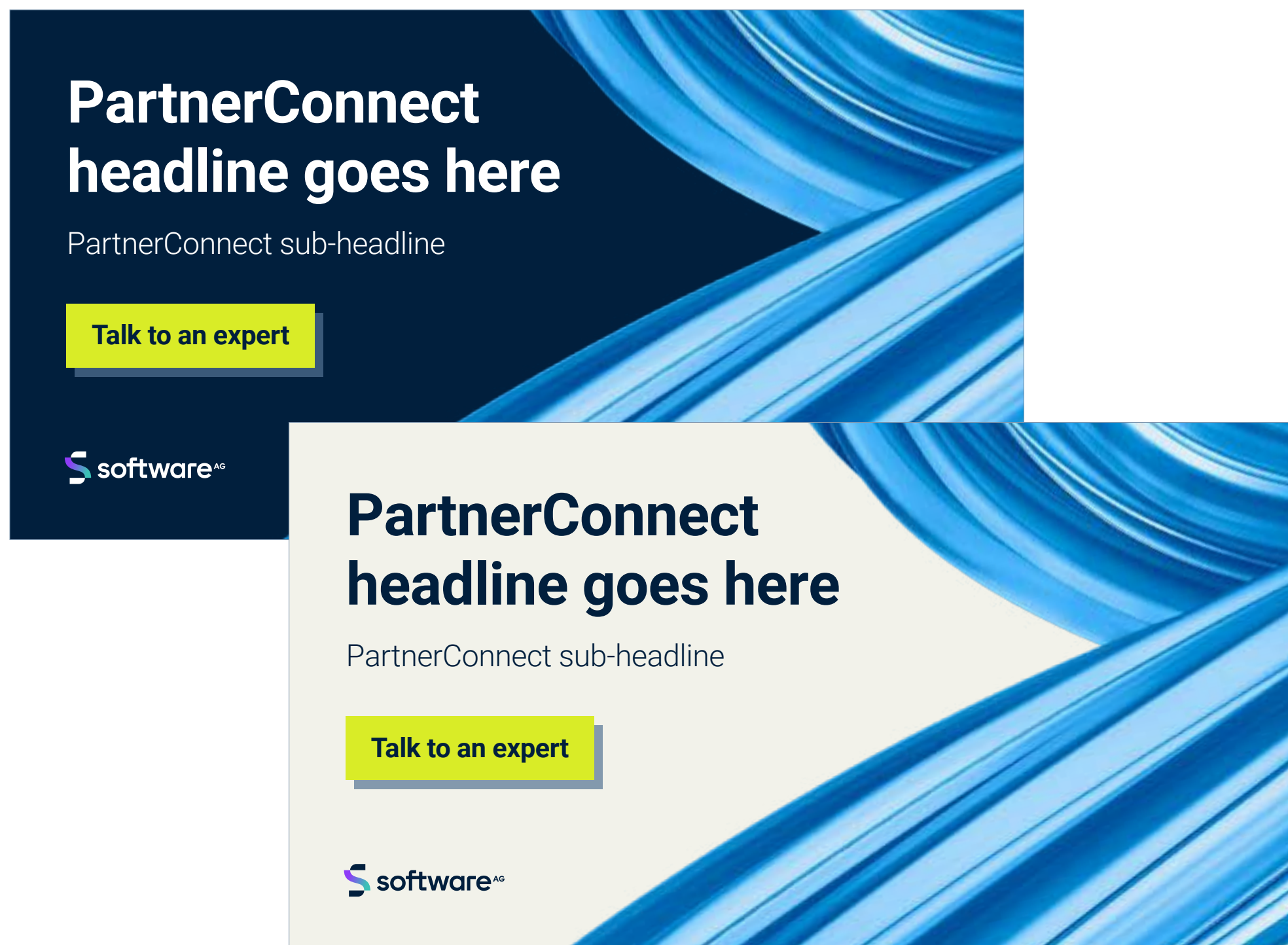
Ads w/ Partner Blue stream



08: Brand in action

Social media graphics

SAG will have specific social media communications towards partners. These events should all be branded as PartnerConnect. The hashtags #sagpartner and #sagpartnerconnect should always be used. **If a graphic is used, it should use the Blue Living Flow.**



08: Brand in action

White paper and/or Fact sheet



08: Events

SAG will have specific events towards partners. **These events should all be branded as PartnerConnect events. These will all use the Blue highlight color documented in previous chapters as the audience is partners.**

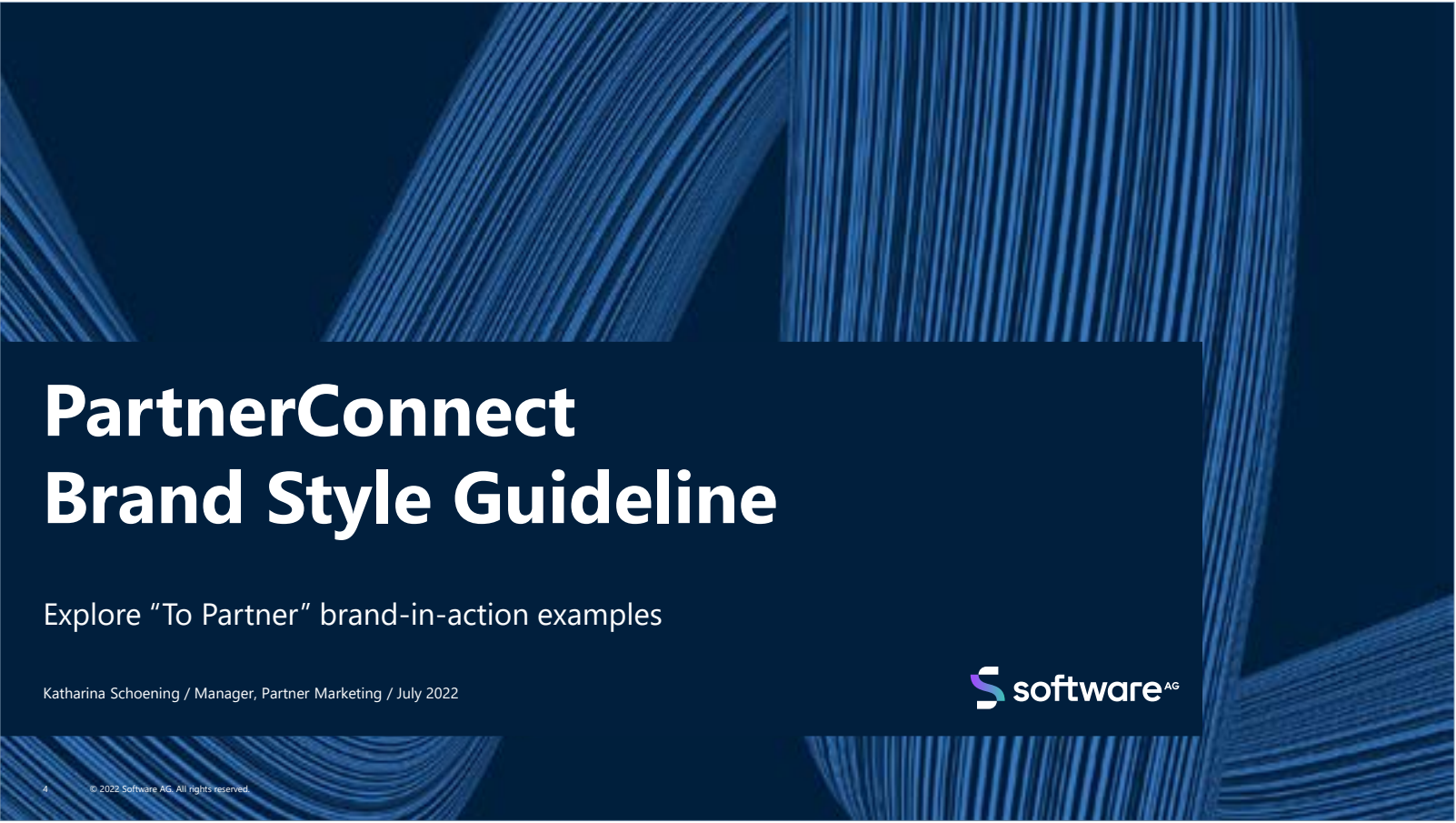
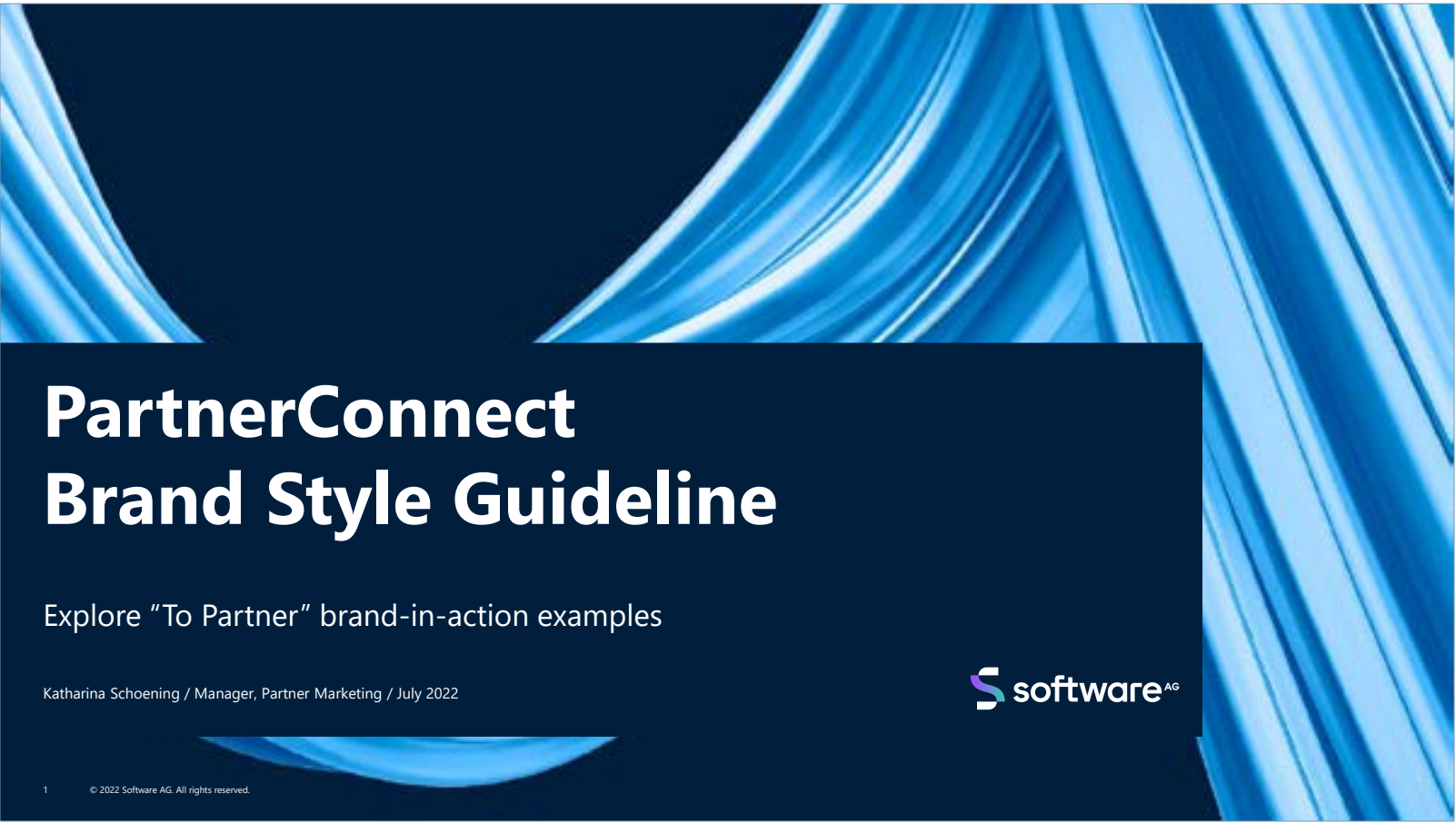
To make this turnkey for SAG teams who have an interface to partners, an event-in-the box kit is proposed.

This will include templates with the PartnerConnect logo and look and feel for the following items:

- PowerPoint Template with PartnerConnect Title Page using Blue Living Flow as a background (core light and core dark version)
- PartnerConnect Video start frames and end frames
- PartnerConnect Email and landing page templates that use Living Flow Blue
- PartnerConnect virtual event graphic, used for backgrounds screens via Zoom, Teams etc
- PartnerConnect physical event templates such as kakemonos, horizontal and vertical banners, welcome desk banner, posters, direction cards, attendee badges that use Living Flow Blue . These can be customized by the local team into the appropriate language.

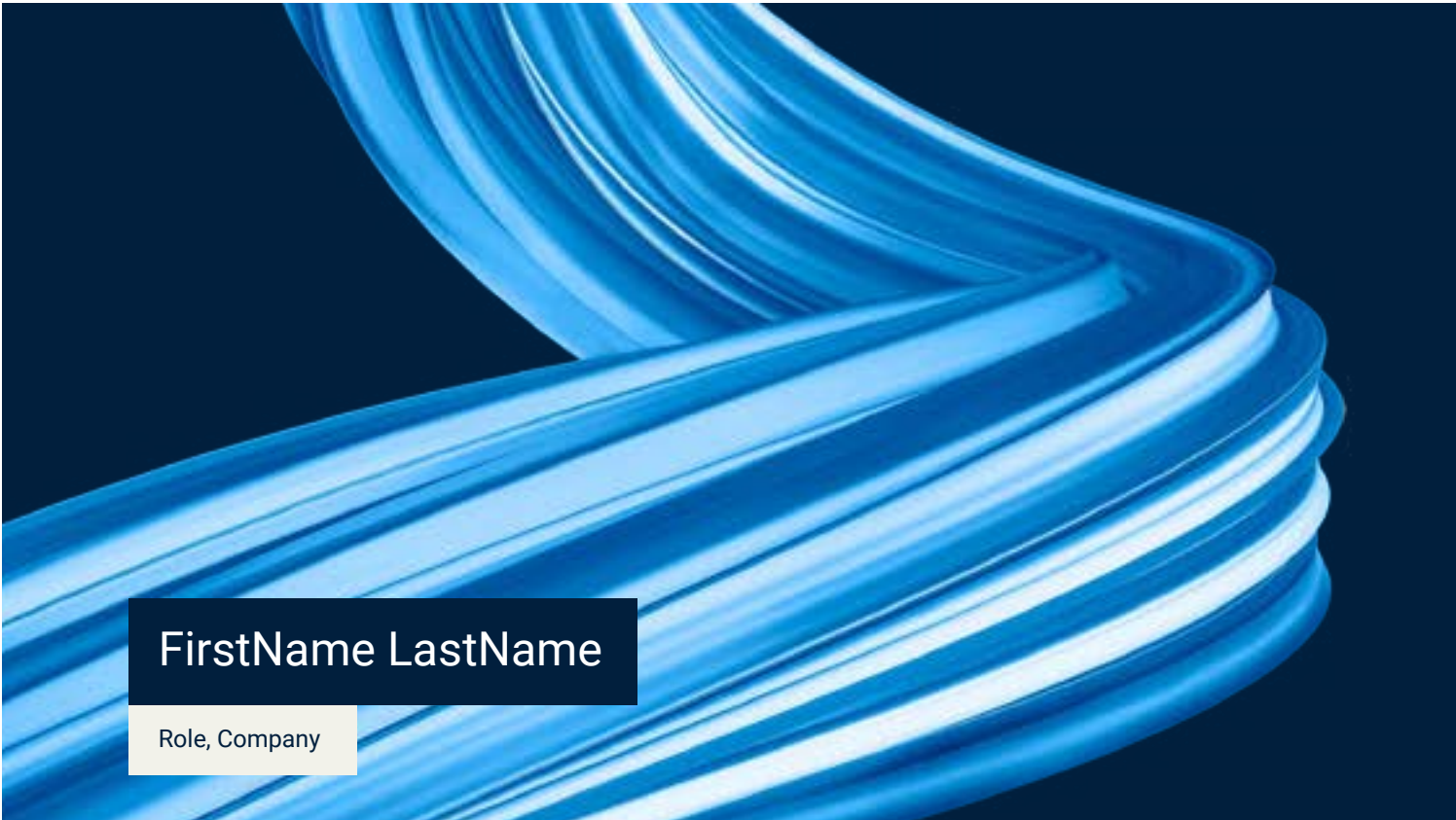
08: Events

PowerPoint



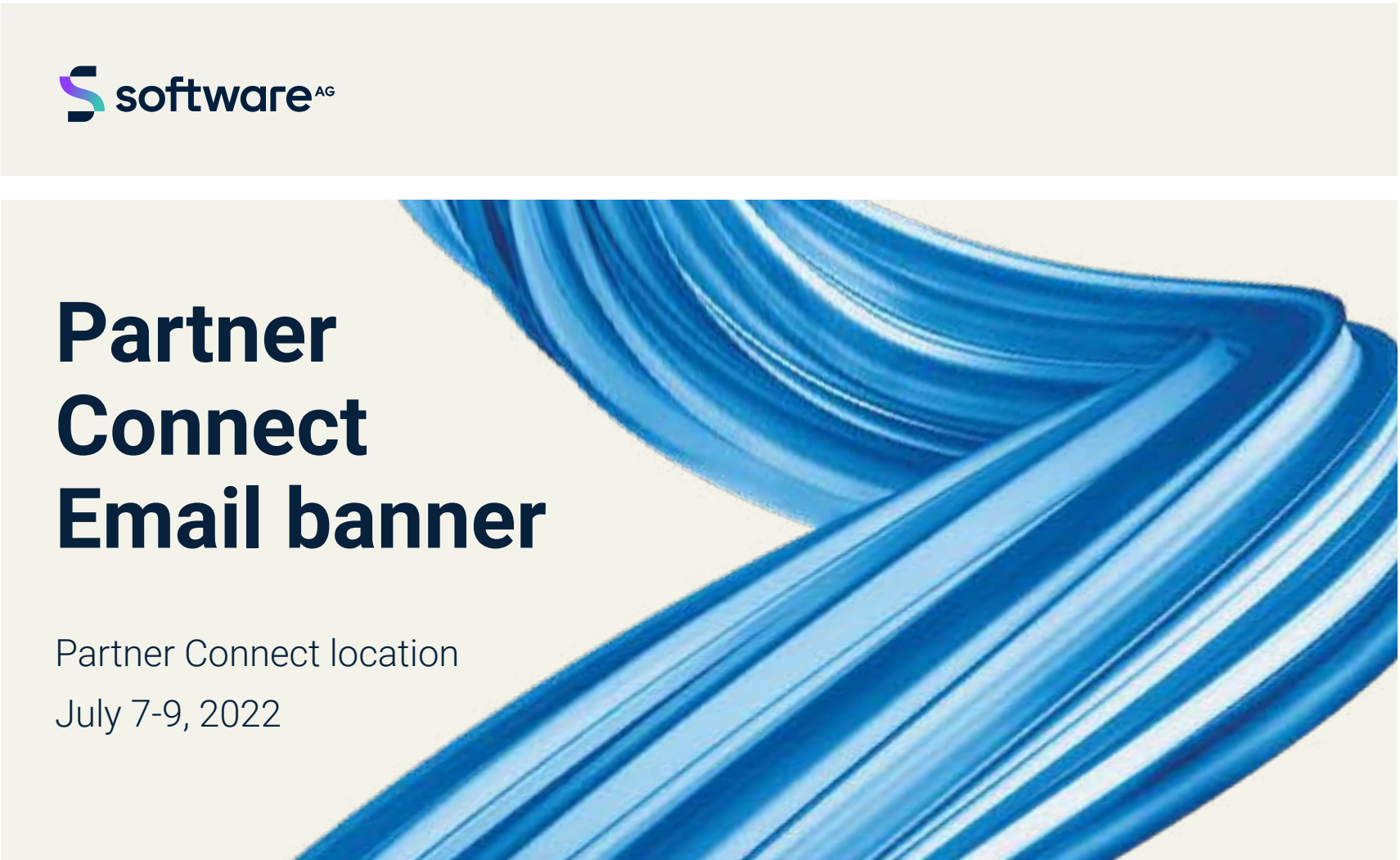
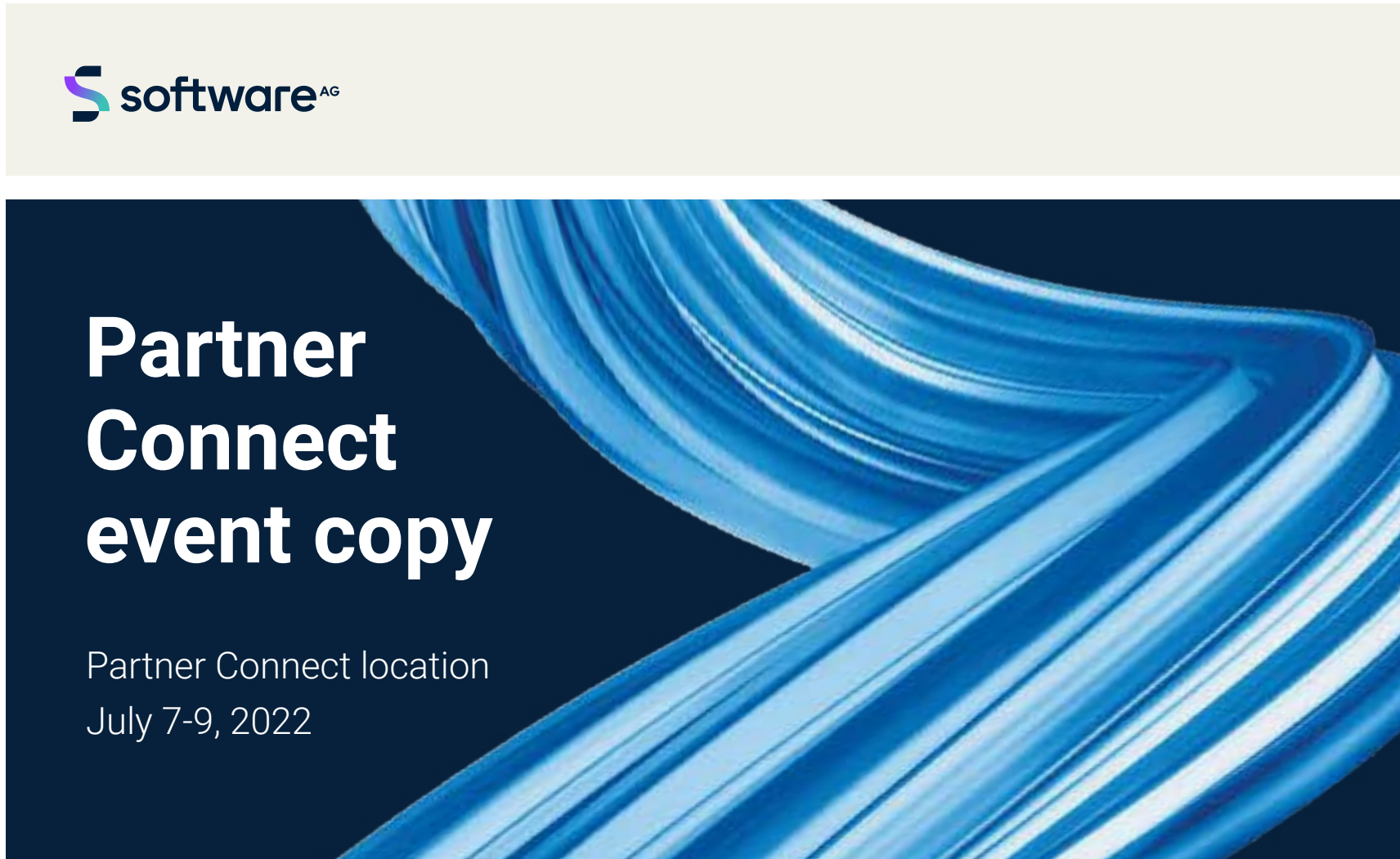
08: Events

Video start & end frames

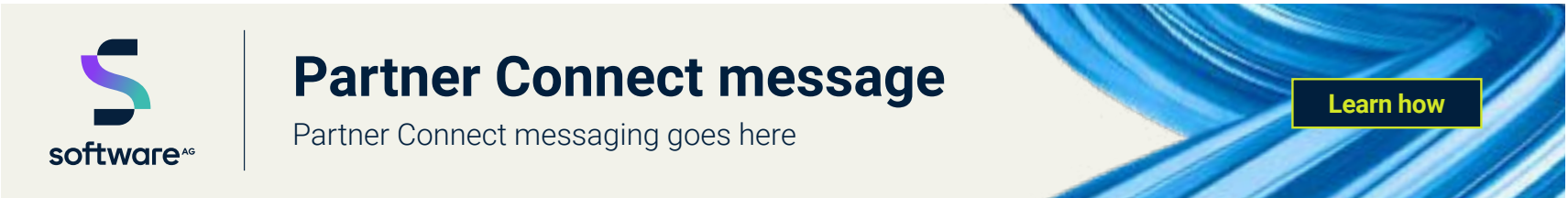


08: Events

Email banner w/
Partner Blue stream



Email signature banner
w/ Partner Blue stream



08: Events

Website landing page



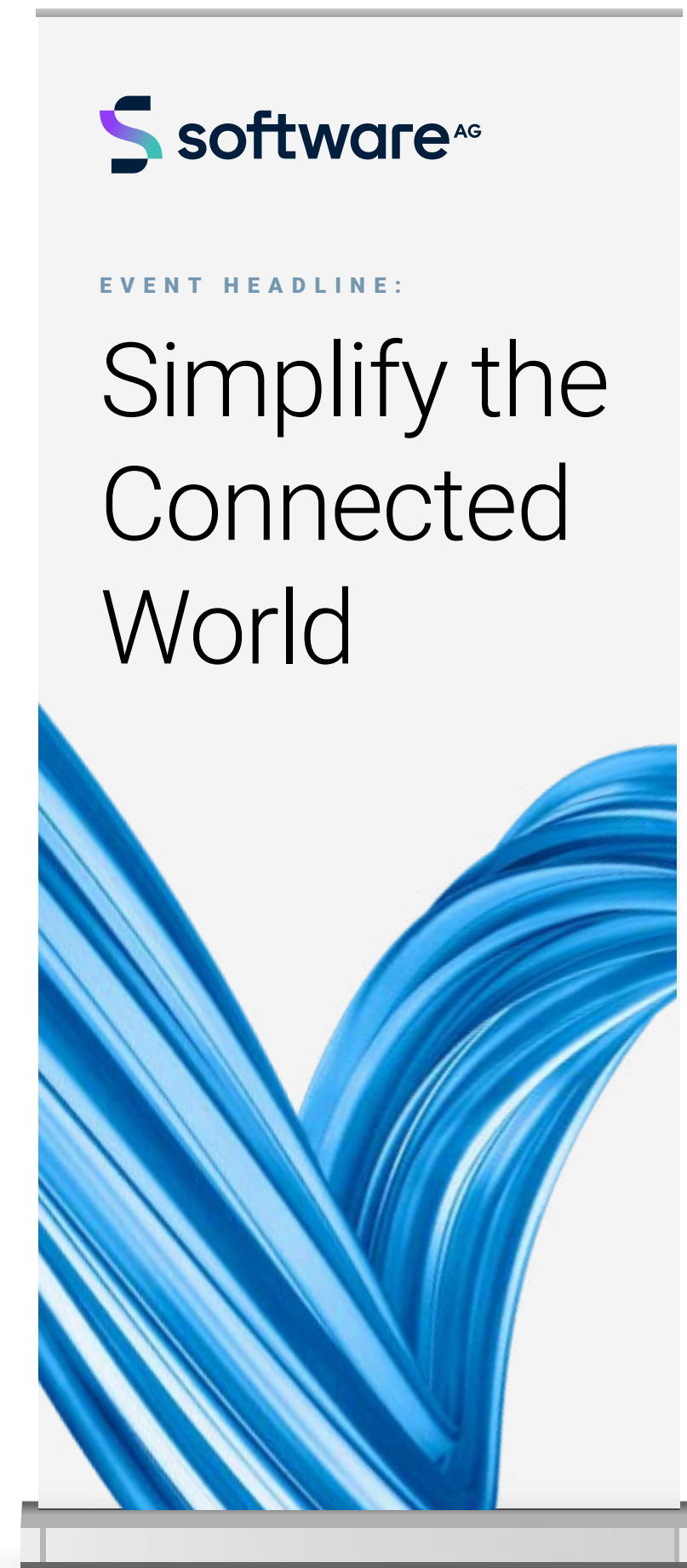
Coming soon...

08: Events

Teams / Zoom backgrounds



08: Events



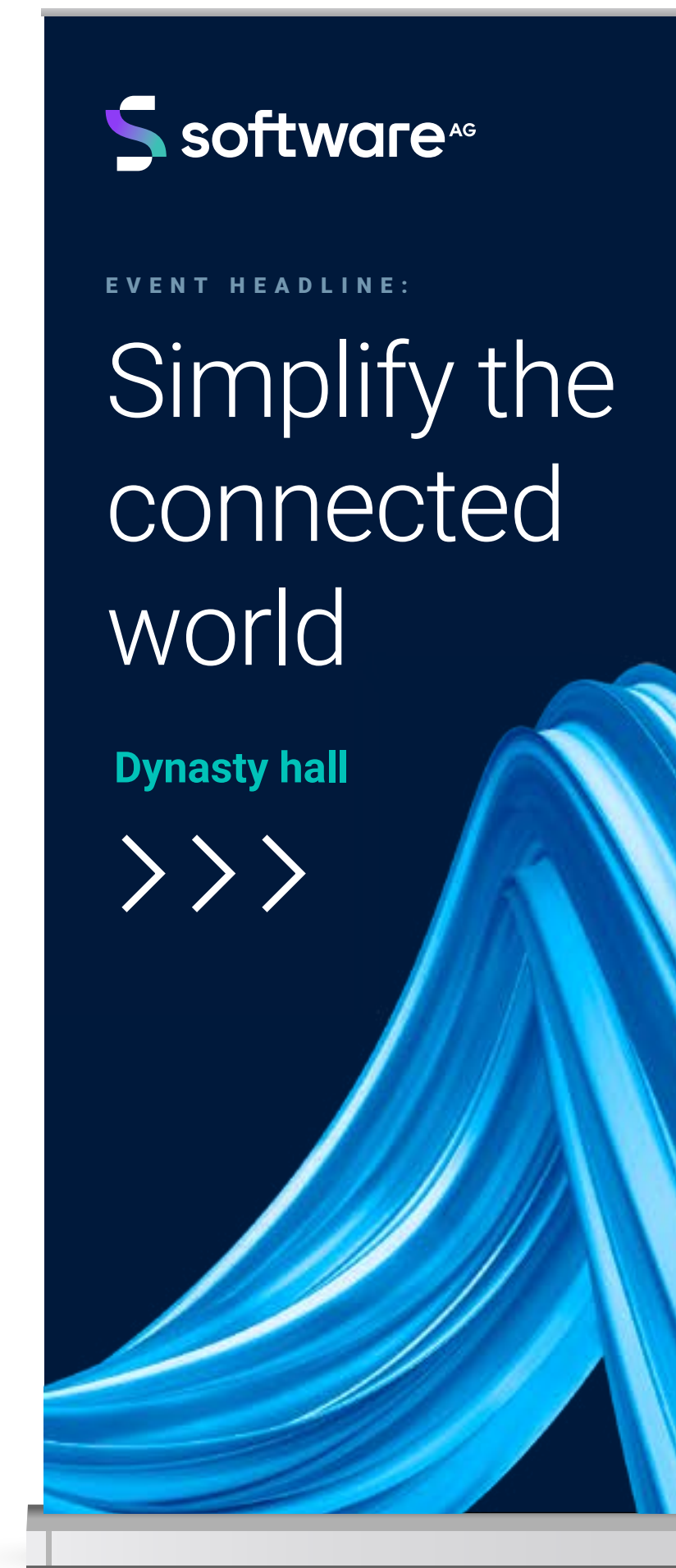
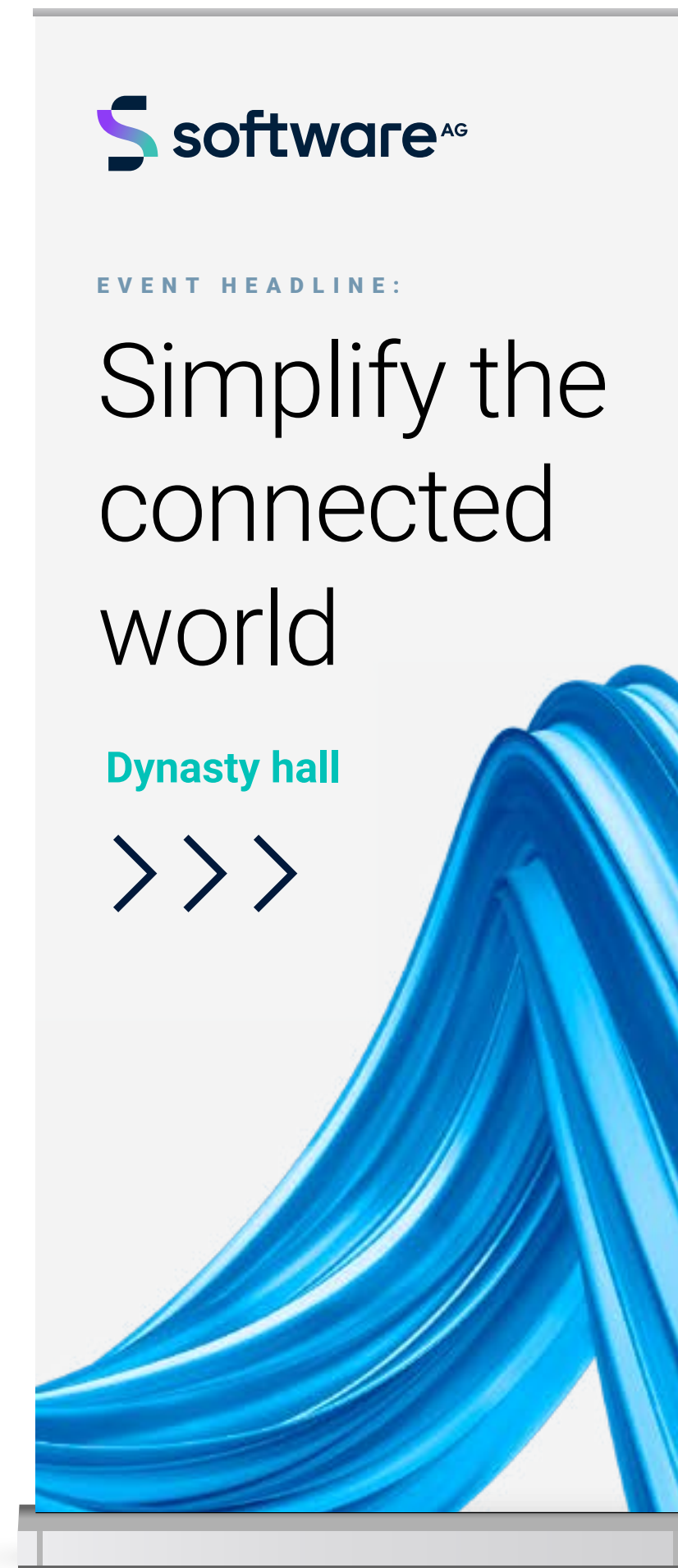
08: Events

Generic Flyer or Poster



08: Events

Directional signage



08: Events

Horizontal banner



08: Events

Parter promotional materials

