

WITH PARTNER

Software AG Partner brand guidelines

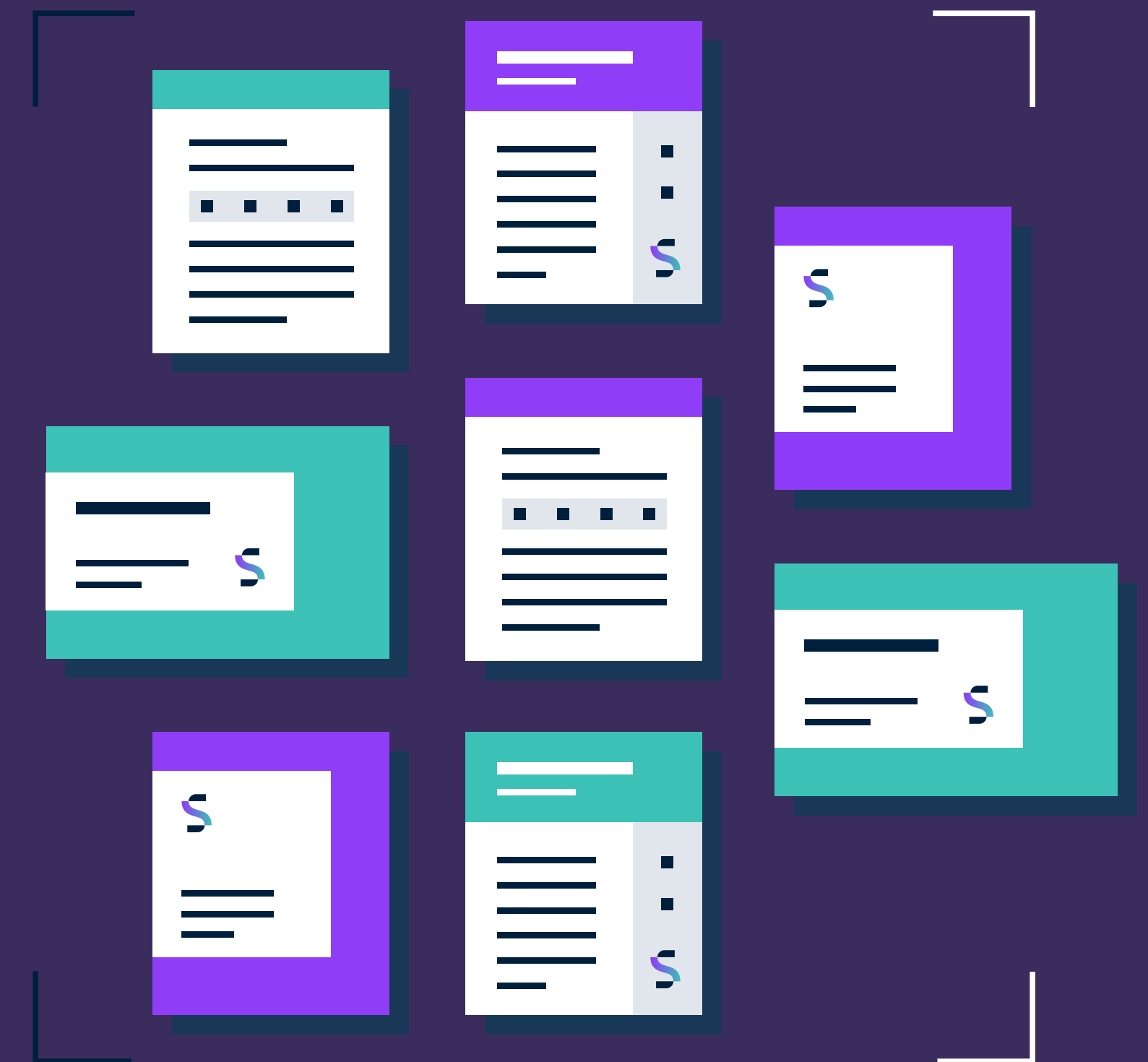
Explore co-brand rules & examples

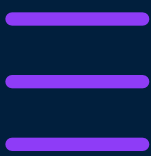
July 2022



What's included in this brand guideline?

These guidelines are for use by partners to customers co-branding with SAG. For questions contact your partner field marketing team. Assets can be found on the partner hub and on impartner.





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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

02: Partner logo lockup

Horizontal logo lockup. Divider is 2px line weight, Core dark or white.



01: Brandmark/Co-branding logo lockup

Vertical logo lockup. Divider is 2px line weight, Core dark or white.



02: Color

Primary colors

Main brand colors

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	Core Dark 950 #FDF2F4 RGB: 240 - 242 - 244 CMYK: 4 - 2 - 2 - 0	White #FFFFFF RGB: 255 - 255 - 255 CMYK: 0 - 0 - 0 - 0
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Primary colors

Functional accent colors to highlight key information

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

Accent color, use sparingly for icons & decorative elements

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

03: 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

03: 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

04: Photography

Use photography that showcase people working together, collaborating and finding success through joint effort, synergy and winning as a team. Software AGs structured photography collection contains graphic angles, bold underlying forms and contains plenty of clear space. Our flow photography is highly graphic and contains sweeping forms evoking movement. It utilizes fluid contours found in the environment.

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



05: 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



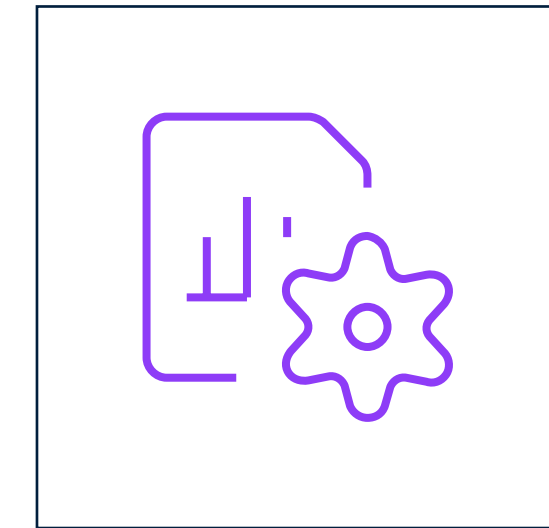
Core Dark icon



Approved BG colors



Pulse icon



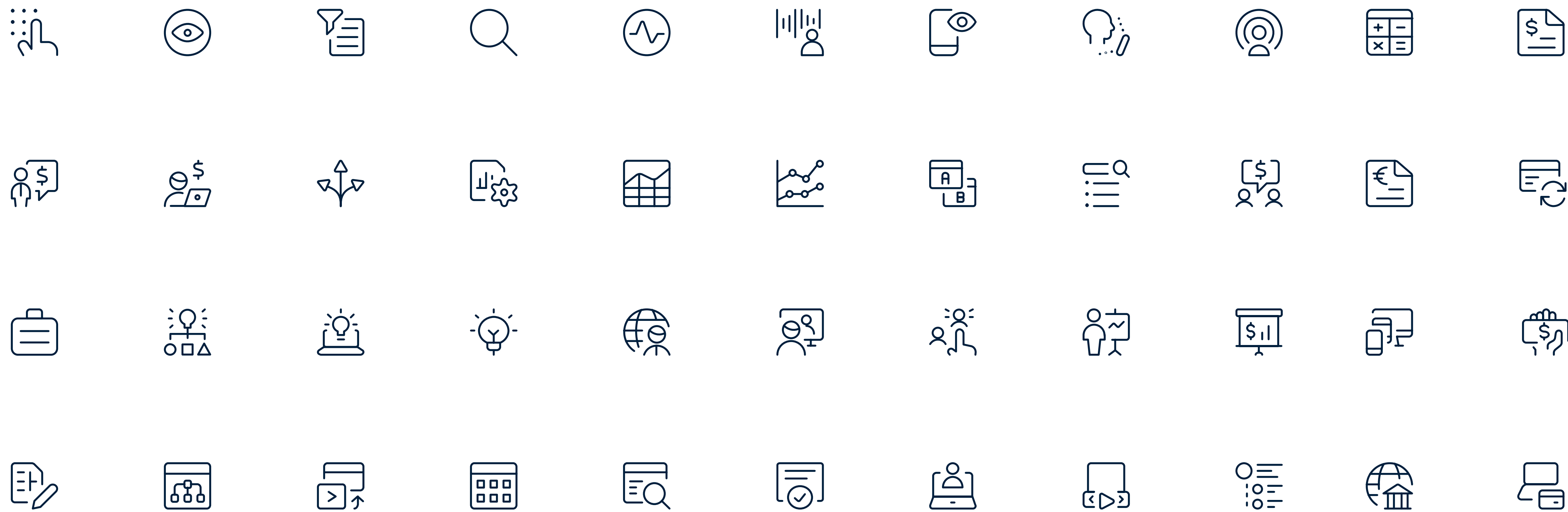
Approved BG colors



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.

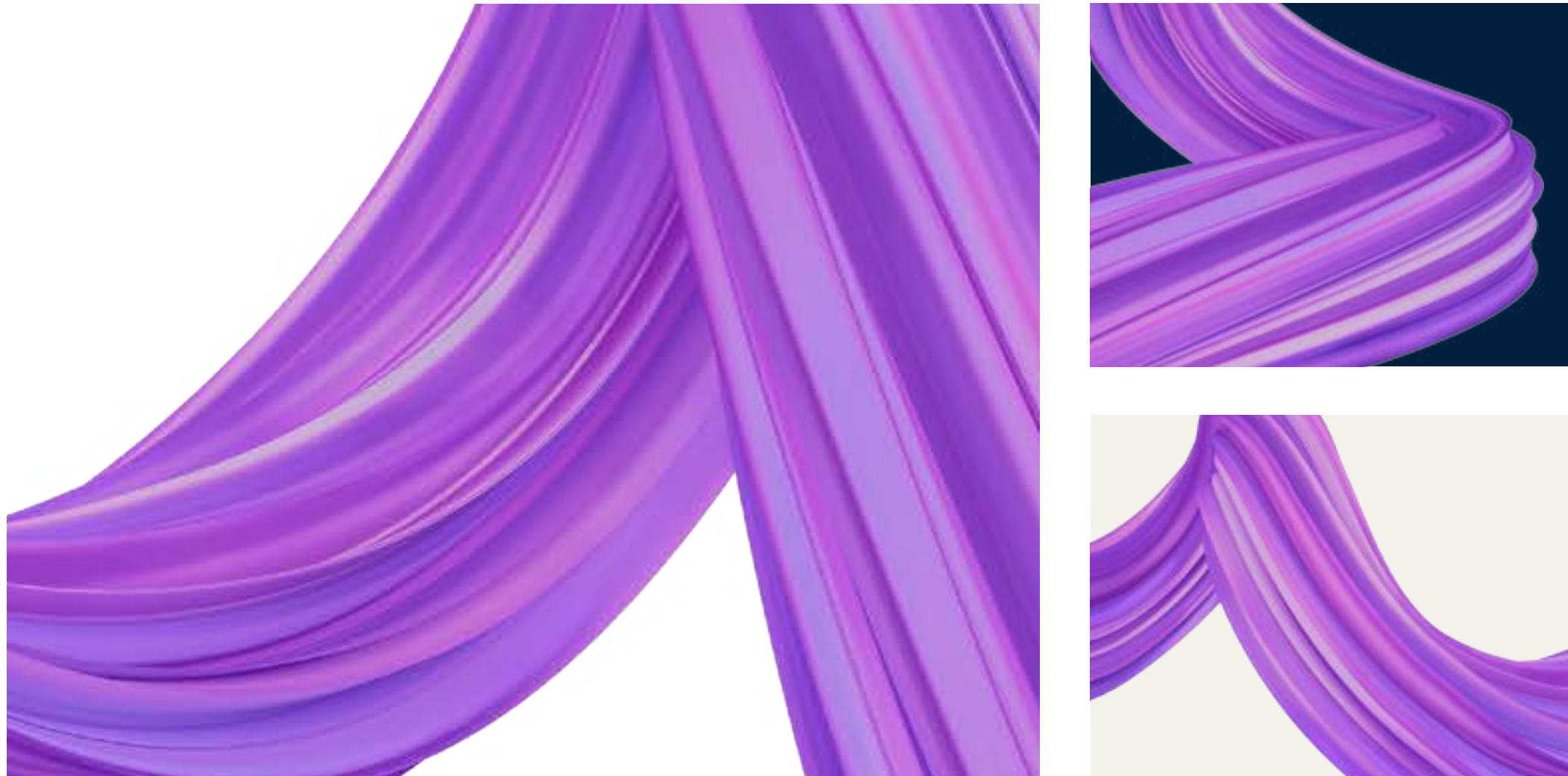
Every icon should share our outline style and structure to unify our communications, brand expression and experience.



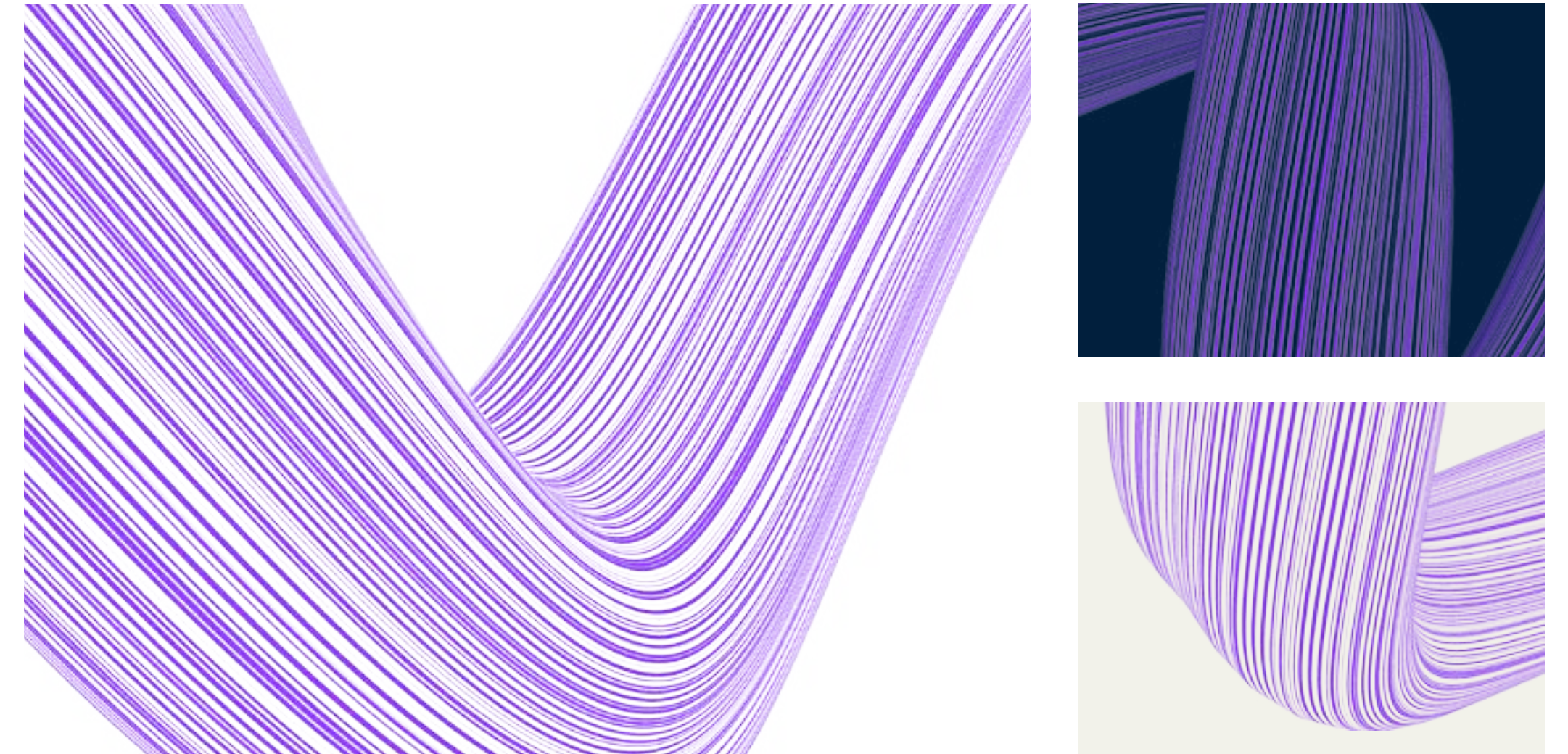
06: Graphic language

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.

Pulse - Hero living flows



Pulse - Secondary living flows





07: Brand in action

Ads w/ photography

Enterprise management is hard. We can help make it easier.


Talk to an expert


 software^{AG} | Partner Logo



Enterprise management is hard. We can help make it easier.


Talk to an expert


 software^{AG} | Partner Logo



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 software^{AG} | Partner Logo



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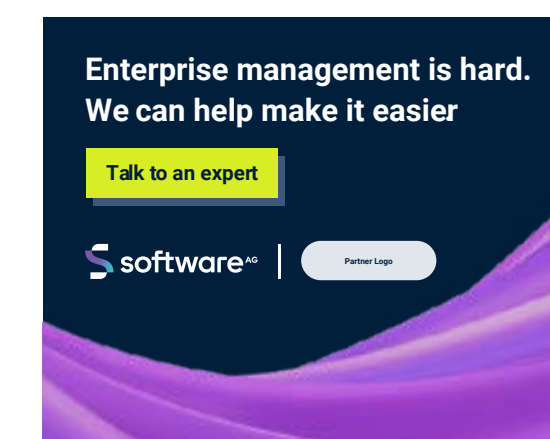
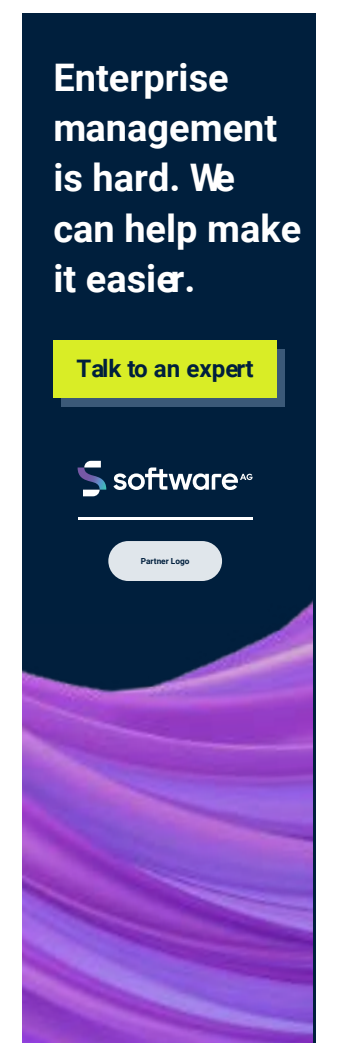
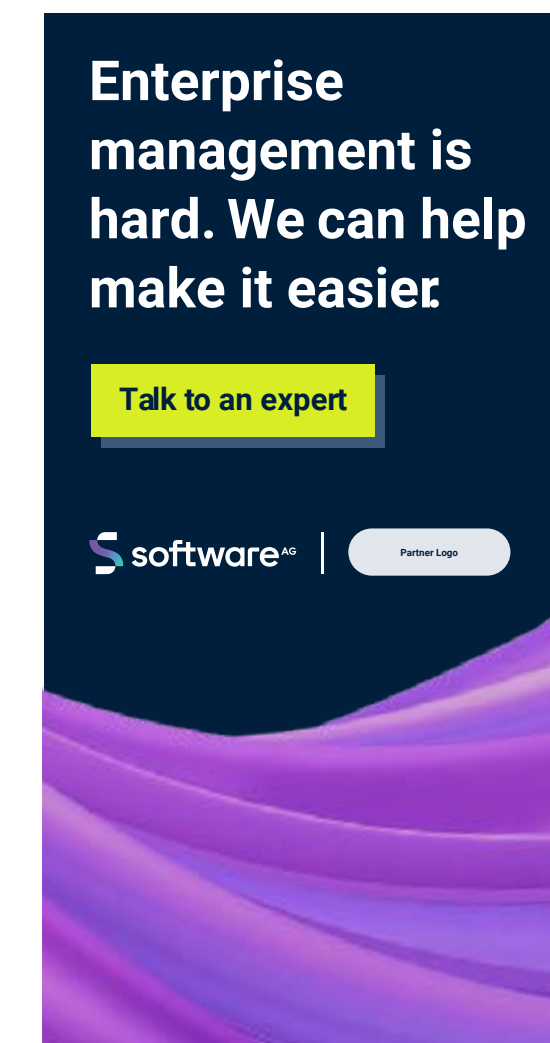
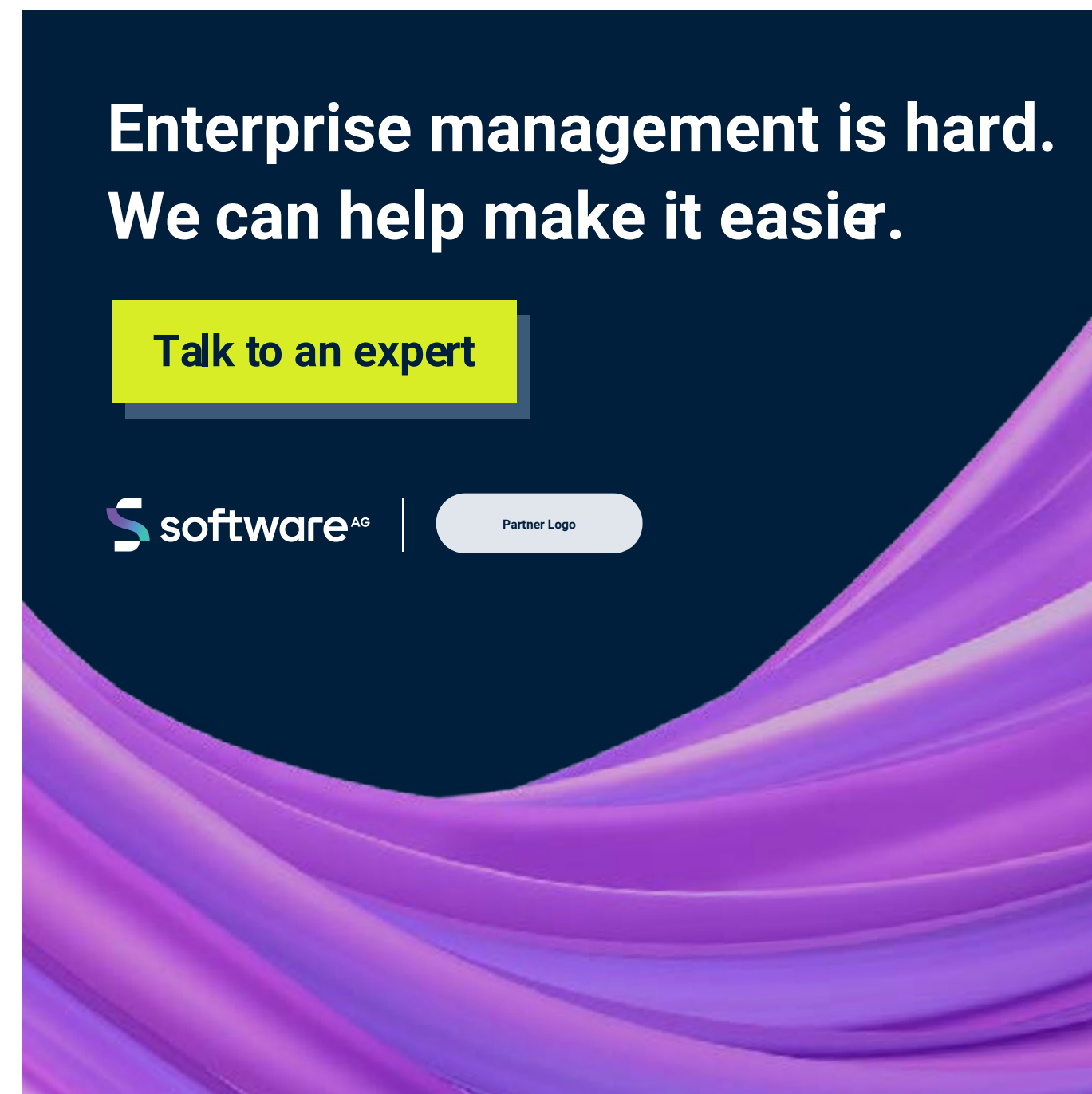
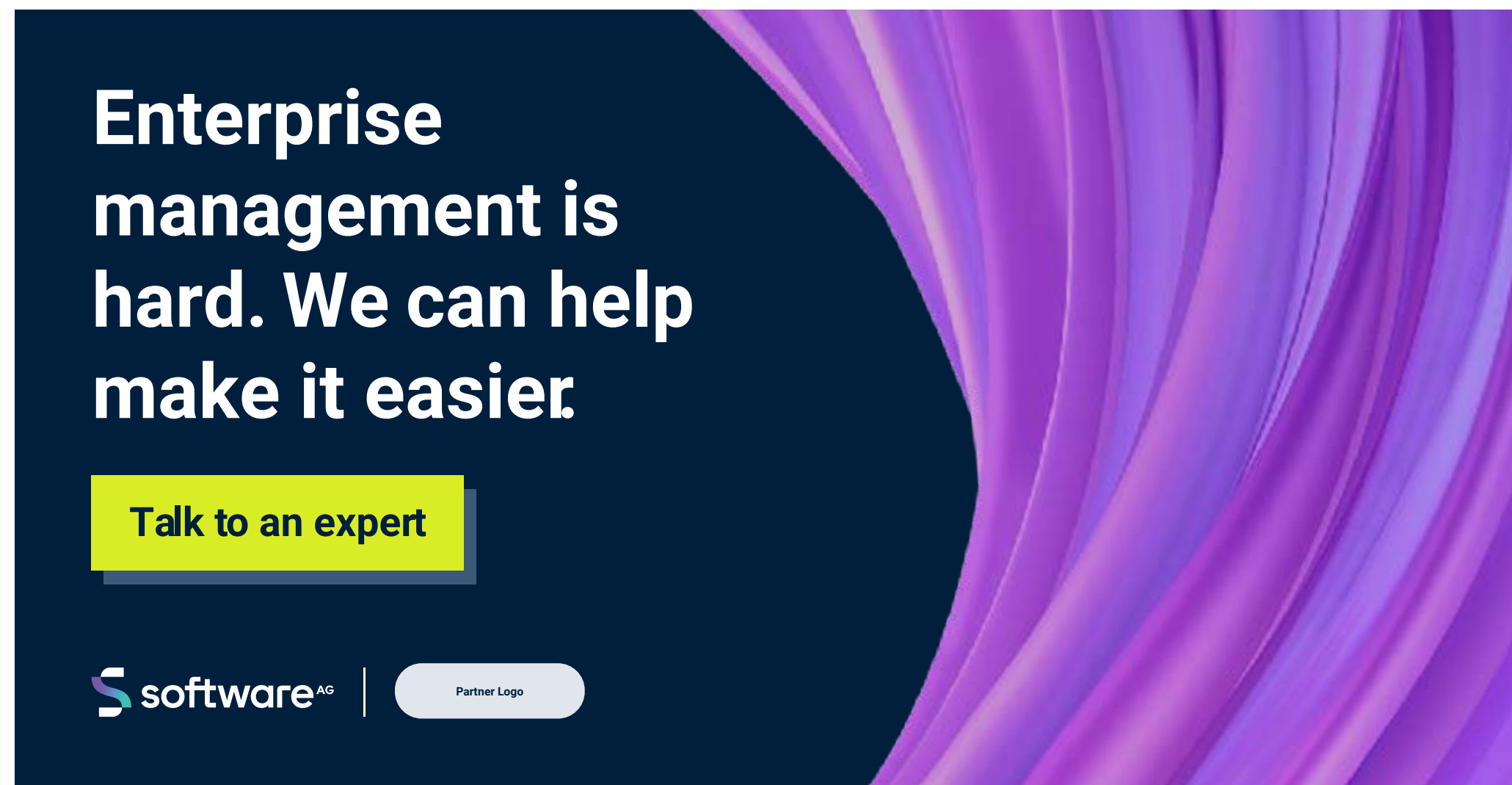
Talk to an expert

 software^{AG} | Partner Logo



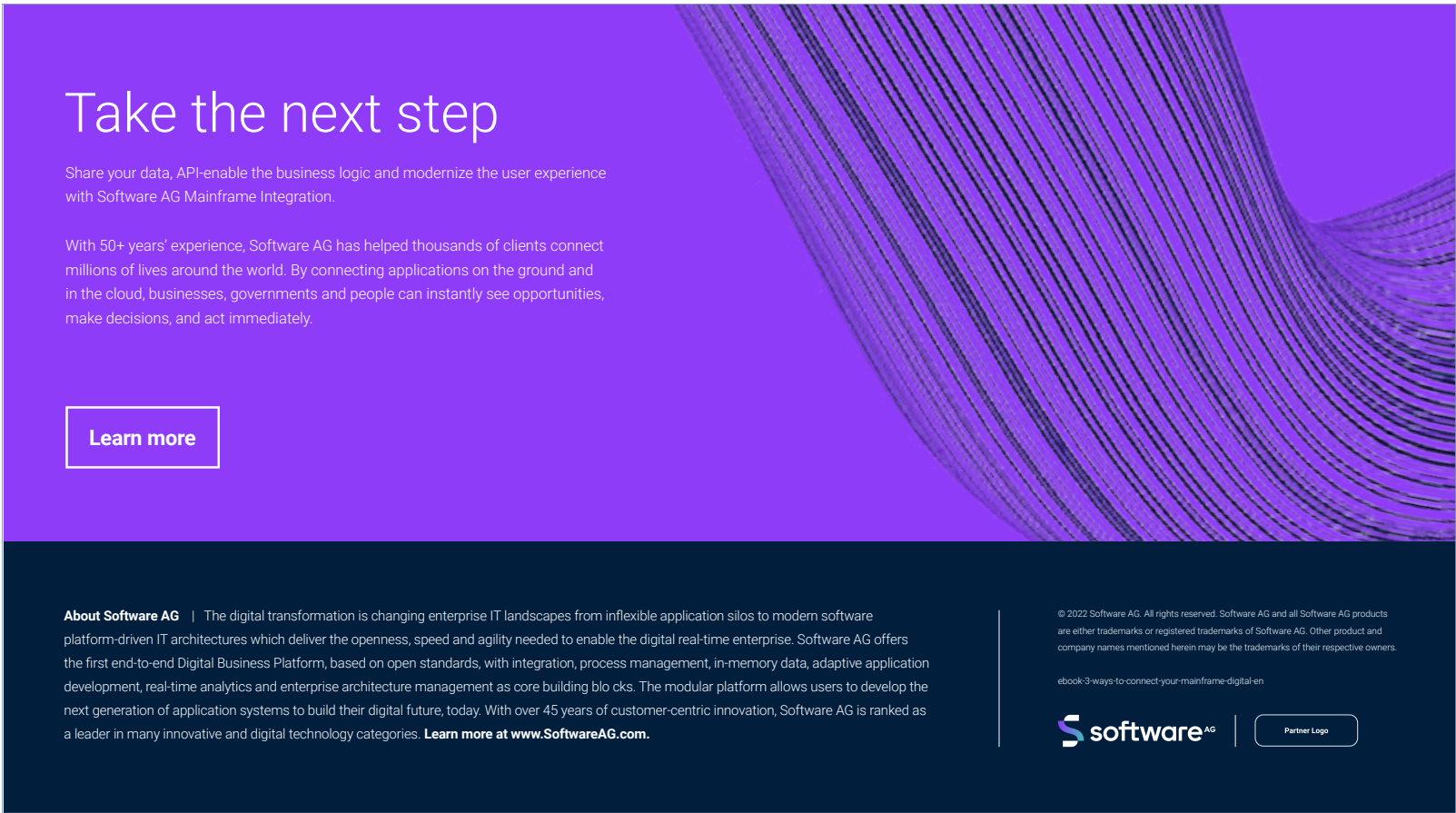
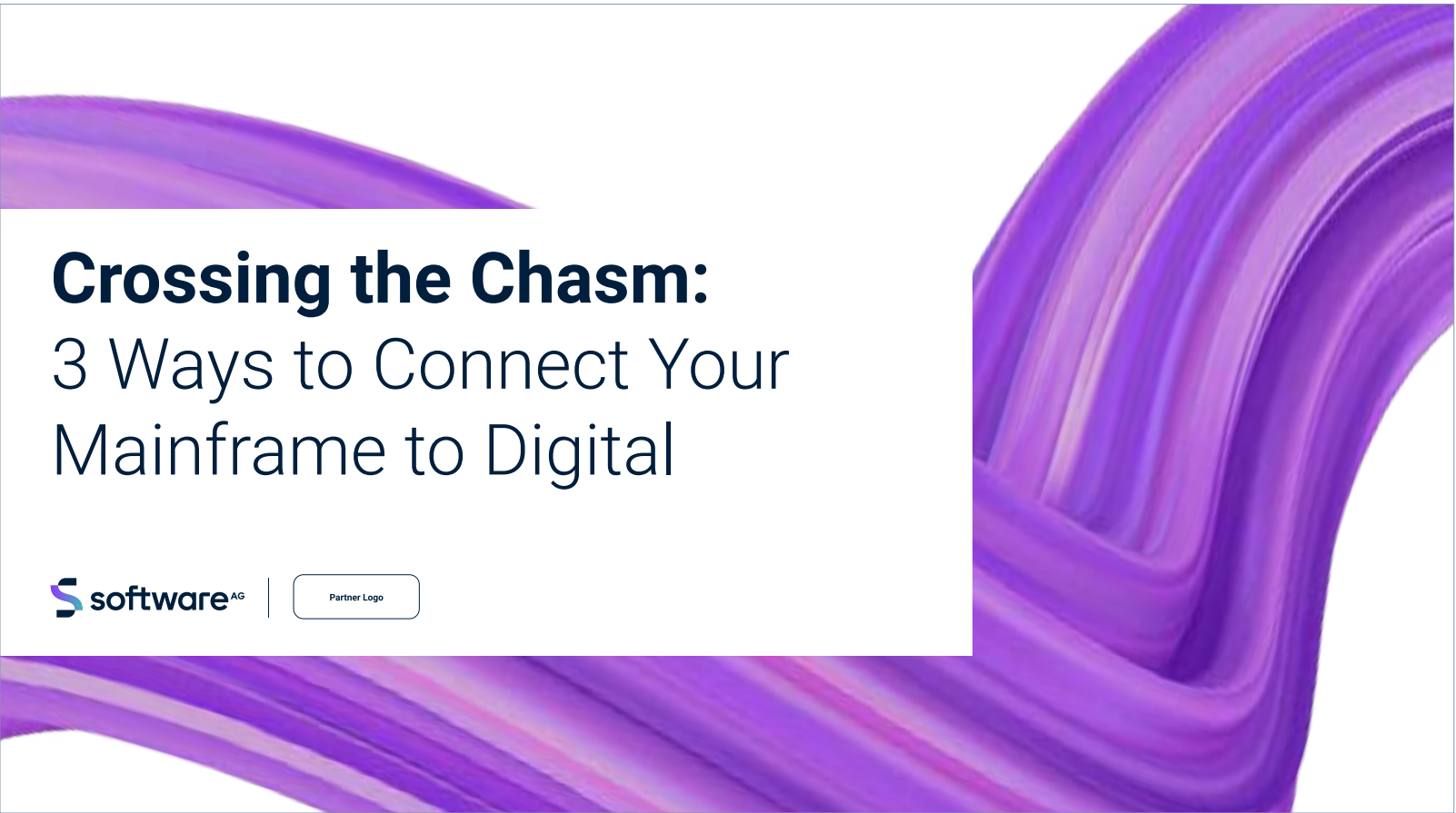
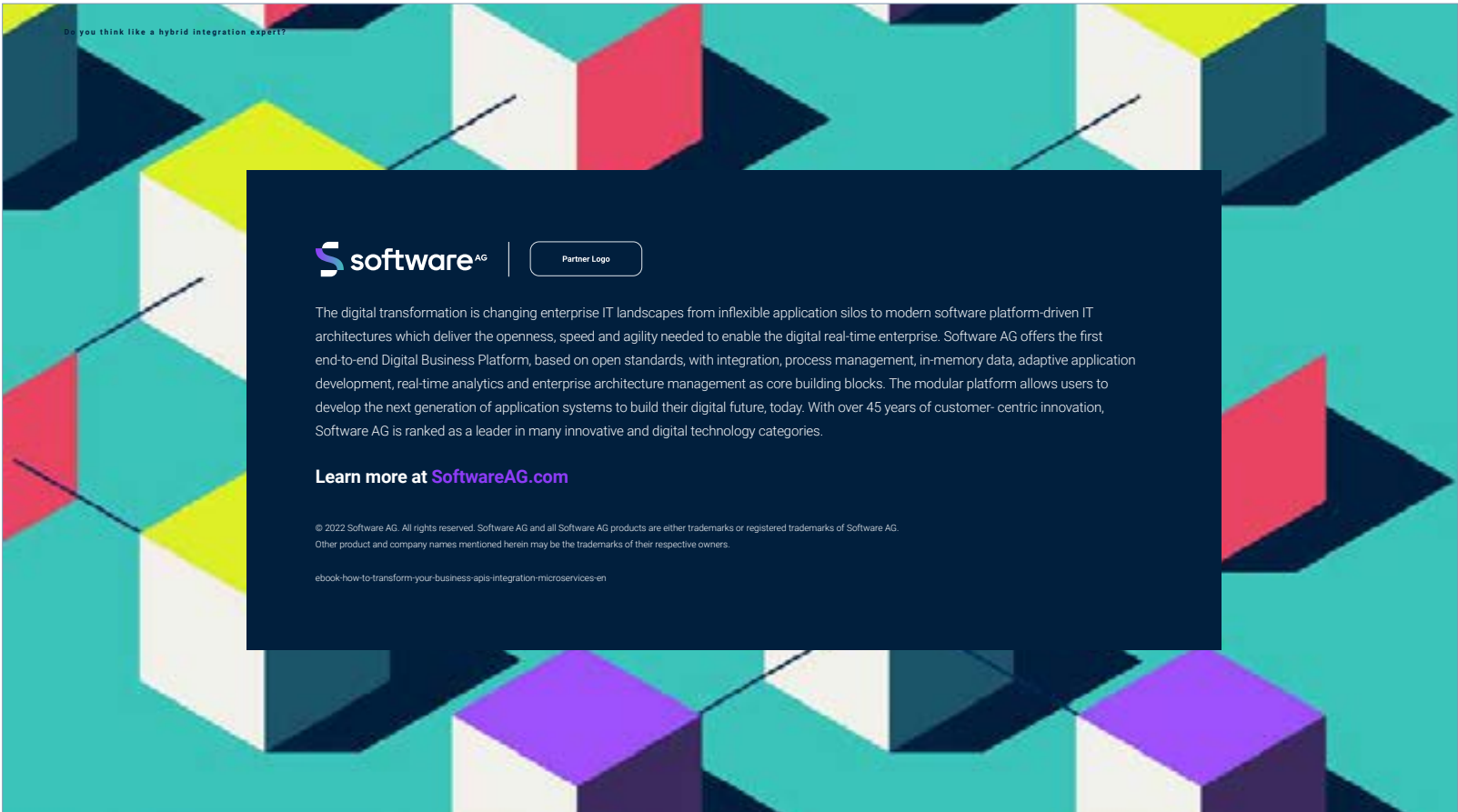
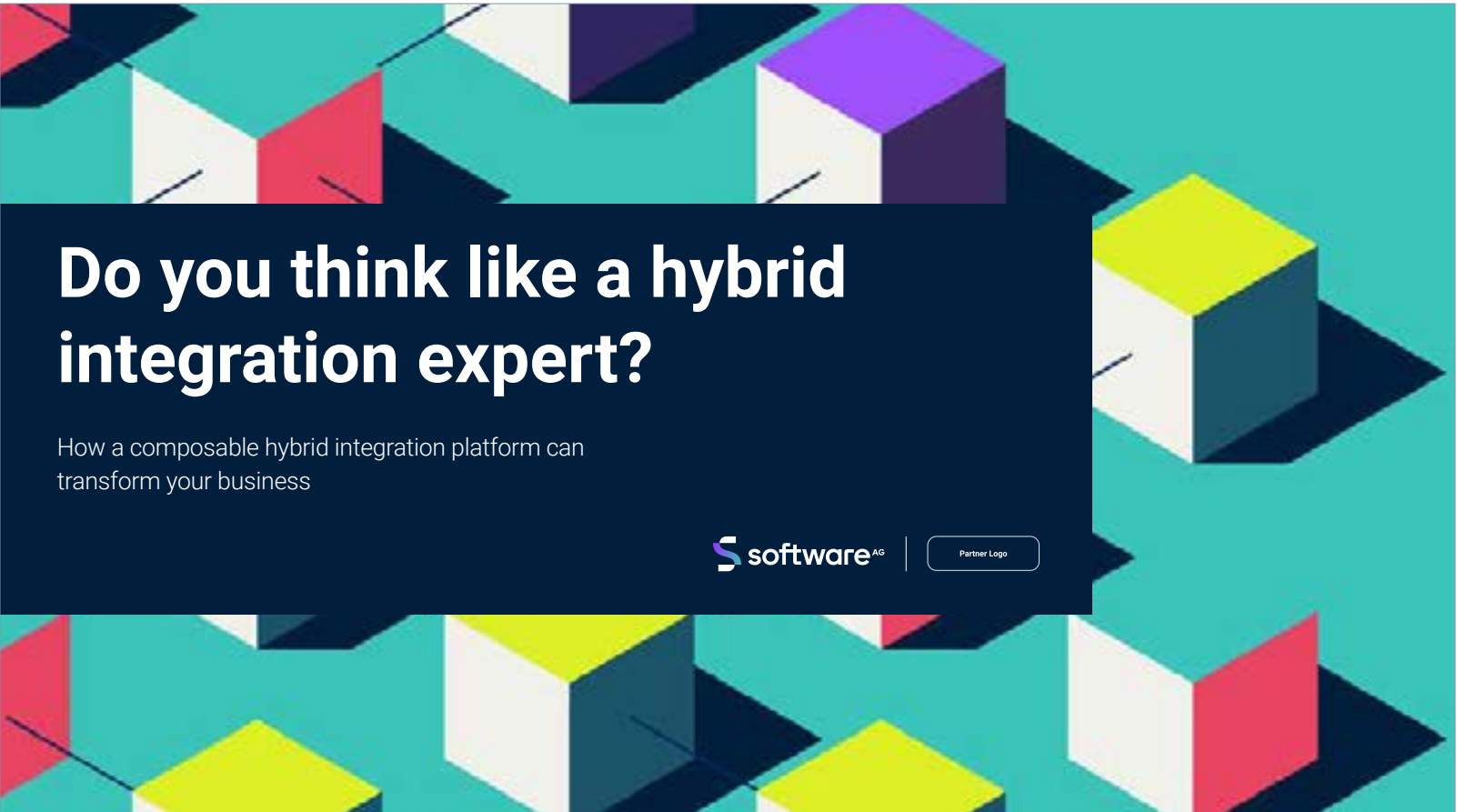
07: Brand in action

Ads w/ Purple stream



07: Brand in action

e-Books



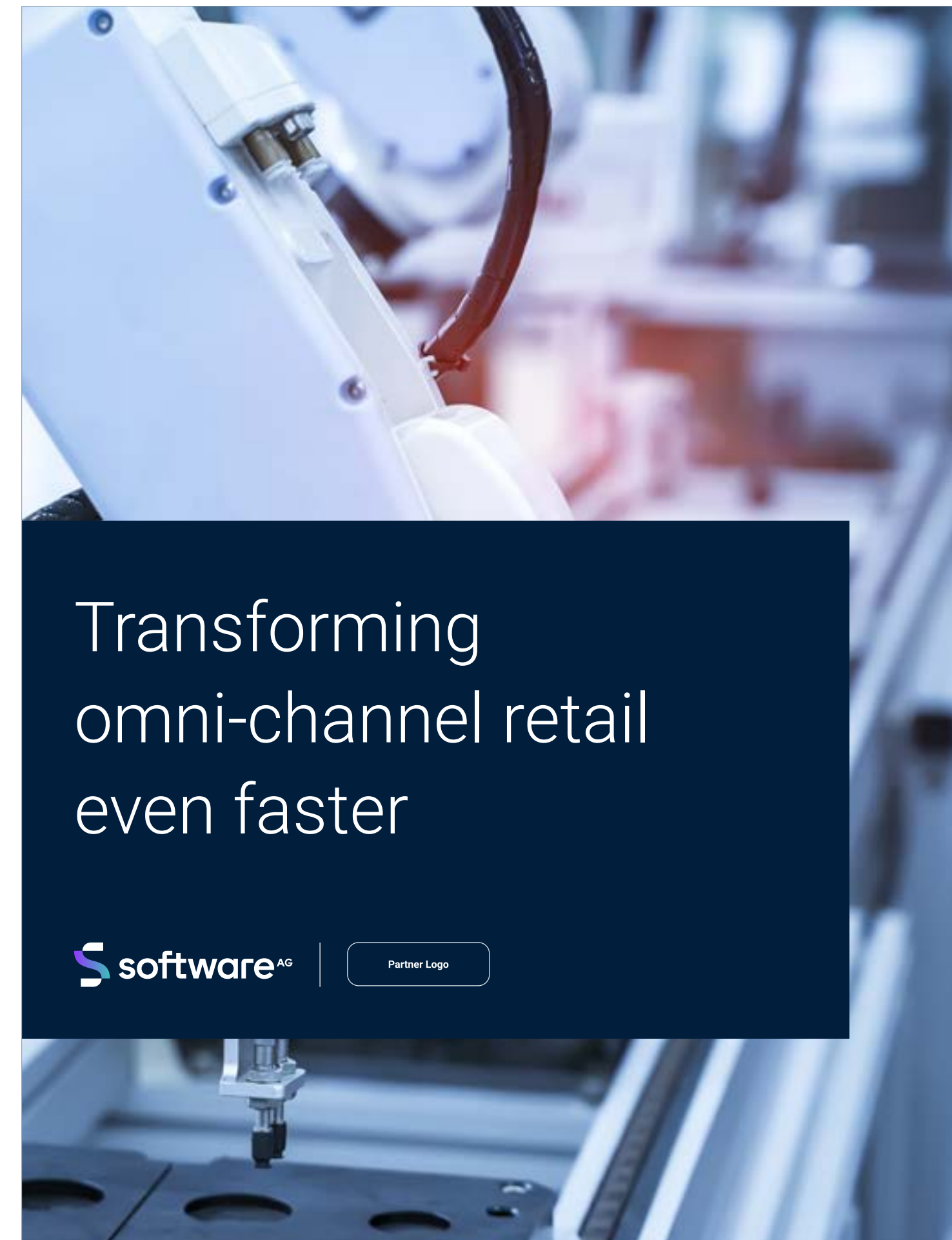
07: Brand in action

White papers



07: Brand in action

Customer Stories



08: Events

SAG may hold or attend specific events with partners. These events should all be co-branded with SAG and Partner by using the logo lockup described in chapter 02: Parter logo lockup.

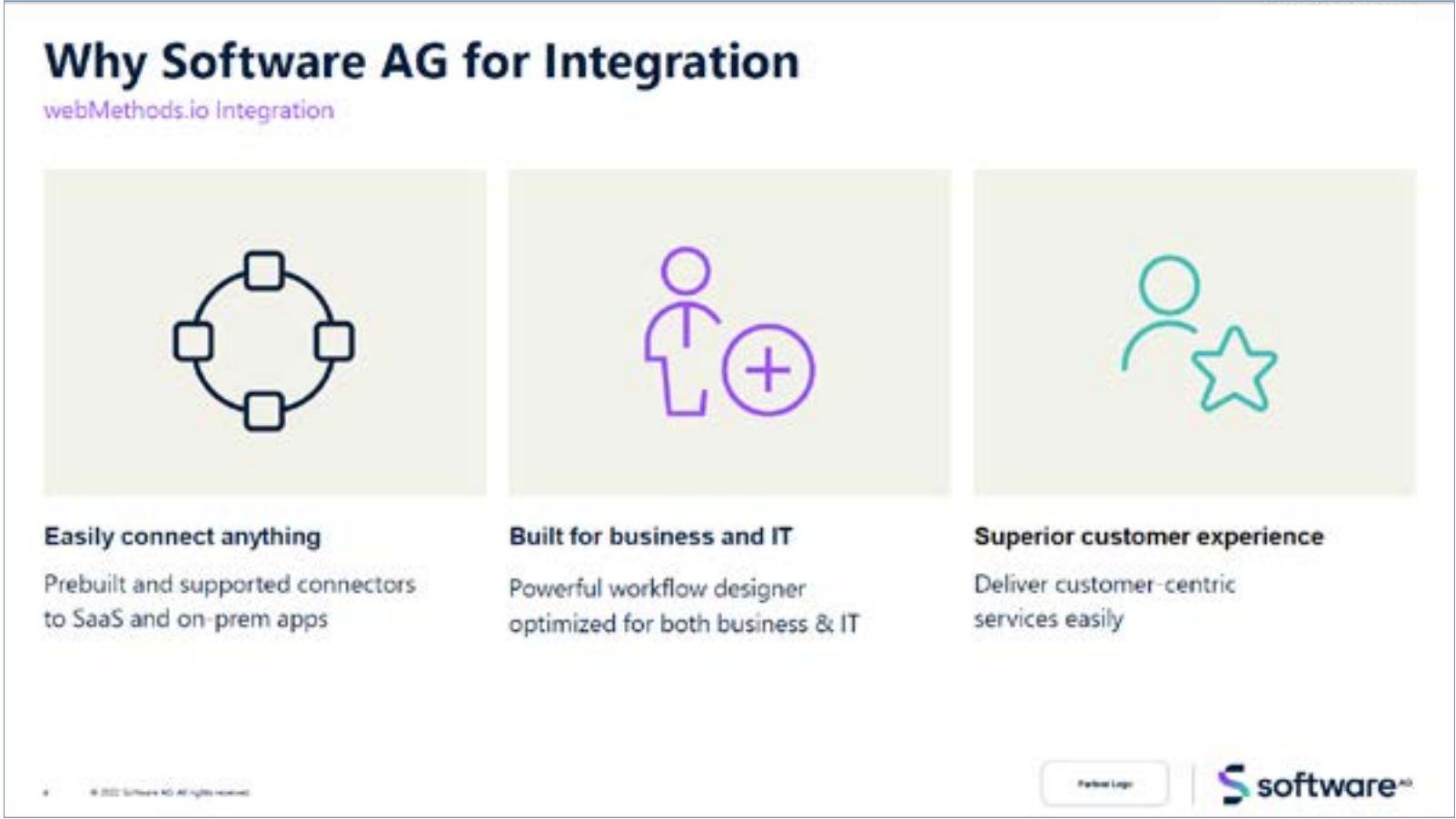
To make this turnkey for SAG teams who have an interface to partners, a co-branding event-in-the box kit is proposed.

This will include templates for the following items:

- Use standard SAG PowerPoint Template with the co-branded partner logo to the left or underneath the SAG logo (see next slide for example). All partner logos should be the same size as SAG landmark with spacing rules as per landmark usage.
- Video start frames and end frames have co-branded partner logo and SAG landmark
- Where Emails, Web pages, Ads, Social Media Headers, Newsletters, Case Studies have SAG landmark, there will be a version for co-branded partner logos when such assets are developed or co-marketing with partners.
- Press Releases will have SAG and the Partner boilerplate descriptions and the SAG landmark on the right and co-branded partner logo just before on the left
- Virtual events that are co-hosted with a partner will have a graphic to use behind attendees such as screen backgrounds for use on zoom, teams etc
- For joint physical events, templates such as kakemonos, horizontal and vertical banners, welcome desk banner, posters, direction cards, attendee badges do NOT use Living Flow Blue. They should use standard colors that SAG use as per standard brand guidelines. These can be customized by the local team into the appropriate language.

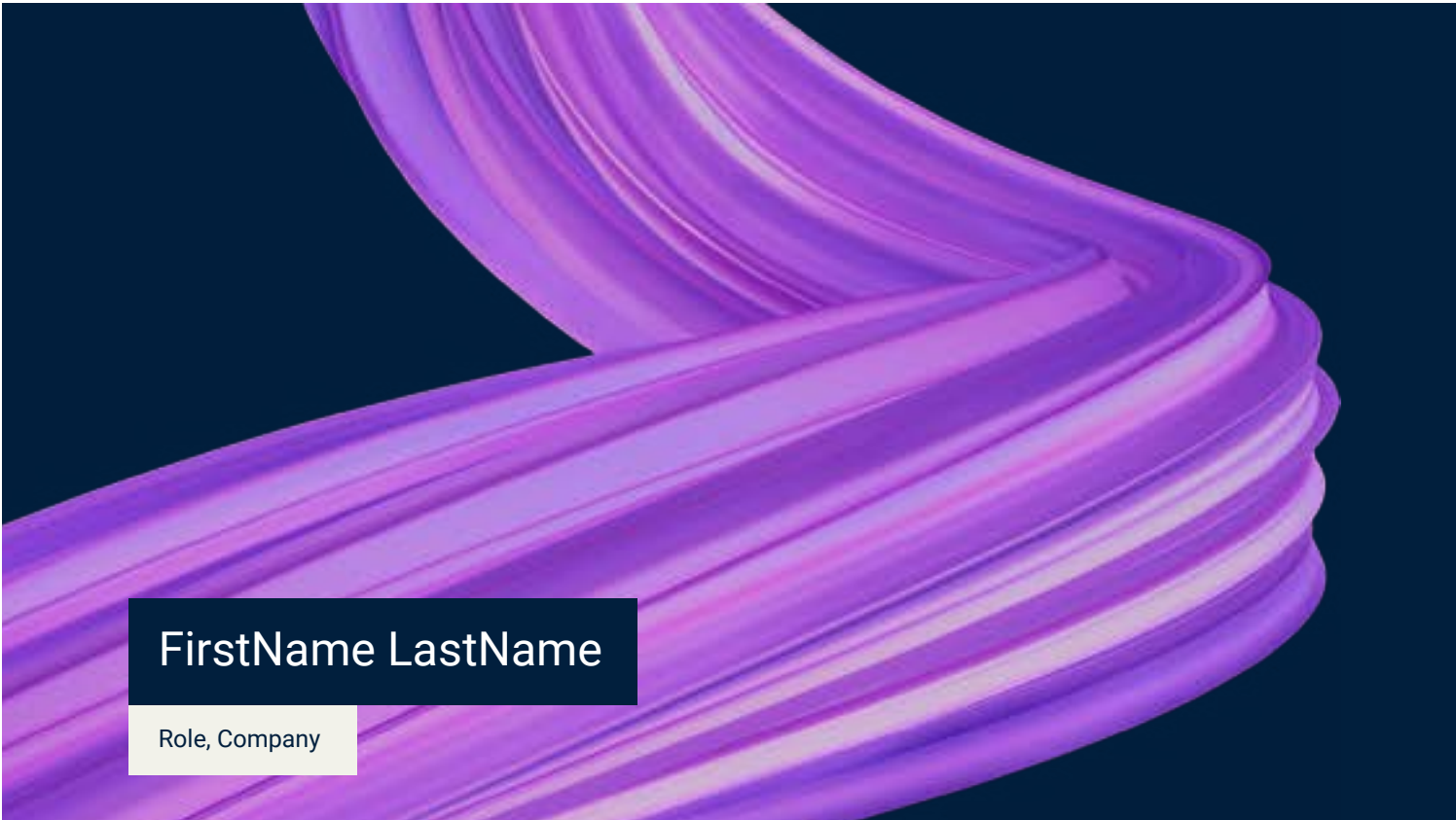
08: Events

PowerPoint



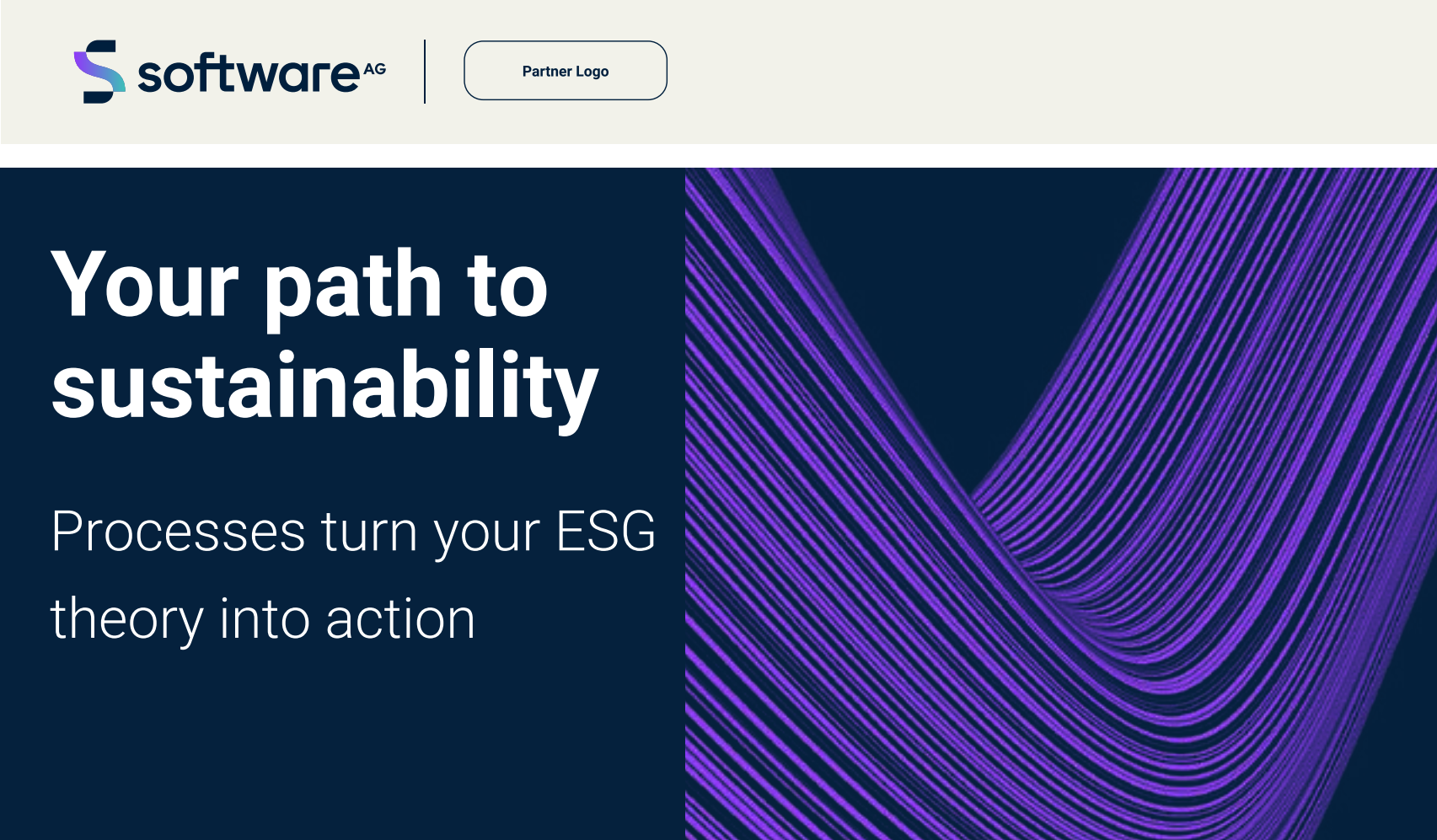
08: Events

Video start & end frames

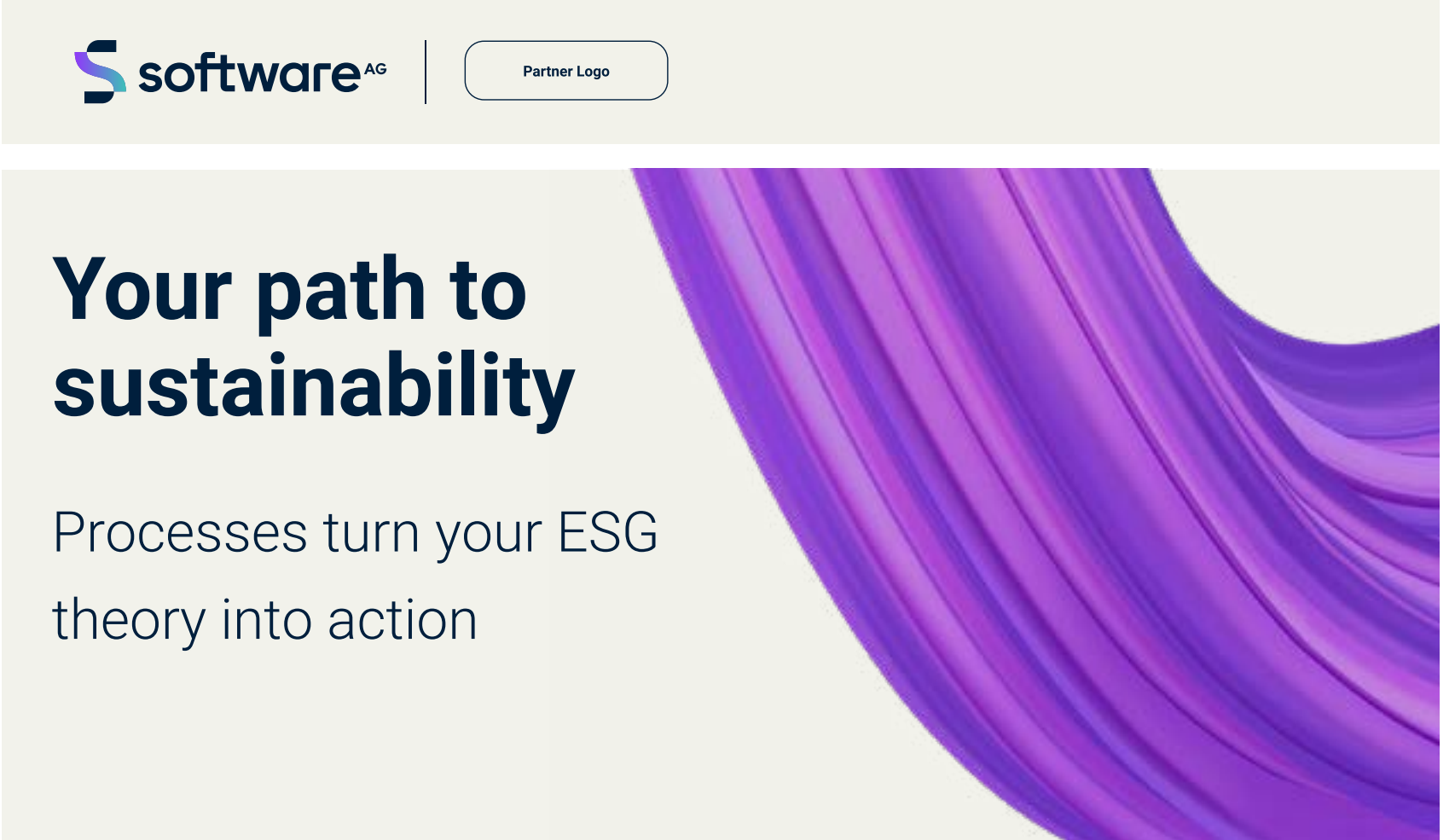


08: Events

Email banner w/
purple stream



Email signature banner
w/ purple stream



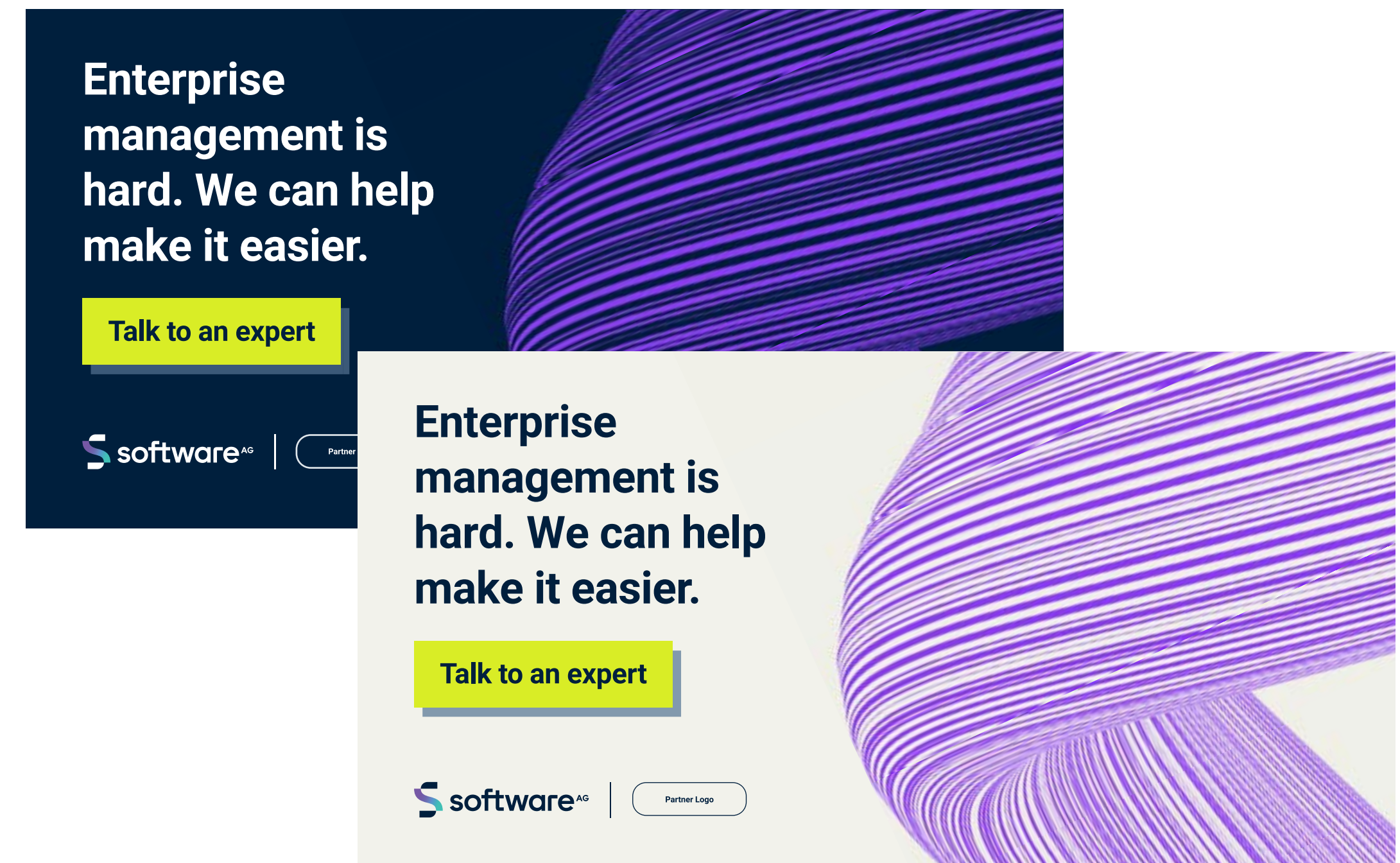
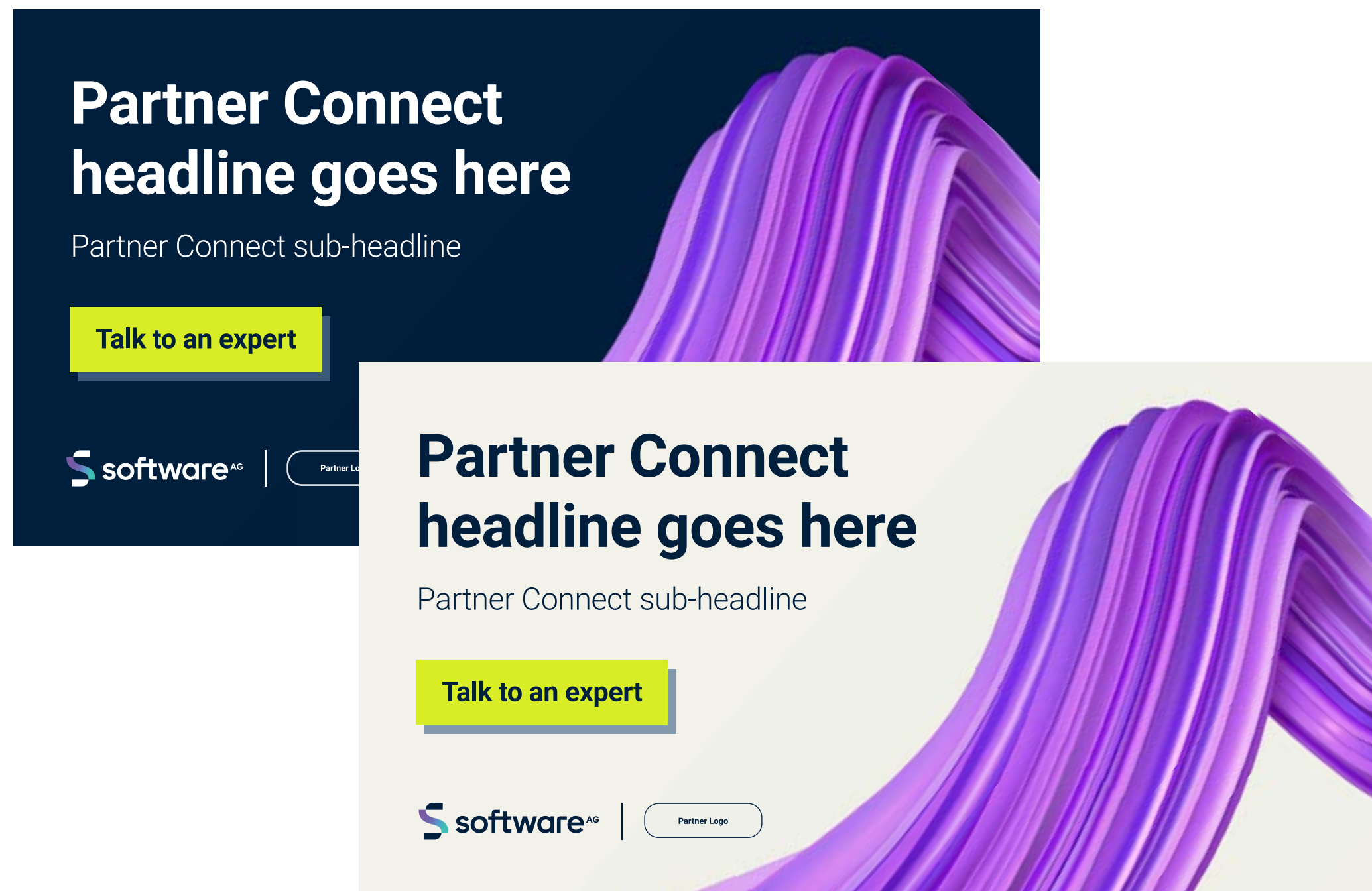
08: Events

Social media

SAG may have specific social media communications with PARTNERS towards CUSTOMERS.

The hashtags #sagpartner and #sagpartnerconnect should NOT be used. **If a graphic is used, it should NOT use the Blue Living Flow.**

Both the SAG brandmark and the co-branded partner logo can be used as per the same guidelines as chapter 02: Partner logo lockup.



08: Events

Teams / Zoom backgrounds

