




















SAP Logo Nomenclature (Recommended)

Preferred gradient logo for print	Alternative flat logo for print		Screen	Minimum size	Clear space
<p>Use the preferred version of the logo when only CMYK printing is available.</p> <p>Use the signage version of the logo when a CMYK printing version without register is required.</p>	<p>Use the alternative logo when a simplified mark is required (i.e. premium items, silkscreen, etc.)</p> <p>Use the signage version of the logo when a PMS printing version without register is required.</p>	<p>Use the alternative black logo in positive printing, when alternative PMS cannot be used (i.e. newspaper).</p> <p>The gray version is to be used on reverse background printing only. This logo is not to be used in positive printing.</p>	<p>Use the RGB version of the artwork on screen and in digital applications.</p> <p>Use the RGB screen version of the artwork when no register is required.</p>	<p>The minimum size logo is a specially prepared artwork file for applications where a logo is 0.75" (20 mm) or smaller.</p> <p>This logo may be scaled to a minimum size of 0.375". Always maintain the logo's aspect ratio when scaling.</p>	<p>The clear space around our logo is equal to half the height of the logo.</p>
 Preferred CMYK Composed of Cyan and Magenta.	 Alternative PMS PMS 299 – Do not reproduce in other colors.	 Alternative Black Do not reproduce in other colors.	 Primary RGB/Screen Do not reproduce in other colors.	0.75" 	
 SAP_pref_C.eps  SAP_sign_C.eps	 SAP_pref_P.eps SAP_pref_w_P.eps  SAP_sign_Peps SAP_sign_w_Peps	 SAP_pref_blk_C.eps SAP_pref_blk_w_P.eps	 SAP_pref_R.jpg SAP_pref_R.png  SAP_scrn_R.png	 SAP_min_C.eps SAP_min_Peps SAP_min_w_Peps SAP_min_R_.jpg SAP_min_R_.png SAP_min_blk_C.eps SAP_min_blk_w_Peps	
Logo also works in negative.	Logo also works in negative.	 SAP_pref_gry_C.eps SAP_pref_gry_w_Peps	Logo also works in negative.		 SAP_min_gry_C.eps SAP_pref_gry_w_Peps

Example: SAP_pref_gry_R.png

Name of logo	SAP logo size (if SAP logo with marks is included)	SAP logo color (if SAP logo is included)	Color code	Version	Logo lines	File format
<p>SAP ... for SAP logo or "SAP" as part of a typographical treatment</p> <p>SAP_tag ... for SAP tagline lockup</p> <p>SAP_sign ... for SAP logo without register®</p> <p>SAP_scrn ... or <Name>_scrn ... for logo file screen format .png without marks (register® or trademark™)</p> <p><Name> ... for logos/typographical treatments without SAP logo or "SAP" as part of the typographical treatment</p>	<p>pref (if SAP logo (width > 0.75" (20 mm) is included)</p> <p>min (if SAP logo (max. width 0.75" (20 mm) is included)</p>	<p>blk solid black, positive version</p> <p>gry gray version</p> <p>Otherwise the SAP logo is blue with gradient or flat P299 (color code P).</p> <p>w only if SpotWhite is used for "SAP" as part of a pantone SAP logo</p>	<p>C  cmyk</p> <p>P  pantone</p> <p>R  rgb</p>	<p>pos positive (only if any black element is included) Exception: If the SAP logo in black is included "pos" may be omitted. pos1, pos2, ... : If there are more than one positive versions available.</p> <p>neg negative (only if any white element (besides of "SAP" as part of the SAP Logo) is included) neg1, neg2, ... : If there are more than one negative versions available.</p> <p>White logo elements in pantone color code always use SpotWhite (besides of "SAP" as part of pantone SAP Logos on white backgrounds).</p>	<p>stac2 2-line stacked</p> <p>stac3 3-line stacked</p> <p>Otherwise the logo is 1-line straight.</p>	<p>.eps Print, professional applications</p> <p>.jpg Office, screen and web (300ppi), white background</p> <p>.png Logo with marks (register® and/or trademark™), 300ppi Office, presentations that might be printed out, transparent background</p> <p>.png File name: "SAP_scrn..." or "<Name>_scrn..." Logo without marks (300ppi), • Screen (logos that normally carry a register® and/or a trademark™) • Screen, office, presentations (logos that normally do not carry a register® and/or a trademark™), transparent background</p>