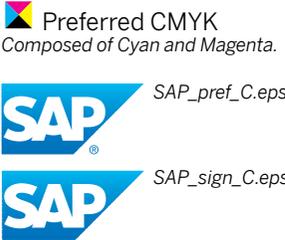
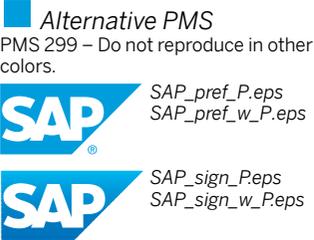
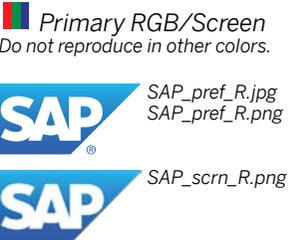
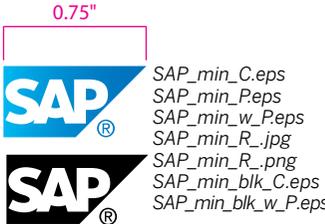
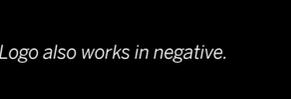
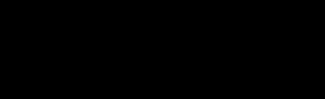


SAP Logo Nomenclature (Recommended)

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>Preferred CMYK Composed of Cyan and Magenta.</p> <p>SAP_pref_C.eps SAP_sign_C.eps</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>Alternative PMS PMS 299 – Do not reproduce in other colors.</p> <p>SAP_pref_P.eps SAP_pref_w_P.eps SAP_sign_Peps SAP_sign_w_Peps</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>Alternative Black Do not reproduce in other colors.</p> <p>SAP_pref_blk_C.eps SAP_pref_blk_w_P.eps</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>Primary RGB/Screen Do not reproduce in other colors.</p> <p>SAP_pref_R.jpg SAP_pref_R.png SAP_scrn_R.png</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>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</p>	<p>The clear space around our logo is equal to half the height of the logo.</p> 
<p>Logo also works in negative.</p> 	<p>Logo also works in negative.</p> 	<p>Logo also works in negative.</p>  <p>SAP_pref_gry_C.eps SAP_pref_gry_w_Peps</p>	<p>Logo also works in negative.</p> 	<p>Logo also works in negative.</p>  <p>SAP_min_gry_C.eps SAP_pref_gry_w_Peps</p>	

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
SAP ... for SAP logo or "SAP" as part of a typographical treatment	pref (if SAP logo (width > 0.75" (20 mm) is included)	blk solid black, positive version	C  cmyk	pos positive (only if any black element is included) Exception: If the SAP logo in black is included "pos" may be omitted.	stac2 2-line stacked	.eps Print, professional applications
SAP_tag ... for SAP tagline lockup	min (if SAP logo (max. width 0.75" (20 mm) is included)	gry gray version	P  pantone	Exception: If the SAP logo in black is included "pos" may be omitted. pos1, pos2, ... : If there are more than one positive versions available.	stac3 3-line stacked	.jpg Office, screen and web (300ppi), white background
SAP_sign ... for SAP logo without register®		Otherwise the SAP logo is blue with gradient or flat P299 (color code P).	R  rgb	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.	Otherwise the logo is 1-line straight.	.png Logo with marks (register® and/or trademark™), 300ppi Office, presentations that might be printed out, transparent background
SAP_scrn ... or <Name>_scrn ... for logo file screen format .png without marks (register® or trademark™)		w only if SpotWhite is used for "SAP" as part of a pantone SAP logo		White logo elements in pantone color code always use SpotWhite (besides of "SAP" as part of pantone SAP Logos on white backgrounds).		.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
<Name> ... for logos/typographical treatments without SAP logo or "SAP" as part of the typographical treatment						