



SAP Brand Training

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August 3, 2021

INTERNAL

What do we want to achieve?

- Bringing everyone to the same level of knowledge on these subjects:
 - Our Brand Strategy
 - Brand Basics – style elements, stock footage, animations
 - Tone of Voice
 - Naming
 - Guidelines, templates and examples:
 - [SAP Video](#) incl. checklist
 - [Social Media](#)
 - Customer Storytelling

To ensure **consistency** and strengthen the SAP brand.



Brand Basics

Our Brand Strategy

SAP Brand Tools > Brand Identity > [Strategy](#)



Our brand visual elements



Logo + Tagline

Benton Sans
Light
Book
Medium
Bold

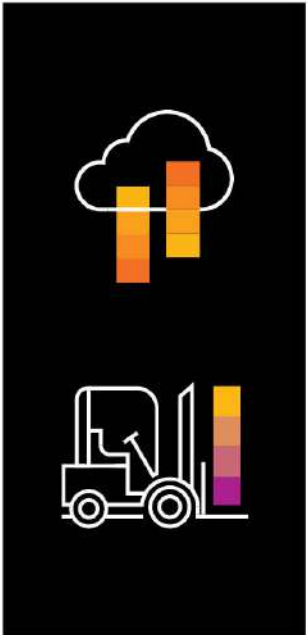
Typography



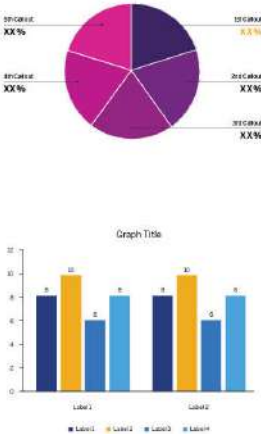
Color



Photography



Visual Storytelling



Data Visualization

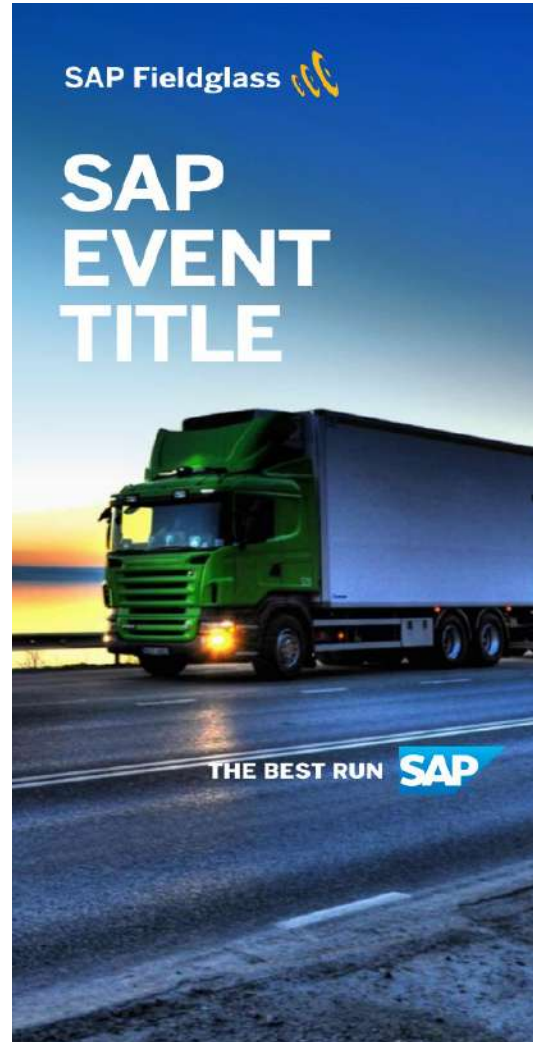
Logo and tagline

SAP Brand Tools > Brand Identity > [Logo](#)

THE BEST RUN



Logo and Tagline



Our typography

Primary typeface

AaBbCcDd

Benton Sans Light

Benton Sans Light Italic

Benton Sans Book

Benton Sans Book Italic

Benton Sans Regular

Benton Sans Regular Italic

Benton Sans Medium

Benton Sans Bold

Electronic typeface

AaBbCcDd

Arial

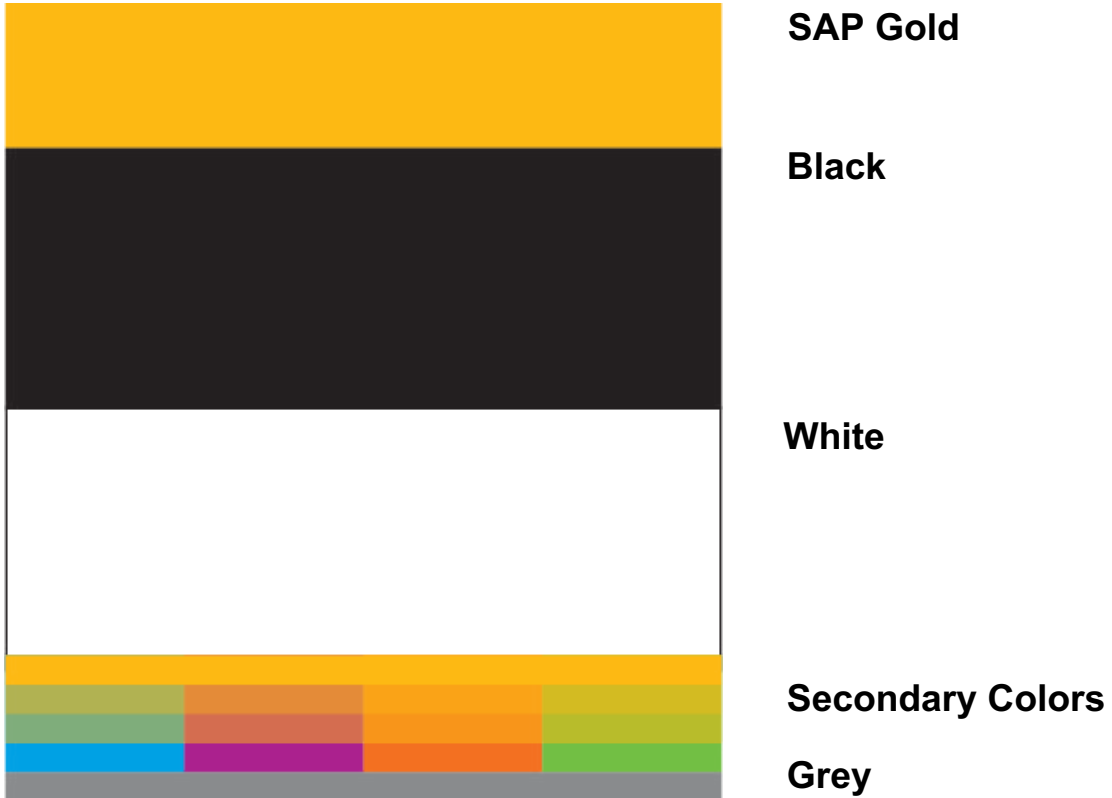
Arial Italic

Arial Bold

Arial Bold Italic

Color palette and color balance

SAP Brand Tools > Brand Identity > [Color Palette](#)

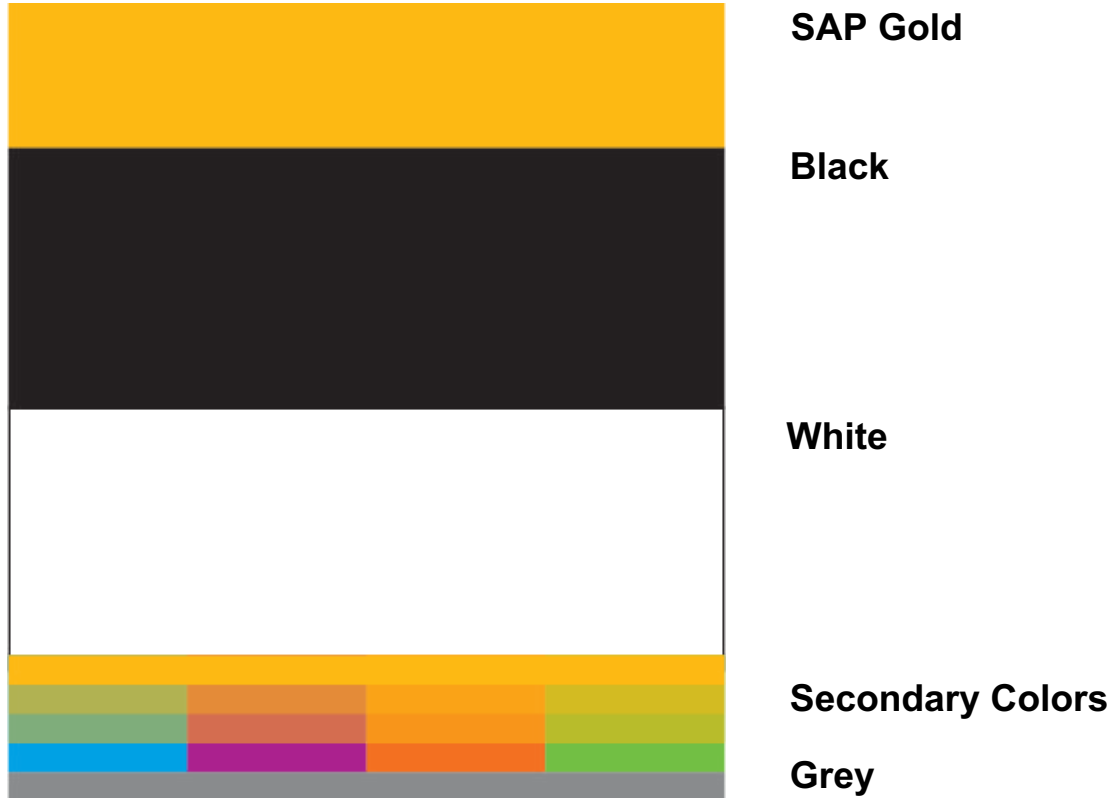


SAP Gold

- Differentiates SAP from competition
- Most recognizable and distinct color to SAP
- Used to highlight important text

Color palette and color balance

SAP Brand Tools > Brand Identity > [Color Palette](#)



Black

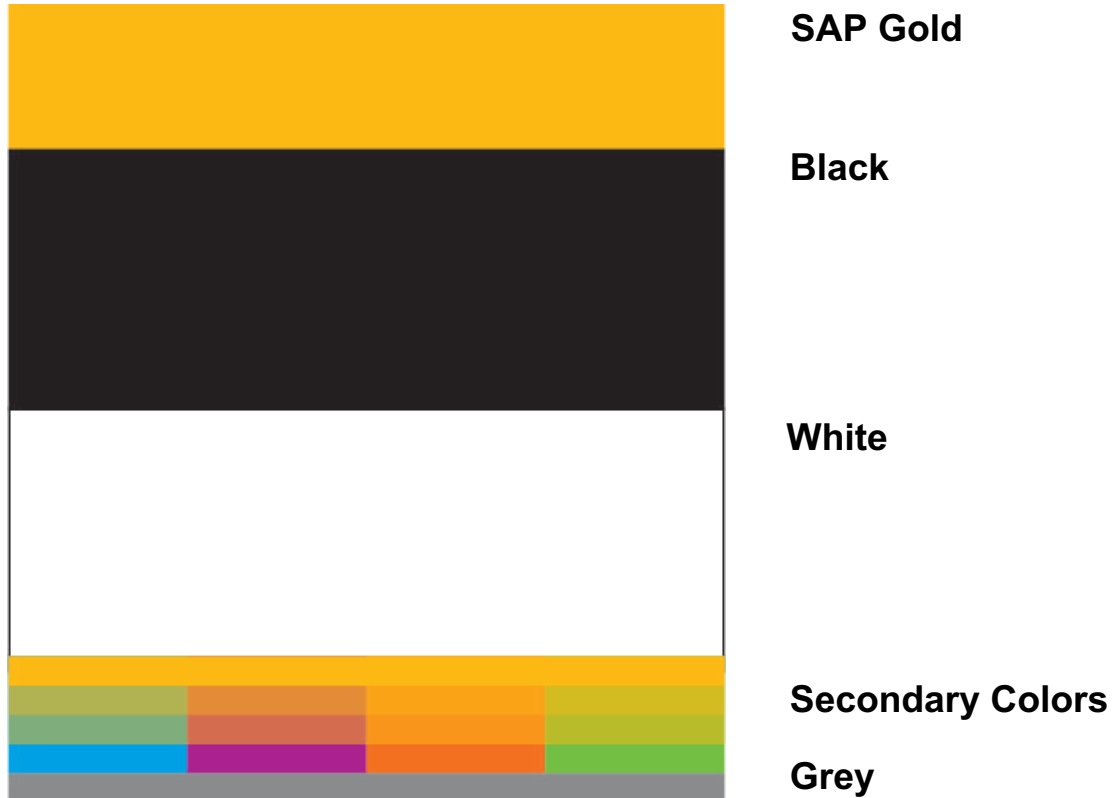
- Can be used as a canvas or background color
- Used as text color against white backgrounds

White

- Can be used as a canvas or background color
- Used as text color against black backgrounds

Color palette and color balance

SAP Brand Tools > Brand Identity > [Color Palette](#)

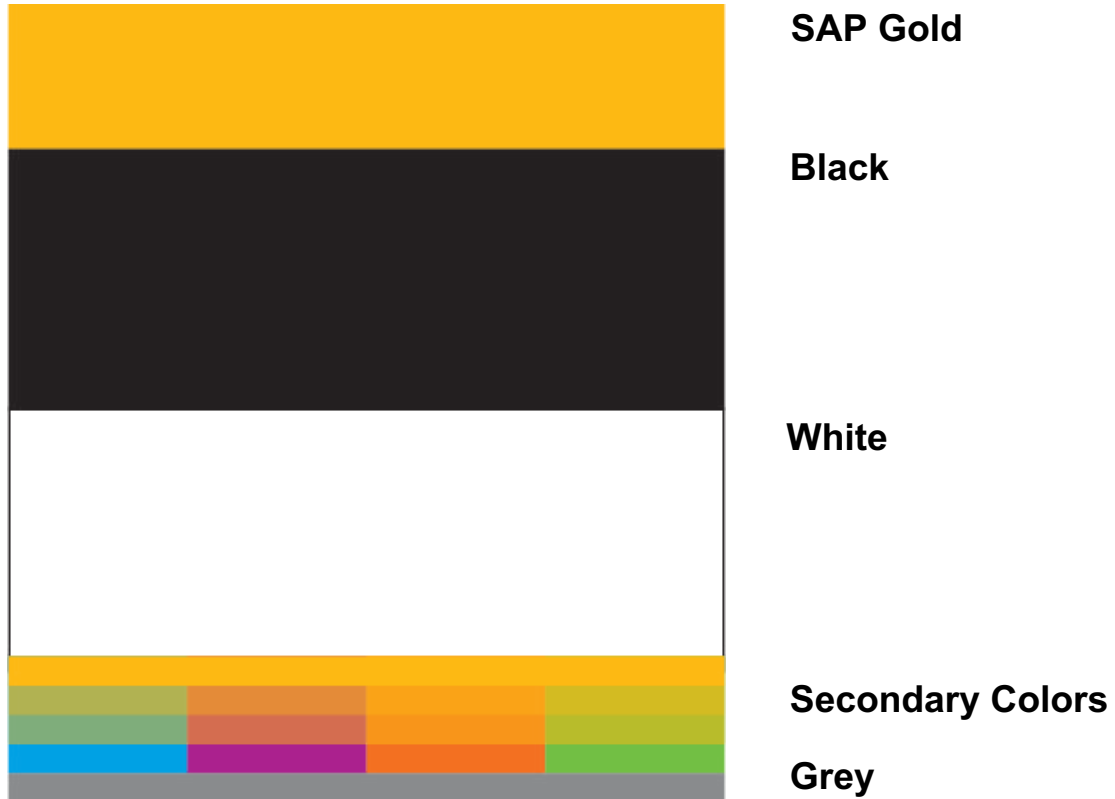


Secondary colors

- Used in pictograms and illustrations
- Used in data visualization

Color palette and color balance

SAP Brand Tools > Brand Identity > [Color Palette](#)



Grey

Greys may be used as a neutral color for:

- Screen-based typography and graphics
- Designating a content area like a side bar or legal copy

Stock footage

All photographs can be found in the [SAP Image Library](#).

Cannot find what you're looking for? [Request new imagery](#)
(Getty Images is our preferred vendor).



Image Library

SAP Brand Tools > [Image Library](#)



Brand Tools

Brand Identity

Templates & Guidelines

Naming Center

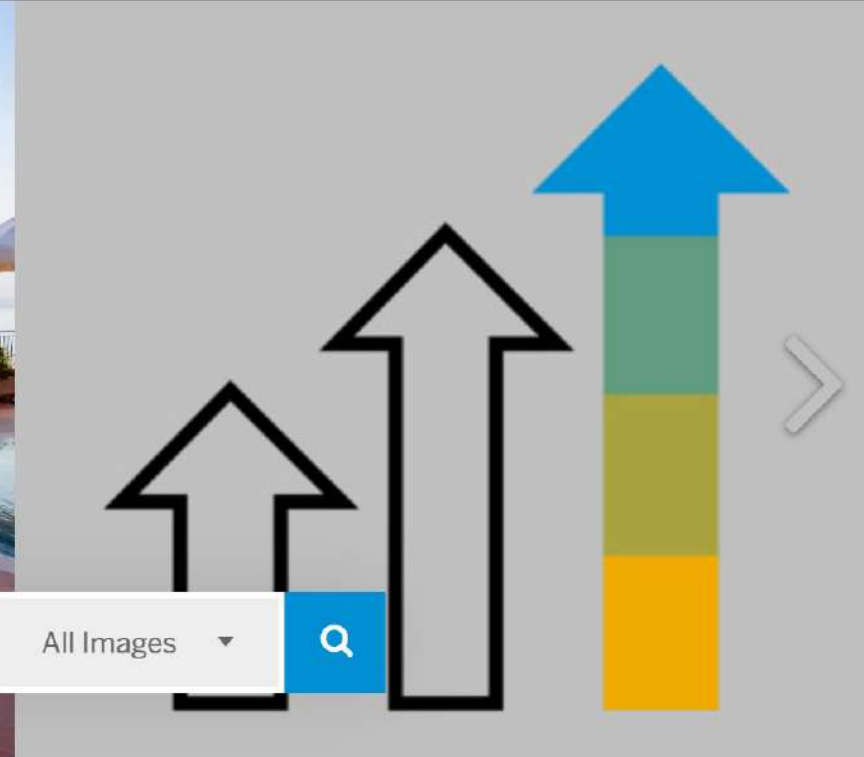
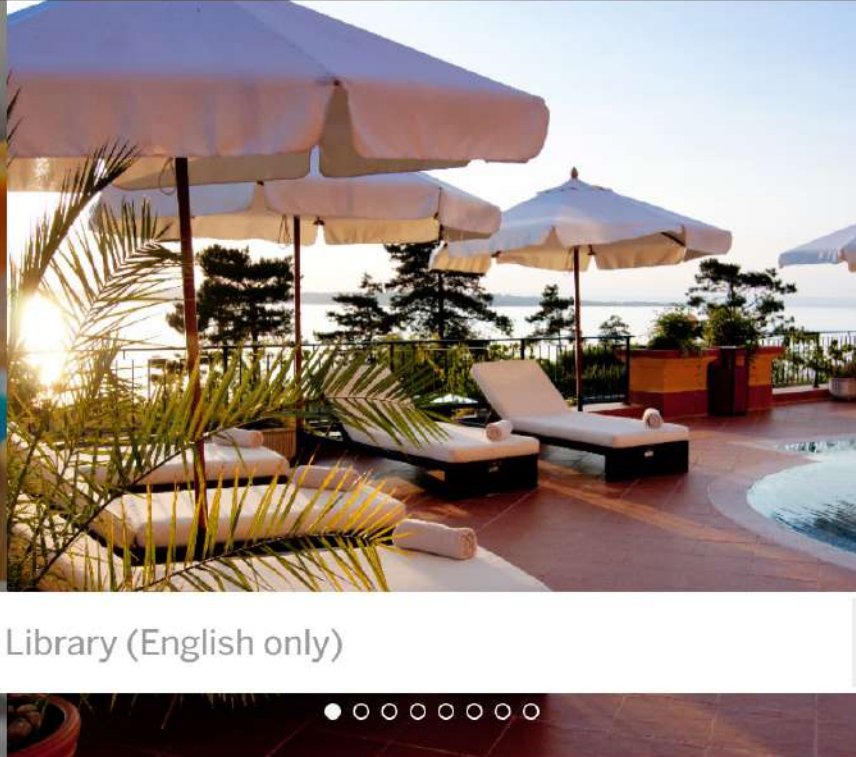
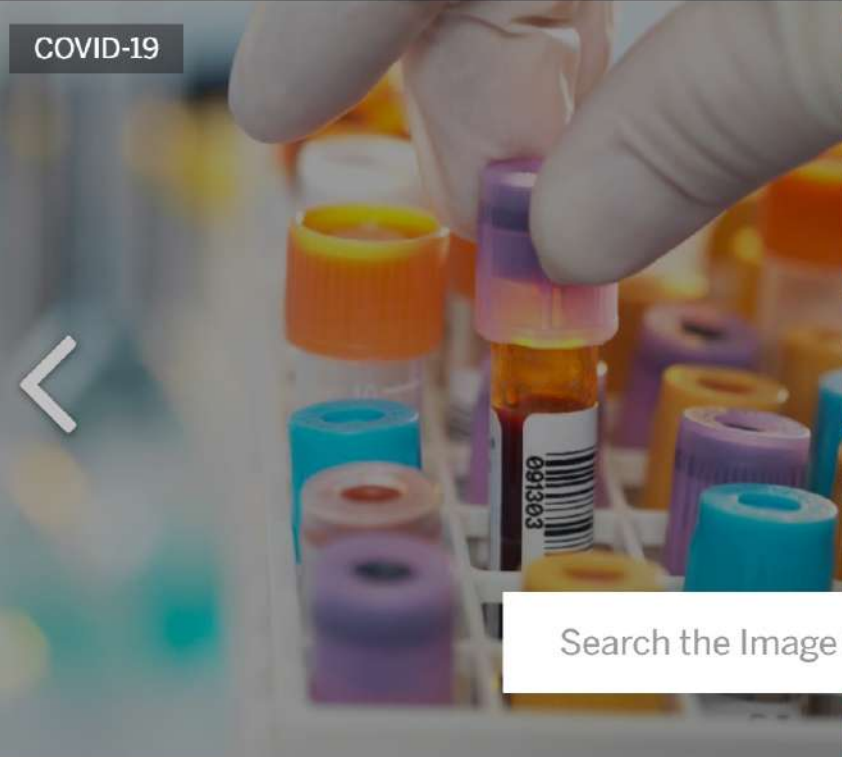
Image Library

Learning Center

Storytelling



COVID-19



Search the Image Library (English only)

All Images



Recently uploaded assets this month

Albums

Requests

Image History

Imagery Guidance



Photography



SAP

234% INCREASE IN DEMAND FOR WORKOUT GEAR

1,597 UNIQUE COLOR VARIATIONS

1 BOOMING BUSINESS

SAP S/4HANA provides the agility you need in times of great uncertainty, by turning your ERP data into insights with the power of prediction.

TOGETHER WE GOT THIS

sap.com/s4together



eramet

THE BEST RUN **SAP**

"Supported by SAP Manufacturing Integration and Intelligence, we can monitor equipment performance in real time to improve maintenance management and avoid costly downtime."

Vincent Renaud, IT Solutions for Production and Maintenance, Eramet

M *movilitas*

Visual storytelling

Pictograms

Singular objects or ideas

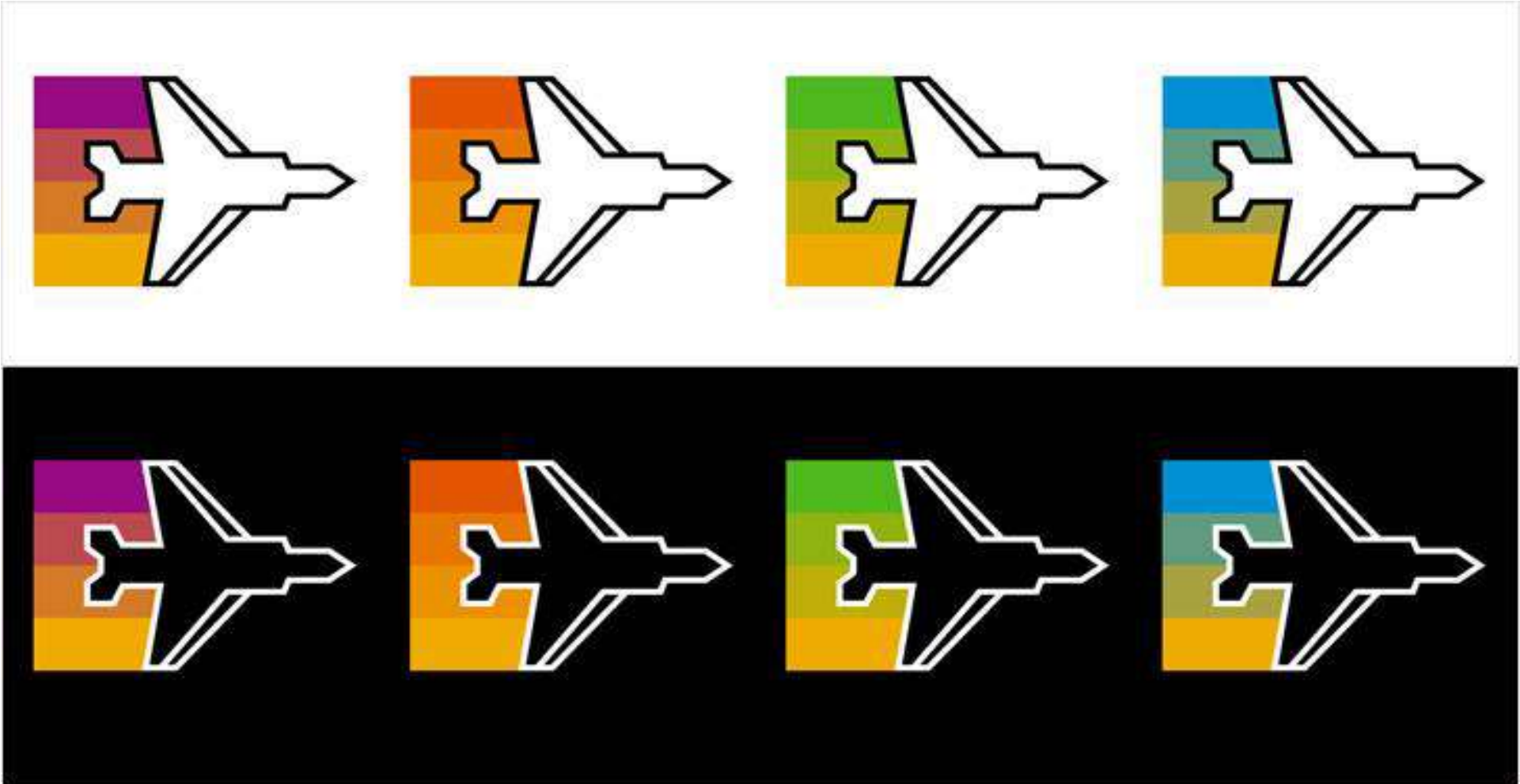


Illustrations

Scenes depicting industries and lines of business that bring stories to life



Pictogram colors



Animations in videos

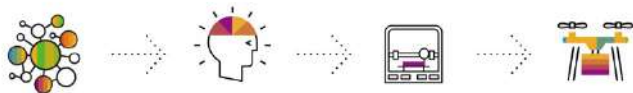
[Guidance](#)

There is only one type of pictogram

Use of pictograms

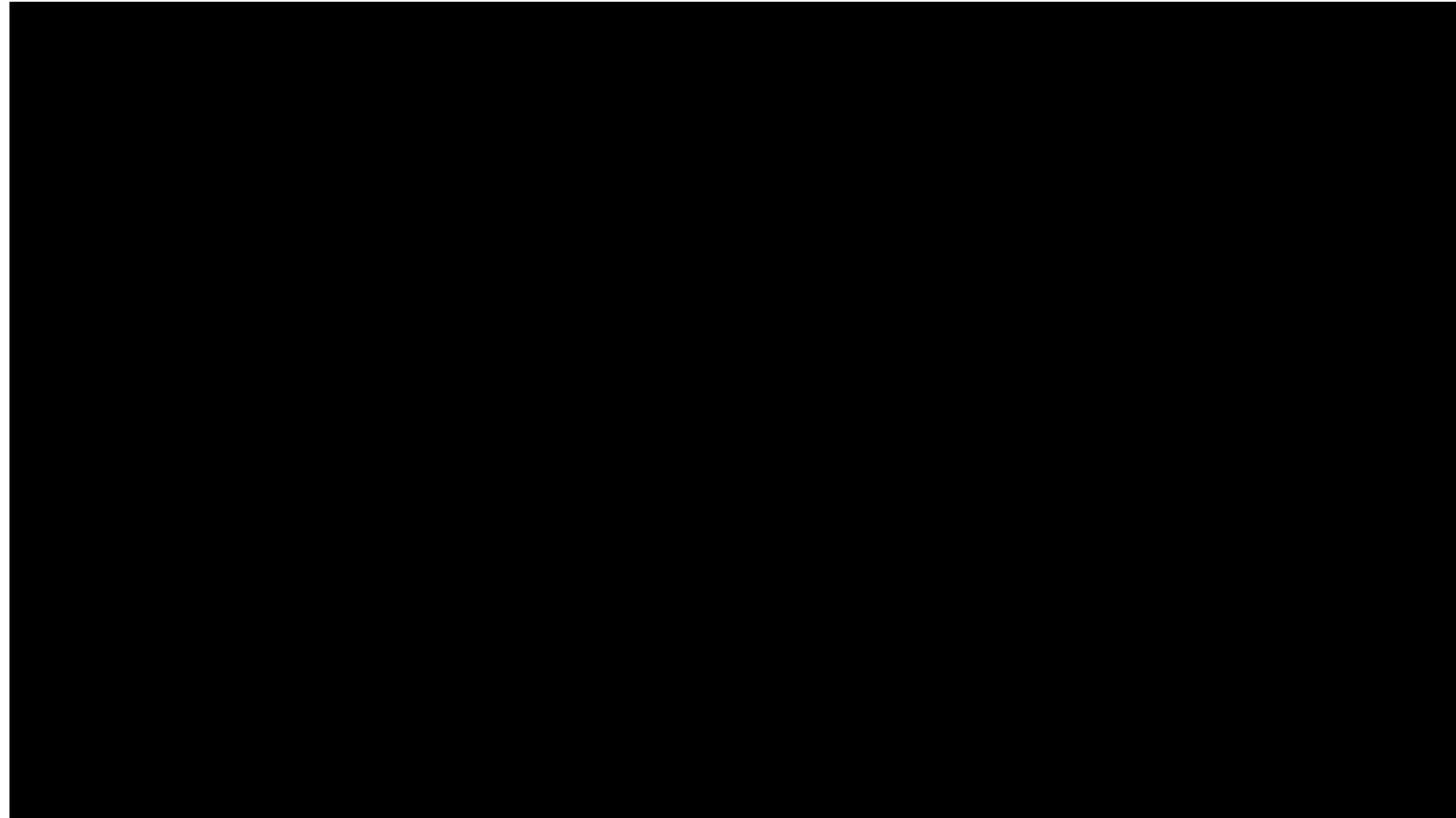
Creation of pictograms

Scenes



You can find our pictograms [here](#).

SAP Brand Tools > Templates & Guidelines >
Audio & Video > [Animation](#)



Our tone of voice

Clear?

- ☐ Did you describe the situation in a real and honest way?
- ☐ Did you use the active voice?
- ☐ Did you get right to the point?
- ☐ Did you remove unnecessary words?
- ☐ Did you keep your sentences and paragraphs short?
- ☐ Did you use simple, direct language?
- ☐ Did you remove jargon and spell out acronyms?

Insightful?

- ☐ Did you propose solutions?
- ☐ Did you summarize the overall idea?
- ☐ Did you put the idea into context?
- ☐ Did you include an SAP perspective?

Approachable?

- ☐ Is your communication authentic?
- ☐ Did you address what matters to the audience?
- ☐ Did you make an emotional connection?
- ☐ Did you use “we” instead of “SAP” where possible?
- ☐ Did you use realistic examples?

Optimistic?

- ☐ Did you focus on the benefits and value?
- ☐ Were you realistic about the situation and optimistic facing the challenge ahead?

Naming


The screenshot shows the SAP Brand Tools interface with the 'Naming Center' tab highlighted. The main heading is 'Welcome to the Naming Center'. Below this, there are four main sections: 'Naming Guidelines' (with a lighthouse icon), 'Approved Names' (with a checkmark icon), 'Request a Name' (with a lightbulb icon), and 'My Requests' (with a calendar icon). A 'My Subscriptions' section with an envelope icon is also visible. An 'Important Information' pop-up is displayed, stating that the Naming team is on vacation from July 12, 2021, to September 7, 2021, and that requests may take longer than usual. The pop-up also includes the email address brandvoice@sap.com for questions.

SAP Brand Tools

Brand Identity Templates & Guidelines **Naming Center** Image Library Learning Center Storytelling

Home >


Welcome to the Naming Center



Naming Guidelines

New to naming at SAP? Find out more about our naming strategy and naming process as well as a timeline to consider in your planning. Understanding our naming approach is the first step in requesting a name.


[View Naming Guidelines](#)




Approved Names

Looking for an already approved name? Search the repository to find names and usage details to help you communicate.


[Search Names](#)



Request a Name



My Requests



My Subscriptions

Important Information

JUL 12, 2021 - SEP 7, 2021

Welcome to the Naming Center. It's summertime! Our Naming team members are taking some well-deserved vacation time in July and August. To that end, requests may take a bit longer than the usual 3 to 5 weeks, so please plan accordingly.

Questions? Reach us: brandvoice@sap.com

Request approval for a new name via the [SAP Naming Center](#)

Guidance, templates and examples

Guidance, templates and examples

Video

Video story

- A story is an **authentic, informative and motivating** narrative that conveys your key messages to your core audience.
- A story can be delivered by dialog, live action, on screen text, by voice over or a combination of the above.

Authentic stories are:

- Audience-centric
- Grounded in real life
- Straightforward
- Conversational

They are not:

- Exaggerated
- Disrespectful
- Patronizing
- Commercial

Motivating stories are:

- Optimistic
- Engaging
- Inspiring
- Compelling

They are not:

- Boring
- Superficial
- Boastful
- Idealistic

Informative stories are:

- Insightful
- Helpful
- Relevant
- Concise

They are not:

- Pedantic
- Overloaded
- Complex
- Patronizing

[Checklist](#)

Video style

- Ensure that the look and feel of the video provides an amazing brand experience

Authentic looks:

- Clear
- Real
- Lively
- Current

It does not look:

- Mystical
- Fantasy
- Caricature
- Distorted

Motivating looks:

- Bright
- Well-paced
- Dynamic
- Active

It does not look:

- Dark
- Gray
- Apathetic
- Slow

Informative looks:

- Clean
- Focused
- Easy to follow
- Relevant info-graphics

It does not look:

- Distracting
- Complex
- Rushed
- Harsh

[Checklist](#)

Style elements in videos

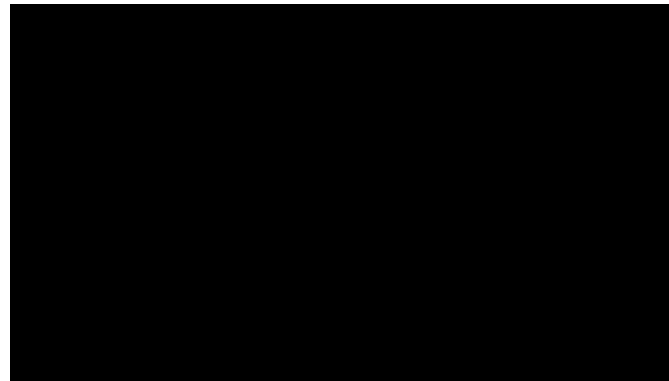
SAP Brand Tools > Templates & Guidelines >
Audio & Video > [Templates & Production](#)

[Design](#) exclusive for the SAPPHIRE NOW conference and other virtual events (e.g. SAP TechEd)

Title



Intro



Lower third



Hashtag



Subtitle



Outro



Audio

SAP Brand Tools > Templates & Guidelines >
Audio & Video > [Audio](#)



Dynamic

We are expressive and energized.



Committed



Innovative

We are forward-leaning and trendsetting.



Clear

SAP sound is:

- Speaking to humanity
- Passionately driven
- An original, authentic voice
- Raw, with a live feel
- Human / non-mechanical
- Expressive
- Unexpected

SAP sound is not:

- Manufactured / pieced together
- Overly produced
- Crowded
- Repetitious
- Cookie cutter / corporate
- A follower
- Overly familiar

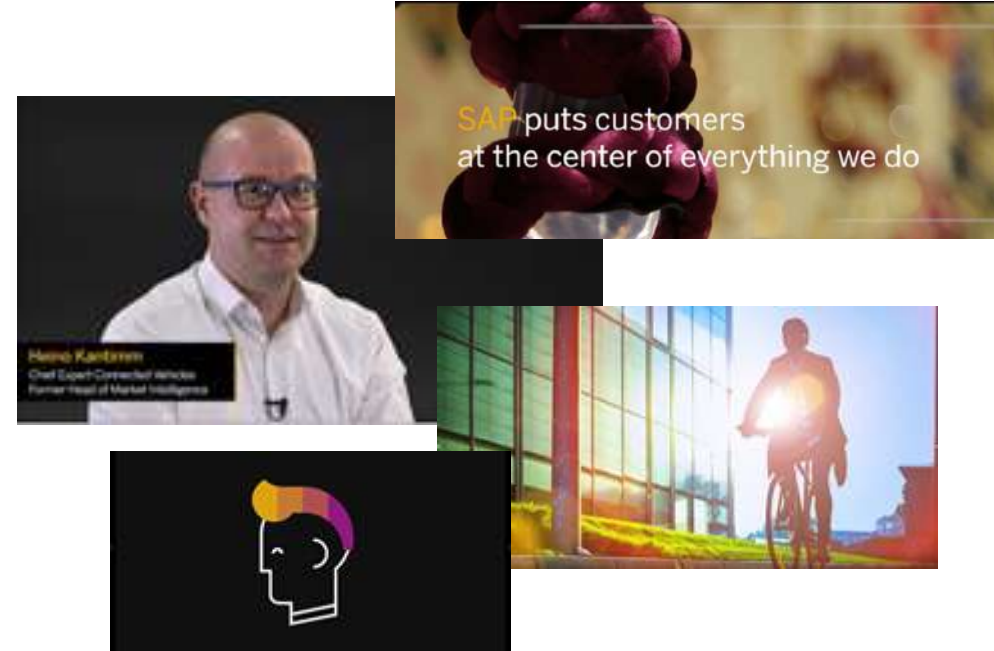
Music, including sound tracks, is protected by Copyright Laws, and any use requires an explicit license from the copyright holder.

If you want to license a famous song, reach out to copyrights@sap.com.

You can also purchase a license to music from a stock library. SAP's source to license audio and music tracks is Getty Images. For purchasing a license to music or audio from Getty Images, please refer to the [SAP Ariba Guiding](#)

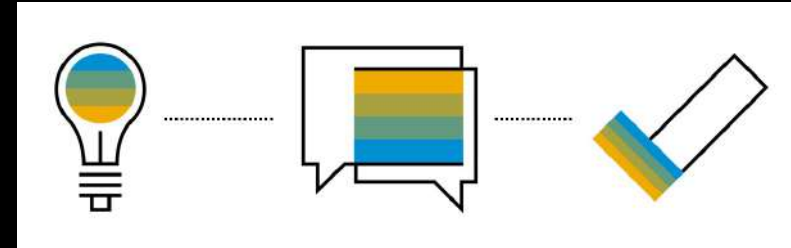
Video formats examples

- [Audio Production \(Podcast\)](#)
 - [Compilation Video](#)
 - [Demo Video](#)
 - [Interview Video](#)
 - [Motion Graphics Video](#)
 - [Presenter-Led Video](#)
 - [Webinar and Virtual Event Session](#)
 - [Customer Reference Videos](#)
- Note: Ensure to obtain signed [customer release forms](#).



Checklist for brand-compliant video productions

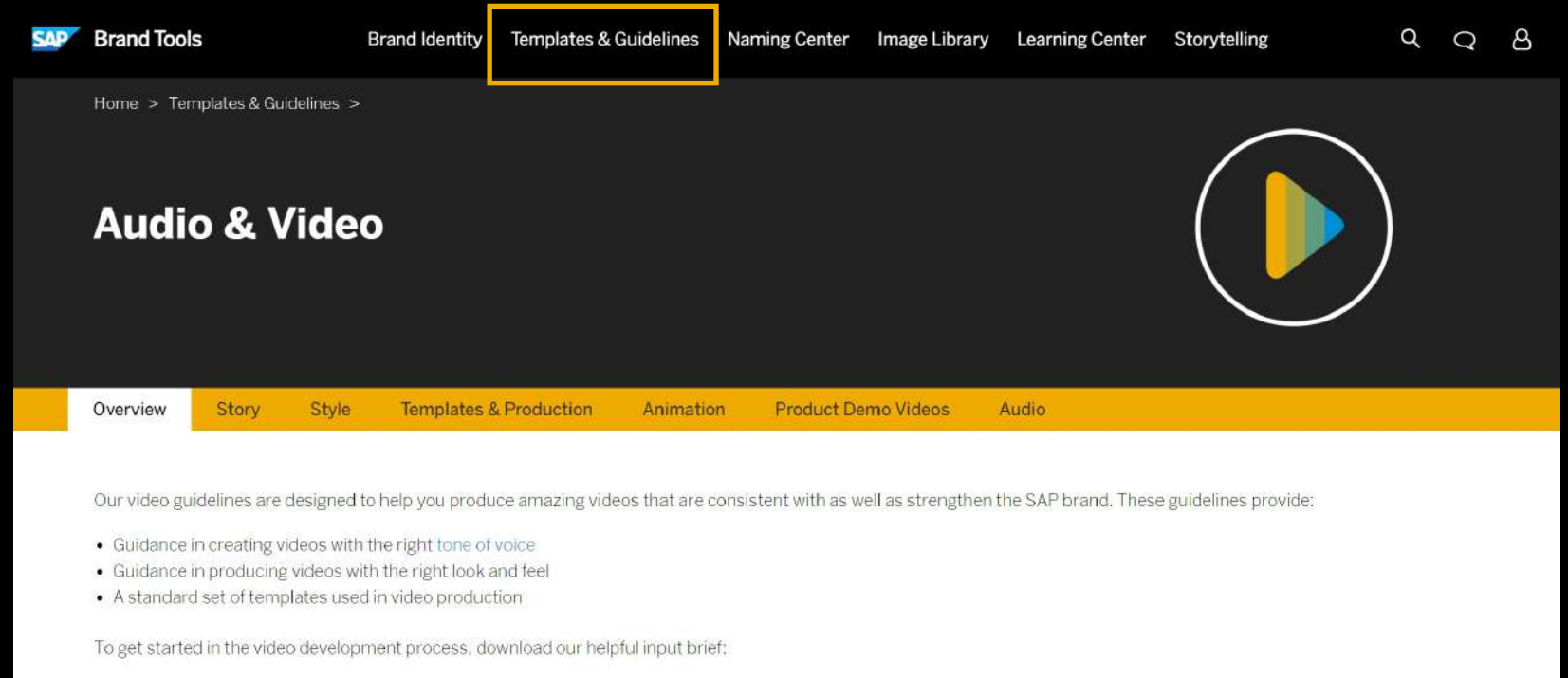
- ✓ [Official colors](#)
- ✓ [Pictograms](#) - No comic-, whiteboard-, similar... style
- ✓ [Typography](#)
- ✓ [Tone of voice](#) (should be **authentic**, **informative** and **motivating**)
- ✓ [Brand elements used](#) (logo at the end)
- ✓ Concrete call to action / benefit
- ✓ Audio license
- ✓ Length of the video (how long someone can watch with **concentration**)
- ✓ Promotion and sharing will guarantee **success**
- ✓ Your additions



Resources & links

Visit [SAP Brand Tools](#) for more detailed information on

- Video Guidelines
- Story
- Style
- Templates & Production
- Animation
- Product Demo Videos
- Audio



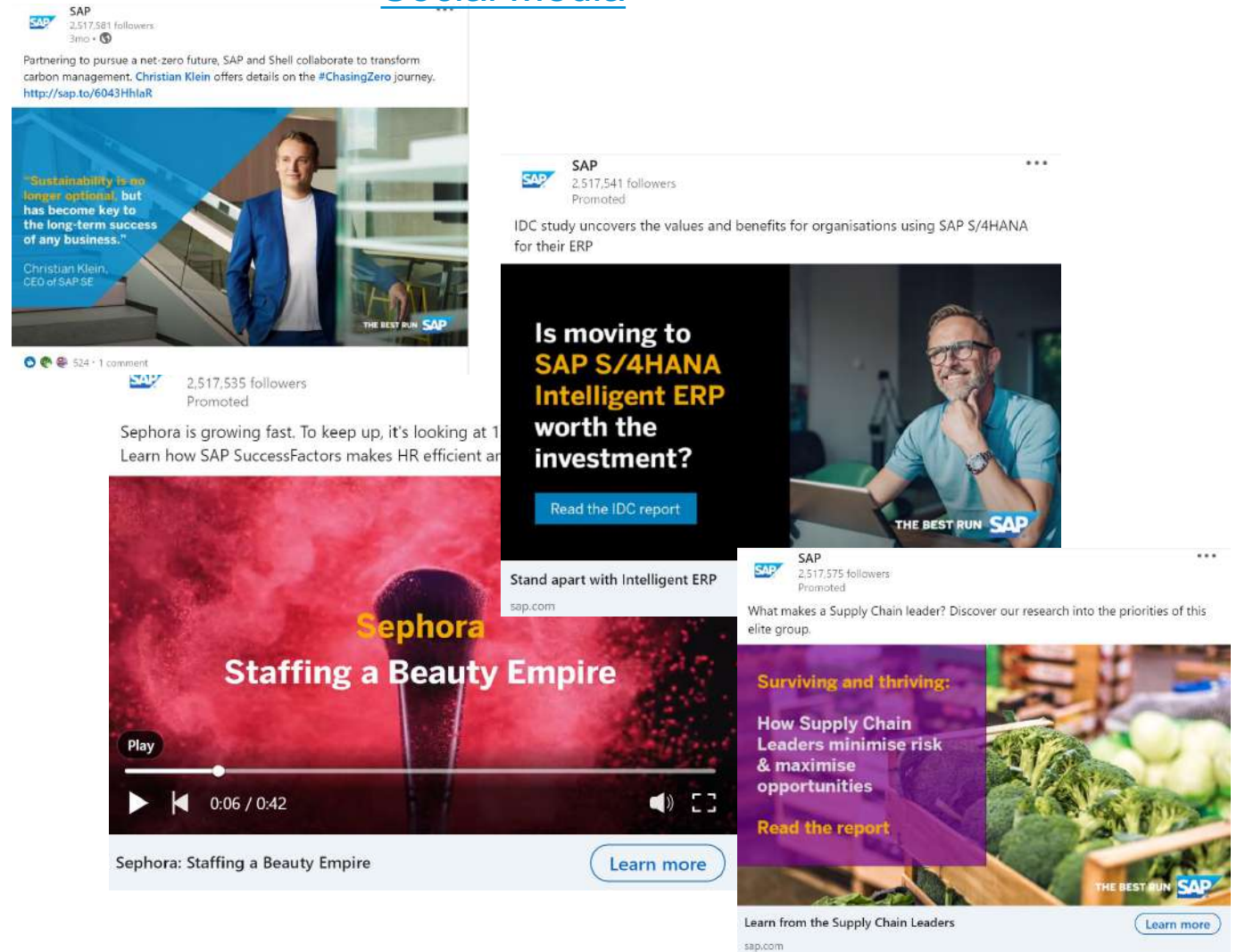
Guidance, templates and examples

Social Media

Social Media

SAP Brand Tools > Templates & Guidelines > Social Media

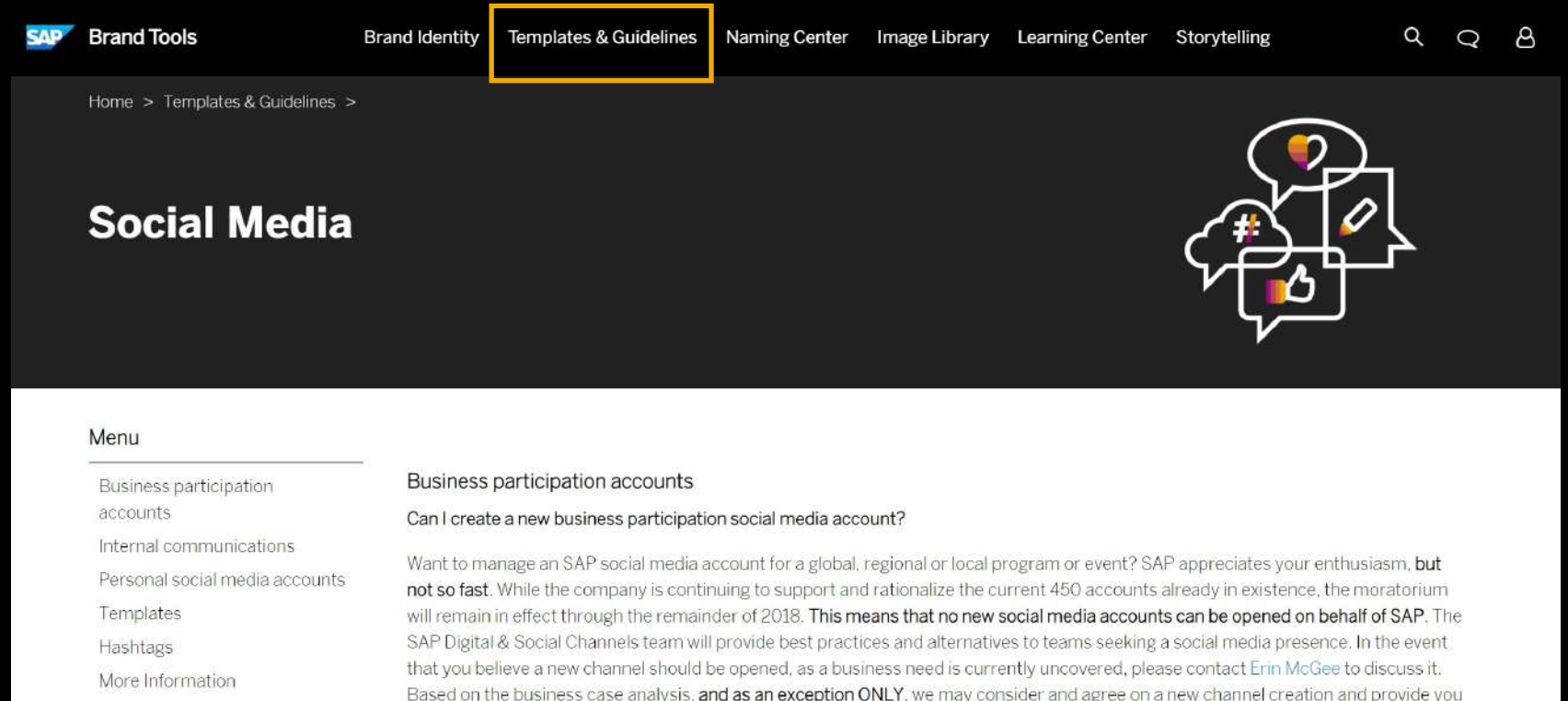
- Social Media Guidelines
- Templates
- Video demo



Resources & links

Visit [SAP Brand Tools](#) for more detailed information on

- Social Media Guide
- Templates
- Hashtags
- etc.



The screenshot shows the SAP Brand Tools website. The top navigation bar includes 'SAP Brand Tools', 'Brand Identity', 'Templates & Guidelines' (highlighted with a yellow box), 'Naming Center', 'Image Library', 'Learning Center', and 'Storytelling'. Below the navigation bar, the breadcrumb trail reads 'Home > Templates & Guidelines >'. The main heading is 'Social Media'. To the right of the heading is an icon representing social media, featuring speech bubbles, a heart, a hashtag, and a thumbs-up. Below the heading, there is a 'Menu' section with a list of links: 'Business participation accounts', 'Internal communications', 'Personal social media accounts', 'Templates', 'Hashtags', and 'More Information'. The 'Business participation accounts' link is selected, leading to a page titled 'Business participation accounts' with the subheading 'Can I create a new business participation social media account?'. The main content area contains a paragraph explaining the moratorium on new social media accounts for SAP, stating that while the company supports existing accounts, no new accounts can be opened on behalf of SAP as of 2018. It mentions that the SAP Digital & Social Channels team will provide best practices and alternatives to teams seeking a social media presence. It also notes that in the event that a new channel should be opened as a business need is currently uncovered, users should contact Erin McGee to discuss it. Finally, it states that based on the business case analysis, and as an exception ONLY, they may consider and agree on a new channel creation and provide you

Guidance, templates and examples

Customer Storytelling

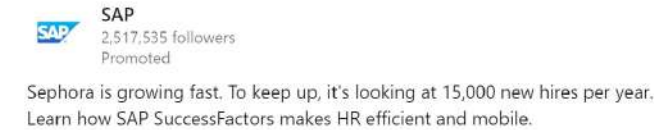
Customer Storytelling

Customer logos and customer quotes may only be used with **written customer approval**.

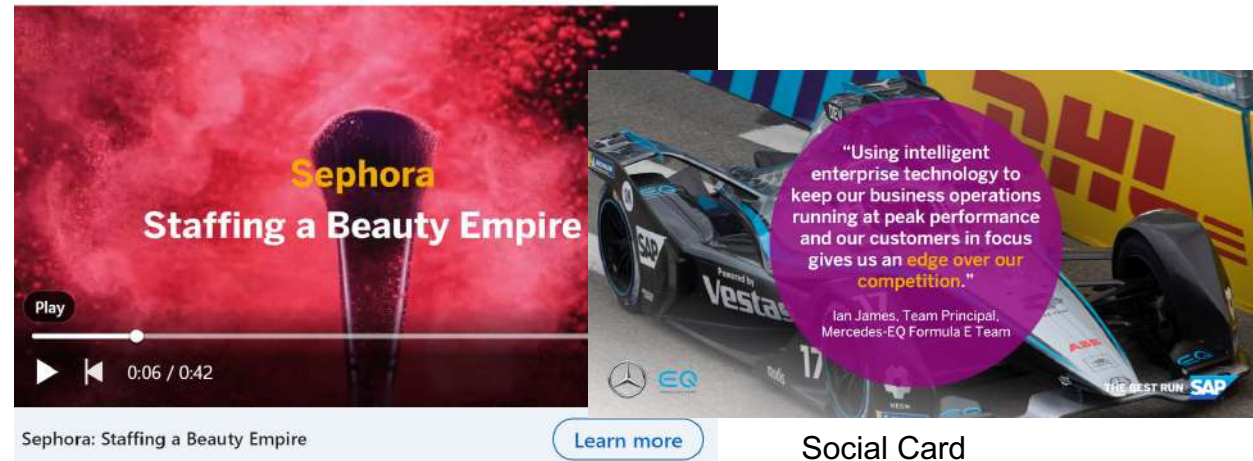
Ensure to always obtain a signed [customer release forms](#).

View [customer story templates](#)

SAP Brand Tools > Templates & Guidelines > [Collateral](#)



[Business Transformation Study](#)



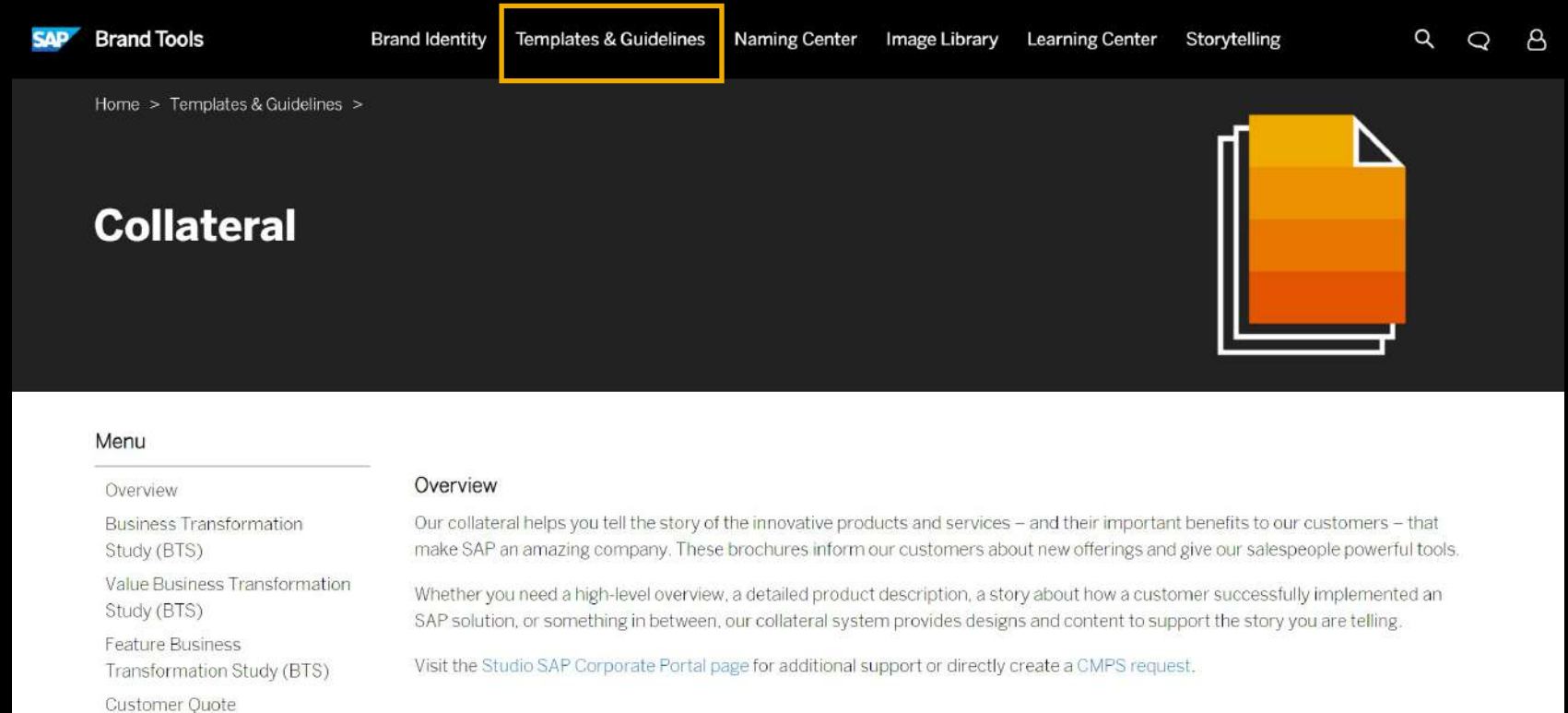
[Video](#)

Find more customer stories on [sap.com](#)

Resources & links

Visit [SAP Brand Tools](#) for more detailed information on

- Business Transformation Study (BTS)
- Customer Quotes
- etc.



Thank you.

Natalie Schäffler

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