

Sage Partner Co-Marketing Guidelines

September 2020 Edition



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Introduction

This guide supports co-marketing efforts by Sage partners. Together we aim to create “customers for life.” To highlight partners’ unique value to customers and help partners benefit from a world-class brand association, we offer access to specially selected brand assets.

This document sets out our co-marketing guidelines for Sage partners.



Introduction

Co-marketing principles

Focus on the client journey.

Be clear about who the message is from, what you are trying to tell the customer, and what you want the customer to do.

Clearly communicate the relationship between Sage and the Sage partner through logo placement and messaging context.

Logos

The logo features the word "sage" in a lowercase, rounded, green font, followed by the word "Partner" in a bold, uppercase, black font. The text is enclosed within a thick, rounded green border that is tilted at an angle. The background is split into a dark blue vertical section on the left and a light grey textured section on the right.

sage Partner

Logos

Sage partner logos

Partner relationship and certification logos are key branding components and symbolize the value of a partnership with Sage. Use of the appropriate logo in communications must comply with these guidelines to maintain its integrity for both parties.

Partner relationship and certification logos are based on the same logo system. Logos can be set to Brilliant Green or can use a color system to differentiate partner tiers. In exception cases when color is not available, black may be used.

Logo use:

- The partner relationship or certification logo is governed by the related Sage partner program team.
- Resellers should use the partner logo whenever possible.

No tier or generic, green or black outline only



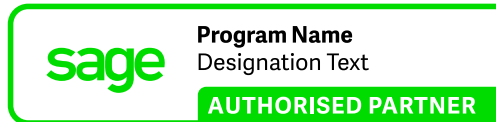
Exception—black



One line, with tier color



Two lines, with tier color



Logos

Sage relationship logo

Relationship logos promote the relationship between Sage and a partner. There are layout variations available based on the amount of content required and tier level.

- No tier (one or two line)
- One-line with tier color tab
- Two-line with tier color tab

Layout examples



Logos

Sage certification logo

Certification logos are used when promoting credentials recognized by Sage for an individual or a company for a solution or product. Often there is a renewal component associated with a certification program, and a year can be displayed to indicate the year for which the certification is valid.

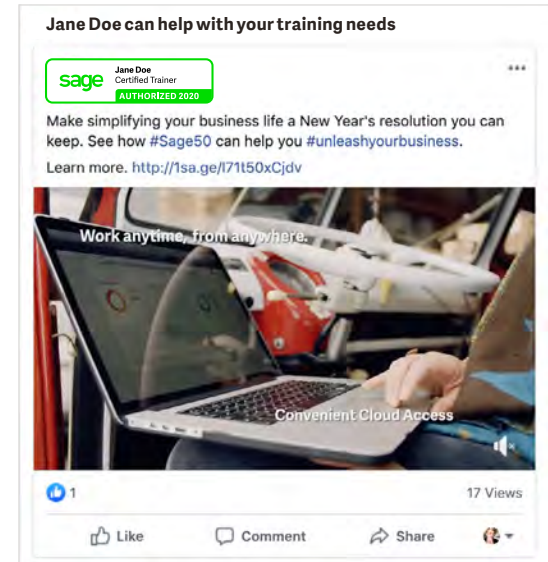
Certified individual

Individuals consist of end users or trainers of a Sage product or solution, and may be part of a larger organization. The organization may not use the certified logo earned by the individual, but they may refer to the number of individuals in their employ who hold a Sage certification.

Certified company

A company that has achieved criteria set out by Sage to recognize the whole company for expertise related to a Sage product or solution.

Logo used by a certified individual



Logo used by a certified company



Logos

Global Sage Partner Program relationship logos

Spanning multiple regions, the global Sage Partner Program offers specific designations and color-coded tiers. Partners can use the logo they've earned or they can use the generic Sage Partner logo if they prefer. Use of a Sage partner logo allows a partner to visibly articulate their status and relationship with Sage.

Tiering

Sage System Implementer, Sage Reseller, and Sage Accountant

- Authorized (or Authorised, if local program uses this spelling)
- Silver
- Gold
- Platinum

Sage Alliance Partner

- Alliance

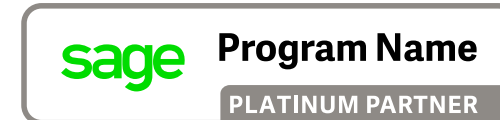
Sage ISV (Independent Software Vendor)

- Champion
- Rockstar
- Developer

Generic Sage Partner logo

A partner can opt to use this more generic logo instead of a specific relationship logo such as Gold Reseller or ISV Developer. This logo should not be used to replace a certification logo.

Tier names and colors available in the global program



Generic Sage Partner logo



Logos

Local partner program logos

Local programs are generally confined to a region or country and are managed by local Sage partner teams. Due to different business requirements in those regions, additional tiers and colors may be available.

If an established tier name and color is not required, the tab feature is not required.

Local versus global partners

If a local partner will participate in an activity where Sage global partners, or their logos, are present:

Add context to distinguish local from global partners when necessary. If it will be unclear to a viewer that a partner is local-only, and there is a need to distinguish from a global partner or logo, add context. For instance, on an event display meant to recognize local partners, but global partners are also present at the event, the following phrase could be added to signage, "These South African partners are recognized for their contributions:"

If there is no mention of a region or country, it is assumed the partner is a Sage global partner.

Regional program designations



sage Diamond Partner



sage Development Partner

Regional certification program



sage Sage Timeslips
Certified Advisor
2020

Additional tier level available for regional program



sage Program Name
BRONZE PARTNER

Logo usage



Logo usage

Positioning for partner-led materials

These placement examples show how the partner's company logo and the Sage logo should be positioned together depending on the environment they are used in. This applies to all types of materials, such as emails, banners, documents, web pages, etc.

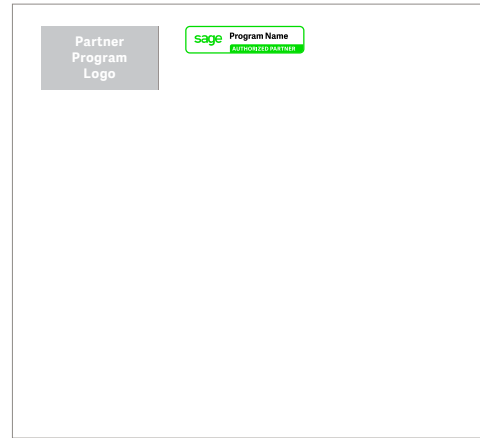
Positioning

A partner's relationship with Sage is symbolized by the Sage relationship logo. The logo can be used in conjunction with the partner's company logo and should always appear nearby and less prominently on partner communications.

A certification logo observes the same guidelines when it indicates certification earned by a company. A certification logo for an individual should only be used in conjunction with the individual who has earned it.

A partner's corporate identity system may require placement of their company logo in a specific location, use the below examples to place the Sage relationship logo

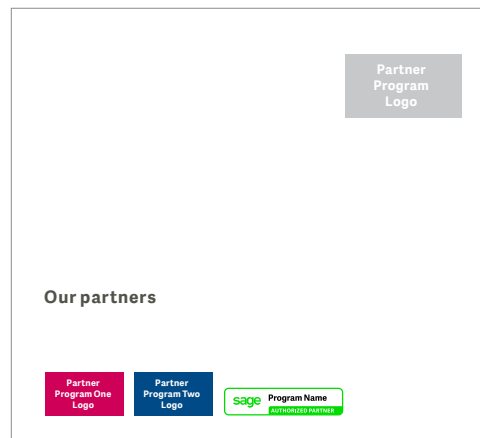
Preferred placement—top left



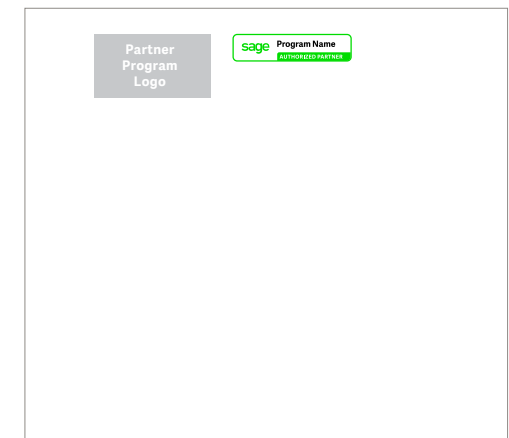
Preferred placement—top right



Acceptable placement where other relationship logos are listed



Preferred placement—top center



Logo usage

Size and clear space

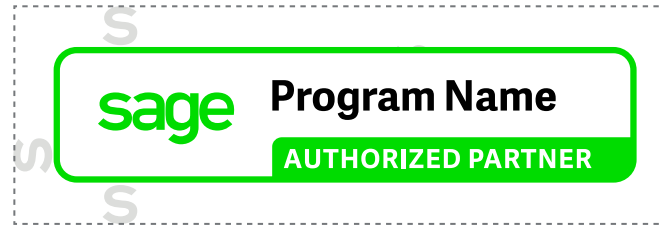
Minimum size

Make sure the logo is always fully legible and observe the recommended minimum size guidance.

Clear space

Allow enough clear space so it's not crowded by other elements and has room to stand out on the page. We use the "s" in the Sage masterbrand logo to define the minimum clear space.

Minimum
height:
12mm/50px



Clear space

Logo usage

Backgrounds and formats

Backgrounds

Attempt to place the Sage logo on backgrounds that provide good contrast.

Digital environment (RGB)

The Sage Brilliant Green logo is used in the digital environment. It is both eye-catching and instantly recognizable.

Print environment (CMYK)

Brilliant Green cannot be reproduced in print from CMYK. We've provided a default process color breakdown for when spot color ink is not being used. Avoid mixing spot and process together where it will appear inconsistent.

Print environment (black)

Use this logo for print applications where one-color or black-and-white artwork is required.

Formats

Logos are made available as:

- RGB for digital environment (eps, jpg, and png format)
- CMYK for print environment (eps format)

Logo on white background



Logo on color background



Logo on photo background



Logo when color is unavailable

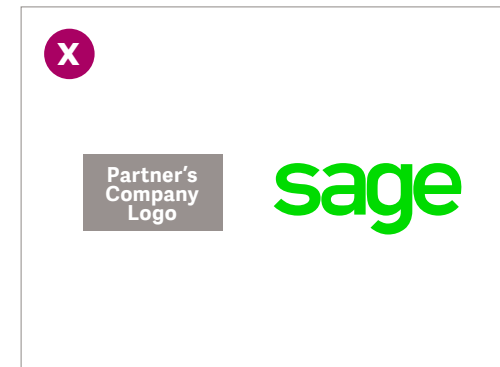
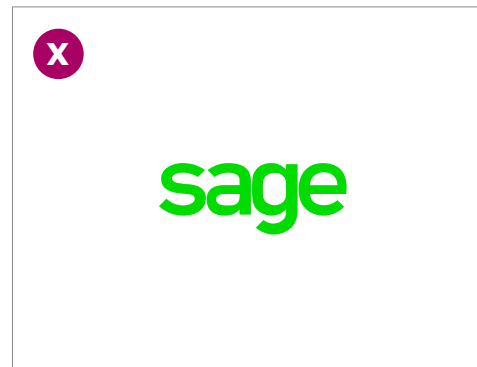
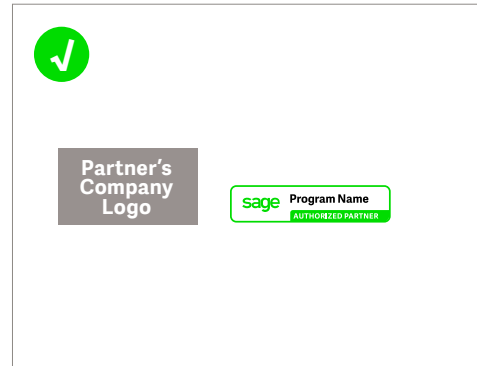


Logo usage

Sage corporate logo

The Sage corporate logo is strictly reserved for Sage and should never be displayed on its own in partner communications. Requests for exceptions will be reviewed; and if approved, a trademark license will be required.

A Sage partner logo is the only accepted use of the Sage corporate logo unless a license is obtained from Sage.

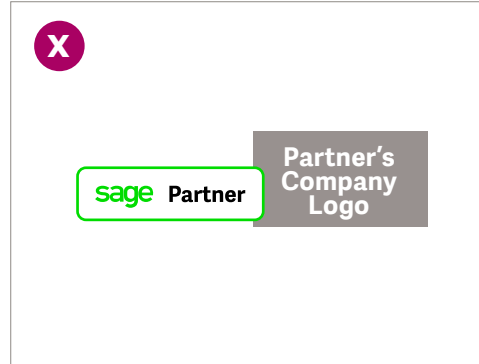


Logo usage

Logo rules

- Always follow positioning recommendations
- The Sage corporate logo must not be displayed on its own in partner communications
- Don't add any graphical treatments, text, or elements to a Sage partner logo
- Don't reconstruct, distort, or manipulate a Sage partner logo
- Don't add any effects (for example: drop shadows or emboss) to a Sage partner logo
- Don't alter the colors of a Sage partner logo, nor of any Sage logos

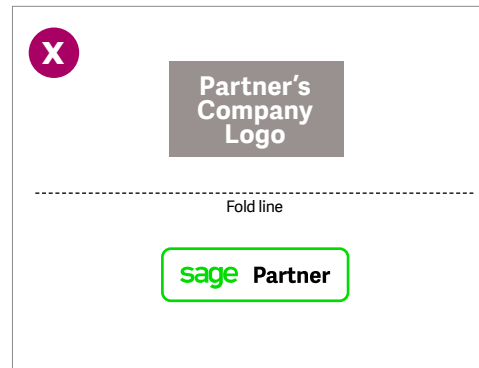
Always follow positioning recommendations



The Sage corporate logo should never be displayed on its own in partner communications



Sage relationship logo should be placed near the partner's company logo for quick communication of the relationship



Unapproved colors or change of colors



Do not distort



Do not add effects such as drop shadows



Logo usage

Sage product logos

Sage product logos should only be used as provided by Sage and only in relation to that product offering. They should not be used to imply a special relationship to the product (i.e. do not say Sage X3 partner).

A product logo should be the main focus when that product is the main communication. A partner company logo and the Sage partner logo should be the secondary focus. In every communication, it should be immediately clear who the message is from.

When only a section of a partner's content is devoted to Sage, the product logo should be associated only with the content related to the Sage product.



Material focused on Sage product

A box containing the Sage X3 logo in green and grey. A green checkmark icon is in the top right corner.

Increase your profits and eliminate inefficiency with Sage X3

Omniporero vit aut am iliat que conse qui quias am il earcitaquam, ut fuga. Otatia dit alis voluptur sunt eos raerestiis minctatem. Ut labo. Odicipitibus idendae. Et ellat.

Rum qui odic to beatincto estis volumquae liquidis dolorit que alitium, invent acepudis doluptasi ut fugit pro eturenda aceaqui as resciet intotam doluptat fuga. Iliqui id qui to officil iquunt porem qui omnim endenitem quaepep iscipisam quis min commolor

A grey box with the text "Partner's Company Logo" in white.A green rounded rectangle with the text "sage Partner" in white.

Section focused on Sage product

A grey box with the text "Partner's Company Logo" in white.A green rounded rectangle with the text "sage Partner" in white. A green checkmark icon is in the top right corner.

Placeholder text about the partner's company goes here.

Omniporero vit aut am iliat que conse qui quias am il earcitaquam, ut fuga. Otatia dit alis voluptur sunt eos raerestiis minctatem. Ut labo. Odicipitibus idendae. Et ellat.

Our Sage products

sage X3

Our Sage products are a better way to manage your entire business, at a lower cost and on a global scale

Sage Business Cloud is changing how businesses compete and grow, by delivering faster, simpler and flexible financial, supply chain and production management, at a fraction of the cost and complexity of typical enterprise ERP systems.

With Sage X3, you are choosing the next generation business management solution for your enterprise to grow faster and run an agile organization.

Content usage



Content usage

Sage campaign assets

Partners may use campaign materials found in provided campaign playbooks, and the Sage marketing platforms, if their agreement with Sage includes use of Sage campaign assets. If the campaign is not specific to a Sage product, the partner should use their own identity—see Partner-led.

Co-marketing materials are limited to templates provided within campaign playbooks and Sage marketing platforms to promote a Sage product.

There are assigned areas designated within campaign assets for partners to add specific text to differentiate capabilities and services. Customizable assets include: emails, landing pages (e.g. for eBooks, Inmail for LinkedIn, and eDMs). The ability to add text to campaign assets is not permitted within image-based assets, including website banners, social media images, posts, and signatures.

Sage-supplied messaging is composed in the voice of the partner; therefore the text within the template should not be changed.

When promoting Sage-provided campaign collateral via a partner-branded asset (e.g. on a partner website), it is required to state the collateral was developed by Sage.

Email—some customizable text



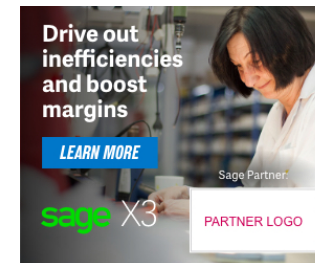
Landing page—some customizable text



Social/web banner—no customizable text



Social/web banner—no customizable text



Content usage

Copyright attribution for co-marketing

If the partner content appears at the end of a document then their copyright should be added after the Sage copyright, with a space between.

© 2020 The Sage Group plc or its licensors. All Rights reserved. Sage, Sage logos, Sage product and service names are the trademarks of the Sage Group plc or its licensors. All other trademarks are the property of their respective owners.

© 2020 [list the partner's marks] are the trademarks of [Partner's Name].

If the partner content appears mid-document then their copyright line should be included at the end of the bottom of that content.

© 2020 [list the partner's marks] are the trademarks of [Partner's Name].

If the partner does not have anything to protect for copyright, add only a trademark statement for any of their trademarks mentioned.

™ [list the partner's marks] are the trademarks of [Partner's Name].

The graphic shows two logo examples: a grey box with 'Partner's Company Logo' and a green-bordered box with 'sage Partner'. Below these, the address '3051 S. Cuban Way, Seattle, WA 94607' and website 'partner-company.com' are listed. At the bottom, two lines of copyright text are provided: '© 2020 The Sage Group plc or its licensors. All Rights reserved. Sage, Sage logos, Sage product and service names are the trademarks of the Sage Group plc or its licensors. All other trademarks are the property of their respective owners.' and '© 2020 [list the partner's marks] are the trademarks of [Partner's Name].'

Content usage

Partner-led communications

When developing messages outside of a Sage campaign playbook, the following rules apply:

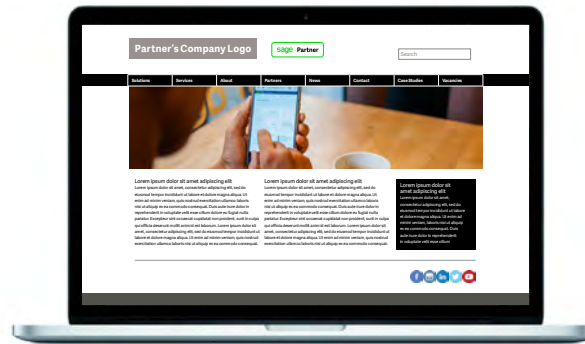
- The message is led by the partner.
- The relationship logo may be used to indicate the relationship a partner has with Sage. If the partner has other logos representing relationships with other companies, place the Sage relationship logo alongside these logos.
- Sage product logos may be used if it relates to the message objective.
- The Sage corporate logo may not be used.
- Only Sage product photos may be used; no other Sage photos may be used without express permission.

Some ready-to-use Sage materials may be used by the partner; such as eBooks, or data sheets. The material must appear as communications originating from Sage, though a content block may be added for additional partner messaging. The block can contain the partner's company logo, the Sage partner logo, and a brief call-to-action with contact information. The block should generally appear at the end of a document or where it doesn't confuse the viewer as to the owner of the material.

Partners may use Sage product photos and Sage product logos when promoting Sage products. Contact your partner manager for assistance.

Joint campaigns between Sage and a partner are managed on a case-by-case basis.

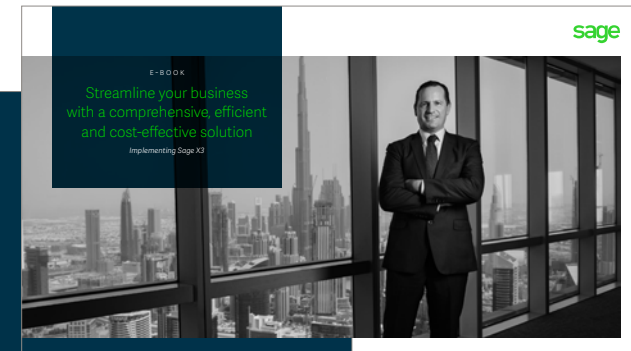
Message from partner, uses Sage relationship logo at same level with partner's company logo. Sage product photo may be used when the message is about the Sage product



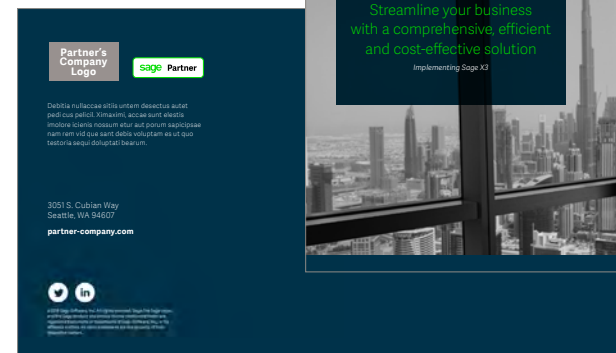
Message from partner, section focuses on a Sage product



eBook front cover



eBook back cover



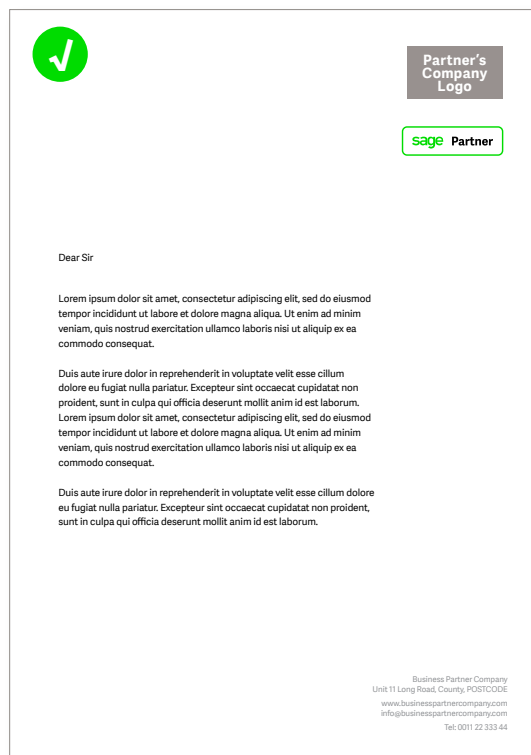
Content usage

Partner-led: Correct use of partner logo

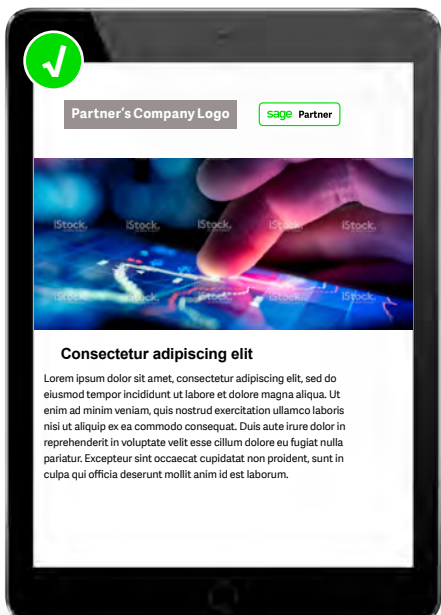
These examples apply to relationship logos and not to certified logos used by individuals.

When a partner displays multiple relationship logos on general materials (such as a company website) that is not specific to Sage, then the Sage relationship logo should be placed with other partners' relationship logos.

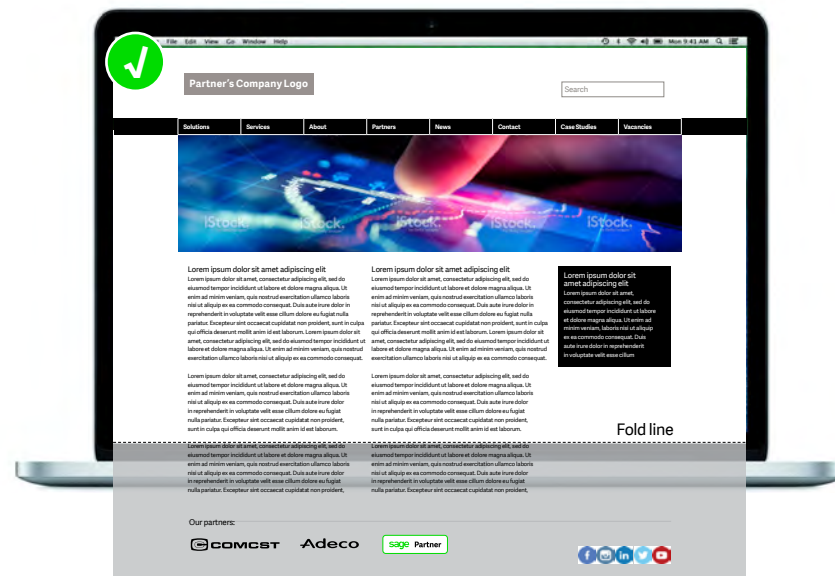
Letterhead (when content relates to Sage)



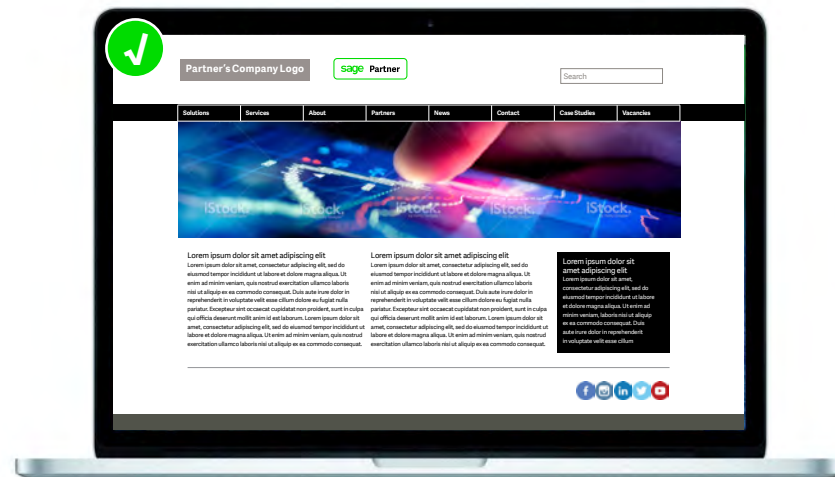
Email



Website with multiple relationship logos



Website

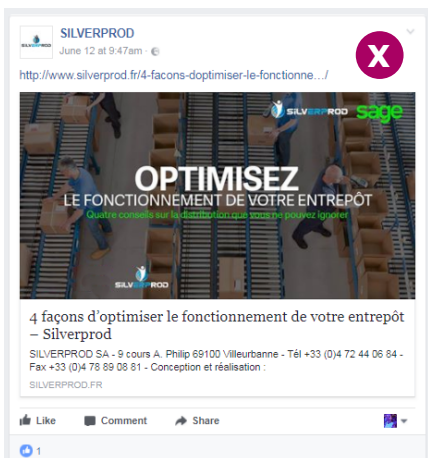


Content usage

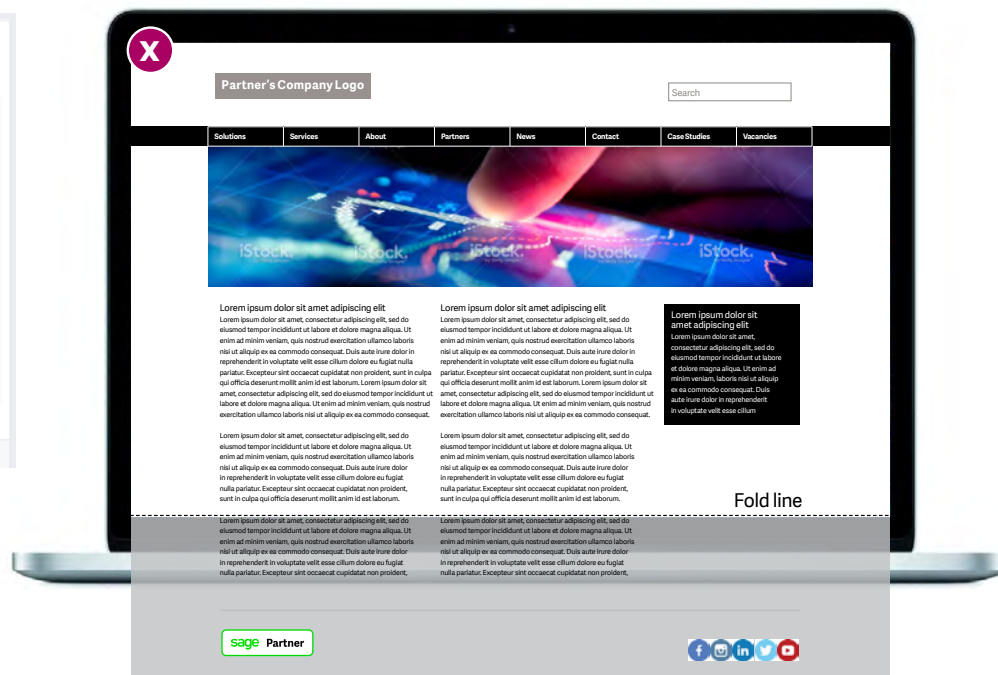
Partner-led: Incorrect use of Sage logo

Don't place Sage partner logo on a separate page

Don't use a standalone Sage corporate logo



If content is only related to Sage, don't place Sage partner logo buried below the fold.



Content usage

Use of Sage branded materials

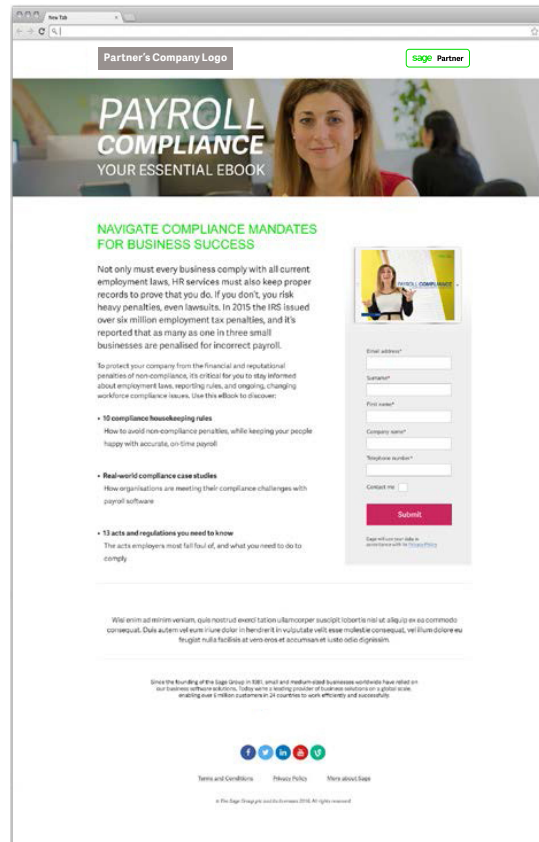
Partners may use Sage product logos, product photos or screen shots only when they are promoting Sage and Sage products. They may also use the appropriate Sage relationship and Sage certification logos whenever they wish to show their affiliation with Sage. Partners can also use Sage campaign customized materials as previously noted.

Partner communications may reference Sage and Sage products subject to legal guidelines that follow.

Approved for partner use:

- Campaign assets customized for partner use
- Sage product logo
- Sage product photo or screen shot
- Sage relationship/certification logo

Campaign promo



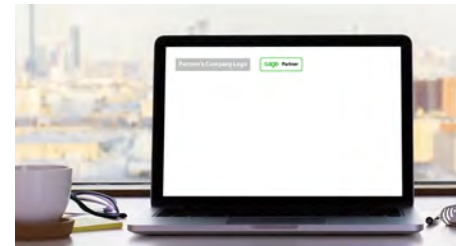
Sage product logo



Sage product photo



Sage relationship logo



Content usage

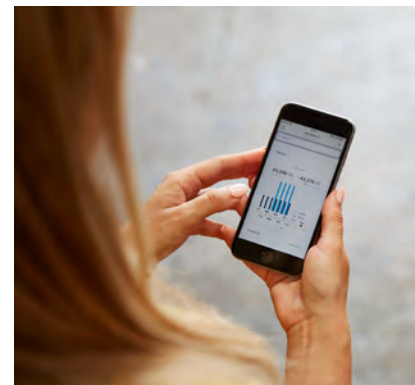
Product visuals

Sage product screenshots and product-based photos are available for use. Please contact the Sage Partner Program at sagepartners@sage.com to obtain product-related screenshots and other photos.

Product screenshots



Product-based photo



Content usage

Sage product videos

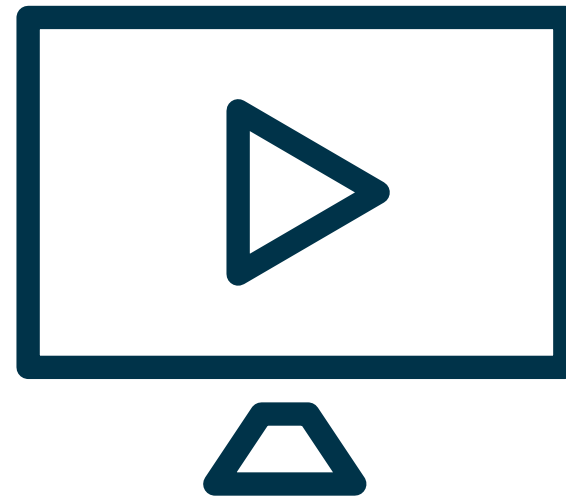
Most Sage product videos may be used in marketing by Sage partners. We do not allow hosting of Sage Brand videos, but the partner may link to such videos.

To host a Sage product video, the partner must agree to the following terms and conditions for a usage period of one year unless a different term is negotiated. The partner will insert the following notice next to the Video(s): "Courtesy of Sage Group plc or its licensors. Unauthorized use not permitted".

You shall not:

- Modify the Video(s) in any manner whatsoever;
- Use the Video(s) on any other media than Your Media;
- Transfer this permission or assign any form of sub-license to third parties relating to the download and use the Video(s);
- Authorize any third party to download and use the Video(s);
- Use the Video(s) in any way that might harm the Sage image and reputation or that might in any way mislead the public's perception of origin or type of product or used in any way to promote, sell, or commercialize other products.

Please work with your Sage Partner Account Manager to agree to the terms via email.



Public relations



Public relations

Third-party public relation guidelines

If your agreement with Sage includes public relations activities, the following information applies. It provides guidance around generating press releases that share a Sage partner story.

As a partner of Sage, you are very important to us. And we would love to help you to share your successes and news with the wider community. We have collated the guidelines below to help us ensure we are sharing the right stories, at the right time, to the right audience.

Guidelines for partner led press releases

- As a public-listed company, we must ensure that all materials that include the Sage brand name adhere to our guidelines
- All releases will need to be written and distributed by partners—Sage will not be able to draft or distribute these on your behalf
- Sage will need to fact-check your release for accuracy and messaging before you distribute it to the media
- When writing your release, please ensure you lead with your company name—including in the headline
- Please do not include the Sage logo or boilerplate information in your press release

How to draft your press release

1. Ensure you have signed your partnership agreement
2. If you would like to issue a press release at any point in your partnership with Sage, please speak to your partner manager or email sagepartners@sage.com for PR, and let them know of your intention
3. The next step is for you to draft your press release with your news angle in mind

4. Once you have your press release drafted, Sage requires approval of any press release or written material that includes the Sage company name before distribution
5. Please forward your release to your partner marketing manager for final approval by the Sage PR team
6. Please allow at least 2 weeks for our PR team to review your draft and provide approval
7. At busy times, such as Sage Summit, please allow 3 weeks for sign-off

Public relations

Customer success stories

Customer stories

Success stories are a fantastic way to demonstrate how customers are enjoying the many benefits Sage solutions bring to their business. It's also a great way for the customer to gain additional exposure for their brand and showcase them as a forward thinking business.

We are always looking for great customer success stories. If you have a customer that you feel has a compelling story to tell, please speak to your customer to determine if they would be interested in sharing their story. This could be in video or written format, which includes some photography. It's important to ensure you set expectations with your customer on what we do prior to your nomination, and the likely use of the success story. This can include publication on Sage.com, use at events and shows, publication on video hosting sites such as YouTube, and in general sales enablement content, including presentations.

If the customer is supportive and wants to get involved, forward full details to your Sage partner manager who will then contact the Sage Spotlight team to kickstart the process with you. Let your partner manager know more about the customer's business, how Sage technology is helping them and what business outcomes they are achieving. It's always good to include tangible facts and stats where you can as this makes the story more compelling.

The Spotlight team will happily manage the entire creation, distribution and promotion process, provide the necessary funding, and we will work with you and your customer at every step of the way including final customer approval on what we have produced.

Legal



Legal

Legal considerations

Definitions

Sage trademarks include:

- “Sage”
- **sage**
- Sage relationship logos
- Sage products and services names

Sage campaign assets are all contents and materials, created and owned by Sage, that are made available by Sage to partners for their campaigns. Sage retains the copyright in the materials.

General

- Sage trademarks must not be used as trade names, commercial names, or as a corporate brand by partners.
 - Partners cannot file trademark applications containing Sage trademarks (e.g. “Sage Cloud” and “Sage People.”)
 - Partners shall respect Sage trademarked names and the visual design of the logos. They must not alter them in any way (for instance, by modifying the spelling and structure of the names or changing the designs of the logos).
 - Partners shall use Sage trademarks exclusively in relation to Sage products and services and not in a way that would create a confusion between Sage and the partners, whatever the media and material. It should be clear that the partner and Sage are independent companies. In this respect partners’ names and logos should be more prominently used than Sage trademarks.
- It is recommended for partners to state on their website (home page or pages related to Sage) a disclaimer, mentioning the website is owned by the partner, and that Sage and the partner are distinct and independent companies.
 - It is also recommended that partners add a trademark notice in the website where Sage trademarks are used: “Sage and the Sage logo, as well as the names of Sage products are trademarks of Sage or its subsidiaries”.
 - Partners must not use Sage trademarks and Sage campaign assets in a way that would harm the Sage image and reputation.
 - Partners are not allowed to alter or modify Sage campaign assets in any way unless specifically identified as a customizable section.
 - Partners shall use Sage trademarks and Sage campaign assets that are up-to-date.
 - Partners can only use Sage campaign assets, Sage product logos, Sage product photos, and Sage relationship logos as provided by Sage. Partners cannot copy or download any graphics, photographs, images, messaging, Sage trademarks, or any other content from any Sage material—including Sage websites—without express written permission from Sage.
 - Partners shall use Sage relationship logos in accordance with their appropriate partner status (i.e. a Silver partner cannot use Gold partner relationship logo), and shall not use a relationship logo in a misleading way.

Legal considerations

Specifics on web use

- For social media, partners may use Sage trademarks as avatar and page names only if they are used in combination with “Partner” terms and related words, as well as “non-official” related terms.
- A Sage trademark can never be registered as a domain name.
- Pure brand terms
 - The standalone pure brand name or logo ‘Sage’ will not be authorized for use by any partner and must not be actively bid upon under any circumstances.
 - All partners should remove the keyword ‘Sage’ across all campaigns to avoid breaching this guideline.
- Selecting Sage keywords
 - The use of specific solutions as Sage branded keywords will only be authorized if products within that solution area are referenced on the partner site. Similarly, the use of specific product names as Sage branded keywords will only be authorized if the products are available to purchase directly via the partner. Sage Solution examples: Sage Accounting, Sage Payroll, Sage BMS. Sage Product Name examples: Sage 50cloud, Sage Business Cloud, Sage 200cloud.
- For Google advertising, partners cannot use Sage trademarks alone but only in combination with other words designating:
 - The name of a product or service (“Sage 100 for accountants”)
 - The name of a product line (“Sage 100cloud”)
 - The partnership (“Sage Partner”)

- Use the Correct Product Names
 - Partners must adhere to the full and correct names of any Sage products they are advertising. This includes ensuring product brand names are up to date (i.e. not discontinued brands), the spelling is correct and version numbers match the exact product being advertised.

Acceptable—e.g. Sage 50cloud, Sage Intacct, Sage X3.

Unacceptable—e.g. Sage Line 50, SageOne, Sage ERP X3.
- Bid on the Sage Trademark Responsibly
 - Partners must not outbid Sage on authorized keywords. As the registered holder of the trademark, Sage reserves the right to rank in position 1 for all search terms that include the keyword ‘Sage’. This will ensure cost savings and efficiencies for partners when using the Sage trademark to purchase advertising services from Google and other Search Engines.
- Avoid Defamation of the Sage Brand, Products and Other Resellers
 - Partners must not make any unfounded claims in advertising that cannot be clearly substantiated. Any use of ambiguous ad copy relating to status such as ‘best’, ‘preferred’ or ‘number one’ must not be used in conjunction with any Sage branded keywords.
- Domain names
 - Partners must not register domains containing the “Sage” trademark as well as Sage product and services names (i.e. “Contaplus”, “Ciel”, or “Sage 300cloud”, etc) nor use them as part of an email address, even if those names are combined with product names, product lines.

Paid search marketing

The purpose of these guidelines

The promotion of Sage products and services via paid search marketing has historically remained largely unmanaged. This has led to the integrity of the Sage brand being compromised by inaccurate advertising, misleading claims and aggressive discounting via unauthorized bidding on Sage branded keywords.

As a well-established premium brand for over 30 years, Sage wishes to uphold the original values of our partners; which is to add value to the Sage brand, products, and services. As it stands these values are not universally supported in paid search marketing, which is clouded by a lack of clarity and discipline around brand specific search queries.

At Sage we recognize the huge value that partners add to Sage products and services. We also understand that the Sage brand is an integral part of the resources available to support third party activities. Because of this we are happy to allow authorized partners the opportunity to bid on Sage branded search terms and use the Sage brand in PPC ad copy provided adherence to the guidelines outlined in this document are maintained.

Search engine rules around brand advertising

Google and other major Search Engines recognize the importance of trademarking as it helps brand owners such as Sage ensure their brand is used responsibly in Online Advertising which in turn safeguards the quality and relevance of search engine results.

Sage will only allow authorized partners to bid on Sage branded keywords (i.e. keywords including the term 'Sage'), and to use the Sage trademark ('Sage') in Paid Search advertising copy. Authorized partners must adhere to the following guidelines:

Sage paid search brand guidelines

1. Pure brand terms

The standalone pure brand name or logo 'Sage' and 'Sage Business Cloud' will not be authorized for use by any partner and must not be actively bid upon under any circumstances.

All partners should negatively exact match the keyword 'Sage' and 'Sage Business Cloud' across all campaigns to avoid breaching this guideline.

2. Selecting 'Sage' keywords

The use of specific solutions as Sage branded keywords will only be authorized if products within that solution area are referenced on the partner site. Similarly, the use of specific product names as Sage branded keywords will only be authorized if the products are available to purchase directly via the partner. Sage Solution examples: Sage Accounting, Sage Payroll, Sage Enterprise. Sage Product Name examples: Sage 50cloud, Sage 50cloud Payroll, Sage Business Cloud Accounting, Sage 200cloud, Sage Business Cloud X3.

3. Use the correct product name

Partners must adhere to the correct names of any Sage products they are advertising in their adcopy. This includes ensuring product brand names are up to date (i.e. not discontinued brands), the spelling is correct and version numbers match the exact product being advertised.

- Acceptable—e.g. Sage 50cloud, Sage 50cloud Payroll, Sage 200cloud
- Unacceptable—e.g. Sage Line 50, SageOne, Sage ERP X3, Sage 50c, Sage 200 Extra Online

Paid search marketing

If a partner is promoting our Sage Business Cloud products (as below) then we will allow the use of short product brand names to help them comply with PPC adcopy character limits. Old product brand names for Sage Business Cloud products must not be used at all. For Sage products which are not part of Sage Business Cloud, partners must adhere to using the correct and full names of the Sage products in their PPC adcopy.

Sage Business Cloud Products—Acceptable Brand Product Names for Adcopy

- Acceptable Full Name—Sage Business Cloud Accounting, Sage Business Cloud Payroll, Sage Business Cloud X3, Sage Business Cloud Intacct, Sage Business Cloud People.
- Acceptable Short Name—Sage Accounting, Sage Payroll, Sage X3, Sage Intacct, Sage People.
- Unacceptable Old Names—Sage One, Sage One Payroll, Sage Financials, Sage Enterprise Management, Sage Live.

4. Add value to the Sage brand

Partners should focus on the added value they can offer in their ad copy rather than primarily focusing on aggressively advertising discounted prices as the main benefit. The use of discount price messaging in conjunction with any Sage branded keyword is not permitted and will be considered a breach of these guidelines. This includes the use of emotive terminology such as ‘cheapest’, ‘low cost’, ‘bargain’, ‘sale’ or other related iterations.

Partners are appointed by surpassing a set of quality standards with a view to driving incremental business for both parties. Use of any discount or price led message is damaging to the Sage brand and risks undermining these standards while also delivering reduced margins via higher associated costs for all concerned.

5. Promote your USP as a Sage reseller

Partners are encouraged to promote their Unique Selling Points (USPs) in ad copy. This includes product specialisms, additional services available, location or their own brand values. Taking this approach is a great way to add value to the Sage brand and products.

- e.g. Accredited Sage X3 Specialist in Local Area

6. Bid on the Sage trademark responsibly

Partners must not outbid Sage on authorized keywords. As the registered holder of the trademark, Sage reserves the right to rank in position 1 for all search terms that include the keyword ‘Sage’. Partners should aim to bid to rank in position 2 to 3. They should not bid to position 1, to avoid outranking Sage. This will ensure cost savings and efficiencies for partners when using the Sage trademark to purchase advertising services from Google and other Search Engines.

7. Avoid defamation of the Sage brand, products, and other resellers

Partners should not make any unfounded claims in advertising that cannot be clearly substantiated. Any use of ambiguous ad copy relating to status such as ‘best’, ‘preferred’ or ‘number one’ should not be used in conjunction with any Sage branded keywords.

Legal

Paid search marketing

Approval for using the Sage trademark and brand

Sage will proactively monitor paid search activity on 'Sage' keywords on a daily basis via automated tracking software to ensure the Sage trademark is being used responsibly and in-line with these guidelines.

Partners will be notified by email of any activity that does not meet these guidelines and will be expected to acknowledge receipt of any notification within 2 working days. Removal or amendment of offending adverts must take place within 5 working days.

Failure to respond to these notifications or failure to implement the required corrective action could lead to authorized use of the Sage trademark being revoked, as well as being a breach of your partner agreement with Sage.

Partner resources

Resources

Contact

For additional help and questions about the Sage global partner please contact sagepartners@sage.com.

For questions about regional Sage partners please contact your local representative.

sage

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