

A photograph of three men in a meeting. On the left, an older man with glasses and a light blue shirt is gesturing with his hands. In the center, a man with a mustache and a white shirt is looking at a laptop. On the right, a younger man in a blue polo shirt is looking towards the other two. The background shows a wall with a framed picture and a window with blinds.

sage

Sage Partner Program Co-Marketing Guidelines

April 2018 Edition



Introduction

We've redesigned our partner program to deliver the very best customer experience with the very best partners. Together we aim to create "Customers for Life." To highlight your unique value to customers and help you benefit from a world-class brand association, we offer access to specially selected brand assets.

This document sets out our co-marketing guidelines for the Sage Partner Program.

Sage Partner Program Co-Marketing Guidelines

Co-Marketing Principles

- Considerations for these guidelines are focused on the client journey.
- We want you to be clear about who the message is from, what you are trying to tell the customer, and what you want the customer to do.
- The relationship between Sage and “the partner” must be clear.



Sage Partner Program Co-Marketing Guidelines

Sage relationship logo

The new Sage relationship logo highlights the value of our partnerships and acts like a seal of approval for both parties. Make sure you only use the appropriate logo on communications and comply with the guidelines that follow to maintain its integrity.

A colour system has been introduced to allow for differentiating tiers and is the preferred logo.

In exception cases Grayscale, may be used where only one-color black is used.

Preferred—color



Exception—grayscale



Sage Partner Program Co-Marketing Guidelines

Sage Partner Program Relationship Logos

We have created a suite of logos to complement the Sage Partner Program architecture providing partners with the ability to articulate status and allow for differentiating tiers.

Partner Program Tiering:

Sage System Implementer, Sage Reseller, Sage Accountant Levels:

- Authorized
- Silver
- Gold
- Platinum

Sage Alliance Partner Levels:

- Alliance
- Corporate

Sage ISV (Independent Software Vendor) Levels:

- Champion
- Rockstar
- Developer

Partner Relationship Logo:

For partners not currently enrolled in Sage Partner Program this is the logo you may use. All usage guidance in this document applies to its use.



Partner types showing various levels. See page 20 for Sage partner logo index

Sage Partner Program Co-Marketing Guidelines

Size and positioning

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.

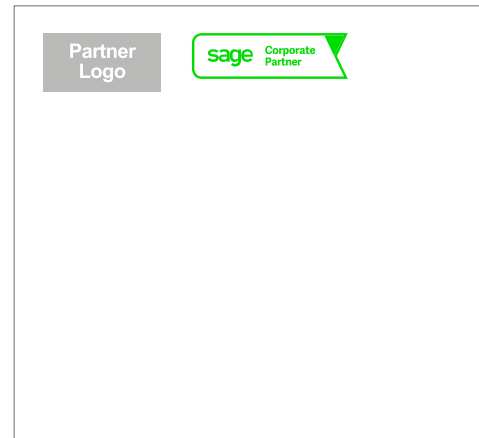


Clear space

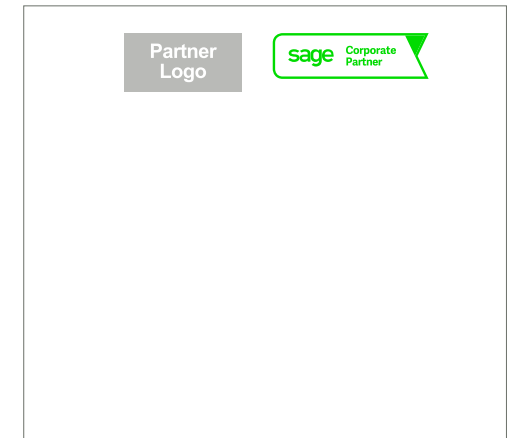
Positioning

The Sage Partner Program logo should act as an endorsement to your business. It can be used in conjunction with your company logo and should always appear nearby and less prominently on your communications.

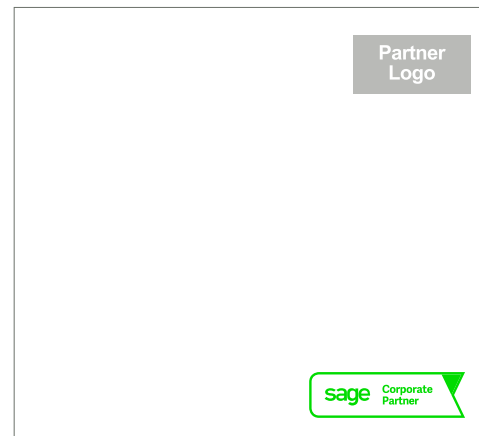
Preferred placement—top left



Preferred placement—top center



Acceptable placement



Sage Partner Program Co-Marketing Guidelines

Backgrounds

For placing relationship logos directly on imagery please ensure there is good contrast. We have provided two logo options for legibility and impact against different backgrounds. Please ensure you select the more appropriate logo for the environment it will live in. These logos are color coded to highlight the level of relationship.

Digital environment (RGB)

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

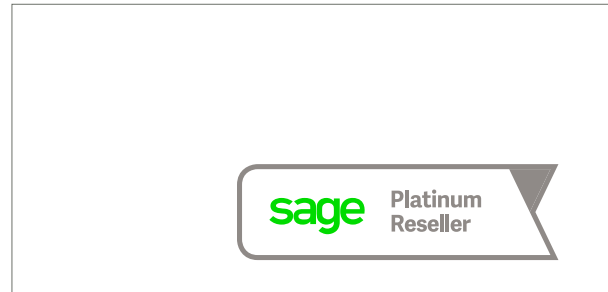
Print environment (CMYK)

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

Print environment (Grayscale)

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

Recommended use on white—use standard version



Recommended for one-color print applications.



Recommended use on backgrounds—use white keyline version

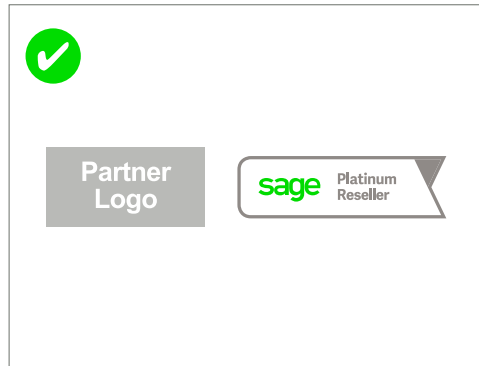
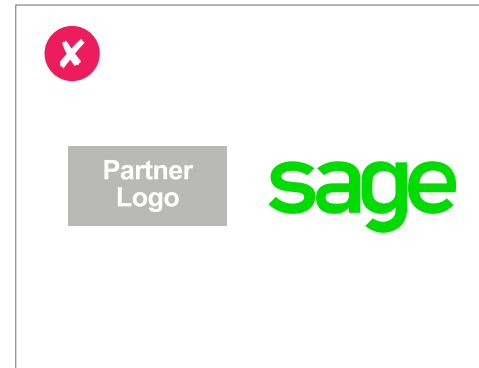
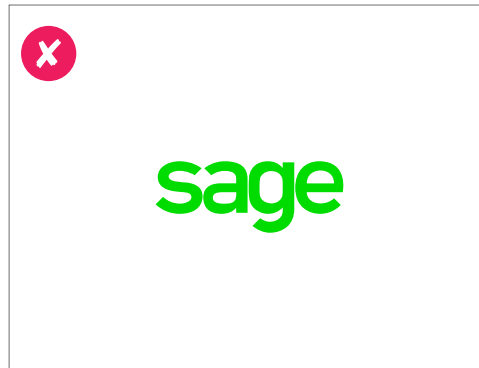


Sage Partner Program Co-Marketing Guidelines

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.

The Sage corporate logo appears within the Sage relationship logo, this is the only accepted use without a trademark license

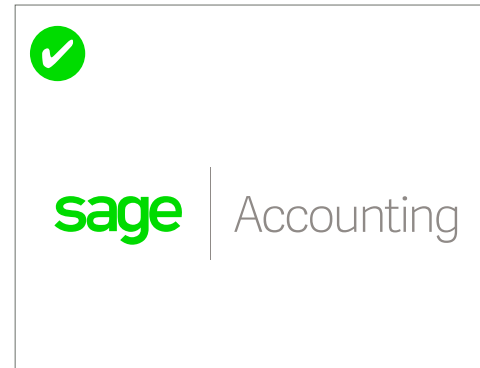
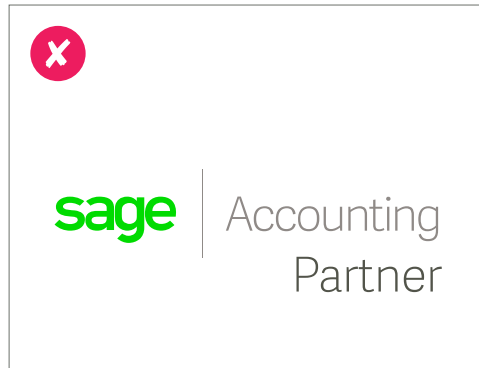


Sage Partner Program Co-Marketing Guidelines

Sage product logo

Sage product logos should only be used 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 One partner).

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



Sage Partner Program Co-Marketing Guidelines

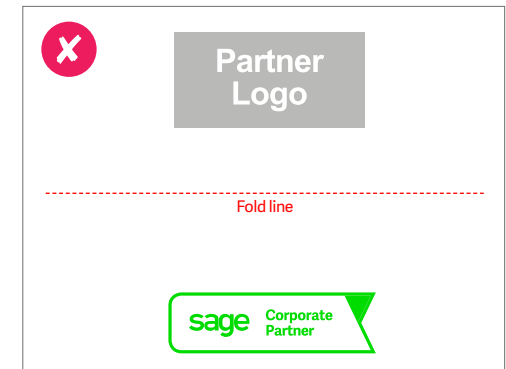
Logo: Dos and Don'ts

- Always follow background recommendations
- Always follow positioning recommendations
- The Sage corporate logo should never be displayed on its own in partner communications
- Don't add any graphical treatments, text, or elements to the Sage Partner Program relationship logo
- Don't reconstruct, distort, or manipulate the Sage Partner Program relationship logo
- Don't add any effects (for example: drop shadows or emboss) to the Sage Partner Program relationship logo
- Don't alter the colors of the Sage Partner Program relationship logo, nor of any Sage relationship or program logos
- In order to ensure the strongest contrast against dark and colorful backgrounds, it's recommended that partners have a white reverse version of their logo to accompany the correct relationship logo.

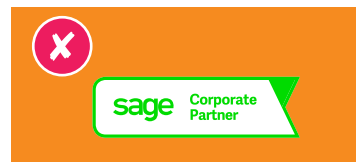
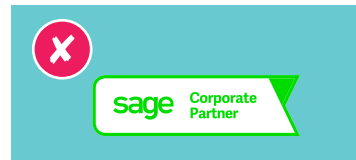
The Sage corporate logo should never be displayed on its own in partner communications.



Always follow positioning recommendations



Always follow background recommendations



Unapproved colors or change of colors



Do not distort



Do not add effects such as drop shadows



Sage Partner Program Co-Marketing Guidelines

Sage campaign assets

Partners may use campaign materials found in the Campaign Playbook, partners cannot otherwise use Sage campaign assets.

Co-marketing materials are limited to templates provided with Campaign Playbooks.

If a partner creates their own communications about a Sage product they should use their Sage relationship logo, and may use Sage product photos, and Sage product logos.

Within the campaign assets there is an assigned area for partners to add their partner specific text to differentiate their capability and services. These assets include: Emails, Landing Pages (e.g. for Ebooks), Inmail (for LinkedIn), and eDMs. This ability to add text to campaign assets is not permitted within image-based assets e.g. website banners, social media images and posts, signatures.

The Sage-supplied messaging is composed as if the partner were the author, this text supplied in the template should not be changed.

If a partner wishes to promote a Sage campaign collateral via their own asset (e.g. the partner website) the partner is required to include the fact that the collateral was developed by Sage.



eDM



Landing Page



Guide Book



Website Banner



eBook

Sage Partner Program Co-Marketing Guidelines

Materials utilized outside of a campaign

If a partner wishes to develop messages outside of the Campaign Playbook the following rules apply:

- The message is led by the partner
- The relationship logo may be used if this is appropriate to the message
- Sage Product logos may be used if this 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

Where there is a joint approach between Sage and the Partner – this will be managed on a case by case basis.



Sage Partner Program Co-Marketing Guidelines

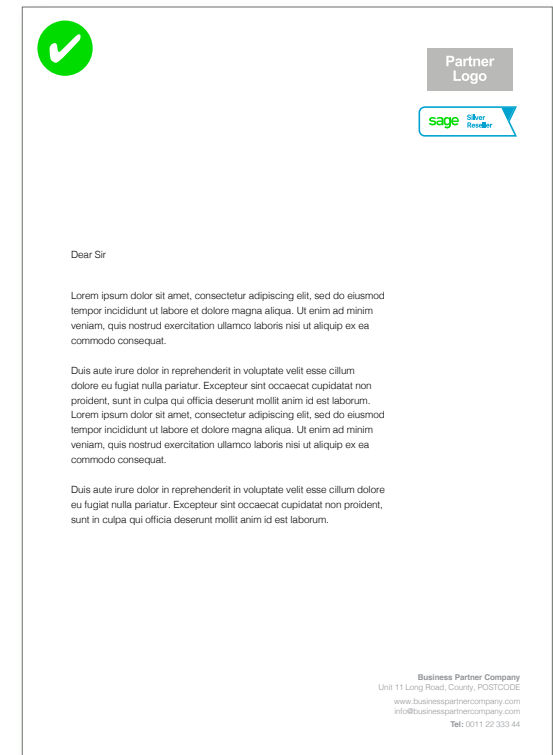
Partner-led branded: Do's



EDM



Website



Letterhead



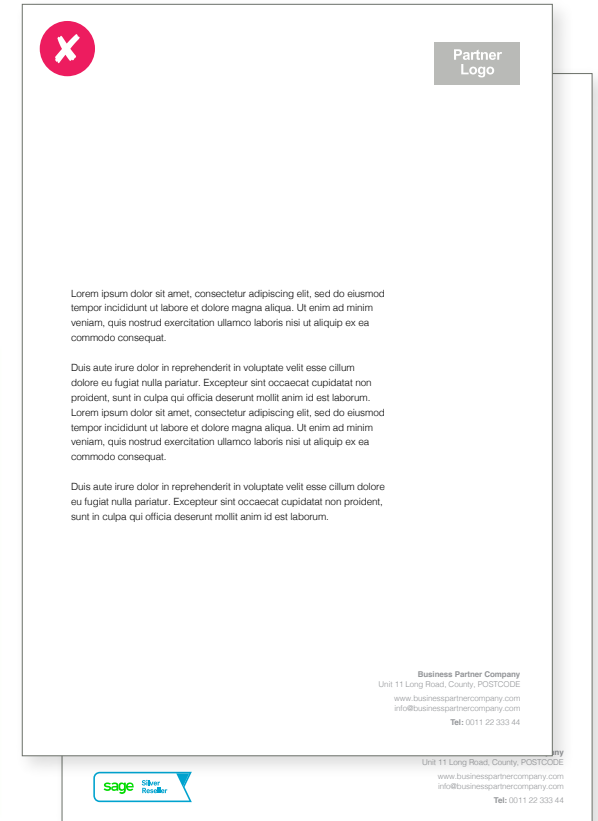
Sage Partner Program Co-Marketing Guidelines

Partner-led branded: Dont's

Don't use the Sage corporate logo along with the relationship logo



Don't place partner relationship logo buried below the fold



Don't place partner relationship logo on a separate page



Sage Partner Program Co-Marketing Guidelines

Brand Context Summary for Partner Communications

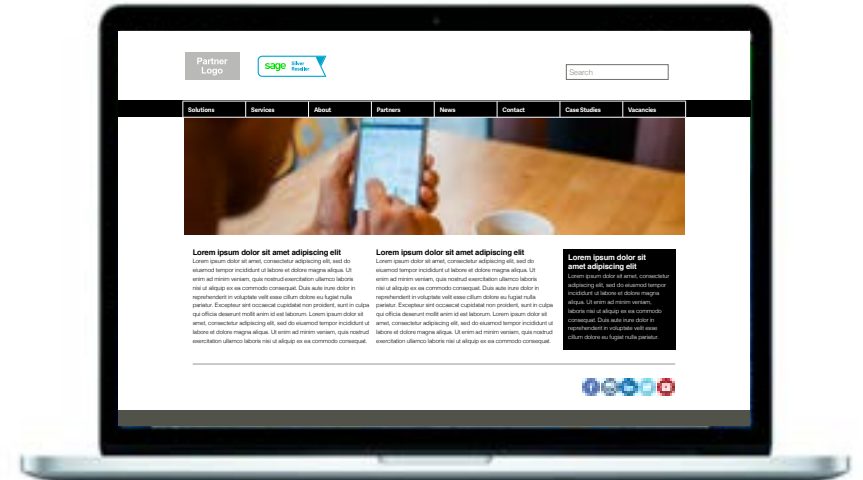
- **A Partner communication** involving a Sage campaign uses Sage templates provided with Playbooks. Typical uses: web banners, emails, newsletters, Sage section of partner webpage, campaign promo
- **A Partner communication** may reference Sage and Sage products per Legal guidelines below. Partners may use Sage product photos in their communications/promotions that support Sage products.

Email



Campaign promo

Website



Sage Partner Program Co-Marketing Guidelines

Product screenshots and product-based photos

Sage product screenshots and product-based photos are available for use. Please reach out to your product marketing manager to obtain product screenshots and other photos.

Product screenshots



Product-based photo



Sage Partner Program Co-Marketing Guidelines

Sage Partner–Third Party PR Guidelines & Policies

If your agreement with Sage includes PR 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. Once you have signed your partnership agreement we will be happy to support you with the press release process below
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 Partnerenquiries@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, we require 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 who will then send to the Sage PR team for final review
6. Please allow 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

Customer Stories:

We are always looking for great customer stories. If you have a customer that you feel has a compelling story to tell, please ask the customer if it would be interested in sharing the story with Sage. If it agrees, forward full details to your Sage partner manager. Please include an overview of the customer business, how Sage technology is helping them and how you are working with them to achieve their goals. It is important that the customer is happy to join us on PR activity so do check with them first.

We will select the best customer led stories and develop a PR plan around them. This can be anything from a press release to a full PR program which Sage will happily create and fund.



The Legal bit

Definitions:

Sage's trademarks include:

- « 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 campaign.

General:

- Sage trademarks shall not be used as trade names, commercial names, or as a corporate brand by Partners
- Partners cannot file trademark applications containing Sage trademarks (i.e. : "Sage Cloud", "Sage People"...)
- Partners shall respect Sage trademarked names and the visual design of the logos : they shall 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 to Partners to state on their website (home page or Sage related pages) a disclaimer, mentioning the website is owned by the Partner and that Sage and Partners are distinct and independent companies
- Partners shall 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

- Partners shall use Sage Trademarks and Sage Campaign assets that are up-to-date
- Except for Sage Campaign assets, Sage product logos, Sage product photos and Sage relationship logos provided by Sage to Partners, Partners are not permitted to 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.

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.
- Pure Brand Terms
 - The standalone pure brand term '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 – e.g. Sage Accounting, Sage Payroll, Sage BMS Sage Product



The Legal bit

Name – e.g. 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 accountant)
 - The name of a product line (“Sage 100 software”)
 - 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 50 Accounts, Sage One, 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 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.
- Domain names
 - Partners shall 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.
- Sub-domains
 - Partners may use Sage trademarks as long as it does not create a likelihood of confusion or association with Sage (it should be clear that it is not an official Sage website).

For additional guidance on SEO and Paid Search please review the SEO Playbook, Paid Search, and Glossary, provided by your Sage partner manager.



Sage Partner Program Co-Marketing Guidelines

Sage partner logo index

Level	System Implementer	Reseller	Accountant
Authorized			
Silver			
Gold			
Platinum			

Alliance

2 tiers

Independent Software Vendor (ISV)

3 tiers

All available as:

- RGB for digital environment (eps and png format)
- CMYK for print environment (eps format)
- Grayscale for one-colour print applications (eps format)
- For partners not currently enrolled in Sage Partner Program:



Product Logos

sage | Accounting

sage | Enterprise Management

sage | Financials

sage | Payments & Banking

sage | Payroll

sage | People

Resources

Brand Library

Register to the Sage Brand Library to access the Sage Partner Program logos
<https://brandlibrary.sage.com>

Contact

For additional help and questions please contact carolina.sanchiz@sage.com or sagepartners@sage.com



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