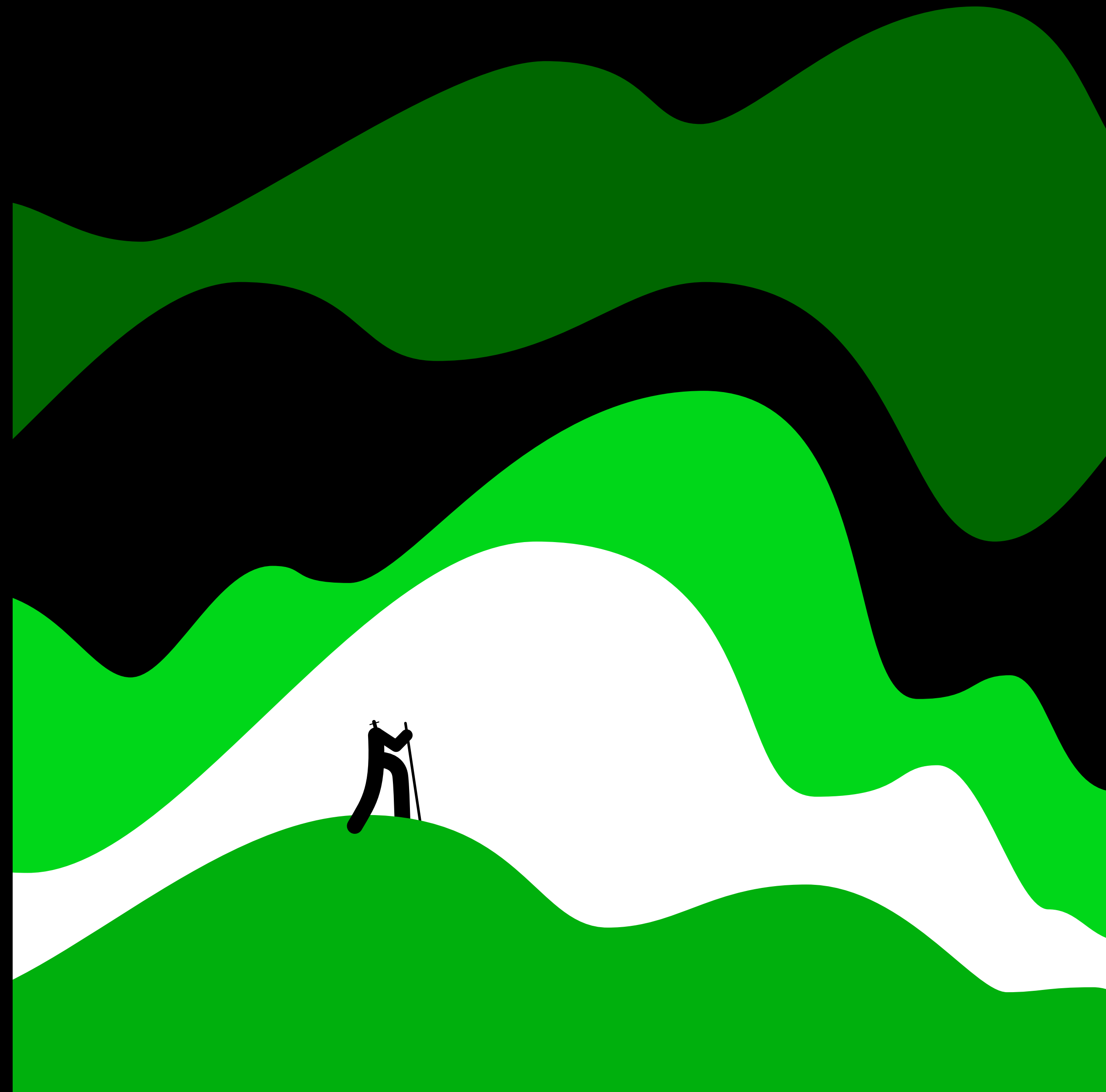


# Sage Partner Co-marketing Guidelines

April 2022

Sage



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# Introduction

**Thank you for being a Sage partner. We believe brand building is a collaborative effort that benefits both of us.**

Our brand promise represents our values and shapes the experience Sage customers can expect from us in each and every interaction with our brand. The more consistently we're able to deliver on this promise the stronger the relationships with customers will be.

To achieve that consistency and to protect the Sage brand we must be vigilant in proper use of product and service names, logos, badges, trademarks, and service marks—all valuable intellectual property—from misuse, dilution, misappropriation, or confusion.

It's important our customers know and understand whether they're working with a partner of Sage, or directly with Sage. So we ask that our partners take the responsibility to communicate the unique difference through naming, visual representation and branding in accordance with these guidelines.

## **CONFIDENTIALITY NOTICE**

These materials and their contents are confidential and the property of The Sage Group or its affiliates. You are not permitted to disclose them. Any unauthorised use or disclosure of these materials or any information contained in them is strictly prohibited and punishable by all available legal remedies, including equitable relief.





We build every  
experience with  
**human** insight  
and ingenuity;  
giving people  
building business  
the **confidence**  
**to flow.**





# About these guidelines

These branding guidelines provide co-marketing guidance, and details of how and where you can use the Sage partner badge. The badge guidelines include colors, the minimum size for legibility, and the minimum amount of surrounding space to ensure it's displayed correctly and effectively.

Examples of usage are included, but they're not exhaustive, so do ask if you're unsure. Just contact your account manager or **[sagepartners@sage.com](mailto:sagepartners@sage.com)** with any queries.

When applied as intended, your use of the badge—and the way they are displayed—will have a greater impact. You'll also help to retain the value and credibility of the Sage partner brand.

**Note:**

We reserve the right to request that you rebrand, rebuild assets, and make any and all necessary changes to avoid improper brand use. We'd like to avoid these situations, which is why we ask that you consult and follow these guidelines for a successful partnership.

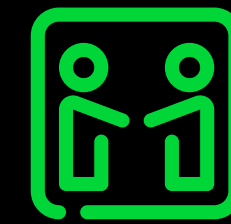
# Co-marketing principles



Focus on the customer 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/partner badge placement and messaging context.

# Sage partner badge

Sage



# Badge overview

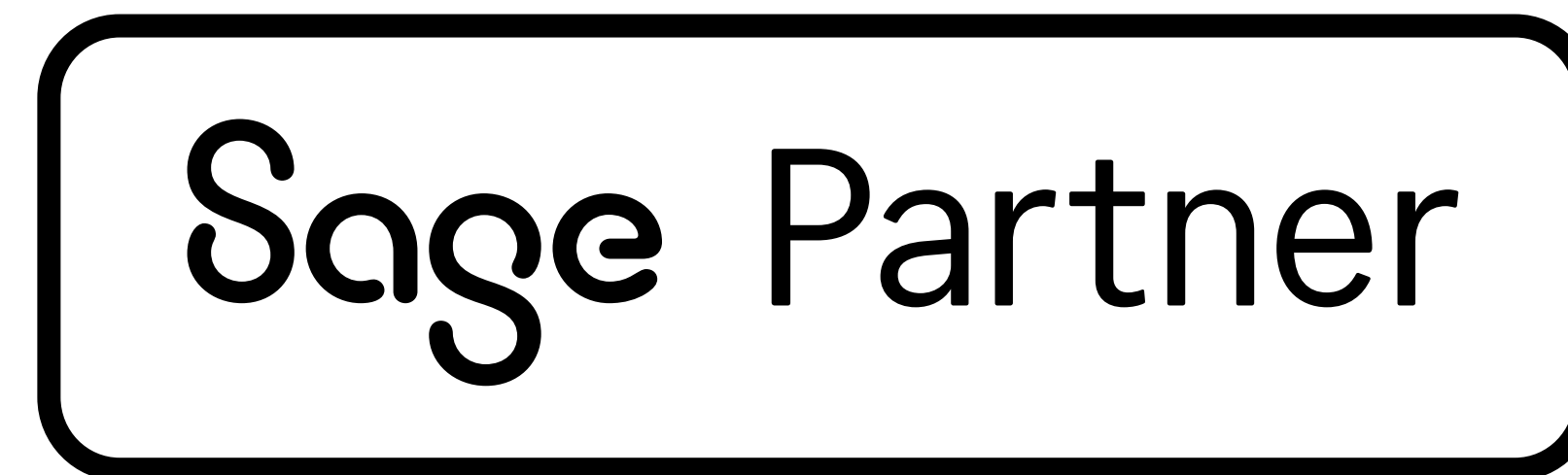
To communicate your status as one of our partners, you can utilize our official Sage partner badge. Badges are used in Brilliant Green. In exception cases when color is not available, black may be used.

## Badge use

To protect the integrity of the Sage brand and product and services names—and to avoid customer confusion—you should never use the Sage name or any product or portfolio brand names in any part of your company's name or your product/service names. To maintain the integrity of our brand, the badge artwork files should never be altered or manipulated in any way.



Brilliant Green badge



Black badge (Exception use)





# Badge overview

The Sage Partner Network offers specific designations and membership tiers. Partners can use their earned badge, or they can use the generic Sage Partner badge if they prefer. Use of a Sage partner badge allows a partner to visibly articulate their membership level and relationship with Sage.

**Partner badges with tiering and membership levels:**

**Sage Business Partner:**

- Bronze
- Silver
- Gold
- Platinum
- Diamond

**Sage Tech Partner**

**Sage Service Delivery Partner:**

- System Integrator
- Managed Service Provider
- Certified Training Provider
- Sage Partner Cloud

**Sage Accountant**  
**Sage Bookkeeper**

**Generic Sage Partner badge**

A partner can opt to use this more generic badge instead of a specific relationship badge such as Sage Business Partner Gold.



# Sizing and clear space

## Minimum size

Make sure the badge 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 cap height in the Sage Masterbrand logo to define the minimum clear space.

Minimum height 35px/12mm



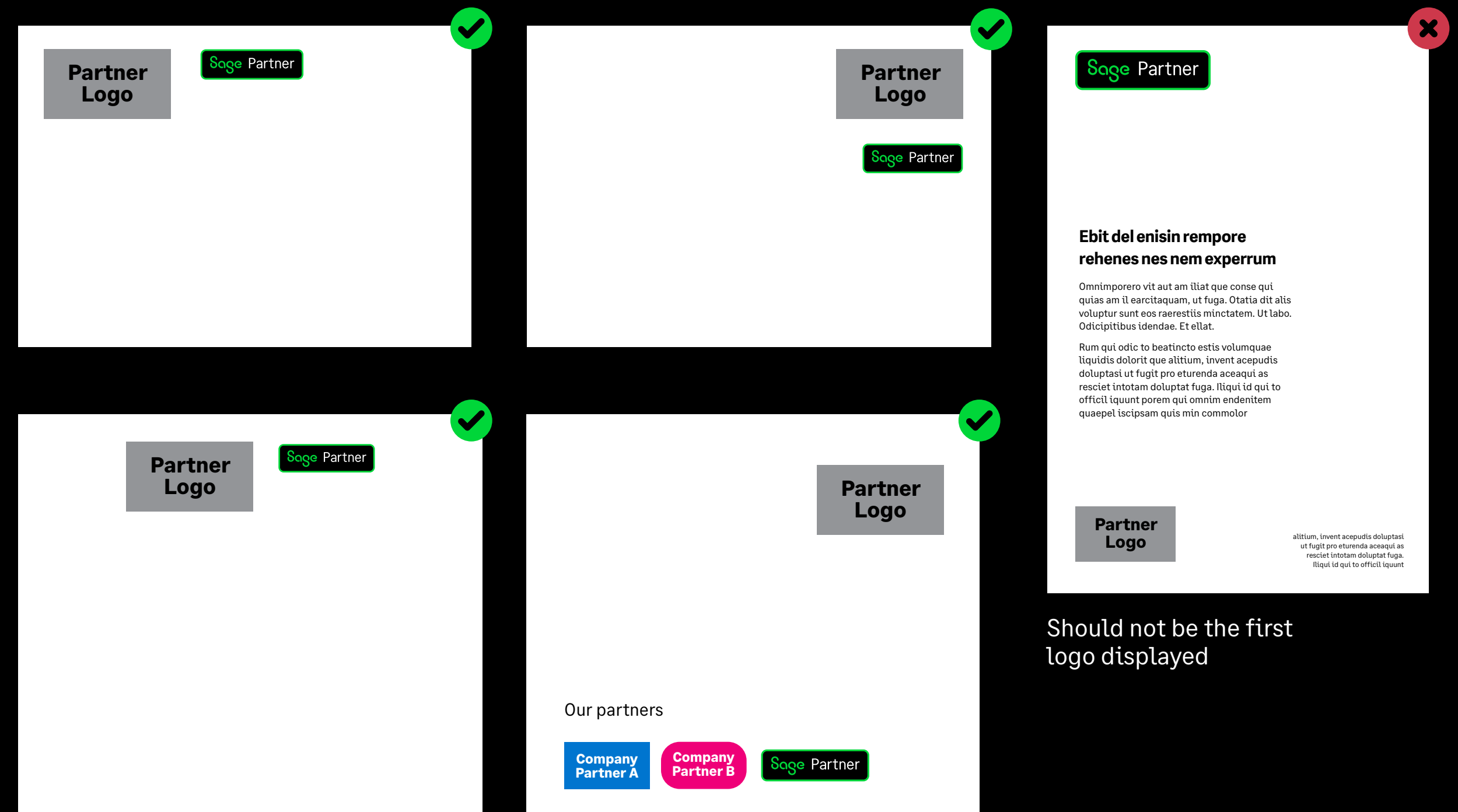
Clear space

# Positioning on Partner-led materials

These examples show how your company logo and the Sage partner badge work together. This applies to all types of materials, such as emails, banners, documents, web pages, etc.

The Sage partner badge should not be the same size as your company logo or be the first logo displayed. It should also not sit alone. Instead, it should be a secondary element to your company logo.

To ensure that our badge is clearly visible in all applications, surround it with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize recognition and impact.





# Positioning alongside Sage products

Use the correct Sage product name in relation to that product offering. Do not imply a special relationship to the product (for example, do not say Sage X3 partner).

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

When only a section of your content is devoted to Sage, the product name should be associated only with the content related to the Sage product.



Product name written in text



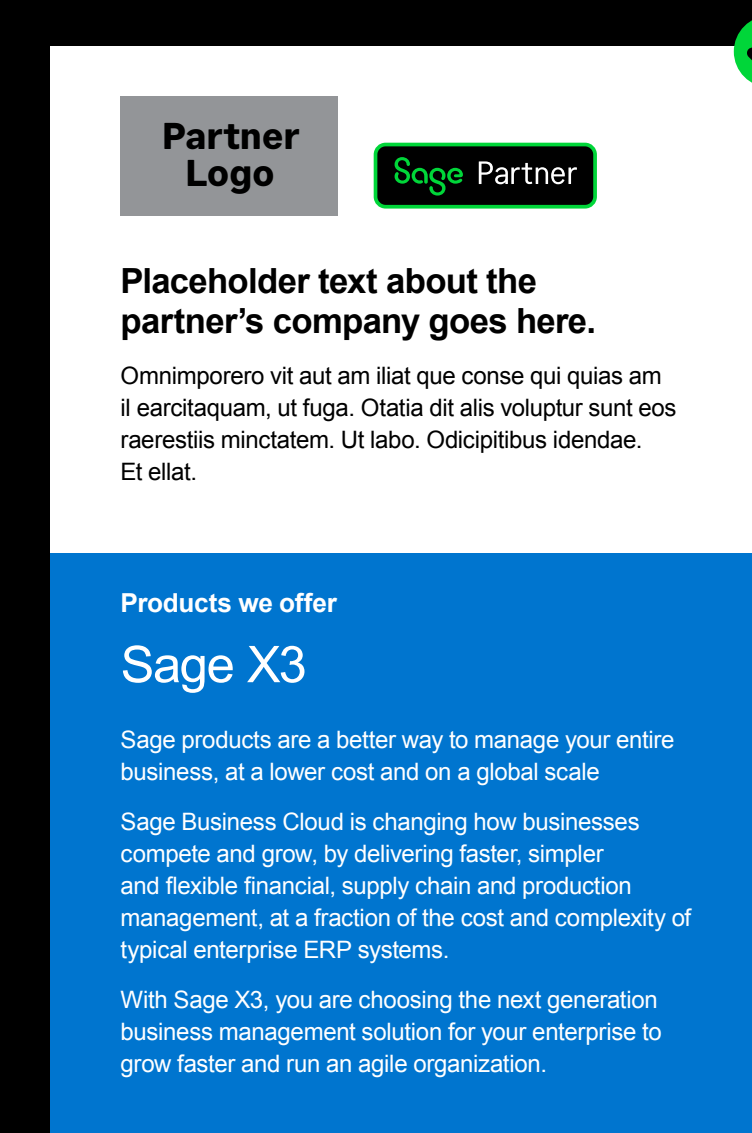
Addition of product name after Sage logo



Material focused on Sage product



Section focused on Sage product



# Backgrounds and formats

Place badge on backgrounds that provide good contrast.

## RGB

Please ensure you are using the correct badge format for the correct environment:

- RGB badges are for use in digital environments only.
- RGB badges available in Brilliant Green and Black in the following formats: (EPS, JPEG, PNG, and SVG).

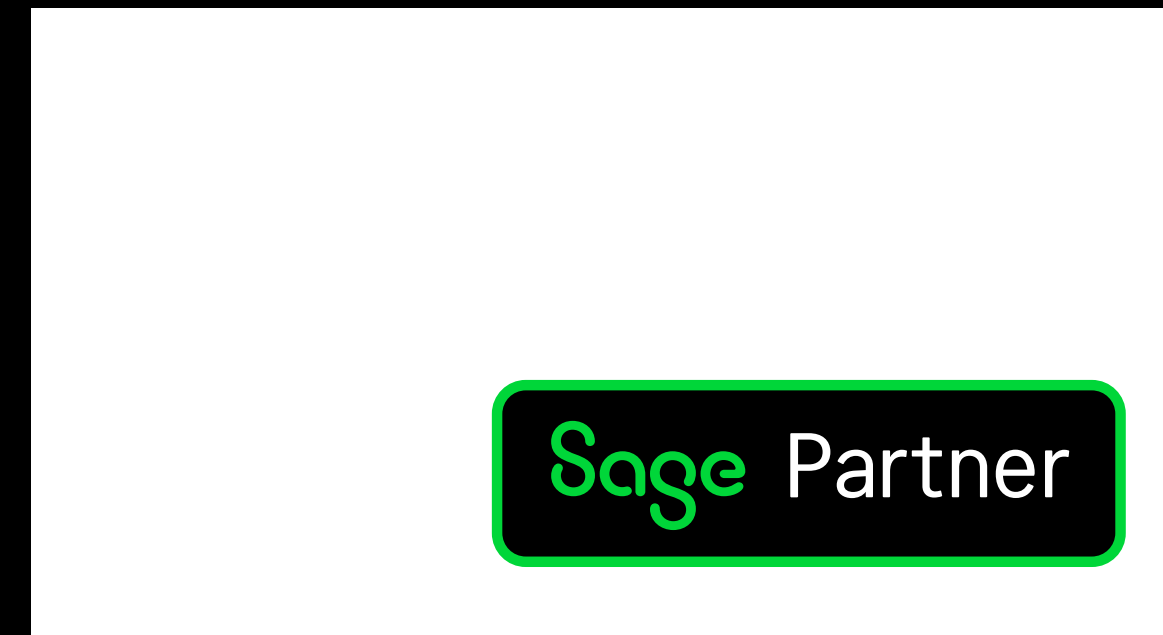
## CMYK

Please ensure you are using the correct badge format for the correct environment:

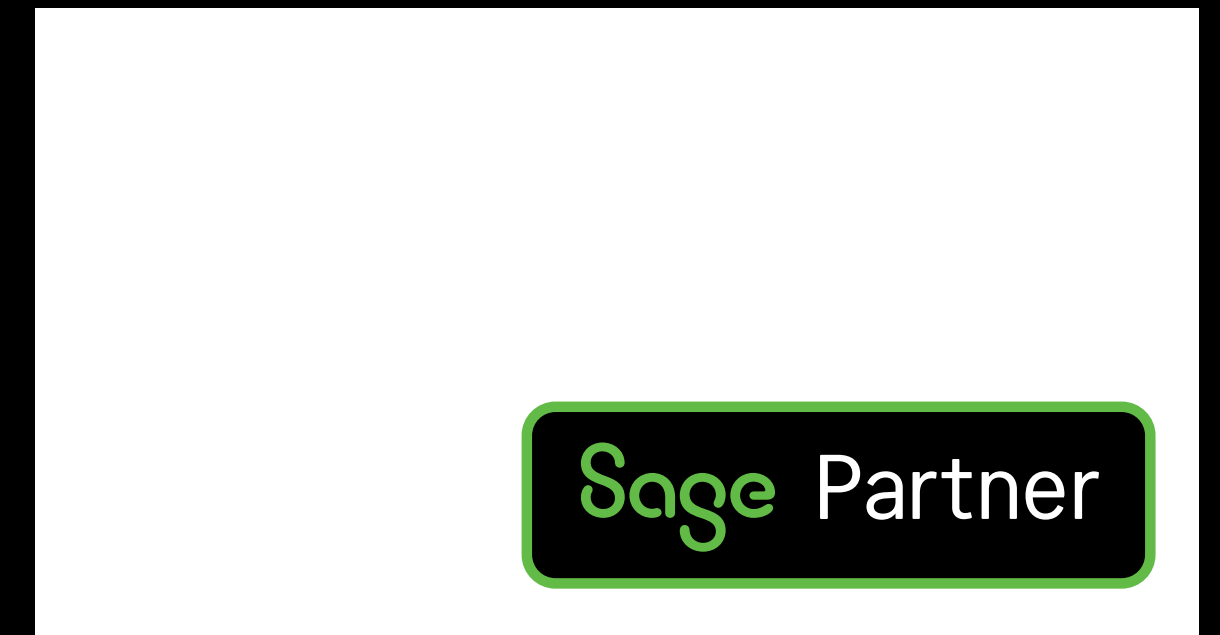
- CMYK badges for use in print environments only.
- CMYK badges available in Brilliant Green and Black in the following format: (EPS).



RGB Brilliant Green badge on white background



CMYK Brilliant Green badge on white background



RGB Brilliant Green badge on photo background



CMYK Brilliant Green badge on photo background



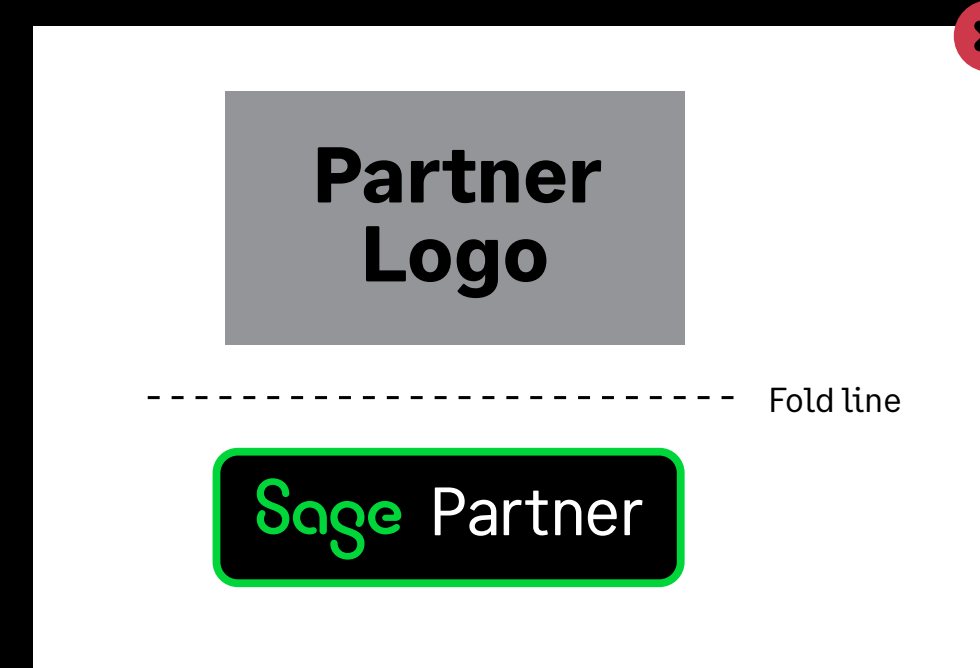
# The don'ts

- Don't reconstruct, distort, or manipulate the partner badge.
- Don't add effects to badge (e.g. drop shadows, etc).
- Don't alter the colors of the Sage partner badge.
- Don't ignore clear space guidelines.
- Don't overlap badge with any other element.
- Don't place Sage partner badge below the fold if content is only related to Sage.
- Don't use the Sage Masterbrand logo on its own in partner communications.

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



Always follow positioning recommendations



Don't use unapproved badge colors



Don't distort



Don't add effects





# Proper identification

Please be transparent and honest in declaring your role as a Sage partner. Customers and the public should always understand clearly if they are hearing from a partner, or from Sage directly.

- Email addresses should use your company's name and logo, never Sage or any of our products or brands.
- Signature blocks in email can be confusing to customers. You can use the Sage partner badge in your signature block; however, it must be smaller than and secondary to your company's logo.
- Never identify anyone at your company as a spokesperson for Sage or any of our product brands.
- Employees of your company should not represent themselves as working for Sage or any of our product brands, in any communications with customers, potential customers, media, or other audiences.
- Employees' professional LinkedIn profiles or other social media profiles should not list Sage or any of our product brands as their employer.
- Any press releases, blog posts, social media copy, and other materials announcing your partnership with Sage must be approved by Sage in advance.



The sales rep incorrectly uses a company name and domain that include the Sage name. This is confusing to a customer and infringes the Sage trademark.

# Examples in use

## Sage-branded assets

Sage



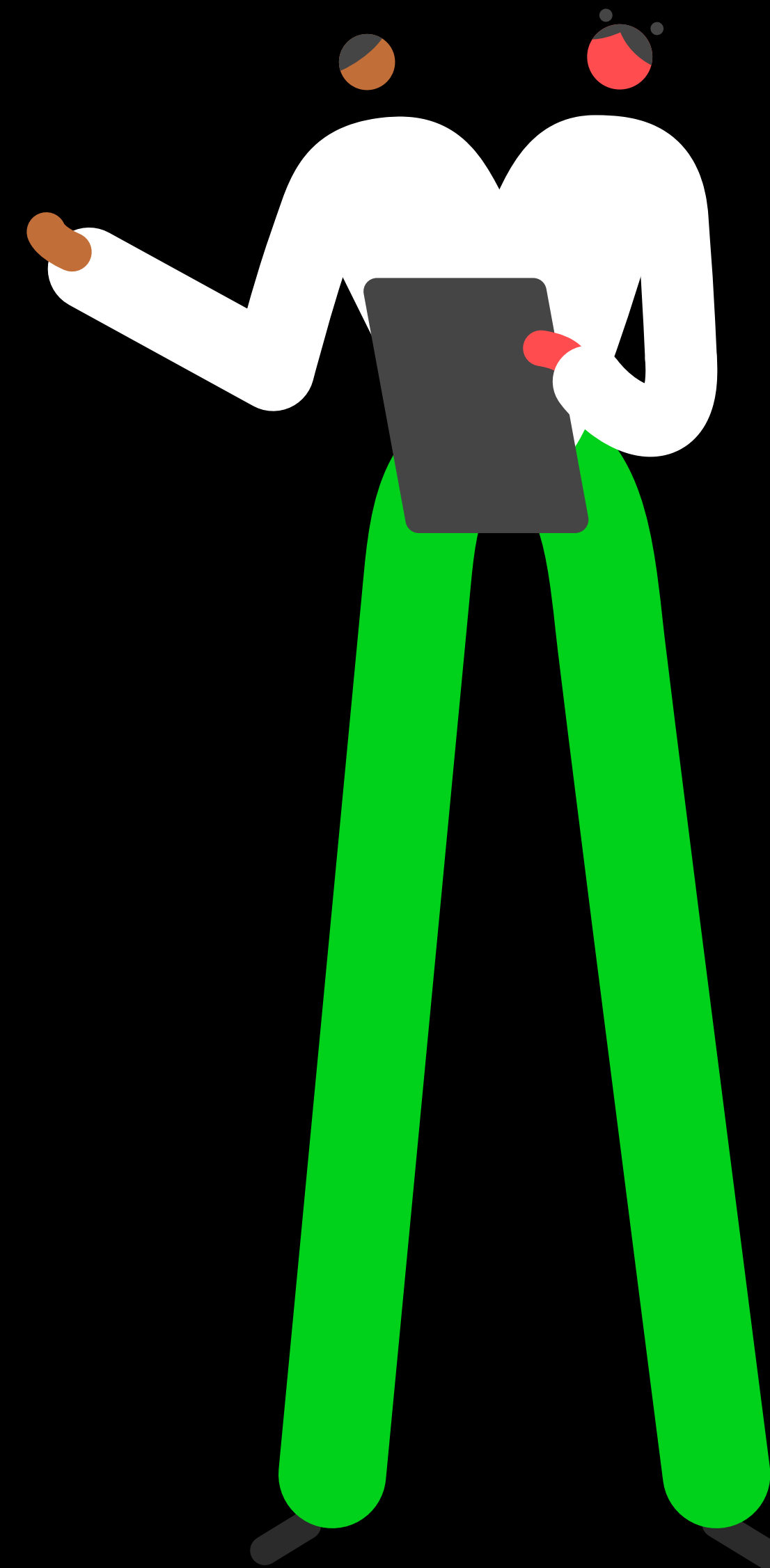
# Use of Sage-branded materials

Partners can use Sage campaign customized materials. You may also use the Sage partner badge to show your affiliation with Sage when the material is partner-led. You may use Sage product names, product photos, or screen shots only when promoting Sage and Sage products.

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 photos or screen shots.
- Sage product videos (subject to agreement).





# Sage-branded campaign assets

If included in your agreement with Sage, you may use campaign materials found in supplied campaign playbooks, and Sage marketing platforms.

The Sage partner badge should not be used on Sage-branded materials. Instead, a short line of text is added adjacent to your company logo to provide context to the reader. For instance, “A Sage partner.”

Co-marketing materials are limited to templates. There are assigned areas designated within the template for partners to add specific text to differentiate capabilities and services. Customizable templates include: emails and 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, such as website banners, social media images, posts, and signatures.

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

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

# Partner introduction options

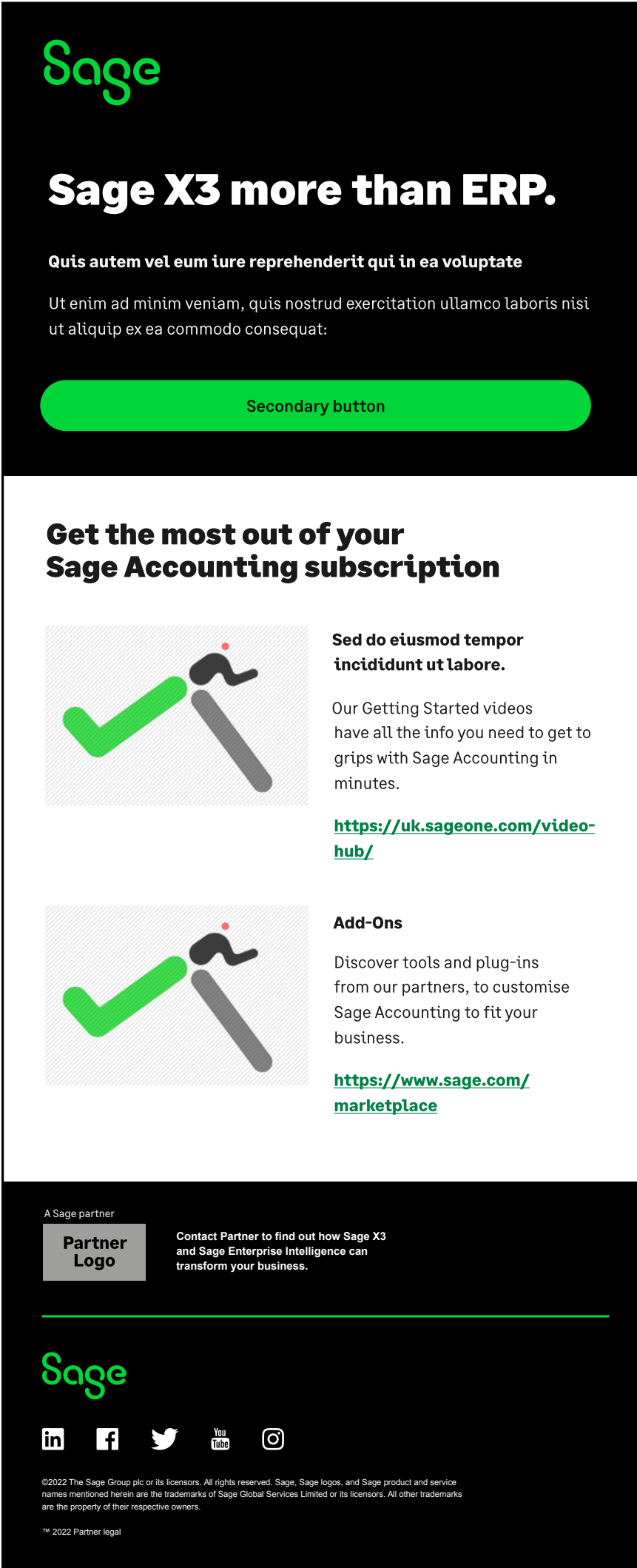
Campaign assets belong to Sage and use the Sage identity. For that reason, partner introduction for each asset must follow a brand hierarchy that maintains Sage ownership. These examples provide guidance based on available space to introduce the partner.



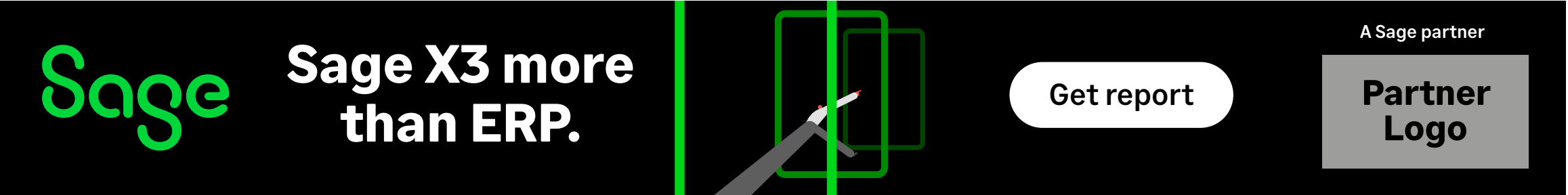
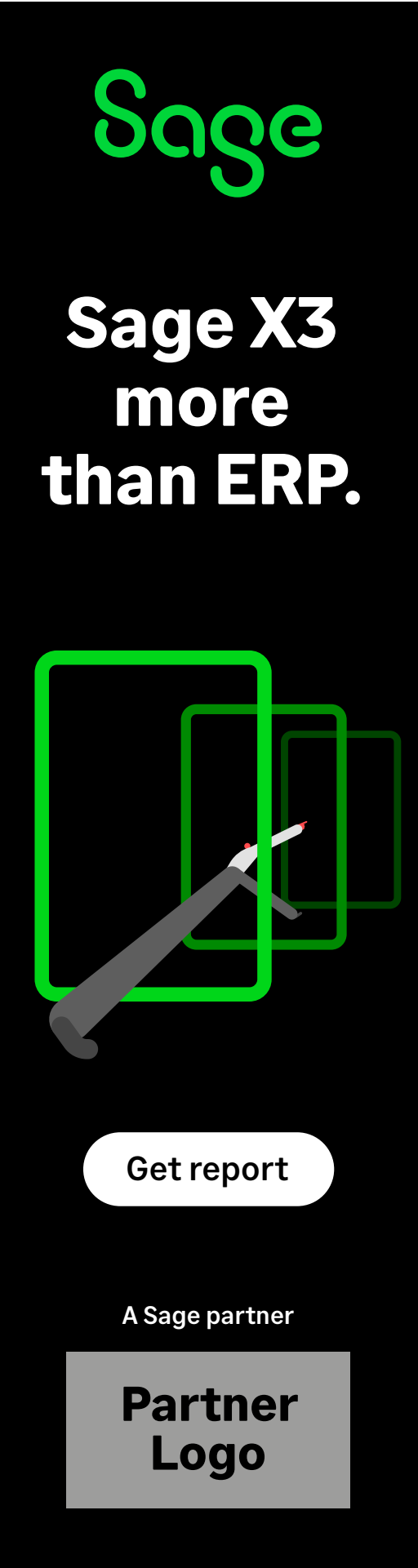
Landing page—some customizable text



Email—some customizable text



Social/web banner—no customizable text





# Shared Sage materials

When Sage agrees to allow use of finished material like an E-book or data sheet, it should not be edited other than to add a partner cameo area at the end to display the partner company logo, and to provide partner contact info and value proposition.



# Copyright and trademark attribution for co-marketing

Sage materials will always include a Sage copyright at the end of the material. If your content appears at the end of a document then your copyright should be added after the Sage copyright, with a space between the two blocks as shown in this example:

**© 202X The Sage Group plc or its licensors. Sage, Sage logos, Sage product and service names mentioned herein are the trademarks of The Sage Group plc or its licensors. All other trademarks are the property of their respective owners.**



**© 202X [list the partner's marks] are the trademarks of [Partner's Name].**

Text placement example—Sage landscape e-book



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

© 202X [list the partner’s marks] are the trademarks of [Partner’s Name].

If you do not have anything to protect for copyright, add only a trademark statement for any of your trademarks mentioned.

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



Text content belongs to partner in a Sage document, it is the only content belonging to the partner and therefore add copyright statement directly following

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in accusan et iusto odio.

© 2021 [list the partner’s marks] are the trademarks of [Partner’s Name].



© 2022 [list the partner’s marks] are the trademarks of [Partner’s Name].

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# Simplifying our branding

We're simplifying naming to help customers more easily navigate our offerings. We're promoting a one-brand experience to build brand equity into Sage—and we're doing this by only using the master Sage logo when marketing products.

Product names are incorporated into the messaging of the communications. Features and add-ons that support core Sage products are just called by their feature name without Sage.

Sage

Good

Sage ✓

Bad

Sage X3 ✗



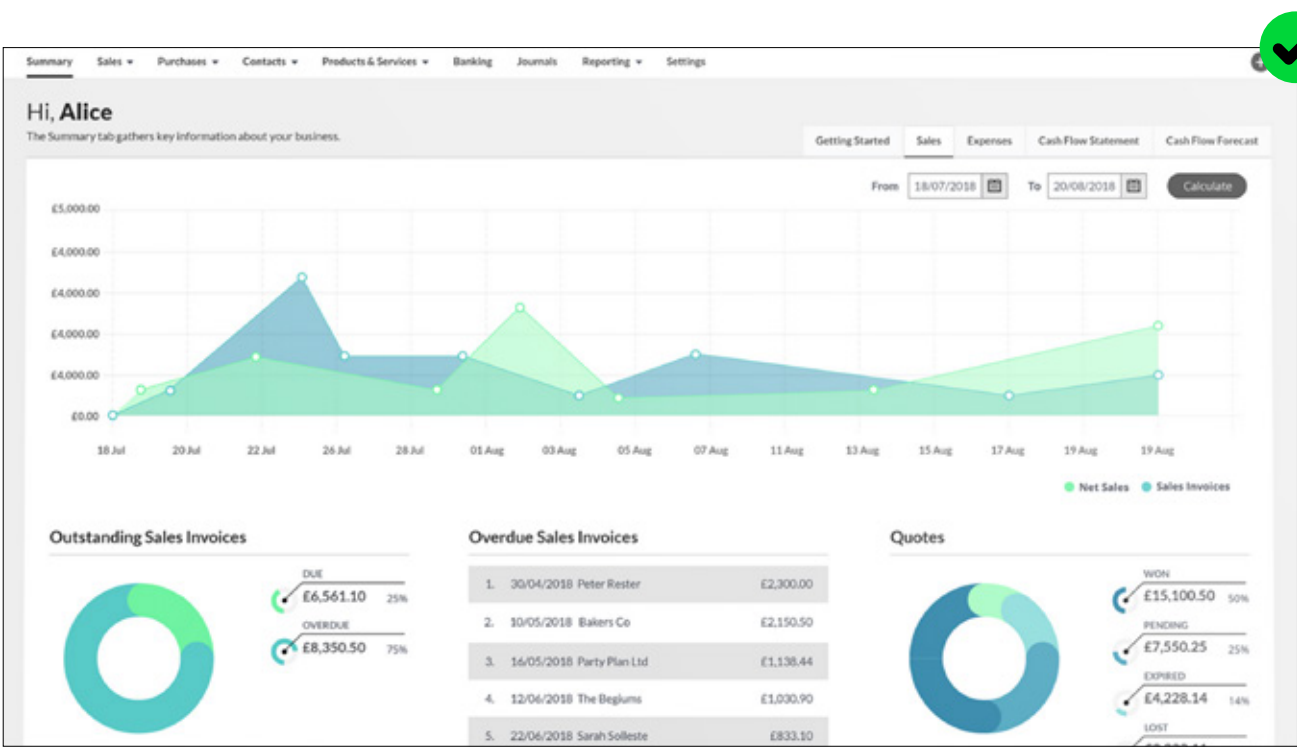
# Product visuals

Sage product screenshots and product-based photos are available for use. Please contact your program manager at [sagepartners@sage.com](mailto:sagepartners@sage.com) to obtain product-related screenshots and other photos.

**Note:**  
Partners should not use any other Sage photography, only Sage product photography is approved for use. Partners should use their own photography to support their communications.



Product screenshots



Product-based photo



# Sage product videos

We do not allow hosting of Sage brand videos, but you may link to such videos. We do, however, allow most Sage product videos to be used in marketing by Sage partners. To host a Sage product video, you must agree to the following terms and conditions for a usage period of one year unless a different term is negotiated.

You will insert the following notice next to the video: “Courtesy of Sage Group plc or its licensors. Unauthorized use not permitted”.

**Please don’t:**

- Modify the video in any manner whatsoever;
- Use the video 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;
- Authorize any third party to download and use the video;
- Use the video 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.

# Examples in use

## Partner-branded

Sage



# Partner-branded communications

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

- The message is led by the partner.
- The Sage partner badge may be used to indicate your relationship as a partner with Sage. If you have badges representing relationships with other companies, place the Sage partner badge alongside these.
- Only Sage product photos may be used; no other Sage photos may be used without express permission.
- Do not use content about Sage and or Sage products from third-party sites.
- Sage content should not be used to promote products or brands other than Sage products and brands.
- Do not propose Sage content as if it were your own.

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 your company logo, the Sage partner badge, 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.

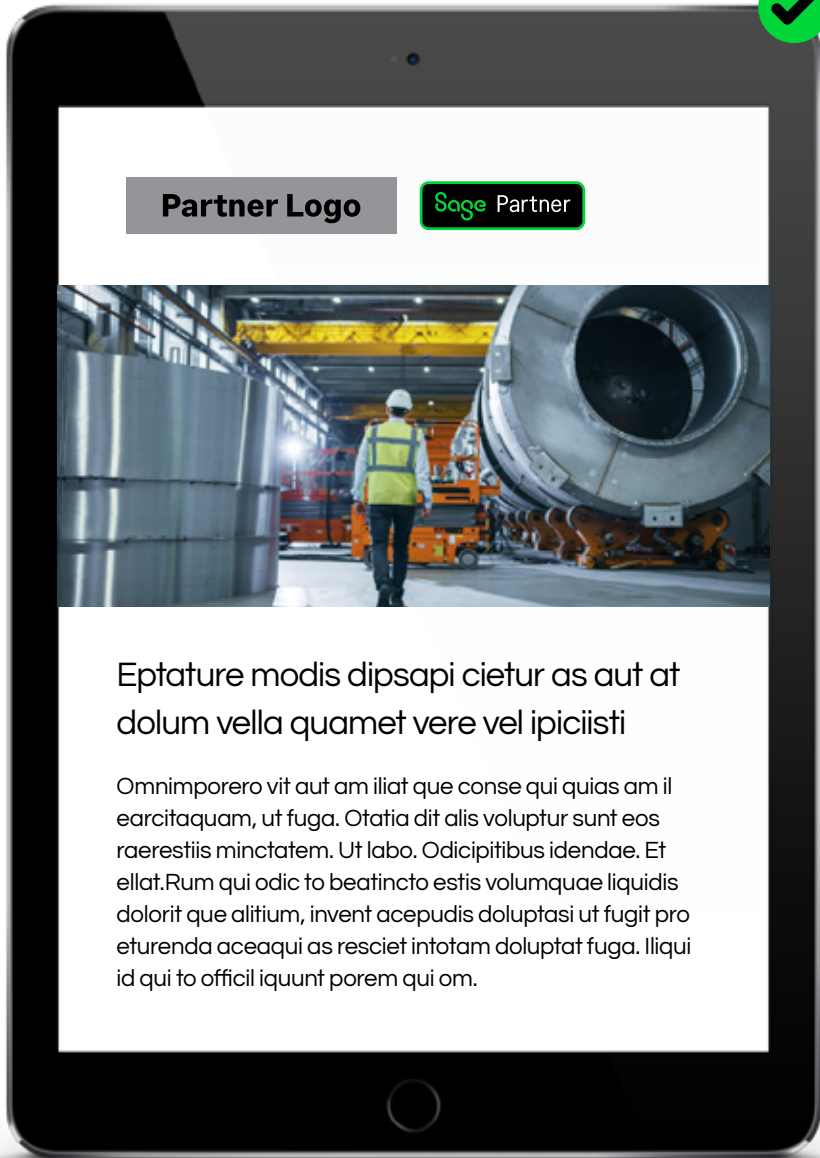
Partners may use Sage product photos and Sage product names when promoting Sage products. Contact your partner manager for assistance. Joint campaigns between Sage and a partner are managed on a case-by-case basis.

To better serve your customers, your company's website can include links to the marketing websites of Sage or any of our product or portfolio brands. Please ensure you link to the correct sites: **sage.com** (our Corporate website).

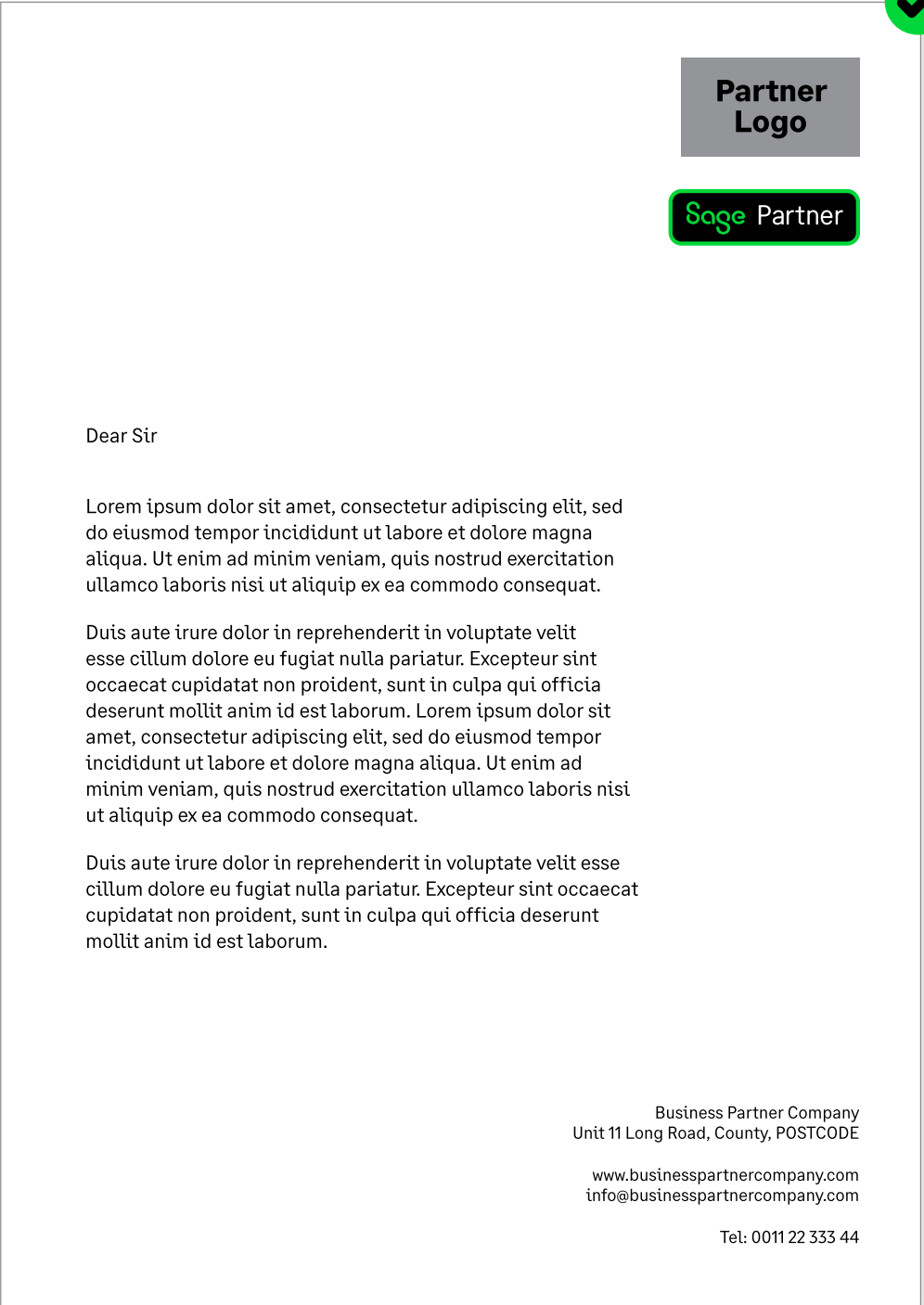


# Examples

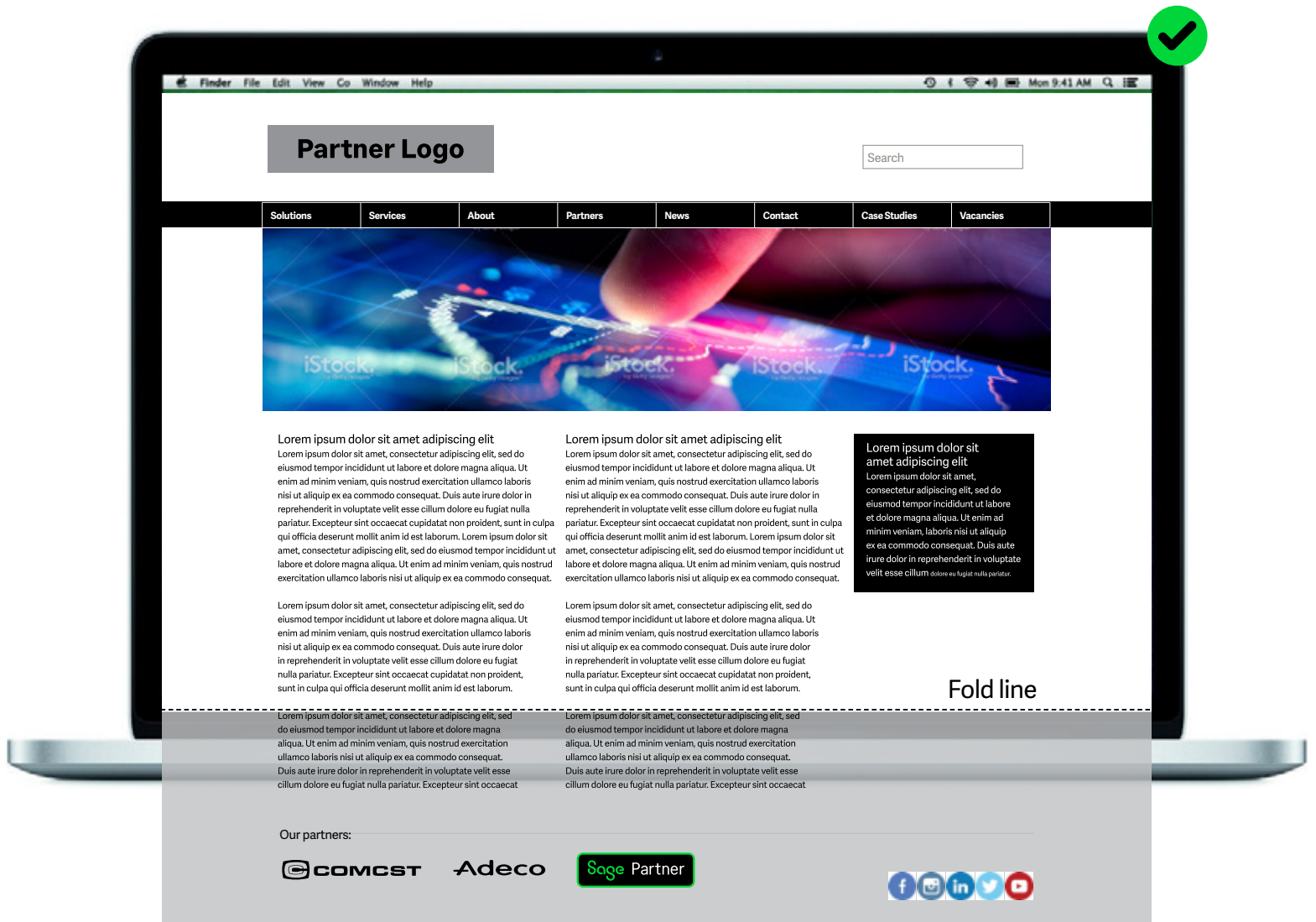
Email



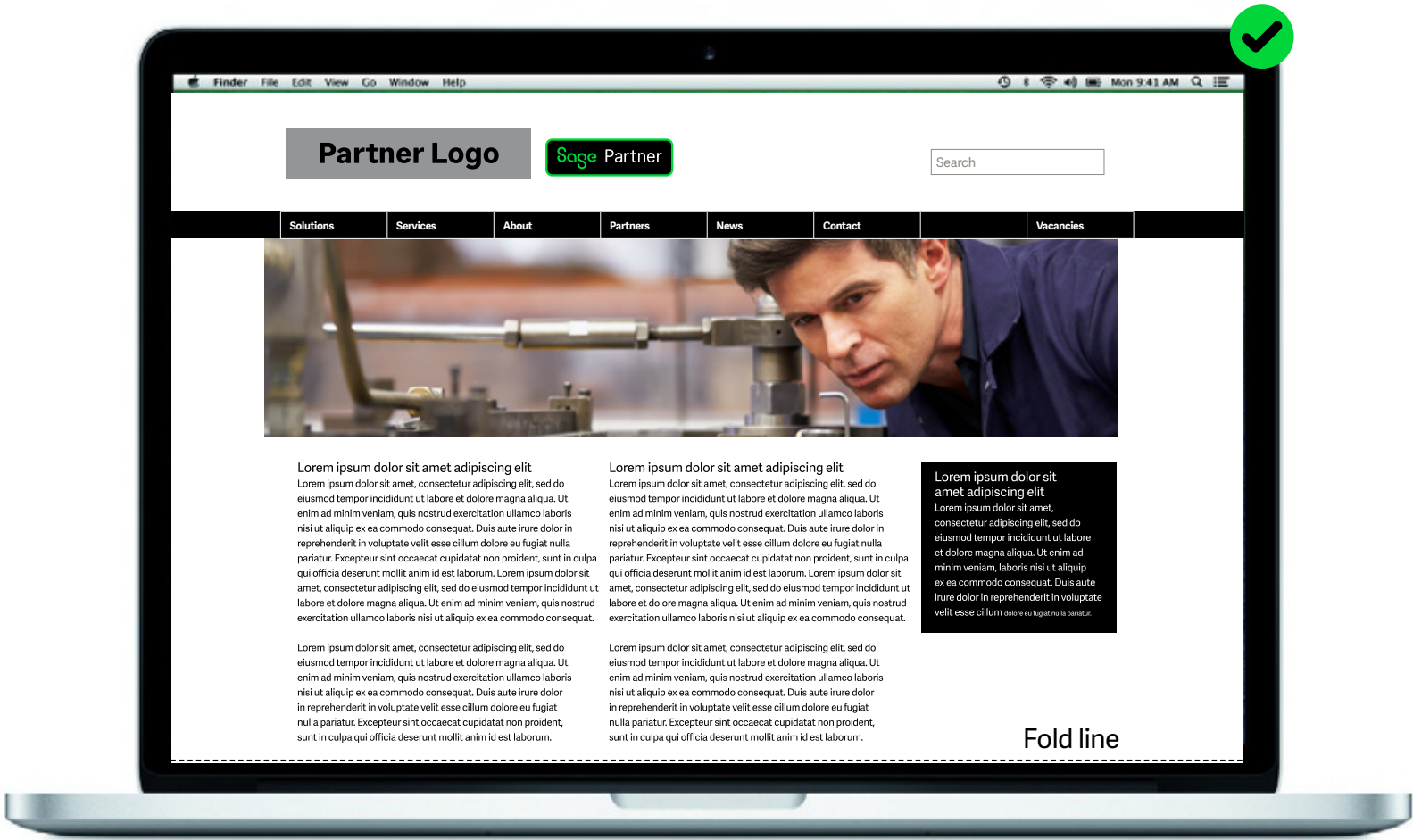
Letterhead (when content relates to Sage)



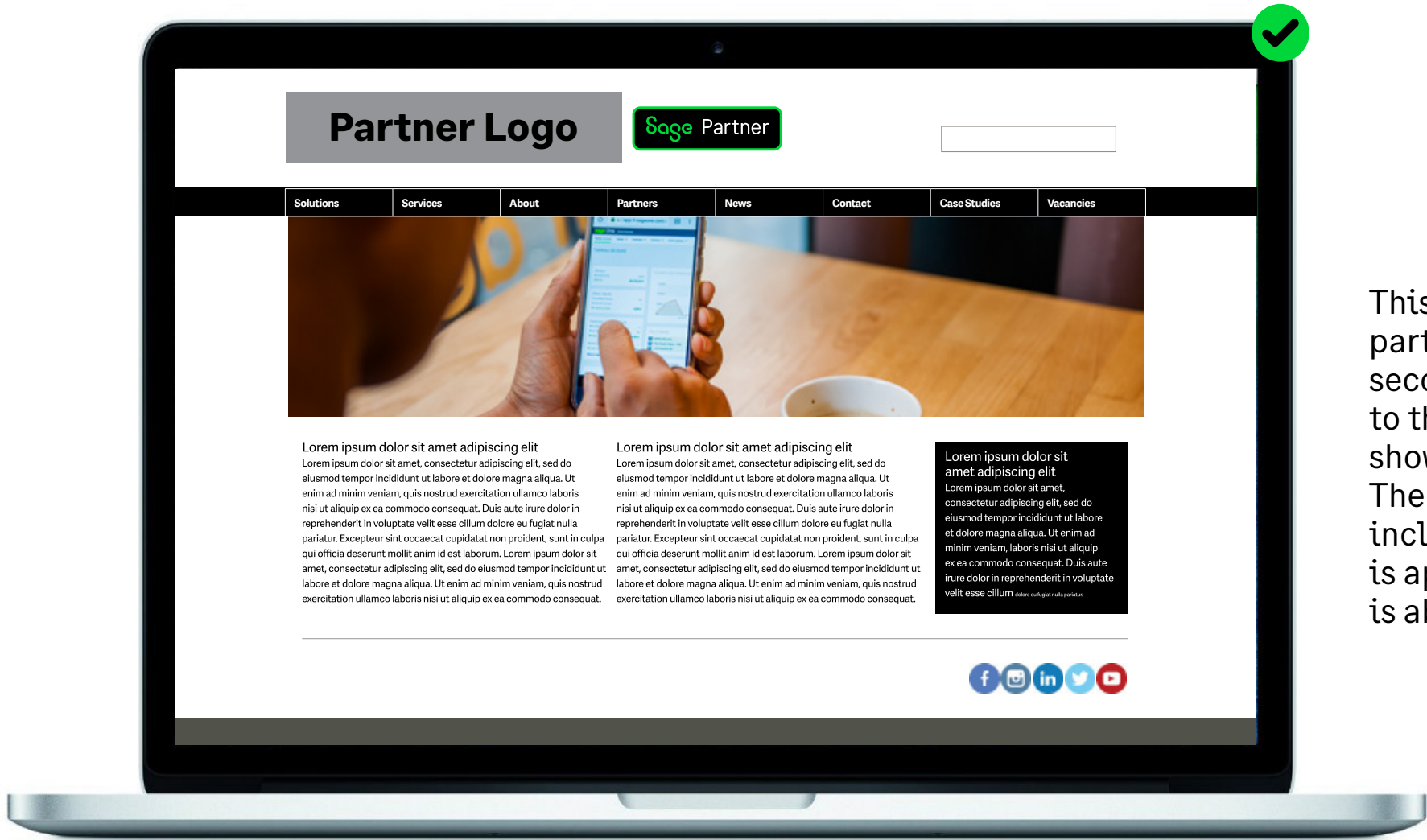
Website with multiple relationship logos



Website

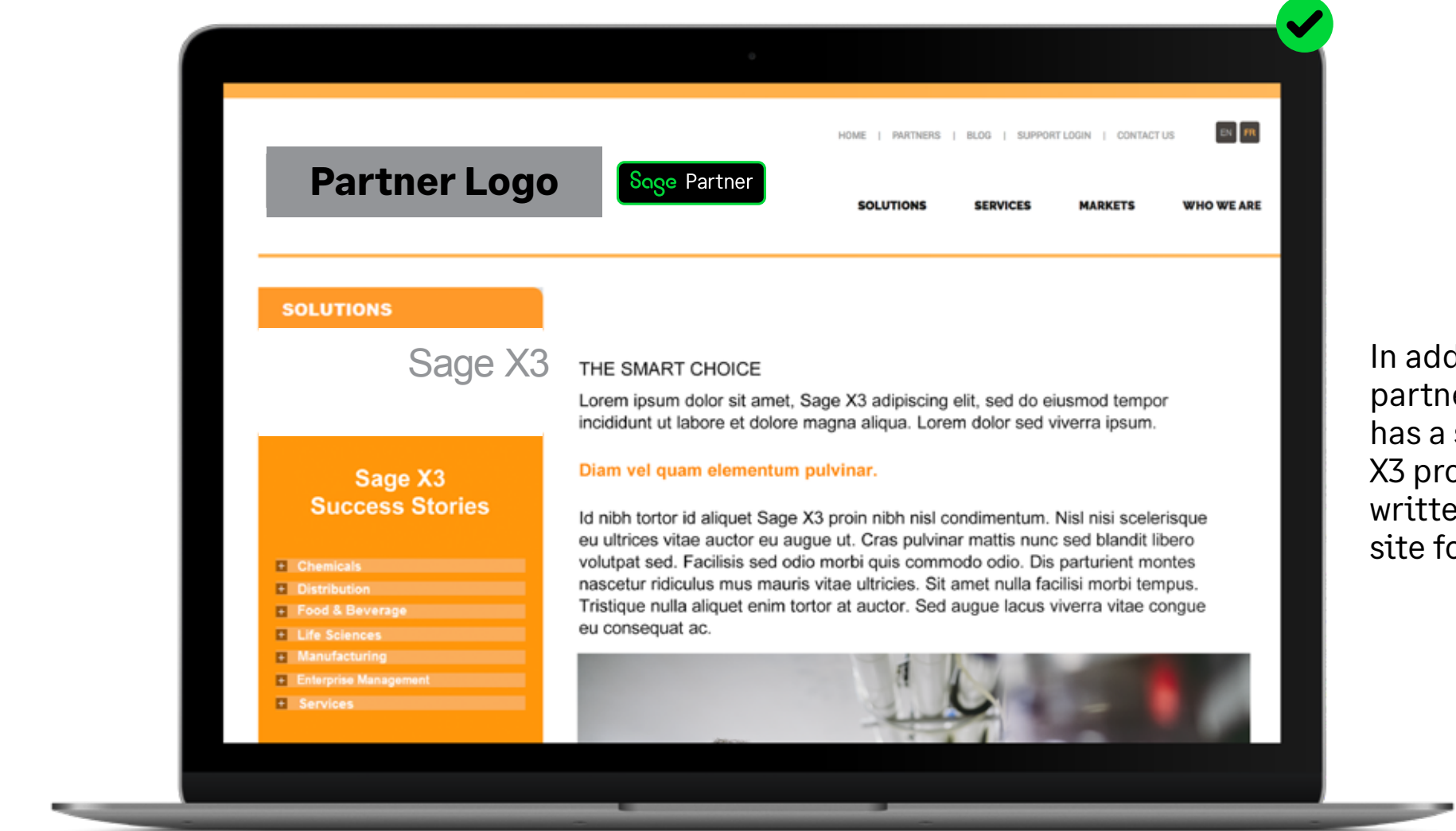


Website



This partner website displays a Sage partner badge at the same level but secondary in size and placement to the partner's company logo to show their affiliation with Sage. The content is from the partner and includes a Sage product photo which is approved when the communication is about that product.

Website



In addition to use of the Sage partner badge, this partner website has a section dedicated to Sage X3 products. The product name is written in the partner's standard site font, not the Sage font.

# Public relations

Sage





# 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 here 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](mailto: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 two weeks for our PR team to review your draft and provide approval.
7. At busy times, such as Sage Summit, please allow three weeks for sign-off.



# Customer success 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. Contact **[sage.spotlight@sage.com](mailto:sage.spotlight@sage.com)** for questions.


# Legal

Sage



# Legal consideration

## Definitions

- Sage trademarks include:
- “Sage”
- 
- Sage relationship badges
- 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.

## 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 / Social media
  - 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.
- For websites and social media profiles (including Facebook, Twitter, LinkedIn, Instagram, YouTube and all others), it must be clear that you are a Sage Partner, and not trying to position yourselves as if you are Sage or one of our product or brands. A partner’s top-level website URL (the primary domain address) cannot use the Sage name, any Sage product or brand.
- However, sub-folders within the site can use the Sage name or product brand name.

### **The purpose of these guidelines**

The promotion of Sage products and services via paid search marketing has historically remained largely



[www.abcsoftware.com/partners](http://www.abcsoftware.com/partners)  
[www.abcsoftware.com/Sage](http://www.abcsoftware.com/Sage)  
[www.abcsoftware.com/SageIntacct](http://www.abcsoftware.com/SageIntacct)



[http://Sagesoftwareolutions.com](http://http://Sagesoftwareolutions.com)  
[www.SageinSouthafrica.za](http://www.SageinSouthafrica.za)





# Paid search marketing

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 40 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

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. 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

#### 5. 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.

6. 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.

**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.

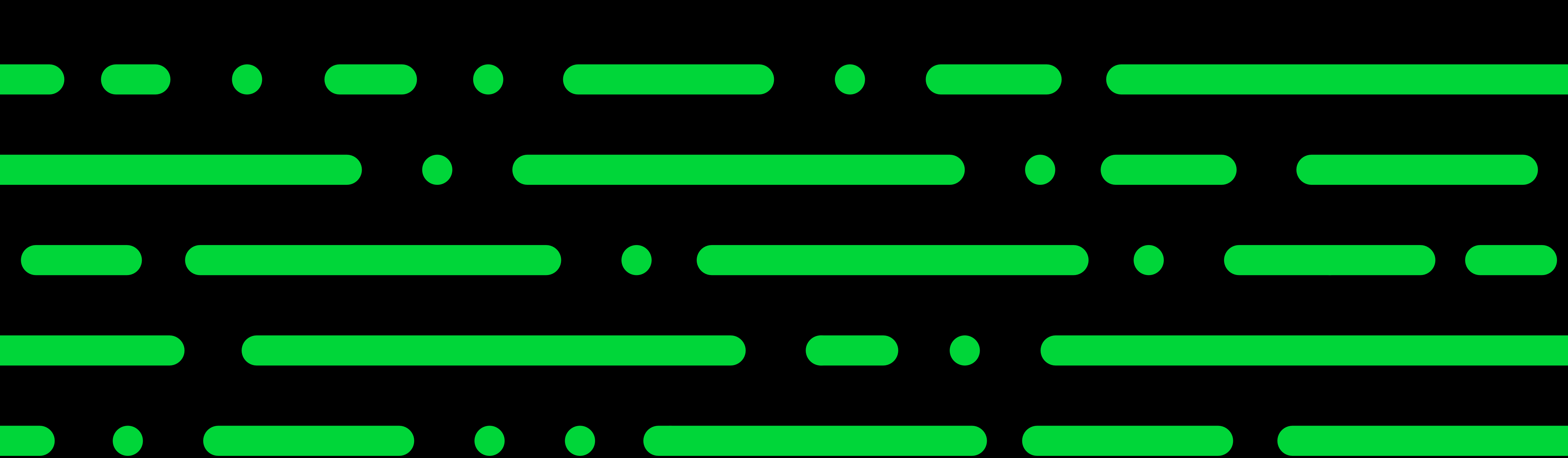




# Partner resources

For additional help and questions about Sage global partners please contact [\*\*brandtogether@sage.com\*\*](mailto:brandtogether@sage.com). For questions about regional Sage partners please contact your local representative.





[sage.com](https://www.sage.com)



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