

# **SAP® Asset Intelligence Network**

## Guidelines for Customer Communications and Font Treatment Usage

July 2016



# Introduction

## About These Guidelines

These guidelines will help you communicate about SAP® Asset Intelligence Network and the unique value of having assets that are ready for this network. They will also help you use the “available on SAP Asset Intelligence Network” font treatment in a consistent, brand-appropriate manner. They explain when and how you can refer to SAP Asset Intelligence Network and include the font treatment in customer-facing communications, as well as where you can access high-resolution files ready for use in different contexts.

The guidelines only cover elements related to SAP Asset Intelligence Network and its related endorsement font treatment, which can be associated with products that have been designed and approved to run on this network. Always use your company’s proprietary design when creating materials.

If you have any questions about applying these guidelines, please send an e-mail to [branding@sap.com](mailto:branding@sap.com).

To achieve the automation, data exchange, and efficiencies envisioned for the Internet of Things (IoT), operators, manufacturers, service providers, and partners need a common definition of machines and a common set of processes.

SAP Asset Intelligence Network is a global equipment register designed to meet this need. Through this single, cloud-based network hosted by SAP, manufacturers, asset owners, operators, regulators, and service providers can connect with each other and share asset information. Each unique part and entire piece of equipment has a unique equipment ID stored on the network. A piece of equipment is defined as an instance of a model or product (for example, a pump).

Customers purchase a subscription to the network and realize maximum value from it when complete metadata and information about models and equipment is made available on the network. Customers of the network are distinguished by commercial terms (premium members and invited members) and by business (operator, manufacturer, service provider, and partner).

For more information on SAP Asset Intelligence Network, please see:

- [Web page](#)
- [Video overview](#)
- [Solution overview document](#)

# Communication Guidelines

## Communicating SAP Asset Intelligence Network

When communicating SAP Asset Intelligence Network, please conform to the following:

- **Name:** SAP Asset Intelligence Network
- **Descriptor:** (none required); network
- **Usage notes:**
  - A descriptor is not required when mentioning the full name of the offering. In subsequent mentions, you can refer simply to the “network.”
  - Do not abbreviate. It is incorrect to use “SAP AIN” or “AIN.”
  - Use the registered trademark symbol ® after “SAP” upon its first mention in a document: SAP® Asset Intelligence Network.

# Communication Guidelines

## Communicating Assets Available on SAP Asset Intelligence Network

Customers or partners who have subscribed to SAP Asset Intelligence Network and have assets registered to the network may use the term “available on SAP Asset Intelligence Network” in communications. You may refer only to an asset, not to an entire company, as being available on SAP Asset Intelligence Network.

Only customers or partners who have assets registered to SAP Asset Intelligence Network are permitted to use this term. It is an additional message and should not be part of a customer or partner product name.

To communicate that your product is available on SAP Asset Intelligence Network, you may use the following expressions.

### **Correct:**

- ✓ *Our product is available on SAP Asset Intelligence Network.*
- ✓ *We are an SAP partner, and our product is available on SAP Asset Intelligence Network.*
- ✓ *We are a member of SAP Asset Intelligence Network, and our product is available on the network.*

# Communication Guidelines

## Communicating Assets Available on SAP Asset Intelligence Network

Do not capitalize, use other expressions, or refer to your entire company.

### **Incorrect:**

- X** *Our company is available on SAP Asset Intelligence Network.*
- X** *We are an SAP Asset Intelligence Network partner.*
- X** *Our equipment is Available on SAP Asset Intelligence Network.*
- X** *Our asset is SAP-Certified Available on Asset Intelligence Network.*

Do not add the definite article “the” before SAP Asset Intelligence Network or use the possessive form for the name.

### **Incorrect:**

- X** *Our product is available on the SAP Asset Intelligence Network.*
- X** *Our product is available on SAP’s Asset Intelligence Network.*

# Font Treatment Usage

## Font Treatment for SAP Asset Intelligence Network

SAP created an endorsement font treatment for SAP Asset Intelligence Network that manufacturers of network-ready assets can use to delineate and market such products:

Available on

**SAP® Asset Intelligence Network**

Available on

**SAP® Asset  
Intelligence  
Network**

The font treatment confirms that a digital twin – or representation of a product or piece of equipment and associated asset data – exists in SAP Asset Intelligence Network and is ready to be connected to – and managed through – the IoT.

Operators who join SAP Asset Intelligence Network and own network-ready assets can click on the font treatment to view details about the digital twin and download asset data to instantly populate their company's enterprise asset management system. If they are not a paying member of SAP Asset Intelligence Network, they will see only limited information in context of the member who invited them and will be given a prompt to join.

The following groups can use the font treatment:

- **Asset manufacturers and service providers:** A manufacturer or asset service provider can display the endorsement font treatment on their Web site and in brochures and service manuals, but only after publishing content to the network (such as maintenance instructions, engineering characteristics, and documents such as certificates, manuals, and drawings).
- **Premium customers of SAP Asset Intelligence Network:** Operators who join the network as premium customers can use the font treatment to access the digital twin data stored on the network. The font treatment will be part of the standard package for premium customers. A premium customer pays an annual fee to SAP to be part of the network.
- **SAP partners:** SAP partners will also be able to use the endorsement font treatment. Details on their use of the font treatment will not be finalized by April 2016. However, the general strategy is that partners will also be able to provide content and applications on SAP Asset Intelligence Network and resell this content to their customers.



# Font Treatment Usage

## Where to Use the Font Treatment

After manufacturers and service providers post asset information on SAP Asset Intelligence Network for an asset, the font treatment can be:

- Used on manufacturer home pages to indicate to customers that they offer network-ready parts or products
- Displayed on Web or sales portal pages about the actual parts or products (models) being sold and serviced by the manufacturer as network ready
- Embedded in any manufacturer brochure or service manual about network-ready offerings
- Printed and attached to a physical asset

Available on

**SAP® Asset Intelligence Network**

### **Making Font Treatments Clickable**

From a sales portal or similar online location, the font treatment **must** be linked to a public part of SAP Asset Intelligence Network so that people can click on the font treatment and confirm SAP Asset Intelligence Network readiness.

When they click on the font treatment, their screen will show a popover from SAP Asset Intelligence Network that confirms the availability of the information.

Operators who join the network as premium customers can also use the font treatment to access the digital twin data stored on the network.

# Font Treatment Usage

## Where to Use the Font Treatment

### Creating Labels Using the Font Treatment

Customers and partners who have assets registered to SAP Asset Intelligence Network may use their own advanced label-printing facilities or a third-party vendor to print the "Available on SAP Asset Intelligence Network" font treatment and attach their label to those registered physical assets, following these guidelines:

- The SAP Asset Intelligence Network font treatment is meant to endorse a product's functionality and connectivity and does not replace one's corporate logo.
- The SAP Asset Intelligence Network font treatment should not be larger than one's corporate logo.
- The SAP Asset Intelligence Network font treatment should be used at minimum size on your products, Web site, or other applicable touch points so it doesn't overwhelm but maintains optimal legibility.

Available on

**SAP® Asset Intelligence Network**

Available on

**SAP® Asset Intelligence Network**

1.165" (29 mm)



Available on  
**SAP® Asset Intelligence Network**

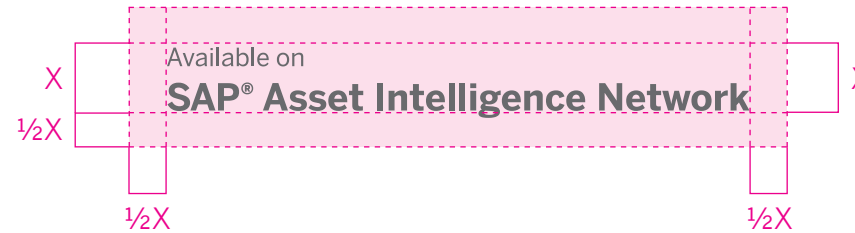


# Font Treatment Usage

## Clear Space | Minimum Size

Please refer to the following standards for clear and minimum space around the font treatment:

- **Clear space:** Clear space defines the minimum “breathing room” around the font treatment and the minimum distance between the font treatment and the edge of a printed piece. Do not position any text, graphic element, or other visual marks inside the defined clear space.



- **Minimum size:** To ensure legibility, the “available on SAP Asset Intelligence Network” font treatment should not be printed smaller than 1.165" or 29 mm in width. Always maintain the aspect ratio of the font treatment when scaling.



- **Use of trademark symbols:** Include the registered trademark symbol “®” on the term “SAP” in printable materials. You do not need to include trademark symbols for Web or mobile sites or on projection screens.

Available on  
**SAP® Asset Intelligence Network**

Available on  
**SAP Asset Intelligence Network**

# Font Treatment Usage

## Color

The color of the font treatment is based on the SAP color palette. Instead of the SAP color palette, you may use the PANTONE® colors listed here.

You will find the standards for these colors in the current edition of the PANTONE Color Formula Guide. If PANTONE colors are not available and you use process inks for the font treatment, use the values for the CMYK color model. For Web sites and on screen, use the values for the RGB color model.

SAP Dark Gray is the preferred color for presentation of the font treatment. Use this version on white or light-colored backgrounds only.

Against dark backgrounds, use the font treatment in white.

**SAP Dark Gray**  
Pantone Cool Gray 10  
CMYK 0/0/0/72  
RGB 102/102/102  
Hex #666666

Available on  
**SAP® Asset Intelligence Network**

Available on  
**SAP® Asset Intelligence Network**

Available on  
**SAP® Asset Intelligence Network**

Available on  
**SAP® Asset Intelligence Network**

# Font Treatment Usage

## Applying the Font Treatment Online and in Print | Examples

The following examples show the correct placement of the font treatment for brochures, manuals, and Web pages. Note: These are examples only, not design recommendations.

1

COMPANY LOGO

## Lorem ipsum dolor sit amet taerum.

Taerum am et et qui si ipiet et est poessint, se paruptatum dolest latur aut am volesecab ipiet quatias imossit omnietum, soluptatem con porem lam et dolorum dolumqui iatem porati simagnihicti dolupiciaes eostium et, oditatum ipsunt um dolor mi, unt ad qui desserumet quossitatur as debit exernate ant iducit, non etur, sectat poreium iscime verro in con rempos ex et re, quam, voloreri inihil inumqui cus et exped expliqu asperia nosanducia sitas neceaqu asimill igendis nusdam essitaqui ommodig nihillatur a natem facillit repellam quos et estota tibus rerum sum re comni.

2

Available on  
**SAP® Asset Intelligence Network**

1

COMPANY LOGO

## Mauris tellus nulla, accumsan in lacinia id.

Solutions Services Industries Resources **Partners** News Customers Careers

### Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut massa nibh, uturs eleifend velit. Etiam ipsum nulla, faucibus pharetra tincidunt nec, egestas eget justo. Praesent fringilla pharetra libero, ac eleif end velit dictum congue.

Mauris orci felis, porta quis vestibulum ut, lacinia at enim. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque nisi nisi, lacinia e get lobortis in, con dimentum eu tortor. Maec enas ac odio nec dolor egestas adipiscing. Mauris tellus nulla, accumsan in lacinia id.

### Adipiscing elit sed ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ut massa nibh, uturs eleifend velit. Etiam ipsum nulla, faucibus pharetra tincidunt nec, egestas eget justo. Praesent fringilla pharetra libero, ac eleif end velit dictum congue.

Mauris orci felis, porta quis vestibulum ut, lacinia at enim. Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque nisi nisi, lacinia e get lobortis in, con dimentum eu tortor. Maec enas ac odio nec dolor egestas adipiscing. Mauris tellus nulla, accumsan in lacinia id.

LATEST NEWS [+ View all news](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Posted on: February 12, 2012

Sed ut massa nibh, uturs eleifend velit. Etiam ipsum nulla. Posted on: February 14, 2012

Faucibus pharetra tincidunt nec, egestas eget justo. Posted on: February 16, 2012

Praesent fringilla pharetra libero, ac eleifend velit dictum congue. Posted on: February 17, 2012

Mauris orci felis, porta quis vestibulum ut, lacinia at enim. Posted on: February 18, 2012

2

Available on  
**SAP Asset Intelligence Network**

Privacy Terms of Use Legal Disclosure Copyright

Follow Us [in](#) [You](#) [f](#) [t](#)

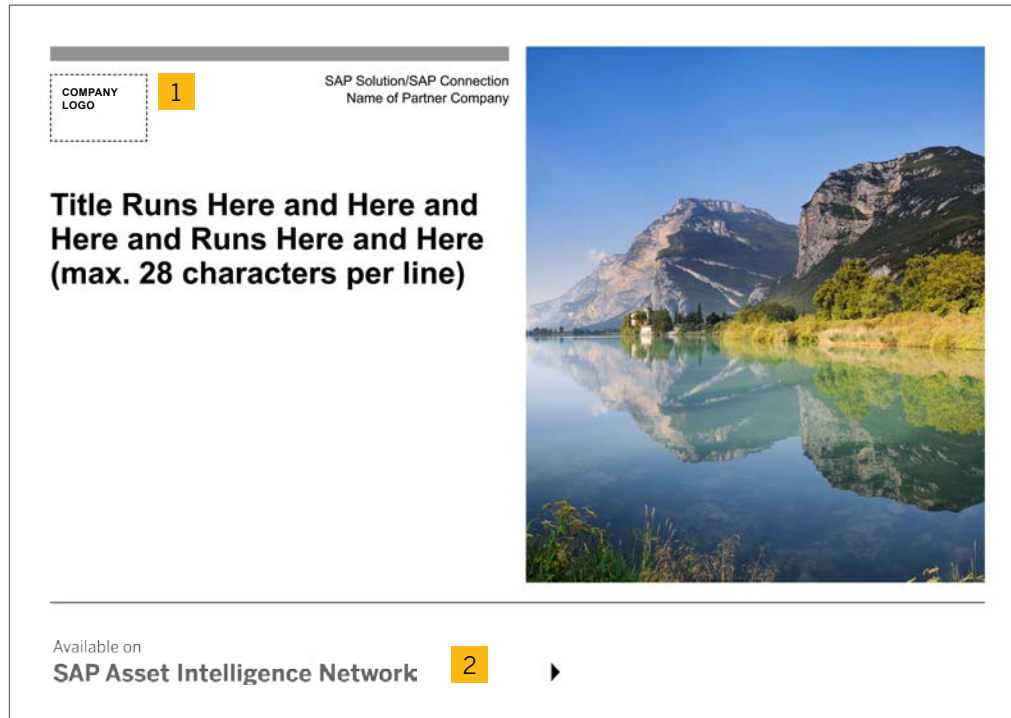
1 Always use the font treatment together with your company logo. Do not use the font treatment alone.

2 To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.

# Font Treatment Usage

## Applying the Font Treatment Online and in Print | Examples


General Brochure (online optimized)



COMPANY LOGO 1

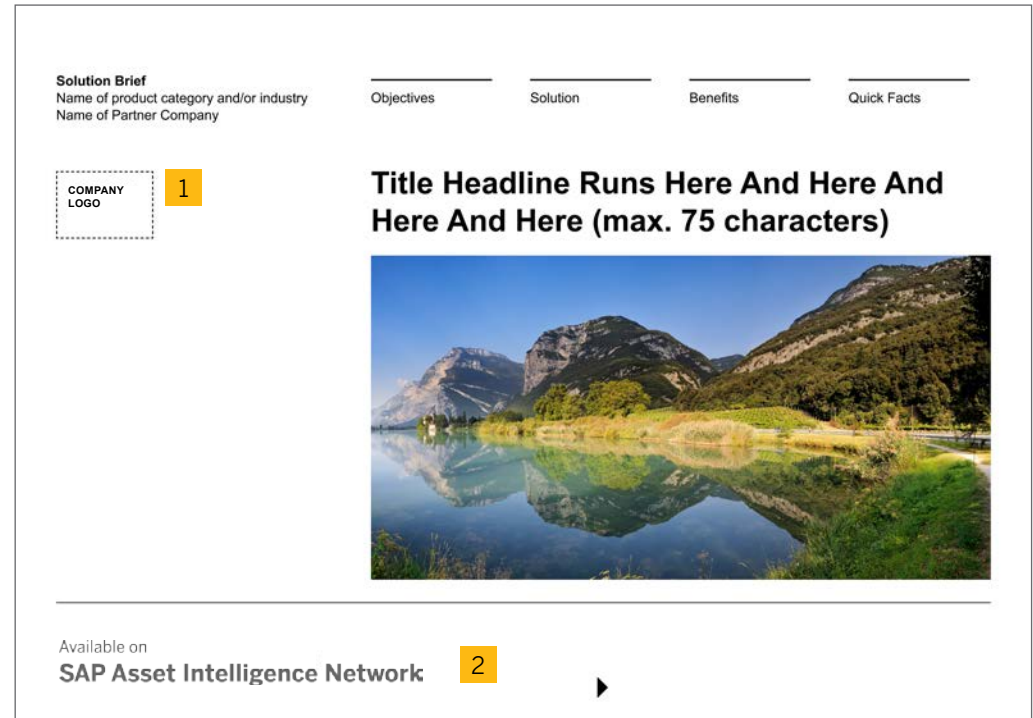
SAP Solution/SAP Connection  
Name of Partner Company

**Title Runs Here and Here and Here and Runs Here and Here (max. 28 characters per line)**



Available on  
**SAP Asset Intelligence Network** 2 ▶

Solution Brief (online optimized)




**Solution Brief**  
Name of product category and/or industry  
Name of Partner Company

Objectives Solution Benefits Quick Facts

COMPANY LOGO 1

**Title Headline Runs Here And Here And Here And Here (max. 75 characters)**



Available on  
**SAP Asset Intelligence Network** 2 ▶

1 Always use the font treatment together with your company logo. Do not use the font treatment alone.

2 To protect SAP trademarks, do not connect the logos or font treatments with any text or graphic element.

# Font Treatment Usage

## Incorrect Usage and Format Options

These examples show incorrect use of the font treatment.

### Formats

The font treatments are provided in three file formats: EPS, PNG, and JPEG. Each format is used for a specific purpose. To ensure correct color and resolution, always choose the format that is appropriate for your application, as described here:

- **EPS format allows high-quality print reproduction.** EPS files can be scaled to any size without sacrificing image quality. You may use these font treatment files in word-processing, page-layout, or graphics programs, but do not use them for on-screen or Web presentations.
- **PNG format is optimized for on-screen or Web presentations.** Do not use PNG files for high-resolution printing. Do not scale the font treatment to make it larger than the size provided in the PNG file.
- **You may use the font treatment in JPEG format in Microsoft PowerPoint presentations or for Microsoft Word documents.** You may use JPEG files for printing with low-resolution printers, such as laser writers or ink-jet printers. Do not use them for high-quality output or scale the font treatment to make it larger than the size provided in the JPEG file.

Do **not** animate SAP font treatments.



Do not use the SAP corporate logo instead of the SAP Asset Intelligence Network font treatment.



Do not use the dark gray SAP Asset Intelligence Network font treatment on a dark background. Use the white font treatment instead.



Do not rotate or animate the font treatment.



Do not change the color of the font treatment. Use the font treatment files as provided.



Do not disproportionately scale, stretch, or compress the font treatment.



Do not place the font treatment on a visually busy background.

# Thank you!

For additional questions, please contact [branding@sap.com](mailto:branding@sap.com).

© 2016 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

