



# Brand Guide

# Welcome

Concur is pleased to welcome you to the Concur Solution Provider program. This tool kit provides guidelines for referencing the Concur brand and our partnership in your marketing and sales efforts. Please contact your Channel Marketing Manager ([kerry.lancaster@concur.com](mailto:kerry.lancaster@concur.com)) with any questions.

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# Using the Concur Brand

## Corporate Logo Guidelines

You may use the Concur logo when describing the Concur solution or listing the brands with which you work. The Concur logo is a registered trademark. Please do not attempt to recreate any part of any mark.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

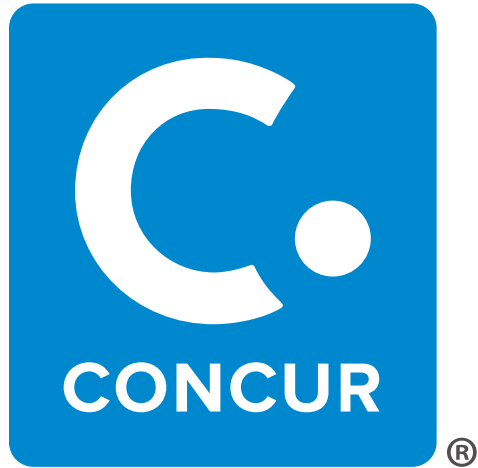
**Username: Concur**

**Password: Click.Done**

## Logo Variations

The Concur logo can be used in its vertical or horizontal format and using the color variations outlined below.

### Vertical Logo



Blue logo - primary



Gray logo



Black logo



White logo

### Horizontal Logo



Blue logo - primary



Gray logo



White logo



Black logo

### Scale limitations

The minimum vertical logo height is 40px



### Scale limitations

The minimum horizontal logo height is 20px.



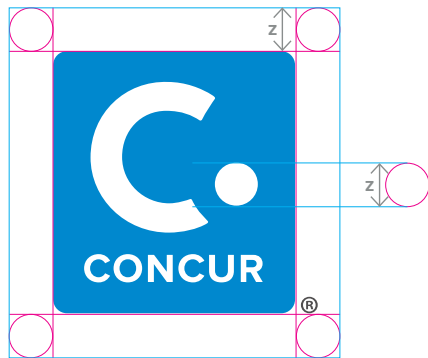
## Clear Space

Clear space around the Concur logo (and any logo, for that matter) is critical. It ensures the logo, and the brand itself, are presented clearly and without confusion.

To protect the clarity and visual integrity of the Concur logo, a minimum amount of clear space is required around all sides of the logo. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot. **This spacing also applies to when you place your logo next to the Concur logo—be sure the minimum clear space outlined here is observed to ensure each brand gets the recognition and clarity it deserves.**

We encourage you to observe similar clear space around your logo as well. See example of how to present the Concur logo or advisor badge alongside your logo on page 12.

## Vertical Logo

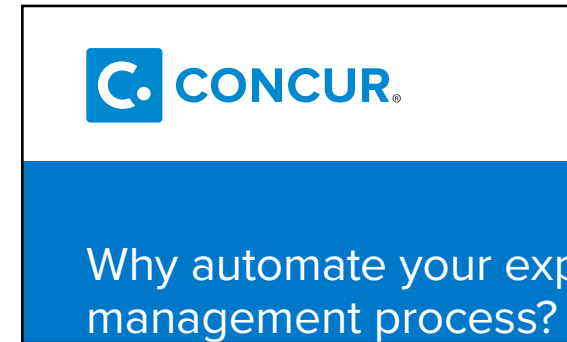


To protect the clarity and visual integrity of the Concur logo, a minimum amount of clear space is required around all sides of the logo. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot.



Example of a good minimum distance for text from logo, shown here.

## Horizontal Logo



Example of a good minimum distance for text/graphics from the logo shown here.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

**Username: Concur**  
**Password: Click.Done**

# Concur Solution Provider Program Logo Guidelines

Please use the Concur Solution Provider program logo together with your own logo when marketing and communicating about Concur's Travel, Expense and Invoice solutions and services.

The Concur Solution Provider logos are part of the Concur visual identity and remain the property of Concur. You may download [Concur Solution Provider program logos](#) from DropBox.

Please do not alter the Concur Solution Provider program logo files provided—consistent usage of these by all of our partners in all communications will only strengthen the perceptions, credibility and preference for the Concur brand and accurately reflect the validity and strength of our relationship.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

**Username: Concur**

**Password: Click.Done**

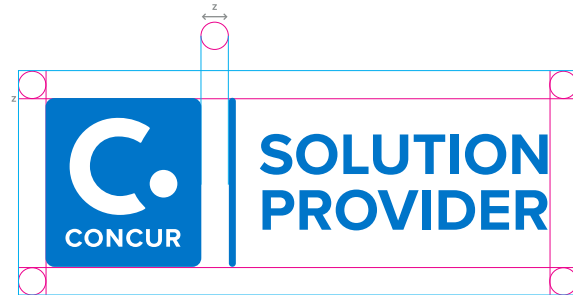
Download [Concur Solution Provider program logos](#).

## The Concur partner badges are part of the Concur visual identity and remain the property of Concur.

As such only unaltered original artwork should ever be used to maintain the consistency of the Concur brand and, more importantly, the validity of our relationship.

### Clear Space

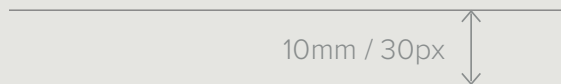
To maximise the visual presence of the partner badge, a minimum amount of clear space is required around all sides. No element should infringe on this clear space, which is defined as a minimum of one diameter of the dot in our c-dot.



Download [Concur Solution Provider program logos](#) from DropBox.

### Minimum Size

For legibility the logo should be reproduced no smaller than **10mm** high in print and **30px** high on the web.



### Other sizes

The logo can be resized to be fit for purpose, but must always remain in scale and follow the clear space rule.



### Other Badges

Where applicable, you may only use the badge that refers to the level of your relationship with Concur.

### Badge Use Colour

The logo is designed to sit comfortably on both coloured and white backgrounds, and should be in colour when possible. If you need a black or white version please contact the Creative Team at [creative@concur.com](mailto:creative@concur.com).

### Initial Requirements

**Approval is required** for any first-time use of a badge. We request tears, screenshots and/or pdfs of any and all uses for our reference. Submit all new collateral to [cspmarketing@concur.com](mailto:cspmarketing@concur.com) for review. Please allow 10 business days for approval.

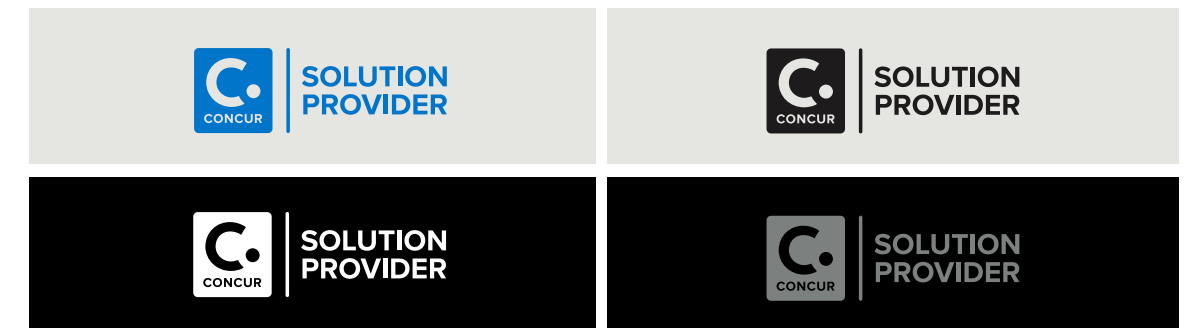
### Background

In order to maximise its visual presence the Concur partner treatments must only be used on a **block colour background**.

### Authorised Use

Authorised use badges must be approved by Concur before being used on collateral.

### Variations



# Telling the Concur Story

Consistency in our message is as important as consistency with our logo and visual identity. Concur messaging should be optimistic and positive. It should be clear and easy-to-read—showcasing the simple solutions we offer to complex business problems. Messaging should use a conversational tone that is easy for anyone to understand avoiding jargon and technical language.

You may use the following copy to define or describe Concur, and you can find additional guidance on messaging and style at [concurbrand.com](https://concurbrand.com).

## About Concur

Concur, a part of SAP, imagines the way the world should work, offering cloud-based services that make it simple to manage travel and expenses. By connecting data, applications and people, Concur delivers an effortless experience and total transparency into spending wherever and whenever it happens. Concur services adapt to individual employee preferences and scale to meet the needs of companies from small to large, so they can focus on what matters most.

Learn more at [www.concur.com.au](https://www.concur.com.au) or the Concur blog.

Concur messaging centers on concepts like connectedness, transparency and effortlessness—principles on which the Concur solutions are built. These themes should be used to tell the complete Concur story as well as discuss specific features and services.



# Discussing Concur Products

Concur products are essential to the Concur brand. When discussing any Concur products—including Travel, Expense and Invoice—please keep your messaging high level and do not talk about specific details. If you have any questions about when and how to discuss our products, please reach out to Advisor Marketing ([ausolutionprovider@concur.com](mailto:ausolutionprovider@concur.com)). You may utilise the [Concur website](#) for high-level product information. You should connect anyone interested in learning more about Concur products to a Concur rep.

# PR and Social Media Guidelines

## Press Release Guidelines

As part of a public company, Concur is responsible to shareholders for ensuring accurate representation of its brand and product offerings. With that in mind, Concur must review any press releases mentioning our brand or our products. All press releases must be sent to Concur Solution Provider Marketing (ausolutionprovider@concur.com) for approval. No press release will cross the wire without approval from both Concur and the participating partner.

## Social Media Overview

We encourage you to promote Concur's Travel, Expense and Invoice offerings and highlights of our partnership through social media channels. When you post on social media, reach out to your Concur Solution Provider program manager to let them know. We will do our best to work with you to jointly promote your posts and better amplify the message.

## Blog Posts

Blog posts are a great way to discuss thought leadership topics, Concur products and information about your partnership with Concur. We encourage these blog posts to include as many visuals as possible, including screenshots, infographics and relevant stock images. Links back to the Concur website are also highly encouraged. Please send over all blog posts that mention Concur to Concur Solution Provider Marketing (ausolutionprovider@concur.com) for final review.

If issuing a press release, please ensure the blog post does not post prior to the announcements.

## Twitter

Concur will happily follow your company and would appreciate the same follow from yours. If Concur is using a hashtag to promote the partnership, an event, etc., we encourage your company to leverage the same hashtag in related tweets. We also recommend including each other's handle in the tweet, including "@" (for example, @ConcurANZ or @ConcurAPI). Twitter is a great way to extend the reach of blog posts as well.

If issuing a Press release, please hold tweets until after the press release crosses the wire.

## Facebook

You are welcome to promote all related information with Concur via your corporate Facebook pages. Concur is pleased to "like" your company page and would appreciate the same "like" from your company. In addition to the visibility this provides to both our companies, adding a "@" in front of the company name will allow the announcement to show up on our timelines.

If issuing a press release, please ensure that any Facebook posts are published after the press release crosses the wire.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

**Username: Concur**

**Password: Click.Done**

# Website and Search

We encourage you to add information about the Concur Solution Provider program and the business issues you can address as a result of our partnership to your website.

## SEO Guidelines

- All meta tags within the website must state that your company is a partner of Concur without any ambiguity.
- The term “Concur” (or another Concur product name) cannot be the first word in the title tag.
- The tags should not mislead potential customers nor the Search crawlers into thinking that the site is an official representative of Concur.
- Do not use a website that is confusingly similar to the official Concur website, or which may mislead third parties into thinking the partner is Concur.

## Search Guidelines

- Concur does not bid on competitor names as that can be an expensive and inefficient activity. Partners are also advised not to bid on competitors as that would result in competitors bidding on Concur.
- Partners should not bid on our Concur brand names (concur) or brand misspells (concur, concure, concurs etc) or brand + products terms (concur expense, concur travel etc.) in any match type. That would cause prices for these terms to go up, and we shouldn't have to pay more for our own brand terms. Non-brand, generic terms can be bid on by anyone.
- Partners should not mention Concur anywhere in their ad copy (headline, main copy or display URL) without permission. If Concur is mentioned, the ad must clearly state that you are a Concur partner.
- Paid keyword landing pages must state clearly and noticeably that you are a Concur partner. They must not mislead customers into thinking you are Concur and/or are an exclusive or preferred Concur partner.
- Partners must never state or imply that they are the “official site” in any territories.
- Partners should never misrepresent the Concur company, brands or pricing. All the prices displayed in search engine results and their landing pages should be accurate and match with the price listed.
- Prohibited display URLs: Partners should not use the following URLs either as display URLs or as ad-landing URLs in any territories: [www.concur.com](http://www.concur.com), [www.concur.co.uk](http://www.concur.co.uk), [www.concur.de](http://www.concur.de), [concur.fr](http://concur.fr), [concur.com.au](http://concur.com.au), [concur.ca](http://concur.ca), [concur.co.in](http://concur.co.in), [concur.com.hk](http://concur.com.hk), [concur.com.sg](http://concur.com.sg), [concur.com.mx](http://concur.com.mx), [concur.ca/fr](http://concur.ca/fr), [concur.com/pt-br](http://concur.com/pt-br), [concur.com/it-it](http://concur.com/it-it), [concur.nl](http://concur.nl), [concur.com/zh-hans-cn](http://concur.com/zh-hans-cn), [concur.co.jp](http://concur.co.jp) etc.
- Affected territories: The above holds true for all search engines in all territories.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

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**Password: Click.Done**

# Example Scenarios

So how do you put all of these pieces together to create effective marketing? Let's look at a few scenarios.

## Lead Generation

**Scenario: You want to hold a webinar about Concur Travel, Expense and Invoice for your clients and/or prospects.**

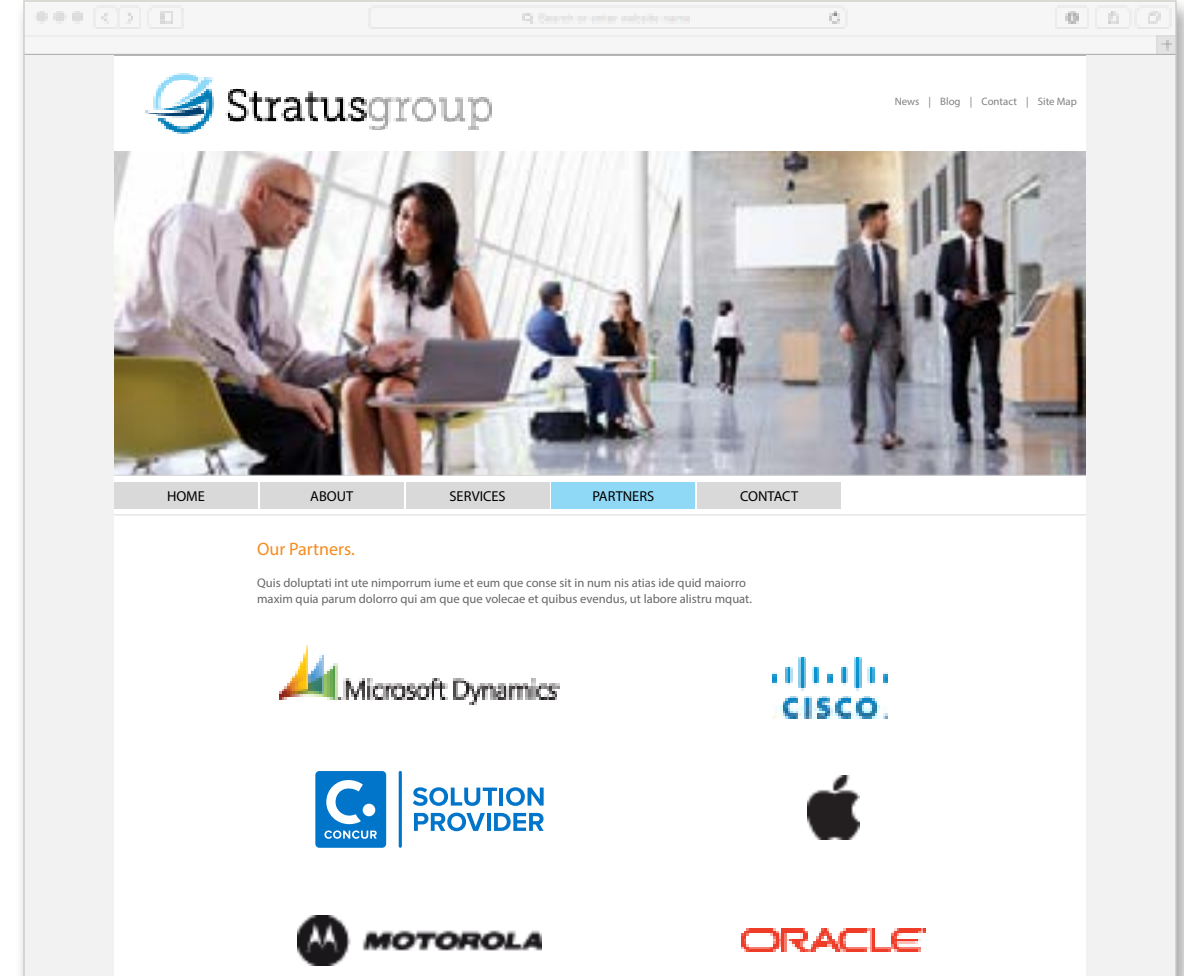
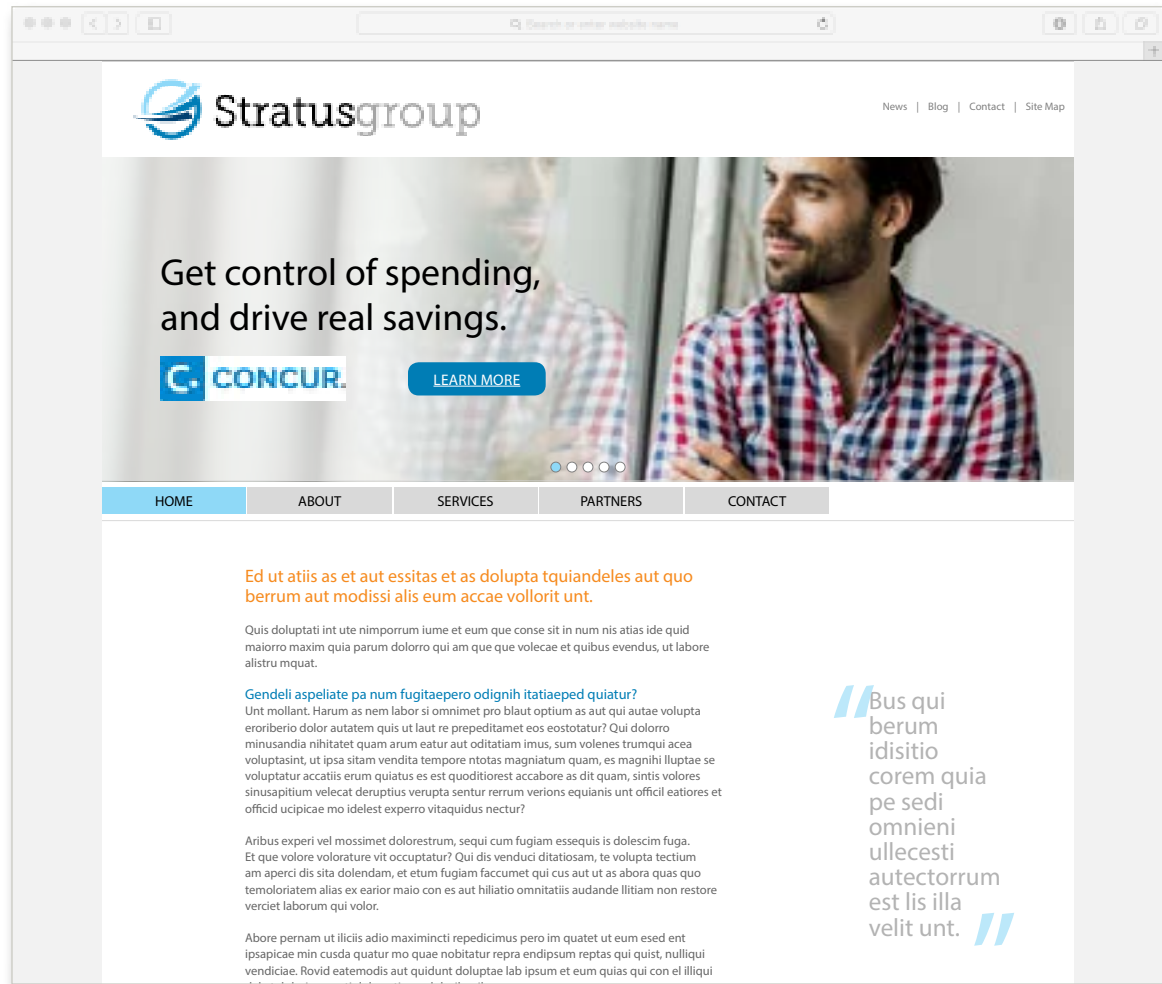
Please reach out to your Advisor partner contact before hosting a webinar discussing Concur or any of our products. We will help organise a sales representative to present during your webinar as well as any messaging needed for invites and the actual presentation.

**Scenario: You want to hold an event discussing Concur products to your clients and/ or prospects.**

Please reach out to your Advisor partner contact before hosting an event discussing Concur or any of our products. We will help to organise the presentation on your behalf including a Concur sales representative to present and messaging needed for invitations or a landing page.

## Your Website

Scenario: You're featuring Concur on your home page as well as on your "partnerships" page.



For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

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## Collateral/Sales Tools

Scenario: You're leveraging Concur's Advisor Program or Concur's product collateral in your sales and marketing process.

Concur offers a variety of collateral for you to use in your sales and marketing process. Many pieces of collateral have a place for you to add your logo and short description of your services/offering. Other pieces available to you, you can leverage by adding additional content of your own.

**CONCUR.**

### Control what your employees spend before they spend it.

Every organization has expenses, invoices and employees who spend money. Not every organization has the tools to see where that money will be spent.

**Concur is the only way to manage spending—wherever and whenever it happens—even before money goes out the door.**

How does it work? Concur's solution connects your employees, the apps they use, and the data they generate. So they get effortless travel, expense and invoice experiences, and you get total transparency into spending. That gives all of you more time to focus on what matters most.

- 28%** Shorter expense approval cycles when you use mobile apps for travel and expense management.<sup>1</sup>
- 44%** Better compliance when you use end-to-end travel and expense solutions.<sup>2</sup>
- 55%** Lower cost of every expense report transaction when you automate.<sup>3</sup>
- 30%** Reduction in costs when moving from paper-based invoicing to an automated process.<sup>4</sup>

**Let's take on T&E. And also I.**

That's I, as in Invoice. Concur's AP Automation makes invoice tracking and payment a breeze. Combine this with your expense and travel data, and you can effectively manage every spending process you have. So you can focus on what's next, not what just happened.

**Total expense management.**

Concur gives you a whole new way to look at expenses. An automated, accelerated and incredibly clear way to see the data your organization depends on, letting you control every dime that goes out the door.

- Mobile solutions and e-receipts.** Let travelers snap pictures of receipts, auto-populate expense reports, and submit them for approval from any mobile device.
- Card integration.** Use one system to manage expenses made on a variety of corporate cards.
- Financial connectors.** Get a precise picture of the budget with integrated travel, expense and ERP data.
- Accurate reporting.** Control spending with a single, detailed view of spending.
- Certified security.** Rely on ISO 270001, SOC 1/SSAE16 and PCI certifications and audits for the best corporate data security.

Co-branded brochure front.

### Complete travel management.

Concur helps keep your travelers inside your booking tool by giving them more travel options. And if they do go outside your system, Concur still captures every transaction.

- Simple booking.** Make travel easier for your team with multiple, mobile booking options.
- Integrated systems.** Connect all the pieces of your travel spending, tying T&E to your GDS and TMC partners, and linking that to your ERP.
- Itinerary controls.** Capture every itinerary, regardless of where it's booked.
- Transaction visibility.** Pull every reservation, track total spending and keep tabs on what's going through your booking tool.
- Booking v. spending.** Automatically match itineraries to card charges and receipts, and see what's actually spent.

### Comprehensive invoice management.

Concur captures paper and electronic invoices, so you can capture all your AP spending and simplify the entire process—from purchase requests to processing and payment.

- One, integrated system.** Connect Invoice to Travel and Expense and all your accounting systems, cut manual data entry by 50%, and capture every invoice and payment.<sup>5</sup>
- Simple connections.** Automatically link invoices, POs and receipts, and get what you pay for.
- Purchase requests.** Forecast better budgets by approving spending before it's spent.
- Vendor visibility.** Extend visibility to suppliers and reduce incoming questions to your AP team.
- Cash control.** Automate vendor payments on your schedule, taking advantage of early-pay discounts and staying on top of cash on hand.
- Reduced costs.** Automate invoice processing and reduce costs from \$23 to \$4 per invoice.<sup>4</sup>
- Total mobility.** Review, approve and/or reject invoices on the go.
- Outsourced invoicing.** Have suppliers send invoices to Concur, and we'll sort, scan, verify and add them to your workflow.

**Let's make this easy.**

With Concur you'll get total visibility into your data, total control over your spending and total buy-in from travelers and suppliers.

**Stratusgroup** Partner logo.

**CONCUR.**

1 Source: Concur data  
2 Source: End-to-End Visibility into T&E Management, Mobile Comes to the Table, Louis Bear, Aberdeen Group, April 2013  
3 Source: The Power of Real-Time Insight: How Better Visibility, Data Analytics, And Reporting Can Optimize Your T&E Spend, May 2014  
4 Source: Aberdeen 2013  
5 Source: Needed  
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Co-branded brochure back.

Partner logo.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)

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**Password: Click.Done**



**Scenario: You're creating your own sales tools or collateral featuring the Concur name, products or Advisor Program information**

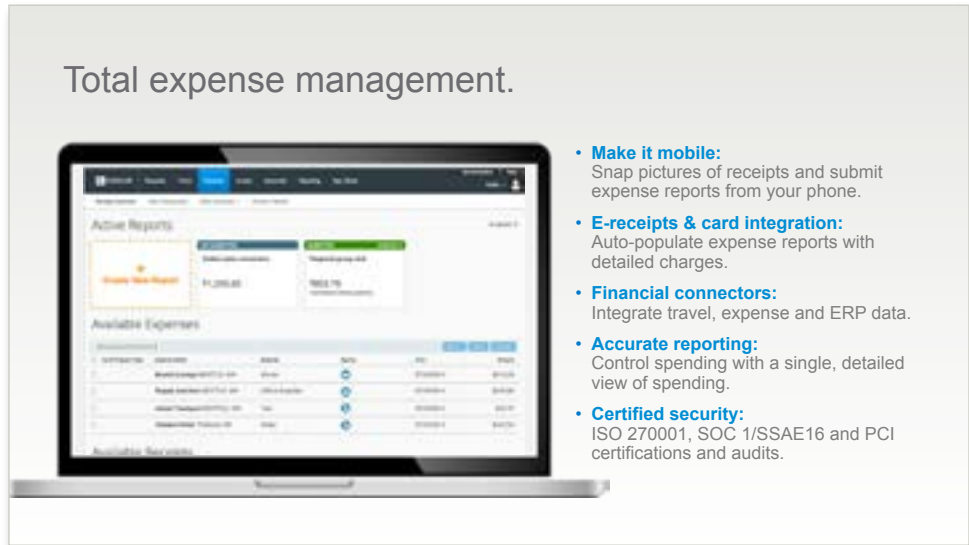
As you create your own sales and marketing tools, follow the guidelines in this document. Remember, when you're talking about your business, use the Concur Advisor Program logo. When you're talking about Concur and Concur solutions, you may use the Concur logo, if appropriate. Please refrain from talking about our products in detail without prior Concur approval.



Partner-branded fact sheet.



Co-branded Powerpoint slide.



Concur product Powerpoint slide.

For further information or access to brand guidelines and logos, please refer to [www.concurbrand.com](http://www.concurbrand.com)  
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# Working with Concur

## Do I need to check in with anyone at Concur? Or can I follow the rules in this branding guideline and produce work?

As a rule of thumb, anything not referenced in the branding guideline should be sent to Concur for approval. If you have any questions, please don't hesitate to reach out.

If you don't see the answer to your question here:

Please follow up with an email to

**Concur Solution Provider program Marketing ([ausolutionprovider@concur.com](mailto:ausolutionprovider@concur.com)).**

