

Brand Book

July 2017 Edition

sage



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July 2017 Updates

- Updated business card section to reflect latest templates (page 113)
- Incorporated images from the Paris and Madrid offices (page 98, 102, 106)

April 2017 Updates

- Updated Photography section—includes details on two official photography approaches (page 36)
- Events photography guidance added (page 43)
- Call-to-action button guidance added (page 62)
- Minor edit to copyright line—comma after year removed (page 94)
- Minor text and design edits throughout



sage

Be Sage. Build On.

Our new brand celebrates the business builders we serve. It's authentic and real. It's optimistic and socially conscious. We share the same passion, values, and creative ingenuity to drive the world forward.



We are all Sage. We are all business builders.



Our brand is art

The Sage brand is the reason we matter. It's how we build a bond and emotionally connect with those we serve—at every customer touchpoint. It's why we need to deliver a consistent brand experience with every communication.

This Brand Book sets out our core guidelines. We will be evolving and updating this guidance as we test, learn, and implement. Help us to shape our brand to be consistent, innovative, and responsive so we always do the right thing for our customers, partners, and colleagues.

**Submit your questions and feedback to
brandlab@sage.com.**



Our vision

To energize business builders around the world through the imagination of our people and the power of our technology.



Our strategy

We organize ourselves across these five strategic pillars to create a high performance, customer-focused culture.



One Sage

We are one inclusive team of smart experts executing at pace and taking pride in putting our customers first and foremost.



Winning the market

Our ambition is to be the market leader: creating value for customers, developing innovative products, and thriving in uncharted territory.



Revolutionize business

We will not only meet our customers' needs, we'll change the game completely. The Sage ecosystem will be business' indispensable ally and the go-to source for advice.



Customers for life

Regardless of product, location, and size we're passionate about our customers and want to serve them for life.



Capacity for growth

Sage will be structured to best serve our customers: removing duplication of effort, simplifying processes, and working as one team.

Our values

We live and breathe our values, consistently creating a One Sage experience around the world.



Customers first

Business builders are at the heart of everything we do. We wouldn't exist without them.



Velocity

Agile and action-oriented, we keep our finger on the pulse of business, continually evolving to deliver simple, innovative solutions.



Do the right thing

We act with integrity and trust each other to do the right thing.



Innovate

We look deeper and strive harder to deliver the innovative solutions our business builders need to succeed.



Make a difference

We are committed to positive impact in the communities we work and live in.





Our brand anthem

Sage serves business builders.
Those who look deeper, reach higher,
strive harder—fueled by inspiration.

Today, they measure success in strong relationships,
partnerships, and communities—not just profit.

This is a new way of doing business, and it's rising.

It's why Sage helps drive today's business builders with
a new generation of software to manage everything
from money to people.

Because when business
builders do well, we all do.



Our brand personality

Serving

We delight in assisting business builders. They trust us with building their dreams. We remain selfless, supportive, and compassionate whenever we act on their behalf.

Passionate

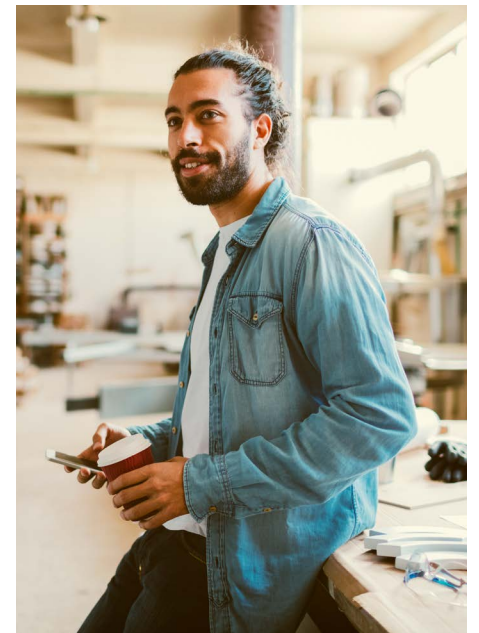
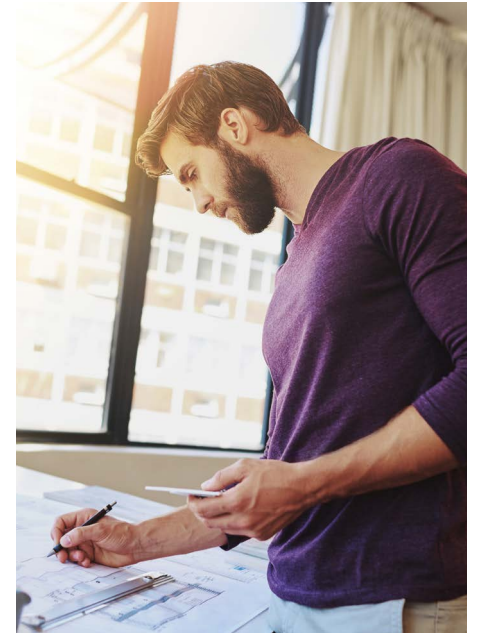
We believe wholeheartedly in our ability to change lives through enabling better business. Diligence and devotion are the fuel that drives us to make a difference.

Positive

Our optimism is inspired by the business builders we serve. We are reaffirming and constructive, and we exemplify a “can-do” attitude.

Forward Thinking

We never settle for the status quo. Instead, we think progressively and work proactively to find new ways to improve their businesses.





Our brand mantra

Be Sage.

Build On.

To be Sage is to be profoundly wise, famed for good judgment and experience. These qualities define not only our company, but also the business builders we serve.

In that spirit we want our business builders to succeed. To continue to shape and drive our world forward, because their values and creative ingenuity combine to make the world a better place.



A close-up, slightly blurred photograph of a person's hands working on a drafting table. The person is using a ruler and a pencil to draw on a sheet of paper. The lighting is warm and focused on the hands and the work area. The background is dark and out of focus.

Basic elements

Let's dive into the fundamental components of our brand identity.

sage

Logo

Our logo is more than our name in a cool font and fun color. It's our brand brought to life in a single word, and it's designed to convey our energy and vitality.

Logo

Sage master brand

We are unusual among tech leaders in having a name that carries meaning. Have you heard the story of how the company was named? According to legend, the founders spotted a picture of “a plant whose grayish-green leaves are used as an herb to give flavour”^{*} on the shelf in the bar where they were hatching plans and chose the name Sage. Thirty years on, we live up to the word’s other meaning of “wise, as a result of great experience.”

Our old wordmark logo was drawn in a pre-digital age. The letters squashed into one another. At a small size, especially on digital, it got smudgy and tough to read.

We’ve separated the letters to improve legibility. No longer apologetic, every letter stands proud. It has energy and vitality and draws the eye. It is now more legible even at the smallest size on digital and mobile devices.

The old and new logos can happily coexist, but over time we will move to the new logo everywhere.



^{*}*Cambridge dictionary*

Logo

Clear space, size, and positioning

Such an important brand element deserves ample space to shine. 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 master brand logo to define the minimum clear space.

Logo sizing and legibility

Make sure the logo is always fully legible and observe the recommended minimum size guidance. When positioning the logo, exceptions for clear space are allowed where space is limited, particularly within digital environments.

Importance of logo positioning

Our logo should be positioned top center or top right of an application. For approval on exceptions, please submit a Workfront request to Brand Lab.*

In digital applications, it must be seen on first scroll or above the fold to remind the audience that they are in a Sage environment.

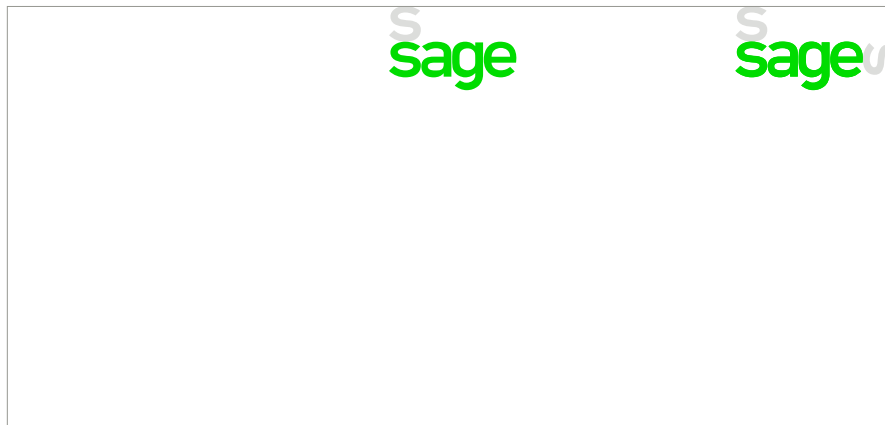
The positioning of the logo should always remain consistent within an application.

*Examples of approved exceptions are featured on the Logo Applications page in this section.

Minimum clear space around the logo



Positioning the logo—top center or top right



Minimum size
12 mm/80 pixels



Logo

Prominence

Importance of logo positioning

Always look for opportunities to build awareness of our brand by making sure the Sage logo appears prominently in our communications. Here are some ways we can achieve this:

1. Portrait photography

Photograph our leaders and colleagues with a Sage logo in shot. This could be signage in a Sage office or at an event. In instances where this is not possible, the logo can be applied in post-production either top right or top center.

2. Video

All Sage videos should end with branded closing frames and include a persistent Sage logo top right throughout. Please read the video guideline section for further detailed guidance.

3. Social media posts

Any posts featuring Sage content including graphics and photographs should include the Sage logo. Please refer to the social media template section for further guidance.

4. Events

The Sage logo should feature prominently across all key event signage including main entrances and staging.

1



2



3



4



Logo

Acceptable backgrounds

Brilliant Green is our preferred use

Use our Brilliant Green logo version wherever possible. White, Slate, and dark photographic backgrounds provide the best impact in digital environments.

White exception use

Our White logo version is used where it offers better contrast than the Brilliant Green logo—specifically on color backgrounds or photography too close in tone to Brilliant Green.

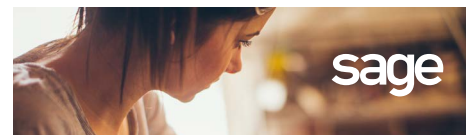
Use Black only where color is not available.

Always use the approved master brand logo assets from the Brand Library (<https://brandlibrary.sage.com>).

Preferred use



Exception use



Logo

Product logos

Our product logos are integrated with the Sage logo to further build awareness of our brand. Product names are locked up, in two versions, as master assets with the Sage master brand.

Be sure to use the product logo templates available from the Brand Library (<https://brandlibrary.sage.com>).

All product logos must be submitted to Brand Lab for approval via Workfront.

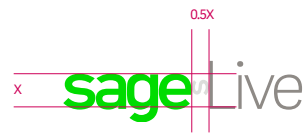
Color specifications

Please note that Wordmark Gray is used only for product logo, partner logo, and program logo assets.

Wordmark Gray
#8E8A86
R142 G138 B134
Pantone 416 C
C28 M18 Y29 K51



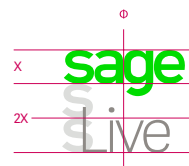
Preferred use on white background



Minimum size
12 mm/80 pixels



Exception use on white background



Minimum size
12 mm/80 pixels



Logo

Product logos

Use on backgrounds

Brilliant Green and White—for backgrounds without sufficient contrast for the Wordmark Gray product name.

White—for backgrounds using Brilliant Green.

Editorial use

Where the product name is used in editorial, this remains in the body text font and color with initial capitals.

Use on backgrounds—preferred



Use on backgrounds—exception



Use in editorial

Porrum faccatium
haria volorum ut
re es Sage Live
omnimpore aces aut
exerehe ndebis imaio
epero qui ipson et.

Logo

Partner and program logos

Just like with our product names, the Sage logo is now a vital element of our partner logos. Partner names are locked up, in three versions, as master artworks with the Sage master brand. We'll review this guidance as part of the new Global Partner Program.

Only approved partner logo artworks from the Brand Library (<https://brandlibrary.sage.com>) may be provided to partners.

Have a new partner logo request? Submit a Workfront request to Brand Lab to get started.

Terms of use

The Sage master brand logo is a registered trademark. Business partners should refer to their partner agreement for terms in using these and any other Sage trademarks.

Color specifications

Please note that Wordmark Gray is used only for product logo, partner logo, and program logo assets.

Wordmark Gray

#8E8A86
R142 G138 B134
Pantone 416 C
C28 M18 Y29 K51



Preferred use on white background



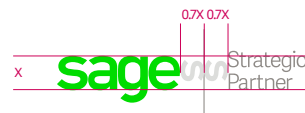
Minimum size
12 mm/80 pixels



sage

Strategic Partner

Exception use on white background



sage Strategic Partner

Minimum size
12 mm/80 pixels



Logo

Partner and program logos

Use on backgrounds

Brilliant Green and White—for backgrounds without sufficient contrast for the Wordmark Gray partner or program name.

White—for backgrounds using Brilliant Green.

Editorial use

Where the partner or program name is used in editorial, this remains in the body text font and color with initial capitals.

Use on backgrounds—preferred



Use on backgrounds—exception



Use in editorial

Porrum faccatium haria volorum
ut re es Sage Partner Program
omnimpore aces aut exerehe
nde bis imaio epero qui ipson et.

Logo

Partner and program logos (exceptions)

These examples provide guidance on how to manage longer partner and program logos.

When creating a product-specific partner logo, the first line should be the product name (include “Sage,” never drop “Sage” from the product name). The second line should be the partner type (and the year when applicable). When the partner type becomes too long, a third line can be introduced.

For legibility avoid exceeding three levels of information.

Only approved partner logo artworks from the Brand Library (<https://brandlibrary.sage.com>) may be provided to partners.

Have a new partner logo request? Submit a Workfront request to Brand Lab to get started.

Partner logo exceptions, left aligned

sage

Partner Type
2015

sage

Sage Product Name
Partner Type 2015

sage

Sage Product Name
Partner Type
2015

Partner logo exceptions, center aligned

sage

Partner Type
2015

sage

Sage Product Name
Partner Type 2015

sage

Sage Product Name
Partner Type
2015

Logo Applications

Preferred

Top right and top center are our preferred logo positions, and in Brilliant Green.

Product logos

Because the Sage master brand is now included in the product logo, it is no longer necessary to include both the Sage master brand logo and product logo on a communication piece. If you are promoting the Sage master brand or a combination of products, use the Sage master brand logo. If you are promoting a product, use the appropriate product logo on the cover and throughout, and where applicable, end with the Sage master brand logo (such as a back cover).

The examples here reflect only the new color and photography direction, but not the new brand creative direction.

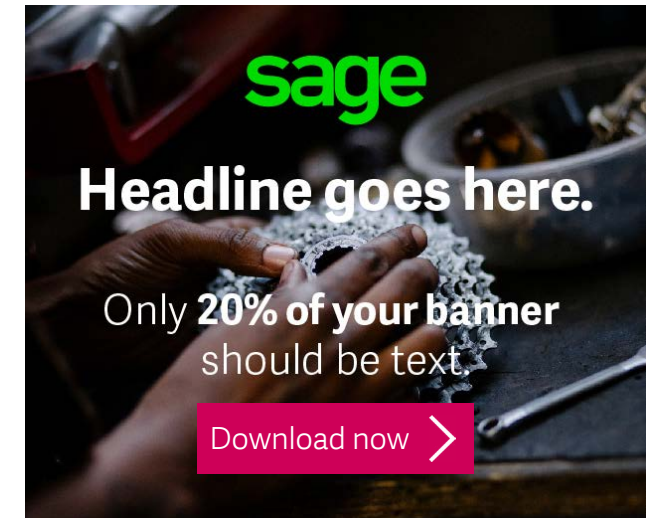
Word letter template



Print advertising



Display banners



Logo

Applications

Exceptions

In digital applications, the shape and size of how our logo is applied is determined by the operating system. Here we prioritize the size of the logo for maximum legibility.

In social media we use a White logo against Brilliant Green for impact.

We can use a centered logo position for video animation or when we need to close out a story or presentation on screen.

Social media page



Video animation (closing frame)



Logo

The don'ts

Protect our logo and you protect our brand

Remember that incorrect and inconsistent use of the Sage logo can undermine the impact of our communications and cheapen our brand integrity.

Avoid logo abuse!

X Unapproved color

sage

X Recreated logo

sage

X Effects or filters

sage

X With outlines

sage

X Poor contrast of Brilliant Green logo on a photo background

sage

X Poor contrast of White logo photo background

sage

X With a descriptor

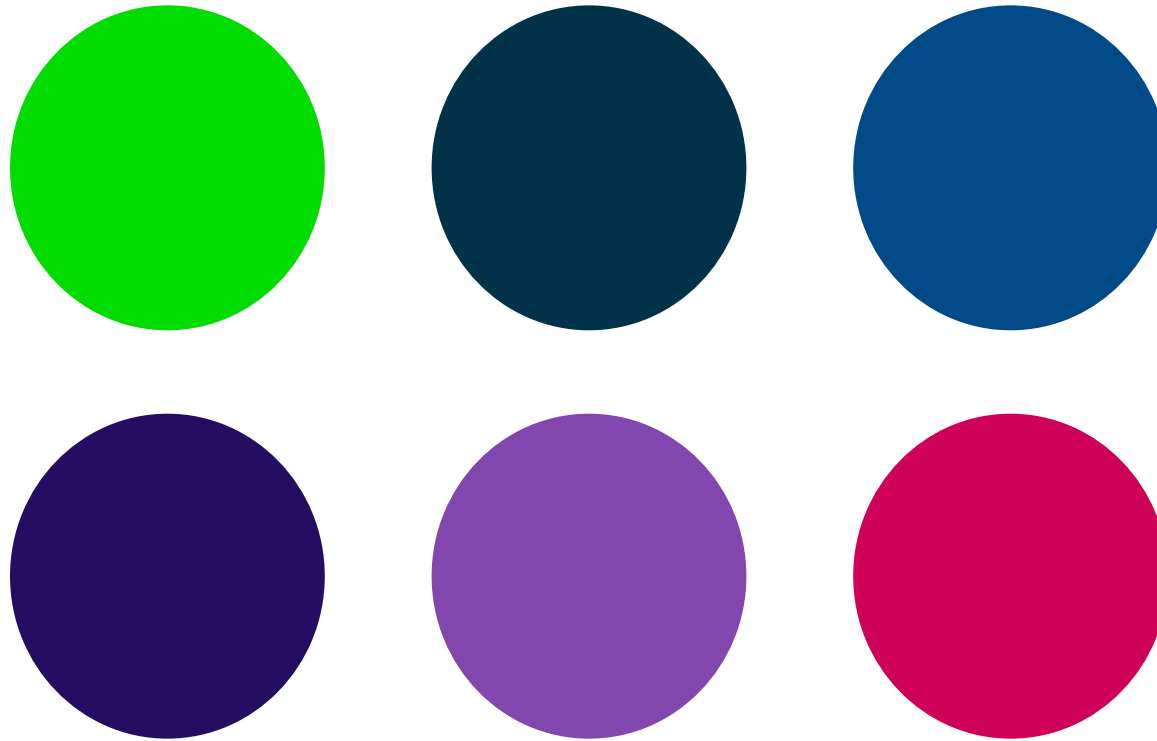
sage
Lorem Ipsum Dolor

X Distortion

sage

X Sage logo within text-flow

Lenim iscius et de dessus
explibu saerferibus maximilla
diaestia quatusame sum
simaion eos **sage** platatur
alisi re prem qui que voluptius
quatiumqui nist qui officiis
molum fuga. inus.



Color

Our color palette is bright and vibrant, driven by the strength embodied by business builders, accentuated with the attributes of depth, stability, trust, and wisdom.

Color

Brand and core colors

Our brand and core colors reflect our energy and our focus on the future: Brilliant Green, White, and Slate.

The logo's prominent placement on all Sage communications will ensure our Brilliant Green is both eye-catching and instantly recognizable.

Digital environment

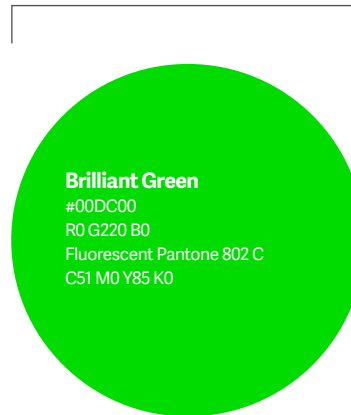
Brilliant Green is used in the digital environment, but for accessibility purposes we have an Accessible Green, which is used for titles. This has been specified for digital use only.

No tints or display values are used, other than those shown.

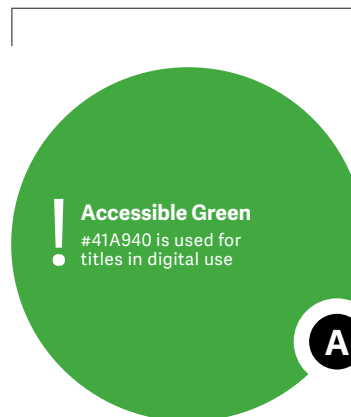
Print environment

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.

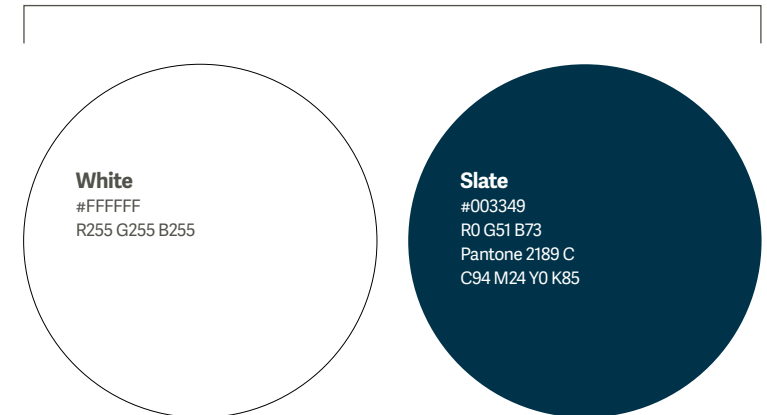
Brand colors



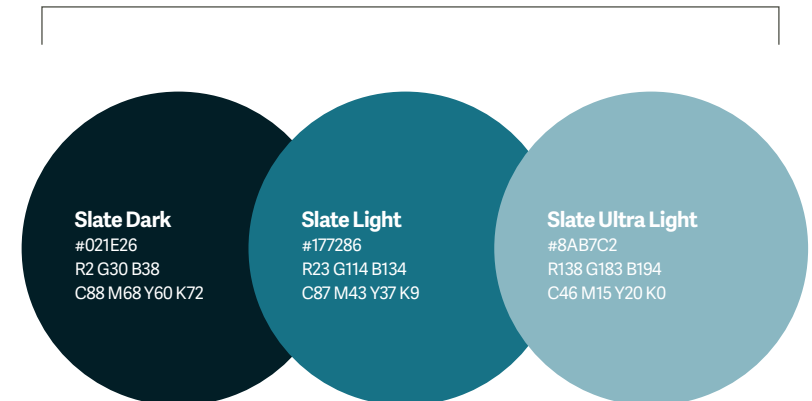
Digital compliant green



Core colors



Slate tints (use sparingly)



A #41A940 is used for titles in digital use

AA standard at large only
Contrast is compliant with [WCAG 2.0 AA](#) for accessibility requirements—this has a ratio of 4.5:1 for normal text at 14pt and a ratio of 3:1 for text of 18pt or larger

Color

Secondary colors

Secondary colors

Our communications can be enhanced by occasional use of our secondary colors within our key messages.

The secondary colors have been simplified to focused tones of blue and purple, which elegantly contrast our core of Brilliant Green.

Complementary secondary tones

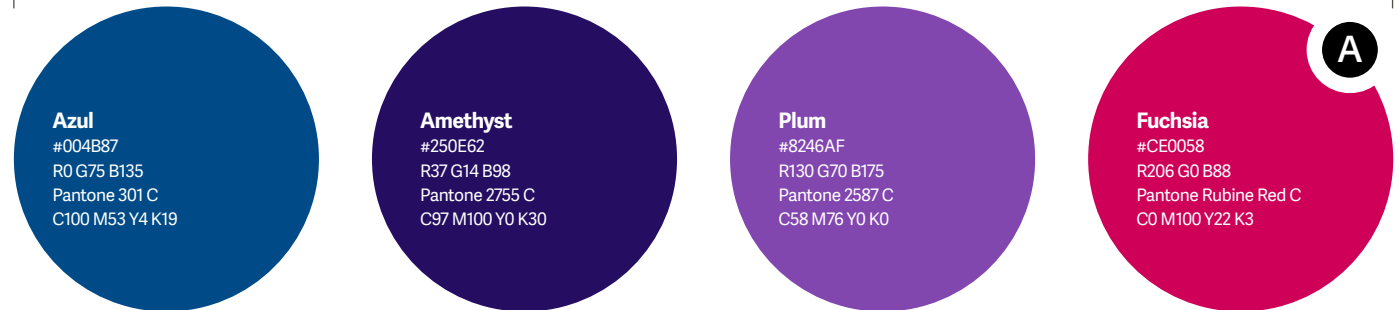
Each secondary color has complementary tints to add further depth and flexibility where necessary, particularly for digital applications.

These are for limited use only (information graphics, text subheads, Word document templates), and only where essential to help convey a message or aid legibility.

Never use any of our colors to segment products or services.

- A** Buttons should use Fuchsia #CE0058 in most instances
- B** Text links should use Azul Light #28A3DA in most instances

Secondary colors



Secondary tints (use sparingly)



Color

Supporting colors

The color palette consists of neutral supporting colors to work together with our primary palette.

With the exception use of body copy, supporting colors should be used in moderation. Sage is not a “gray” brand.

Supporting colors



A Black #2C2A29 is used to help define body copy in web and print applications where color is not available

B Medium Dark Gray #75787B is used for body copy in both web and print

Color

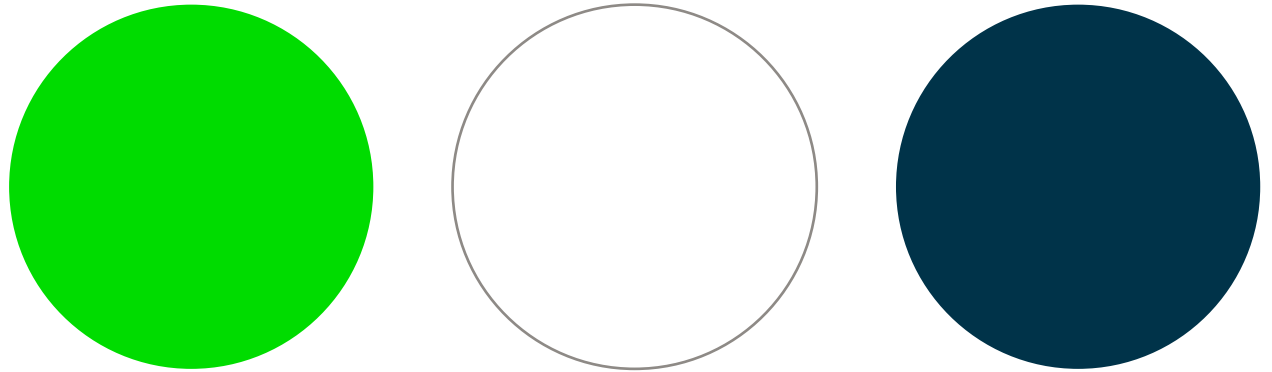
Application of colors

Always work within the approved color palette and use color to help convey messages and calls to action.

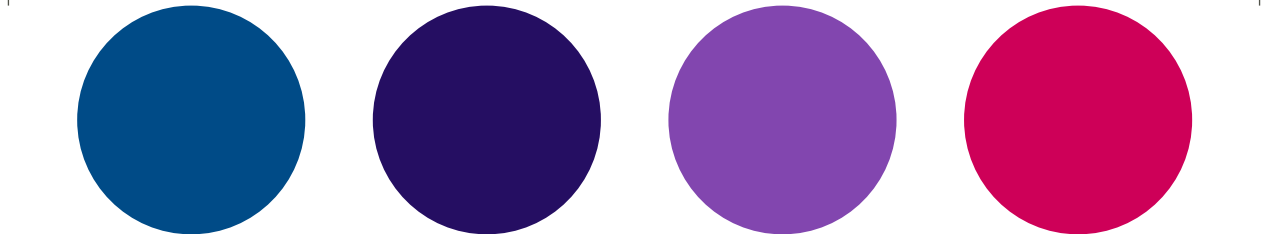
Approved color pairings

Use the primary color palette of Brilliant Green, Slate, and White for communications. It is permitted to use one color set (Azul, Amethyst, Plum, Fuchsia) from the secondary palette in conjunction with the primary palette. Make sure that proper contrast is observed when using the secondary palette alongside the primary palette as well as on top of photography.

Primary Palette



Secondary Palette



Secondary Tints



abc

Typography

Introducing Adelle Sans Sage and Adelle Sage—modern typefaces designed for today's digital world and customized especially for Sage.

Typography

Brand typeface

Adelle Sans Sage is a purposely selected set of fonts that has been customized and licensed for use by Sage across a wide range of applications.

We have a range of weights that, when used with care, can express a clear and bold typographic style.

We use Adelle Sans Sage in every instance that we can control its integrity—throughout our digital world and also in our physical environments.

Use Adelle Sans Sage, not Adelle Sans

We have adapted the Adelle Sans typeface with important customization, creating our own Adelle Sans Sage fonts.

Adelle Sans

Adelle Sans Sage

Sage

Sage

Adelle Sans Sage Thin 0123456789

Adelle Sans Sage Thin Italic 0123456789

Adelle Sans Sage Light 0123456789

Adelle Sans Sage Light Italic 0123456789

Adelle Sans Sage Regular 0123456789

Adelle Sans Sage Italic 0123456789

Adelle Sans Sage Bold 0123456789

Adelle Sans Sage Bold Italic 0123456789

Adelle Sans Sage is available from the Brand Library (<https://brandlibrary.sage.com>).

Typography

Accent typeface

Adelle Sage is an accent set of fonts that compliments Adelle Sans Sage and has been customized and licensed for use by Sage across a wide range of applications.

With a limited set of weights, Adelle Sage should be used sparingly when a call for emphasis is necessary.

Use Adelle Sage, not Adelle

We have adapted the Adelle typeface with important customization, creating our own Adelle Sage fonts.

Adelle

Sage

Adelle Sage

Sage

Adelle Sage should be used only in special cases, such as text call-outs—or when a difference in tone is needed to emphasize a point, such as a testimonial or sidebar.

Adelle Sage is available from the Brand Library (<https://brandlibrary.sage.com>).

Adelle Sage Thin 0123456789
Adelle Sage Thin Italic 0123456789

Adelle Sage Regular 0123456789
Adelle Sage Italic 0123456789

Adelle Sage Bold 0123456789
Adelle Sage Bold Italic 0123456789

Typography

System typeface

Arial Regular and Arial Bold are our system fonts. We use these in a “desktop” environment for PowerPoint® presentations and a range of Word documents, stationery, and other general use templates.

When we share presentations and documents using the Arial fonts, we can be assured that other users and viewers will have the fonts on their systems—this means that the fonts will not be replaced by other defaults and the users can view these communications as they were intended (for example, no copy reflows or overflows and no replacement system fonts).

Third-party system fonts

With third-party operating systems (such as social media networks), we are not in control of the fonts available to us. In these cases we work within the third-party specifications.

Arial Regular 0123456789

Arial Italic 0123456789

Arial Bold 0123456789

Arial Bold Italic 0123456789

Typography

Spacing and tracking

Adelle Sans Sage and Adelle Sage have open character spacing and will need tracking in most cases.

It is recommended that kerning is set to “Optical” where available.

Line spacing will vary according to the nature of the typography. For standard body text typical line spacing should be 20–30%: 9/12pt, 10/13pt, 12/15pt, and so on. Display type will usually have tighter line spacing. In setting all uppercase characters appear visually solid.

In all standard communications we use sentence case and left align our copy.

Tracking is applied for consistency across all type sizes

Tracking for text at 24pt

Tracking for text at 18pt

Tracking for text at 14pt

Tracking for text at 11pt

Tracking for text at 8pt

The tracking values depend on the program you are working with and the units that program uses. Try to maintain an even appearance of character spacing throughout the sizes, as shown above.

Standard communications use sentence case, left aligned

Sample subheading

This is an example to show how our body copy uses sentence case and is left aligned.

This paragraph is sample text and is not intended to have any meaning.

Typography

The don'ts

Our typefaces are an essential part of our “look and feel,” and used carefully, they help us to develop and build a visual style for our brand.

Shown at right are some typical things to avoid when working with written copy.

Adelle Sans Sage and Adelle Sage

Our brand typeface has been customized with a redrawing of the letter “g.” Make sure that this correct version of our typeface is always used and not the standard Adelle fonts.

Adelle Sans Sage and Adelle Sage are available from the Brand Library (<https://brandlibrary.sage.com>).





Recommended minimum type sizes

Legibility of type can be affected by color, type of output, paper stock, and so on. It is recommended that proofing for legibility is carried out for all digital printed and litho printed documentation, along with similar suitability tests for on-screen documents.

Adelle Sans Sage Thin—do not use below 9pt for digital print or below 8pt for litho.

Adelle Sans Sage Light—do not use below 7pt for digital print or below 6pt for litho.

Adelle Sans Sage and Adelle Sage Regular and Bold—it is recommended to proof any sizes below 6pt.

- X** Use underlining for anything other than hyperlinks.
- X** Set BODY COPY or SUBHEADINGS IN ALL CAPITALS or with Initial Capitals For Each Word Like This.
- X** Use tight character spacing or wide character spacing as our type style.
- X** Use justified text without careful attention to readability and flow of copy.
- X** OVERUSE ALL CAPS BODY TEXT AS IT CAN BE PERCEIVED AS SHOUTING. ALL CAPS (ALL UPPERCASE) LETTERING MAY BE USED IN HEADLINES FOR VISUAL IMPACT, BUT AVOID USE OF ALL CAPS LETTERS IN BODY COPY. SETTING TEXT IN ALL CAPS DECREASES THE EASE, SPEED, AND COMPREHENSION OF WORDS SIMPLY BECAUSE WE READ MOST EASILY THE WORDS WE RECOGNIZE, WHICH ARE USUALLY IN LOWERCASE. EXCESSIVE USE OF ALL CAPS CAN CREATE CONFUSION AND CAUSE EXTRA READING EFFORT, WHICH CAN RESULT IN YOUR AUDIENCE LOSING INTEREST, DON'T YOU AGREE?
- X** **Expand** or condense copy or apply **other effects** to your type.
- X** Use **other fonts** in place of our approved typefaces.
- X** Allow text that is ranged left to be hyphenated. Or, similarly, allow fully justified text to be hyphenated incorrectly.
- X** Never use Adelle Sans Always use Adelle Sans Sage
 
- X** Never use Adelle Always use Adelle Sage
 



Photography

Our photography style captures candid visuals that have an authentic feel and tell interesting stories about the people, communities, and businesses we serve.

Photography

Overview

Our new photography strategy illuminates the authenticity of our brand.

We take two style approaches to photography. Both styles capture candid visuals that showcase interesting stories about people, communities, and the businesses we serve.

Business Builder photography

This is our general brand approach that is to be used in most communications. The style calls for warm lighting true to the environment and a use of focus to create depth.

Heroic photography

Intended for global campaign advertising initiatives, this approach emphasizes more dramatic lighting and styling to portray our business builders in a heroic, emotive fashion.

In all external communications depicting customers, prospects, or colleagues, we must only show real Sage customers or colleagues. Our audience is diverse, so make sure that our photography explores the wide range of business builders that we serve.

Business Builder photography



Heroic photography



Photography

Business Builder approach

This photography style is to be used in a wide range of marketing communications.

Capture genuine shots of our business builders in action. Lighting should be warm, bright, and true to the environment. Use focus to emphasize depth, add layers, and give a sense of place.

Business builders in action

Use close crops that focus on the actions, details, and expressions of our subjects running their business.

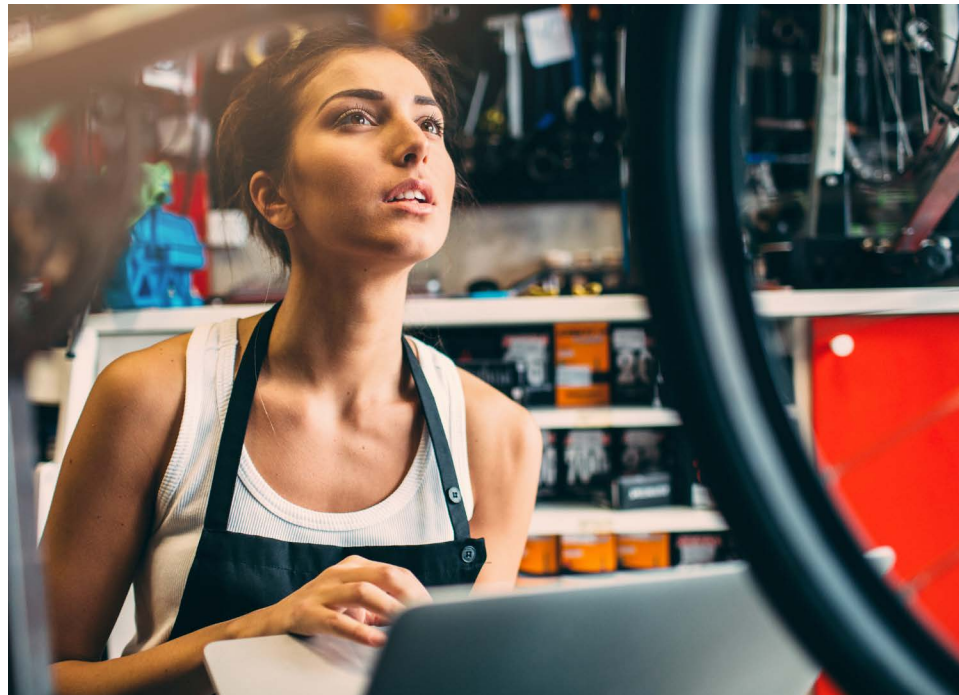
Customer interactions

Wider shots can be used to demonstrate interactions between business builders and their customers, but the shots should never appear deliberately composed.

Showing technology

Technology is evident in the shot but doesn't always need to be the main focus of the image. The subject is the person and situation. When possible, use a mobile device or laptop.

Stock photography should not be utilized in external communications if depicting customers or prospects.



Photography

Heroic approach

This style is reserved for major global campaign initiatives (e.g. from Brand or Marketing Campaigns).

Portray business builders in a striking manner to emphasize a heroic purpose, tempered confidence, and understated positivity. Feature subjects in dramatically lit work environments in a gritty state.

Heroic lighting

Bring our business builder into focus with dramatic lighting, generally from a single direction. Lighting can be used to enhance the effect, but avoid creating an unnatural or heavily stylized look.

Including others

In general, our business builder is to be shown in isolation either with a heroic pose or performing work. If others are included in the shot, always compose the image to focus on our business builder.

Incorporating product shots

When depicting Sage products, always show in context of our business builder. Capture the customer using a device while in action of running the business.

Stock photography should not be utilized in external communications if depicting customers or prospects.



Photography

Colleagues at work

In most cases, we use the Business Builders photography style to portray our colleagues.

We focus on the actions, details, and expressions of our leaders and colleagues at work. Our photography portrays us as confident, professional, and approachable.

Working environments can also extend beyond the desk, office, or boardroom.

Sage leadership photography should never be used for demand generation or campaigns.

Stock photography should not be utilized in external communications if depicting colleagues.



Photography

Colleague portraits

Look for opportunities to build awareness of our brand. When photographing our colleagues for portrait, feature the Sage logo or hints of Brilliant Green in the shot. This could include wall signage in our offices or on plasma screens, or near promotional graphics or Sage branded banners at our events.

In instances where this is not possible, the logo can be applied in post-production either top right or top center.



Photography

Community

Imagery should demonstrate the passion and admiration we have for our communities we live in. Use wide shots with multiple people interacting with one another. People should not be aware of the camera, and the camera does not disrupt the scene. The principles should be in action and focused on their lives.

Photography with children

Any children under the age of 18 featured in shot must have parental or guardian consent. Be sure to have the parent or guardian complete our special model release form for minors (available on Brand Library).

Stock photography should not be utilized in external communications if depicting customers, prospects, or colleagues.



Photography

Events

Event photography should hold the same authentic qualities as business builder imagery.

Be sure to cover a variety of shots, including the ones below, to capture a pulsing, monumental event.

On site, the photographer may need to direct attendees so they are closer in proximity or are not obstructing views.

Product demos

Use tight closeups and focus to give a sense of an intimate, interactive environment.

Atrium and large gathering areas

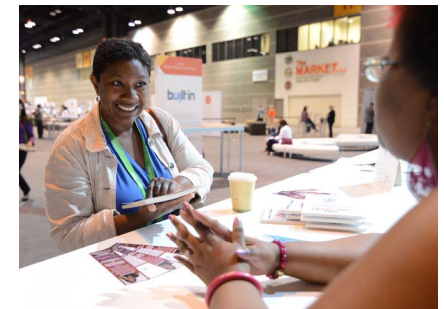
Use wide shots to communicate scale and a grandiose production.

Breakouts

Show attendees in organic conversations to highlight the sharing of ideas and insights.

On-stage presenters

Photograph from interesting angles to portray speakers in a dignified manner.



Photography

Architectural elements

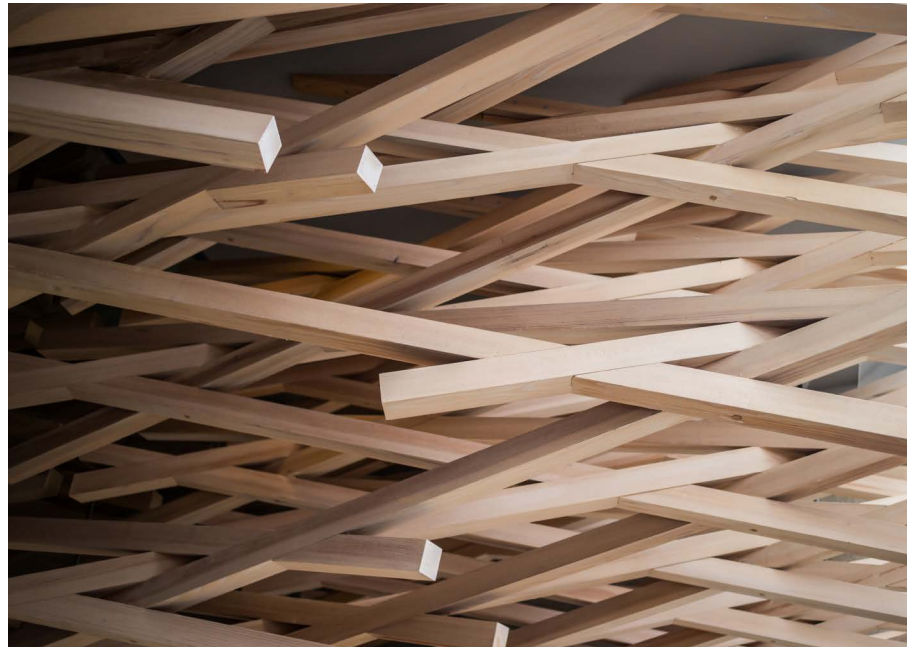
Architectural abstract images can be used to convey the idea of bringing to life the chaotic order of business building. This style of photography can be used as a texture or for backgrounds.

Use photos that have a tight focus and a central repeating pattern that is fairly linear, uniform, and consistent.

Elements should ideally consist of natural materials and finishes, and emphasize the use of building elements, such as wood, steel, cloth, and cement.

Avoid using images where the architectural elements are used as an identifiable landmark that can be recognized as a specific place.

Stock photography can be utilized for this type of imagery.



Photography

Elements

Imagery that depicts our business builders engaged in the process of running their business, often depicting the tools and processes they use to facilitate their labor of love. The photos should have a specific narrow focus that displays that work is being accomplished across all of the business builders that we serve. No faces should be shown and it is optional to include hands or other body parts that are performing the work.

Stock photography can be utilized for this type of imagery.



Photography

Photo shoots

Commissioning photography allows us to create our own solid bank of imagery specific to our business.

Subjects

Recruit happy, enthusiastic customers and colleagues who have unique businesses and engaging, emotive stories to tell.

Location

Aim for visually interesting locations offering a variety of shot opportunities, extending beyond the desk and office environment.

Style approach

Determine the photography style you intend to capture: Business Builder or Heroic approach. Pay specific attention to the lighting and composition requirements to capture the approach correctly.

Photographer

Selecting the right photographer is essential. The photographer should be great with people and able to work with very little art direction in order to achieve the most authentic shots. Their style should be complementary to the photography style intended for the shoot.

Shoot checklist

List out the key shots that need to be achieved. Layouts and accompanying artwork for any campaign-specific shoots should also be included to provide direction on the final formats of the photography.

Legal terms

The photographer's license agreement must include exclusive global rights for Sage across all uses and in perpetuity. All models featured in shot must also sign a model release form to agree to the same usage terms.



Photography

Stock photography

Use our own imagery whenever possible, but stock photography can be a useful alternative.

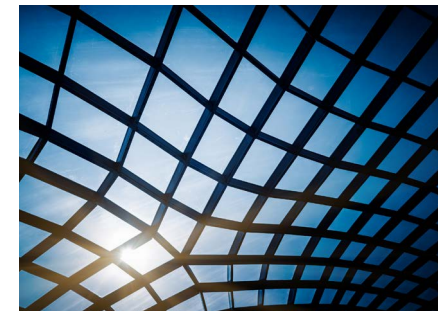
It should be managed very carefully and sourced only from credible royalty-free stock image libraries.

Image licensing

Always review image licensing terms with your legal team.

Never share an image with others unless an additional license has been secured.

In external communications, never use stock photography in a way that suggests the person featured is a Sage customer, prospect, or colleague.



Photography

Image treatment

Post-production may be required to achieve the intended photography approach. Your photographer's work should be complementary to the selected style to limit the retouching required.

Business Builder photography

Colors should be warm, rich, and true to the environment. Slight adjustments in contrast and levels can help create more tonality and depth. Reduced brightness and slight adjustments in temperature help photos that are too warm or cool in color. To soften images adjust exposure offset resulting in a more authentic feel.

Heroic photography

Color tonality overall is darker with "hot spot" lighting on the business builder subject. Increasing exposure and brightness on lit areas enhances the dramatic effect. Darken the background exposure levels and adjust contrast to add a grittier texture to the overall photograph.

File processing

All images are required at a minimum of 300dpi, A3 in size. Photography should be shot as RAW files to allow more control in post-production.

Third-party brand marks

All third-party branding (other than the customer) should be removed.



Before



After



Before



After



Photography

The don'ts

Over-saturated

Color filters should not be used, be over-saturated, or use hard, contrasting light.

Exaggerated, non-candid poses

This can feel unnatural and awkward.

Blurring effects

Avoid using unnatural blurring effects to make space for logo or type.

Overly polished and over-styled

Photography must feel authentic and real for people to relate to.

Branded products

Avoid endorsing another brand or potential legal issues by showing third-party brand marks unassociated with Sage. Where they cannot be avoided, ensure that logos are removed in retouching.

Confidential material

If a screen, whiteboard, notebook, and so on appears in the shot, make sure it is out of focus.

X Over-saturated



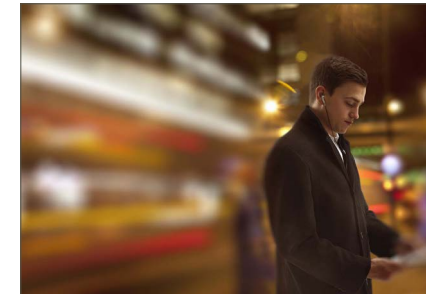
X Exaggerated, non-candid poses



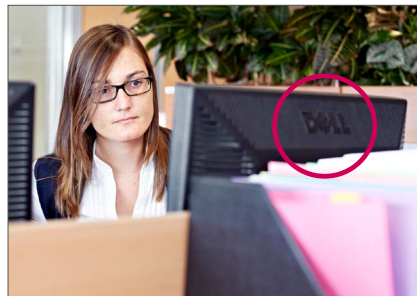
X Blurring effects



X Overly polished and over-styled



X Branded products



X Confidential material





Graphic Motif

The Graphic Motif is our proprietary pattern that adds dynamic energy to our visual system. Based on the concept of reciprocity, our business builders grow as they serve greater communities.

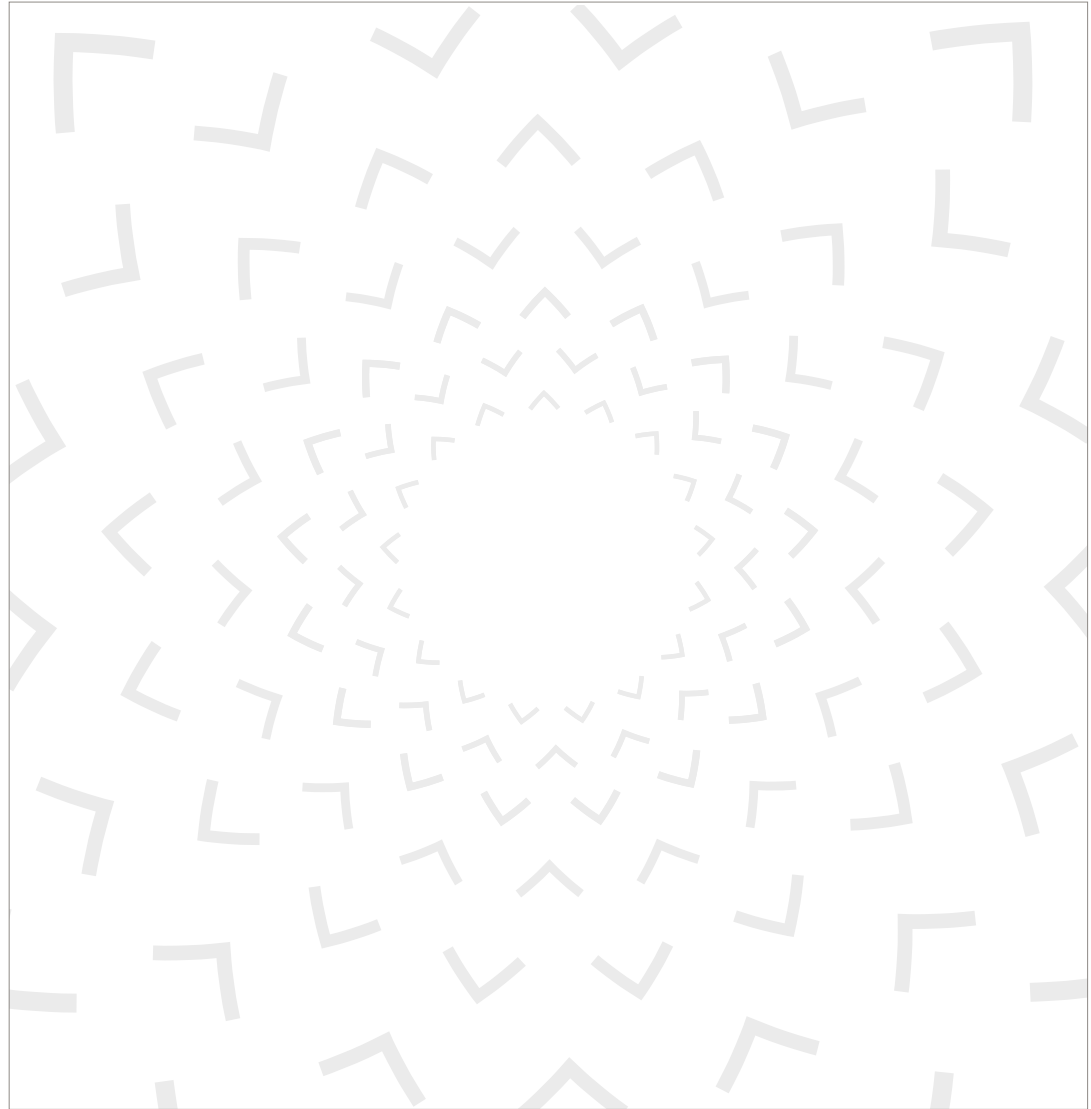
Graphic Motif

Pattern

The Graphic Motif pattern exemplifies the idea of exponential growth—how the power of one business owner can influence and affect many.

The Graphic Motif can be used on top of a photo or as a standalone with text. The Graphic Motif should be used to accentuate a layout, not overwhelm it.

The Graphic Motif is available from the Brand Library (<https://brandlibrary.sage.com>).



Graphic Motif

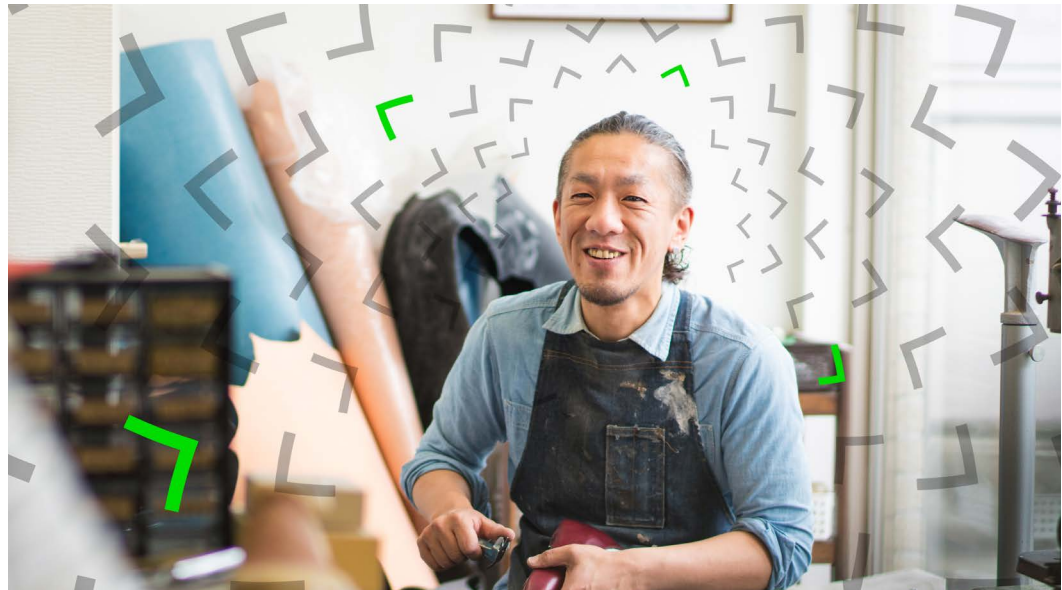
Photo overlay

Using the Graphic Motif on top of a photograph is a great way to add visual interest and drive the story of the business builder.

When placed on top of photography, use medium gray (on light backgrounds) or white (on dark backgrounds) with a transparent opacity and a few accents of Brilliant Green. Never use different colors from the color palette as the accent arrows.

When using the Graphic Motif please consider the following:

- The ring of arrows should form a halo and never crowd our hero. Give some distance to create breathing room.
- Arrows should not go in front of any person or main objects in the foreground.
- Arrows should never be more than 7 rows deep. We want the photos to still shine.



Graphic Motif

Background

You can use the Graphic Motif as a textural background for messaging. When used as a background field, use singular tonal combinations of Slate, Azul, Amethyst, Plum, or Fuchsia.

The singular tonal effect is archived by using medium gray (on a white background) or white (on colored backgrounds) with a transparent opacity.



Graphic Motif

The don'ts

Logo placement

Do not place the Sage logo at the center of the Graphic Motif.

Multiple secondary colors

Do not apply more than one secondary color from the color palette.

Clashing colors

Do not use multiple colors together.

Too many rings

Rings should never crowd the hero subject. Use no more than 7 rings of arrows in a piece of design communication.

Obstruct photos

Arrows should not lay on top of any person or objects in the foreground.

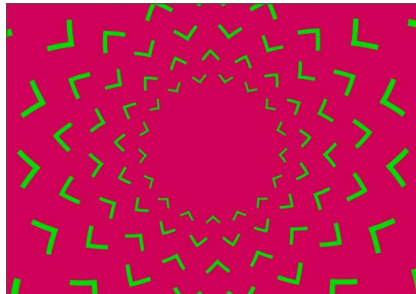
X Logo placement



X Multiple accent colors



X Clashing colors



X Too many rings



X Obstruct photos





Icons

Our icon system is simple and flexible. We use our icons to aid the experience for our customers and prospects.

Icons

Brand icons

We use one common set of icons across all our applications. Our icons are rationalized into two distinct categories: brand icons (this page) and feature icons (following page).

Brand icons

A fixed set of icons, created by the global brand team:

- Product category icons
- Value icons
- Strategic icons

Need a new brand icon?

Before creating any new icons please visit the Brand Library (<https://brandlibrary.sage.com>).

If you need to create new icons, please submit a Workfront request to Brand Lab.

All new icons must be approved by Brand Lab.

Product category icons



Accounting



Payroll



HR



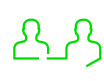
Business intelligence



Payments



Business management software



Customer relationship management

Value icons



Customers first



Velocity



Do the right thing



Innovate



Make a difference

Strategic icons



Customers for life



Winning in the market



Revolutionize business



Capacity for growth



One Sage



Sage Foundation



Sage Academy

Icons

Feature icons

Feature icons

These are grouped into two sets:

1. UI icons are common icons shared among digital, marketing and in-product applications to aid navigation. Marketing communications use an outlined style. In-product icons are used at a much smaller size and the outlines do not translate as clearly. For this reason, we have created an optimized, solid version of each icon for in-product use. While the icons themselves appear different, the icon metaphors are the same for each version.
2. Benefit and feature icons communicate hero product features and benefits. These icons will be determined and grouped by product category.

Feature icons are available on the Brand Library (<https://brandlibrary.sage.com>) and the global product design portal (<http://design.sage.com>).

UI icons – marketing



SMS



Cart



PDF



Preview



Filter



Calendar



Help



Home

UI icons – in-product



SMS



Cart



PDF



Preview



Filter



Calendar



Help



Home

Benefit and feature icons



The cloud



Pie chart



Dollar



Sage Business
Care



Sage Advice



Sage
University



Report

Icons

Creating new icons

New icons should only be created to serve a clear purpose within our two icon categories.

Brand icons

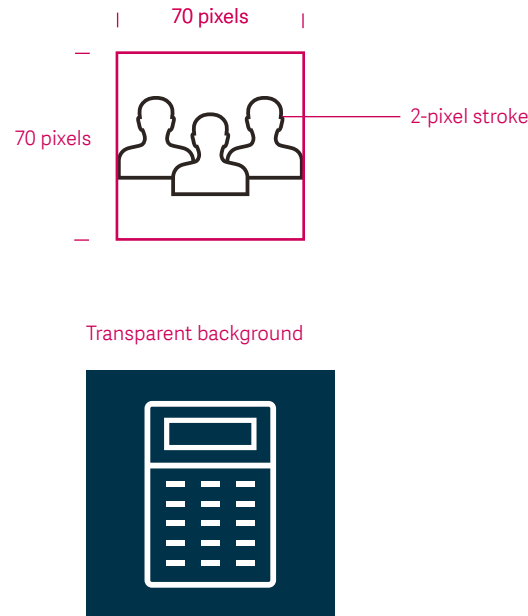
- Communicating our global product categories, business strategy, and values

Feature icons

- UI icons to enhance navigation in digital, marketing, and in-product
- Communicate hero product features and benefits

Before creating any new icons, please visit the Brand Library (<https://brandlibrary.sage.com>).

If you need to create new icons, please submit a Workfront request to Brand Lab. Be sure the chosen icon is an appropriate, graphical metaphor for which it is being used. All new icons must be approved by the global brand team.



New icons should be created using the following instructions:

1. Use a 70 pixel by 70 pixel square grid.
2. Use a 2-pixel stroke for the outlines.
3. Outline stroke to paths.
4. Remove unwanted fills to ensure transparency.
5. Send .eps and .png files to Brand Lab via a Workfront request for review and approval.

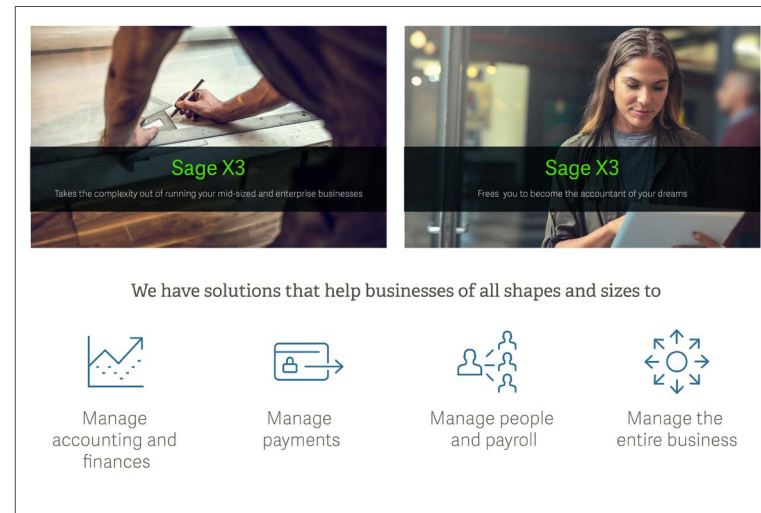
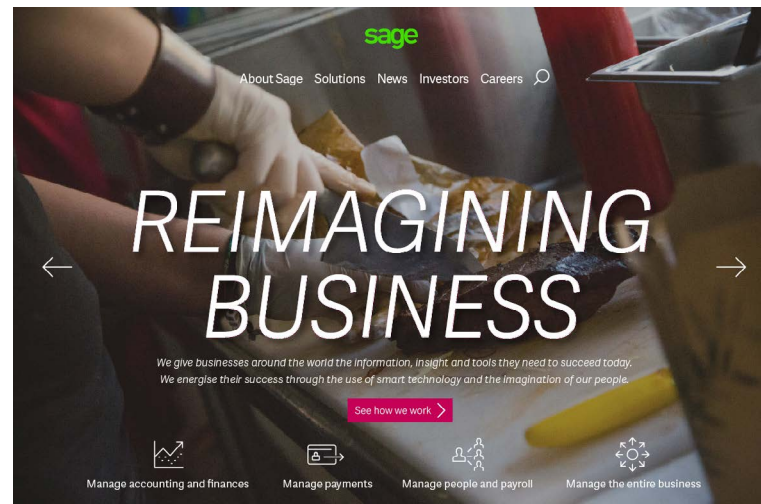
Icons

Applications

Using our icons

We should use our icons consistently throughout our applications and only to aid the customer or prospect user experience.

Icons must have a clear purpose. If you think you need an icon first ask yourself: why?



Icons

The don'ts

Follow the guidance provided for creating icons and avoid overcomplicating and inconsistent use.



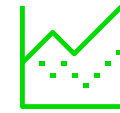
Unapproved icons



Drop shadows, textures, or gradients



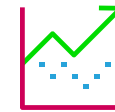
Category icons representing products or services



Sage 50 Accounts



Multiple colors in an icon



Placing icons within complex shapes



Mixed color use for icon combinations



Using the same icon for different meanings



Innovate



Business Intelligence



"Icon to icon" journeys; the user shouldn't be choosing an icon and then be faced with further icon options as a result of that choice.



Graphics

Our graphics have a modern, uncomplicated style.
We use them to help deliver a clear communication and user experience.

Graphics

Call-to-action buttons

Consistent design for buttons and text links contribute to a familiar user experience.

Copy

Call-to-actions should be action-oriented and concise, generally 20 characters or less with spaces. Use sentence case with no punctuations.

Buttons

Always use an opaque button in Fuchsia #CE0058, and include a caret. Text and caret should use White. Apply the correct padding around and between the text and caret. Avoid overuse of buttons on a single page—utilize text links as needed.

Alternate Buttons

In rare instances, such as those where a Fuchsia button may bleed into a background, an outlined non-opaque button can be utilized. Use a 2-pixel outline, text, and caret—all in White.

Text links

Text links are ideal for call-to-actions in secondary sections. Text links should include a caret and be set to Azul Light #28A3DA (or White if Azul Light is not legible). For in-line text, a caret is not needed.

Exceptions

Web page buttons may be fixed per legacy web standards. Follow the existing button scheme in these instances, but utilize the guidelines above when possible.

Standard button



Web-safe button



Outline button



Text link with caret



In-line text links

Refer to our [Privacy Policy](#) for more information on cookies.

Graphics

Infographics

Use of color

Color is kept flexible within the graphics and should be chosen to work as part of the overall application.

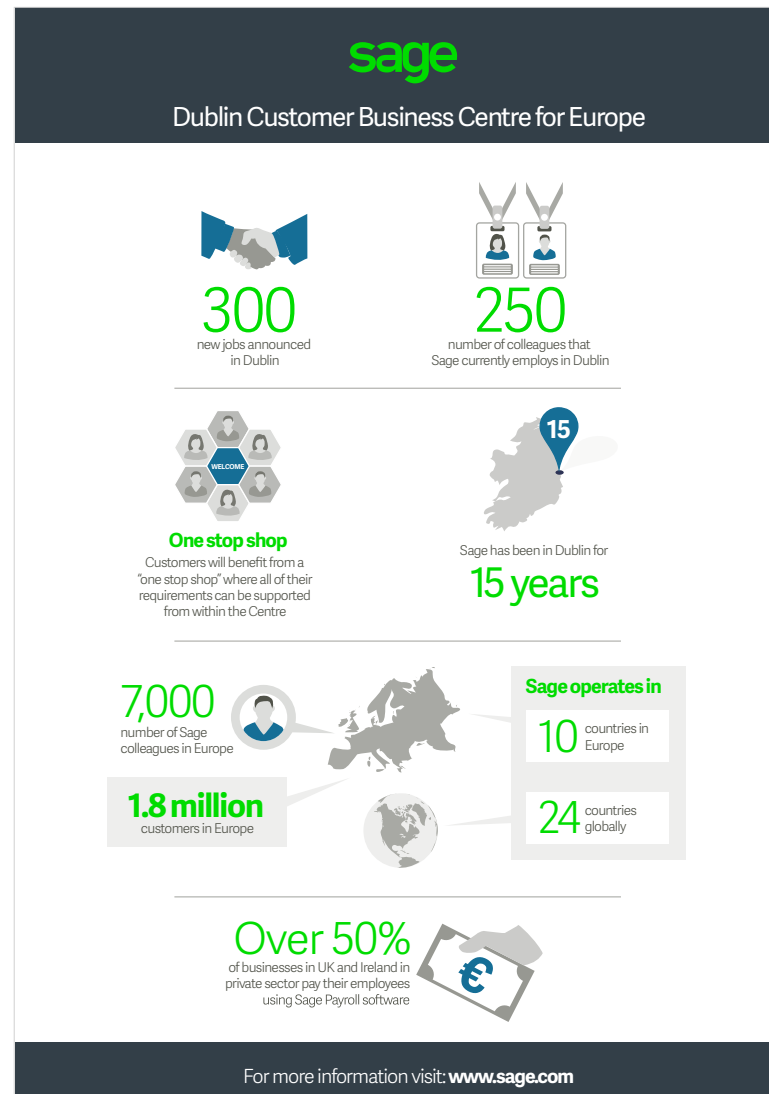
Color in our infographics should be used carefully to enhance the piece and help our customers navigate through the communication. If the infographic is simple, use the brand and core colors, one secondary color, and a supporting gray color to bring balance and simplicity to the piece. If your infographic is quite complex and has lots of data, you could use multiple secondary colors, but you must make sure the colors are carefully applied in sections to help customers navigate through the piece.

Don't create a rainbow color effect.

Creating new graphics

Graphics should be kept clear and simple. Use a single graphic to illustrate an individual point or subject.

New graphics must be consistent to the approved style and reviewed by Brand Lab via a Workfront request.



Graphics

Graphs and charts

Graphs

Use simple typographic styling and keep highlight colors to a minimum to draw attention to the key focus of the graphic. Use color sparingly to help present the data clearly and complement neutral colors where possible.

Charts

Where keyline rules are used, try to work with as few weights as possible and make sure that these can be properly viewed or reproduced for the application.

Less is more

Keep to a minimum number of elements in graphs and diagrams, and keep the focus on the message that needs to be communicated.

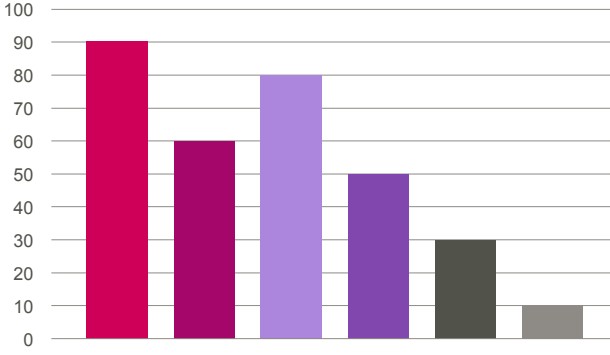
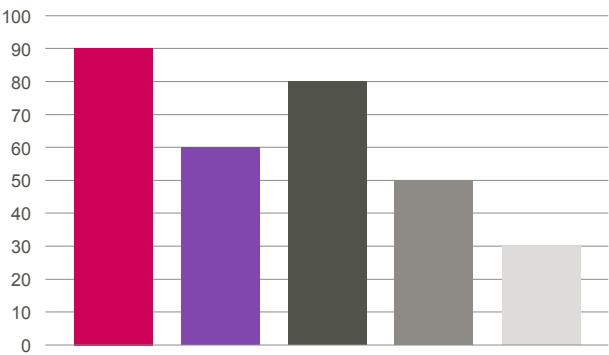
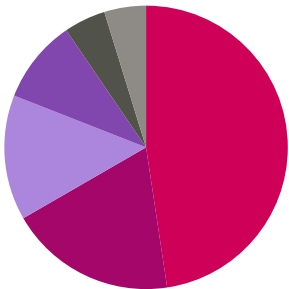
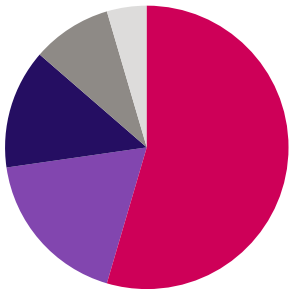


Table subtitle	Table subtitle	Table subtitle
Table text	Table text	Table text
Table text	Table text	Table text
Table text	Table text	Table text
Table text	Table text	Table text

Table subtitle	Table subtitle	Table subtitle
Table text	Table text	Table text
Table text	Table text	Table text
Table text	Table text	Table text
Table text	Table text	Table text

Graphics

The don'ts

Follow the guidance provided for creating graphics and avoid overcomplicating graphics or applying effects and enhancements to them.

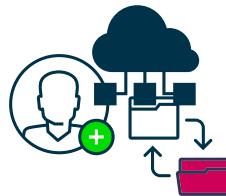
- X** Buttons with non-approved colors



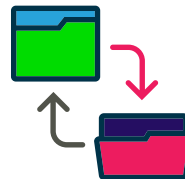
- X** Buttons with long call-to-actions



- X** Overcomplicated graphics



- X** Complex color combinations



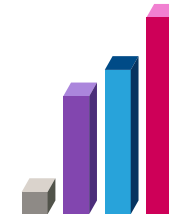
- X** Buttons without carets



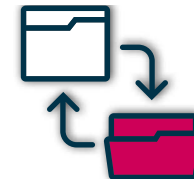
- X** Buttons with punctuations or set in all caps

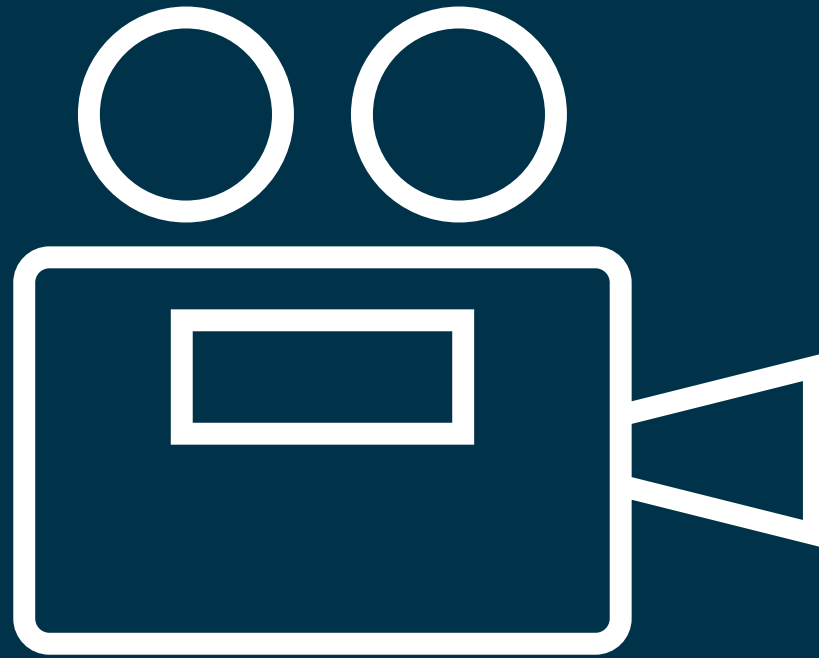


- X** 3D effects



- X** Effects like drop shadows, textures, and gradients





Video

Creating engaging, informative video that is consistent with the Sage visual identity, is natural in style, and expresses our brand.

Video

Opening frames

Standard video opening frames

Standard opening frames consist of the first 2-3 seconds of the video and may begin with music or voiceover as appropriate.

Standard opening frames should consist of solid Azul background (#004B87). The Sage logo should appear centered in Brilliant Green (#00DC00).

The logo should be exactly 20% of the height of the screen.

Product video opening frames

Product videos may use standard product video opening frames.

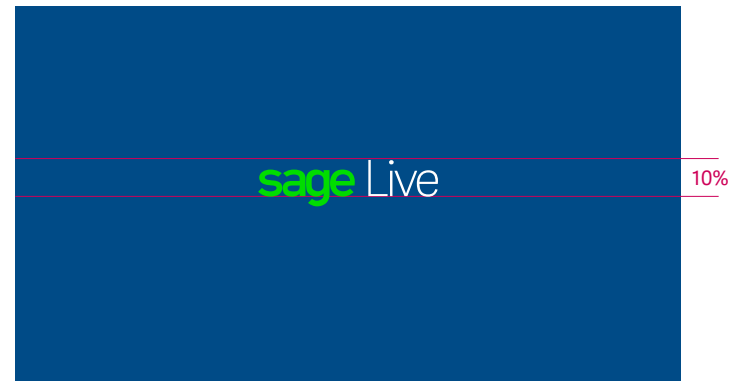
The product video opening frames should consist of solid Azul background (#004B87).

The product logo should appear horizontally centered as Brilliant Green (#00DC00) and White, no exceptions. It should sit vertically on the center line of the frame.

The product name should be no larger than 10% of the height of the screen.



The Sage logo should be exactly 20% of the height of the screen



The product name should sit on the center line of the frame and should be no larger than 10% of the height of the screen

Video

Sage logo

All videos should include a persistent Sage logo in the top right. It should be tight against the action safe frame guide in the top right of each frame. Animation within the video may not cover, blur, or distort the Sage logo in any way.

Brilliant Green (#00DC00) is the default color for the persistent Sage logo. White is an exception to be used only when a majority of frames in the video interfere with the green in the default logo color.

The color of the persistent logo may not change over the duration of the video.

Opening and closing frames are exempt from the persistent Sage logo.

Whenever possible during filming, allow adequate clear space for the persistent Sage logo.



Video

Lower thirds

Standard lower thirds for Sage should be simple type set on a box graphic. The graphic consists of a translucent Azul (#004B87) box with a thin translucent Brilliant Green (#00DC00) bar on its left edge. Main type is set in Adelle Sans Sage, White. Secondary type is set in Adelle Sans Sage Light, White. Do not use drop shadows.

Lower thirds should be snug in the bottom left corner of title safe areas. The right edge of the box graphic should not extend beyond the center of the screen. When appropriate, the lower third may sit on the bottom right corner.

Any animation of lower thirds should be simple, limited to fades and wipes.

The lower third template is included in the video toolkit. Download it from the Brand Library (<https://brandlibrary.sage.com>).



Video

Closing frames

Closing frames are mandatory and consist of the final 5-10 seconds of the video. They should consist of solid Azul background (#004B87) and may also be mixed with music where appropriate but not voiceover. Do not use sound effects over closing frames.

The Sage logo should appear centered horizontally in Brilliant Green (#00DC00). The logo should appear exactly 10% of the height of the screen, no exceptions.

CTA/URL should be Adelle Sans Sage Light, 50pt (at 1080 pixels screen resolution).

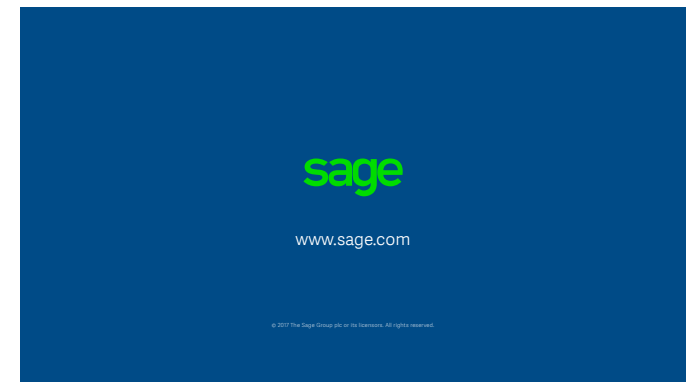
Copyright should be added at the bottom in Adelle Sans Sage Thin (17pt at 1080 pixels), center aligned and centered horizontally on the screen.

Without CTA/URL: The Sage logo should sit vertically on the center line of the frame.

With CTA/URL: The Sage logo should stand vertically on the center line, allowing more room for CTA/URL.

CTA/URL should be placed one "Sage logo" height below the logo.

The Sage logo should be exactly 10% of the height of the screen



Video

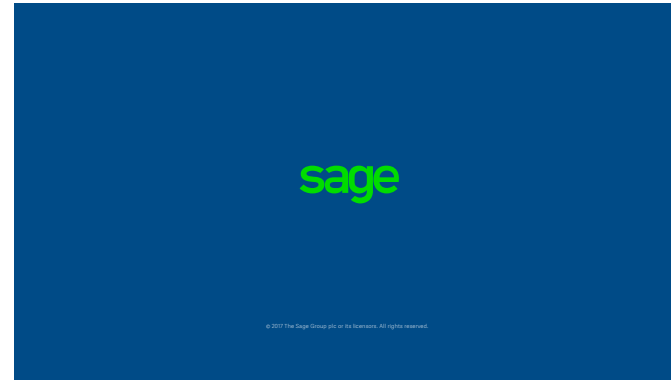
Closing frames—copyright

Copyright should be as follows:

Include the applicable copyright (where there is notable use of trademarks or third-party content, trademark notice should be included in addition):

© (Year of publication) The Sage Group plc or its licensors. All rights reserved.

© (Year of publication) 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.



Video

Closing frames—animation

Animation of the Sage logo must only be positional and NOT distortional.

Any animation done to the Sage logo must be limited to its position, scale, or opacity.

Rotation or distortion of the Sage logo or product logos is not allowed.

If a CTA/URL is added, it is encouraged that you limit the animation to a fade or a “typewriter” effect, without sound effects.



Video

Closing frames—animation

Standard closing frames with animation should be as follows:

1. Begin with a full bleed of Azul.
2. Follow with the Sage logo being animated in.
3. Then a CTA/URL (if needed) fading or animating in.
4. Finally the copyright fading in.
5. Allow 3-5 seconds of the closing frame to show before the video ends.



Video

Closing frames for product videos

Product videos should include an additional closing frame consisting of a product logo preceding the final closing frame.

If a CTA/URL is to be added:

Ensure the Sage logo remains standing on the center line of the frame (see examples right).

If no CTA/URL is being used:

Ensure the Sage logo is sitting on the center line of the frame (see example on the Closing frames page).

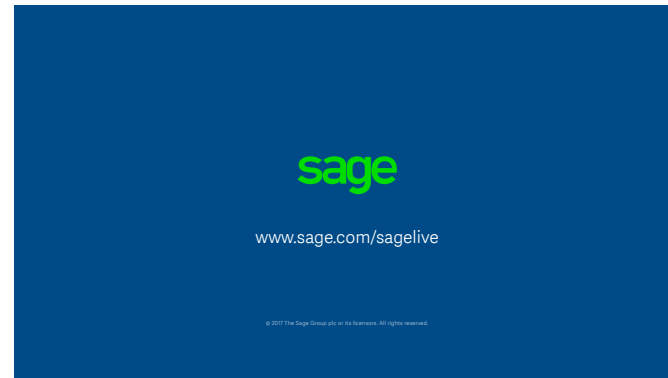
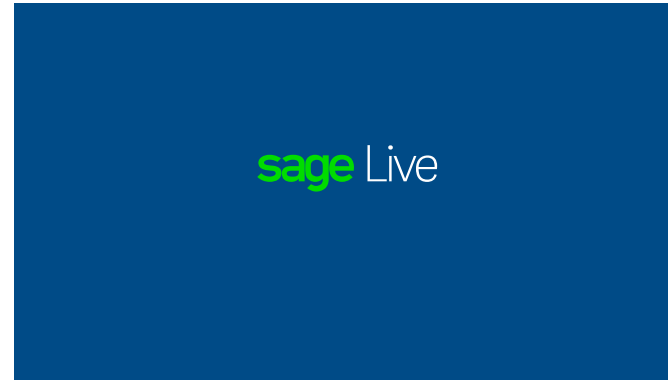


Video

Closing frames for product videos—animation

As with any other Sage video, animation of the Sage logo must only be positional and NOT distortional. It is encouraged to use animation to slide the Sage logo from its place in the product logo frame into place for the final closing frame.

Animation of other elements on the closing frames should follow directions on the Closing frames—animation pages.



Video

Standard opening and closing frames

We have compiled some examples of how to use these guidelines in your video. Find these examples in the video toolkit on the Brand Library (<https://brandlibrary.sage.com>).

These examples are just a few ways to put together the frames and animation outlined in this document.

Animations can be varied, but animation within a campaign or within a series of videos should match in style.

Transitions

Transitions between scenes should only consist of straight cuts; use dissolves only when fading to Black or another solid background plate. Do not use cross-fades.

Wipes and other animated cuts should only be used in conjunction with motion graphics and should not be distracting.

Opening



Closing



Closing with CTA/URL



Video

Technical specifications

Length

Length of video should be appropriate to the content, and long running-time videos are discouraged except where absolutely necessary.

Suggested video lengths:

Customer testimonial: 1-2 minutes

Thought leader insights: 15 seconds-2 minutes

Event promotional or recap video: 15 seconds-2 minutes

Product testimonial: 1-2 minutes

Product how-to/instructional: 1-3 minutes

If you're unsure about any of the above, contact Brand Lab.

Live action

When shooting live action video, stick as close to these minimum standards of quality as you can.

Video:

12-15 Mbits/s, 1920x1080 pixels, progressive scan, square pixels

Recommended frame rate is 23.98 fps constant, however higher frame rates are acceptable

Audio:

AAC, 256 Kbits/s stereo, 48kHz, front position L-R

Delivery

Delivery specs should meet or exceed these minimum standards of quality.

Video:

Hi-res H.264 QuickTime MOV or MP4 file

Clean versions, free of lower thirds, graphics, and music should also be delivered

Audio:

Splits should also be delivered (full mix, dialogue, music, sound effects)

Video toolkit

A video toolkit featuring a Premiere Pro CC project file is available from the Brand Library (<https://brandlibrary.sage.com>).

Hello. Hi.

Tone of voice

Our tone of voice is how we say what we say and a reflection of our personality.

Tone of voice

Principles

Our passion is fueling the success of business builders the world over.

We want our business builders, which include our partners and colleagues, to forge a connection with us and trust in our admiration, commitment, and service to them.

The traits embedded in our tone of voice help us express these emotive sentiments.

To align your communications with our brand principles, apply these traits and use them as filters to confidently generate content that is consistent, on brand, and trustworthy.

Always make sure your message aligns with the Sage values:



Customers First



Velocity



Do the Right Thing



Innovate



Make a Difference

Authentic

The quality of our communication is genuine, human, and natural. It frees us from resorting to kitsch, humor, or sarcasm in order to capture attention. Rely on authenticity to convey sincerity and accessibility. Doing so will enable business builders to connect effortlessly and trust easily.

Positive

Business builders are enduringly optimistic and they want to do business with other optimists. Let's connect with them in ways that are innately positive, suggest a can-do attitude, and are supportive, action-oriented, and uplifting.

Purposeful

Using fewer words—but the right words—creates clarity, shows thoughtfulness, and inspires meaningful content. Content should be concise, show intent, and include substance that is worthy of our business builders' attention.

Tone of voice

External example

AUTHENTIC

Just Right

Business happens in the moment. Your business' accounting should too. Sage Live seamlessly integrates into your daily work life, just like your favorite social and mobile apps, so you can stay connected and in touch with your business in real-time.

Why? Uses simple, accessible language and refrains from jargon or esoteric phrasing. Straightforward and focuses on the business builder experience/needs/wants without over dramatizing them.



Too cold

Modernize your business with Sage Live - a real-time accounting software solution integrated with the Salesforce1 cloud platform. Together, it's the most powerful accounting SaaS offering on the market, brought to you by the only cloud-enabled accounting company that scales from start-up to enterprise.

Why? Language is clunky, heavy-handed, and filled with repetitive jargon. Tries too hard to be legitimate, which effectively weakens legitimacy. Extremely product focused—not human centric.



Too hot

Are Excel spreadsheets haunting you? Do you wake up at night in a cold sweat fearing the morning's accounting tasks? Do you wish the pain would just vanish and you never had to enter another receipt or frantically pay another bill that you suddenly realize is late? With Sage Live, the most innovative cloud-accounting software out there, your nightmares can turn to dreams with the click of a single button.

Why? Gimmicky and hyperbolic. Over dramatization of business builders' daily frustrations or concerns minimizes their experience and feels insensitive or judgmental.

Key to examples



Too cold

Passive or timid communications or those lacking data aren't compelling enough to generate a response.



Too hot

An aggressive approach can be off-putting and can devalue the message.



Just right

Try to capture the right balance of humanity, confidence, and brevity to inspire a positive reaction.

Tone of voice

Internal example

AUTHENTIC

Just Right

You've told us that the recent economic climate has left our business builders feeling vulnerable. So let's help! Submit your ideas for how we can support our business builders during this time, and together we'll help them build on.

Why? Genuine, real, and sensible.



Too cold

Recent economic events have brought forth worry from our customers. Leadership believes this is a meaningful PR opportunity where we can position ourselves as an ally to small- and medium-sized businesses. We've been asked to collect implementation ideas from our respective teams that can bring this concept to life.

Why? Self-serving, insensitive, and off-putting.



Too hot

Recent economic turmoil has left our business builders scared, insecure, and hopeless. Let's be their lifeboat, the beacon they can turn to as they navigate dark and uncharted waters. We are brother in arms in the fight to rescue business builders and bring them to higher ground. Share your ideas and collaborate, and together we'll forge the path forward.

Why? Overly emotional, metaphorical, and implausible.

Key to examples



Too cold

Passive or timid communications or those lacking data aren't compelling enough to generate a response.



Too hot

An aggressive approach can be off-putting and can devalue the message.



Just right

Try to capture the right balance of humanity, confidence, and brevity to inspire a positive reaction.

Tone of voice

External example

POSITIVE

Just Right

We know firsthand what it takes to make dreams reality. It takes strong partners, smart technology, common sense, and a lot of love. Sage One is a free online accounting software made up of just that, and designed to make your daily accounting tasks simple, fast, and accurate.

Why? Demonstrates empathy. Uses positive, uplifting, and action-oriented language that's solution-focused.



Too cold

Your small business encounters new challenges every day. You wear a lot of hats and you're expected to wear them all well. The stress of managing your accounting is just one of them. With Sage One you can better manage the chaos with an accounting platform designed for a hectic small business like yours.

Why? Highlights challenges. Uses discouraging and anxiety-ridden language. Casts judgement, distancing Sage from a supportive partner role.



Too hot

Your dream is our passion. We wake up every day and go to sleep every night thinking about how we can make your dream a reality. We know your family depends on you, as do your employees, colleagues, and partners. But you need someone to depend on too and that's what we're here for. With Sage One you can pass the burden of accounting onto us so you can focus on building your dreams and changing the world.

Why? Overreaches, over-promises, and challenges believability.

Key to examples



Too cold

Passive or timid communications or those lacking data aren't compelling enough to generate a response.



Too hot

An aggressive approach can be off-putting and can devalue the message.



Just right

Try to capture the right balance of humanity, confidence, and brevity to inspire a positive reaction.

Tone of voice

Internal example

POSITIVE

Just Right

Each of us at Sage is a business builder working hard to grow our company so we can do more for those changing the world. We search every day for new ways to fuel the success of business builders, and we're thrilled to introduce you to our new cloud accounting solution that will further empower you to do just that.

Why? Focuses on opportunity and builds on current successes to usher in change. Uses warm and encouraging language that inspires and motivates.



Too cold

Recent market research shows that we at Sage are underperforming in customer service. The market considers us slow, unresponsive, and antiquated. In an effort to improve our ratings we are implementing a new cloud accounting solution that each of us will be responsible for learning and mastering so we can better serve our customers.

Why? Rooted in failure rather than opportunity. Uses cold and clinical language that is disparaging and discouraging.



Too hot

At Sage we are passionate thrill seekers! We will go to extreme lengths to fuel our business builders' success at any cost. It's why we're excited to introduce you to our new cloud accounting solution. It will be your 24/7 partner that will help you go the distance for our business builders.

Why? Suggests unrealistic and anxiety-forming expectations that may be well intended but have negative repercussions.

Key to examples



Too cold

Passive or timid communications or those lacking data aren't compelling enough to generate a response.



Too hot

An aggressive approach can be off-putting and can devalue the message.



Just right

Try to capture the right balance of humanity, confidence, and brevity to inspire a positive reaction.

Tone of voice

External example

PURPOSEFUL

Just Right

Enterprise today is lean, agile, and adaptive. You can be too with Sage X3. Request a demo today and learn how!

Why? Uses key trigger words that speak directly to customer needs without a long-winded back story. Clear and direct call-to-action.



Too cold

Sage X3 is a simpler and flexible enterprise resource planning (ERP) solution that provides the tools and insight you need to reduce costs, gain new customers, and grow revenues. Request a demo and learn how Sage X3 can help you better run your business.

Why? Uses too many unnecessary words that dilute impact and clarity.



Too hot

Request a Sage X3 demo today!

Why? Lacks context that motivates action.

Key to examples



Too cold

Passive or timid communications or those lacking data aren't compelling enough to generate a response.



Too hot

An aggressive approach can be off-putting and can devalue the message.



Just right

Try to capture the right balance of humanity, confidence, and brevity to inspire a positive reaction.

Tone of voice

Internal example

PURPOSEFUL

Just Right

This is a guide to who we are today. Use what's inside this brand handbook to understand our story and the reasons why we matter. Come back to it as necessary to remind yourself of who we are. Keep it top of mind as you interact with customers, partners, colleagues, and friends.

Why? Intended action is clearly stated. Sets meaningful context without over-explaining.



Too cold

This book—our brand handbook, as we like to call it— is a reference guide that you can return to time and time again to understand our story and the building blocks of our brand. Whether you keep a printed version on your desk or a digital version on your desktop (or both), we encourage you to keep it close and easily accessible. Our Sage brand does not live independently from us. We each have ownership of it and our brand has very little soul without each and every one of us. So think of this book as your owner's manual; a guide to help you bring the brand to life in everything you do for our company and our customers.

Why? Elaborates more than it needs to, belaboring context and diluting call-to-action.



Too hot

This is our brand handbook, a reference guide that explains the details of our brand.

Why? Lacks call-to-action. Does not articulate importance or purpose.

Key to examples



Too cold

Passive or timid communications or those lacking data aren't compelling enough to generate a response.



Too hot

An aggressive approach can be off-putting and can devalue the message.



Just right

Try to capture the right balance of humanity, confidence, and brevity to inspire a positive reaction.

Tone of voice

Tailoring the voice

While we speak with one voice, it does not mean our voice is monotone. Tone of voice traits can be adjusted to meet the needs of a specific communication scenario, audience, and/or context.

Product discontinuation notice

To partners

Fueling our business builders' ongoing success means we are constantly evaluating how we can better serve them. Today, your Sage 60 customers have the opportunity to upgrade to Sage 70 at half the cost. We will continue to support Sage 60 but we will no longer release new versions so we can make room for Sage 70 and all its enhanced features. Here's everything you need to know.

The focus is on important information but the message is still delivered in a positive, uplifting fashion. Partners need the facts but they also need reassurance and leadership to instill confidence and enthusiasm.

To customers

You are a modern-day business builder and your customers are the anytime generation. With Sage 70, you can now connect anytime, anywhere, and still enjoy all the features Sage 60 has to offer. With these enhancements why look back? Though we will no longer update Sage 60, you can upgrade to Sage 70 today at half the cost. Don't wait! Request a demo today.

When relaying the same information to customers, we want to spotlight opportunity and inspiration, and motivate call-to-action in ways that are supportive, sensible, and encouraging.

Tone of voice

Writing style

Use the following writing guidelines to maintain consistency across all Sage properties and communications.

Talk to your audience

By writing communications from the second-person perspective, you engage your audience on a personal level and make your messages easier to relate to. Use words like “you” and “your” to make your content more immediately relevant. And consider starting your sentences with verbs. Verb-leading sentences are immediately actionable and keeps your language concise.

Use simple language

There should be ease in your writing style. Let content flow unobstructed by using language that’s accessible, easily understood, and free of jargon. Simple, concise language allows for instant comprehension which is critical, especially when there’s only seconds to capture the audience’s attention and retain it.

Keep audience benefits in mind

Being direct and simple are only meaningful when purpose is well-stated and unequivocal. When at all possible, lead with benefits and be sure to tie emotionally-driven content back to a tangible outcome. This is especially important in our product marketing communications.

Use appropriate spelling

Minor differences exist between American English and U.K. English. For example, in America, the word “center” is preferred whereas in the U.K. “centre” is more common. Be mindful of your audience and use language and spelling they will be most familiar with. For mixed audiences and global products, use American English.

Tone of voice

Reference authorities

The information found here supplements and clarifies the rules presented in our reference authorities. The guidelines that follow take precedence over these authorities:

- *The Gregg Reference Manual*, Eleventh (Tribute), Tenth, or Ninth Edition
- *The American Heritage Dictionary of the English Language*, Fifth or Fourth Edition
- *Microsoft Manual of Style for Technical Publications*, Fourth or Third Edition (use for questions not addressed in *The Gregg Reference Manual*)
- *The Associated Press Stylebook 2004* (use only for press releases)
- *Oxford Canadian Dictionary*, Second Edition (for Canada)
- *Oxford English Dictionary* (for U.K.)

What about the red squiggle?

You're better off following the Sage "format and style" than relying on Microsoft Word or Outlook for spell check. There are some words Microsoft indicates as errors that are correct according to Sage style. For example, words with hyphenated prefixes like non-abbreviated and sixfold are correct per *The Gregg Reference Manual* but errors according to Microsoft Word. In cases like these, simply click "ignore" or add them to your program's dictionary.

Tone of voice

Format and style

While Sage follows *The Gregg Reference Manual* for most style rules, certain items have been standardized specifically for Sage communications.

Ampersand (&)

Use “and” instead of the ampersand symbol (&) unless there is essentially no space to do so (or in the case of third-party branding).

Bold, italics, and underlining

When calling out text to be stressed, don’t use more than one of these options at a time. Bold is the easiest to read and is the preferred option. Don’t use underlined text on any digital copy unless the words are linked.

Bulleted lists and periods

When using bullet points you should:

- Use a colon at the end of the sentence preceding the list of bullet points.
- Capitalize the first word of each bullet point.
- Add a period (full stop) to the end of each list item if the bulleted information is a complete sentence or completes a sentence including the bullet intro.
- Be consistent (parallel) in bullet construction.

Capitalization

In general, use sentence case for all copy, including headlines, subheads, and buttons. You may use all uppercase lettering in short headlines for maximum impact, but avoid typing in all uppercase letters in body copy.

Commas

In a series of three or more items, separate all items with commas. Always add the serial comma (also known as the Oxford comma) before the coordinating conjunction. For example, *Sage X3 is faster, simpler, and flexible.*

Dates

When writing for global products, avoid unnecessary characters when writing dates. For example, write *January 5* instead of *January 5th*. When the date consists solely of the month and year, do not include a comma (January 2010). Localize date style if necessary to avoid confusion by your audience.

Ellipsis (...)

Ellipsis marks are three spaced periods, with one space before and after each period. For example, I don’t know the meaning of life . . . but who does?

Em dash (—)

Use with no spaces on either side of the dash and avoid using the shorter en dash (–) in its place. For example, *Football—it’s what he lived for.*

Note: Some email applications have coding limitations that do not allow for a proper em dash. In this case, two side-by-side short dashes, with no spaces before and after them, may be used. For example, *Football--it’s what he lived for.*

En dash (–)

Use primarily to mark the space between dates or time in a chronological range. For example, *His tenure at Sage (1992–2014) was impressive.* Also, *The meeting is scheduled for 10:30 a.m.–12:30 p.m.* Do not use in place of the longer em dash.

Footnotes

Place superscripted footnotes after punctuation in text. For example, *Standard rates apply.¹*

Tone of voice

Format and style (cont.)

Job titles

Do not capitalize a job title unless it directly precedes the name. For example, *Bob Smith, vice president of ABC Company, was present*. However, *Vice President Bob Smith of ABC Company was present*.

Numbers

In general, spell out numbers one through ten. Use figures for 11 and above. You may use figures for numbers under 11 in email subject lines and headers but not in body copy. Exceptions include percentages and monetary amounts, which always use numbers. See *The Gregg Reference Manual*, Section 4.

Percent and percentage

Use of the percent sign (%) and spelling out “percent” are both acceptable. Maintain consistency throughout pieces.

Possessives

Do not use Sage or Sage product or service names in the possessive form (Sage’s). These are trademarked names, and trademark rights can be jeopardized if the marks are not used properly.

Prefixes and suffixes

In general, do not use a hyphen to set off a prefix at the beginning of a word or a suffix at the end of a word. For example, write *coworker* instead of *co-worker* and *companywide* instead of *company-wide*. Of course, there are exceptions, as cited in *The Gregg Reference Manual*.

Pronouns

Refer to readers with second-person pronouns. This helps to focus on the needs of the reader rather than the needs of the writer (for example, write *you can*, not *we allow*). Second-person pronouns also moderate the formality of the tone and help you to avoid gender-specific pronouns.

Quotation marks and punctuation

Periods and commas always go inside the closing quotations mark. For example, *Mark Twain said, “When you catch an adjective, kill it.”* Never use single quotation marks except to denote a quote within a quote.

Spacing

Only use one space after any punctuation, not two.

Telephone numbers

Separate with hyphens, as in *000-000-0000*. Do not use parentheses for the area code, and do not separate with periods.

Time

Use *a.m.* or *p.m.* and avoid :00. For example, *9 a.m.* An exception may be made in tables: In a column that only shows the time, when some table entries are given in hours and minutes, add a colon and two zeros to exact hours to maintain a uniform appearance.

Time zones

Use the generic *ET* or *PT*. For example, *1:32 p.m. ET*.

Website references

Whenever possible, structure your messages to have the URL link listed at the end of a paragraph, following a colon. For example, *Please visit: Sage.com*

Tone of voice

Word usage

In order to standardize word choices across Sage, we've developed the following list to provide consistency across communications and product lines.

business builder

Use *business builder* in place of *entrepreneur* or *business owner*. Also use it in place of *customer* whenever it feels right.

business partner

Use instead of *dealer* or *solution provider*. For example, *If you need help with custom reports, please contact your Sage business partner or consultant, certified for (insert product name)*. In subsequent references, it is acceptable to simply say *business partner* or *reseller*.

customer

Use instead of *user* or *end user* whenever possible. *User* is acceptable when writing about security rights, licenses, or other technical issues.

email

Do not hyphenate. Only capitalize "e" when it starts a sentence. Similar words like e-commerce retain the hyphen.

free

Use only if your offer is for something that normally requires a purchase and is available for a limited time. For example, *free trial of Sage 50*. If your offer is for something that never requires a purchase, choose a different description. For example, *There is no cost to join this webcast. Plus, get a bonus white paper compliments of Sage*.

log on/logon

Use *log on* (two words) as a verb. Do not use *log in* unless you are writing about a term in the user interface that is misspelled. Use *logon* (one word) as an adjective and as a noun, as in *customer logon*. Do not use *login* unless you are writing about a term in the interface that is misspelled.

on-premises

Use to describe one of two deployment options for Sage solutions: *on-premises software* or *software as a service (SaaS)*. Do not use *on-premise*, as this phrase is incorrect.

web and website

Use lowercase terms, such as *web-based training* or *visit the corporate website*.

webcast vs. webinar

The standard is *webcast*, which is the choice highly preferred for all promotional materials. Don't use *webinar* or *WebEx* unless referencing third-party branding. Localize if a different word is more easily recognized in your region.

white paper

Write as two words (lowercase) instead of one.

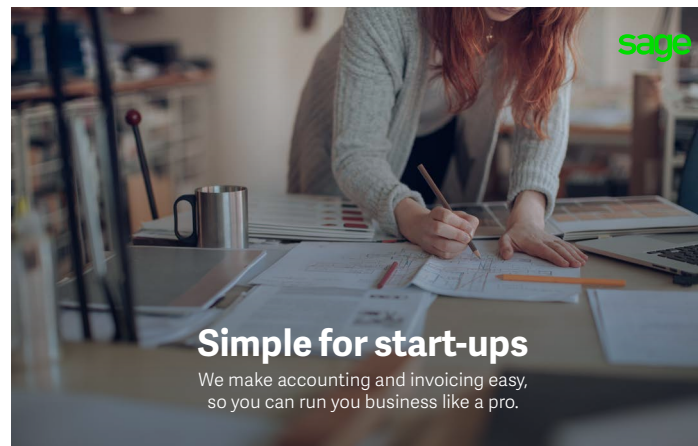
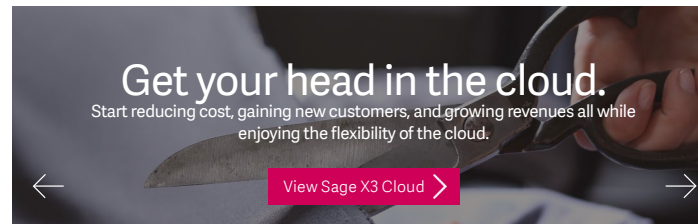
Questions about writing style, word usage, or business terms?

Send questions to brand.clinic@sage.com.

Tone of voice

Digital and social

As Sage is a digital-first brand, it's imperative that our digital communications follow our tone of voice. When writing for a digital or social environment, copy should always be short and specific, be optimized for search, and have clear calls to action, as seen in the examples on the following pages.



Tone of voice

Boilerplate

If you need to include general corporate information in a communication, please use the Sage boilerplate. Please check this page prior to publishing to verify that your version is current.

About Sage

Sage is the market and technology leader for integrated accounting, payroll, and payment systems, supporting the ambition of entrepreneurs and business builders. Today, business builders measure success in strong relationships, partnerships, and communities. It's why Sage helps drive today's business builders with the most intelligent and flexible cloud-enabled software, support, and advice to manage everything from money to people. Daily, more than 13,000 Sage colleagues in 23 countries work with a thriving global community of over 3 million entrepreneurs, business owners, tradespeople, accountants, partners, and developers to champion the success of business builders everywhere. And as a FTSE 100 business, we are passionate about doing business the right way, supporting our local communities through the Sage Foundation.

Sage—the market and technology leader for integrated accounting, payroll, and payment systems, powered by the cloud and supporting the ambition of the world's entrepreneurs and business builders. Because when business builders do well, we all do.

For more information, visit www.sage.com

Tone of voice

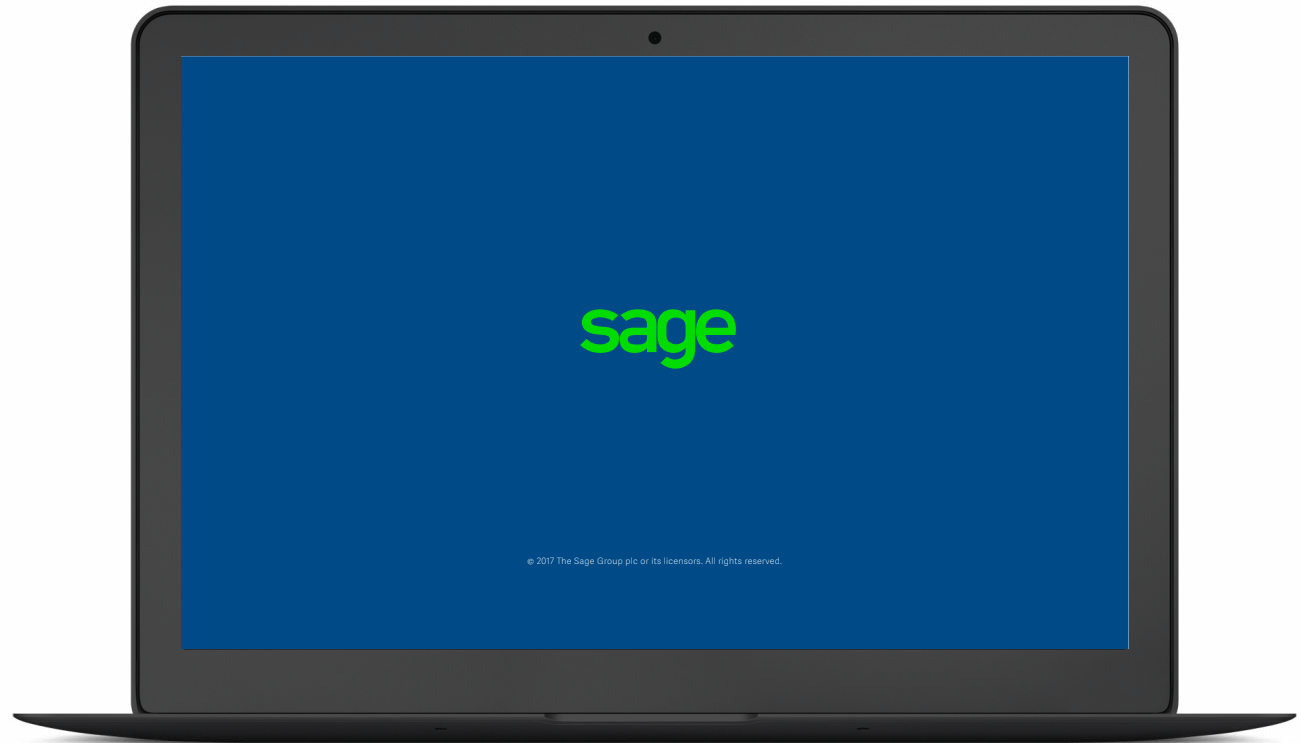
Copyright

Use the following copyright lines, based on your release dates. The copyright should be translated into the language of the communication. The year used should be when the product or piece was created, which may be different from when it is released or published. For example, a marketing piece may be created and finalized this year but is not used or published until next year. In this case the copyright date would be this year.

The longer copyright line should be used on any communications which feature third-party content.

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Brand experience

Here we showcase some examples of how we create a consistent brand experience across every touchpoint.

Environments

Our work environments are designed to be an extension of our brand. They should bring the values of authenticity, optimism, and social consciousness alive all around us. Here you'll discover the brand design ethos to achieve this.



Environments

What is an environmental brand?

We can bring the brand to life for colleagues through the components and qualities of surroundings in our work and social spaces.

The colors, materials, textures, art, and accessories we chose all come together to create physical sensations, visual inspirations, and positive energy for colleagues. These influences support colleague behaviors that epitomize the business builder anthem: passion, collaboration, community. This is our environmental brand.

The following pages will recommend colors, structural materials, textures, furniture, accessories, wall art, and other hints and help. Like all parts of the Sage Brand, this is an organic, ever-changing guide. We will make periodic updates so please check back often to see how we are growing. If you have suggestions or ideas, send them our way. Email us at brandlab@sage.com.

Our Design Ethos

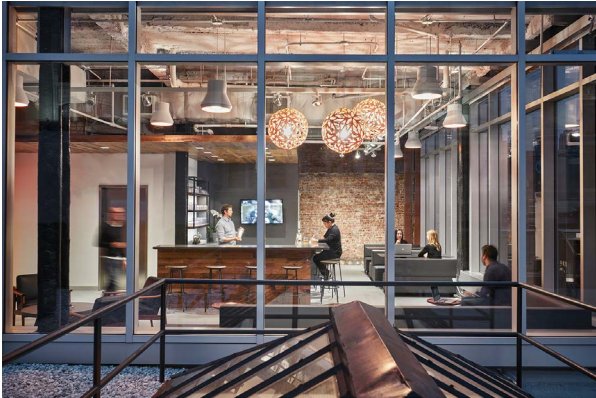
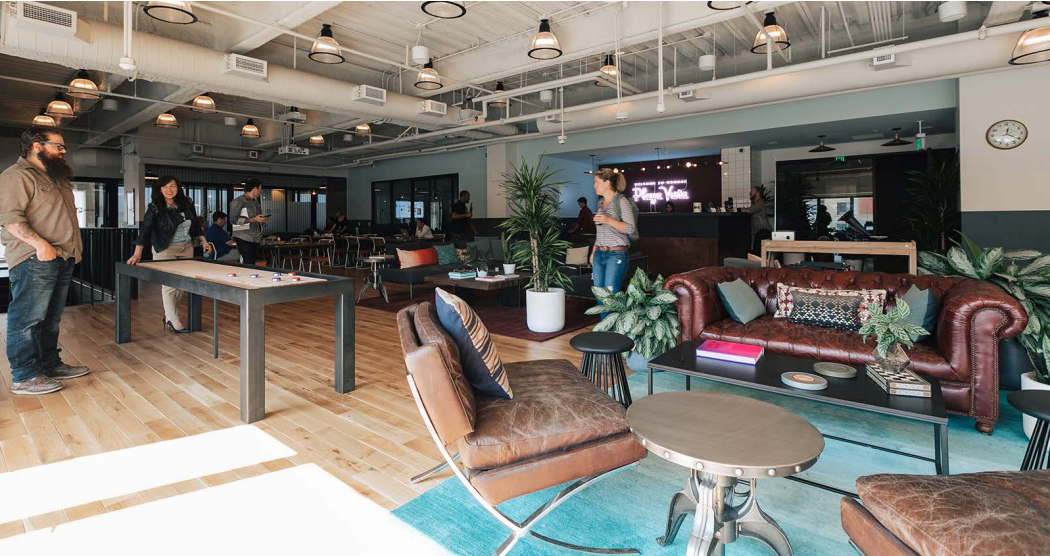
As you envision your work spaces coming to life, consider the furniture, materials colors and accessories that surround our ideal business builder. Natural. Humble. Thoughtful. Comfortable. Inspiring them to create the next big thing.

As we consider our business builders' world, we imagine how some of them may just be starting their journey as start-ups. So we look to the downtown industrial loft for inspiration. Well-worn, perhaps unfinished, maybe even just a temporary space as they seek to grow to the next stage. Here you'll find historically industrial elements like iron and glass juxtaposed against more natural material like brick, masonry, leathers, and wood.

But what about the business builders behind scale-ups and the enterprise? They are experiencing growth and advancement. So naturally, their environment will be more polished, modern, and carefully considered. The era that originated the mid-century modern style represented a time of tremendous growth and advancement in modern business. We look to the natural, but tailored materials; minimally structured designs; modern art; and accessories of this period to personify these advanced business builders' world.

We strive to bring together the best of all our business builders' worlds, joining and juxtaposing these stylized universes into a single harmonious and complimentary environment. It's our Sage design ethos.

Portfolio



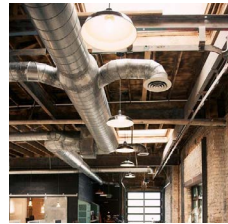
Environments

The Do's

Our work environments are shaped by industrial elements juxtaposed against natural, high-quality materials, earthy colors, and gritty textures that one might find in a Tribeca loft. The centerpieces of these humble work spaces will be examples of fine art that dig into the real dreams and wild aspirations of the business builder, and how Sage brings them to life.



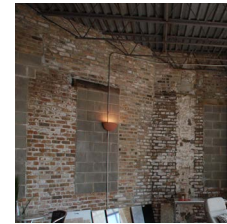
Weathered concrete flooring



Exposed HVAC



Industrial plank wood flooring



Exposed masonry



Stacked stone



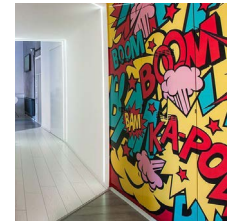
Stacked wood



Thick textured area rug



Mid century aesthetics



Thought provoking art



Inviting communal kitchens



Lived-in comfy couches



Modern wool fabric chairs



Reclaimed wood



Handcrafted accessories



Bright color pops accessories

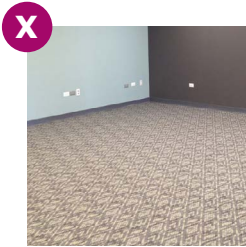
Environments

The Dont's

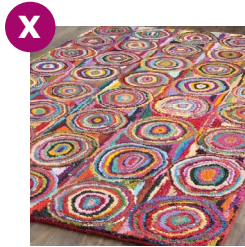
These are examples of environmental elements that are considered no-no's when it comes to Sage and the business builder brand. Mainly, we want to stay away from design that features loud colors, form over function, or marketing material. When it comes to color we build on a foundation of neutrals. Loud expansive spaces that create divisions between our colleagues environments are not in keeping with our authentic business builder approach.



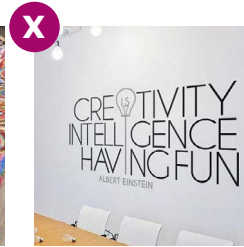
Excessive use of primary color



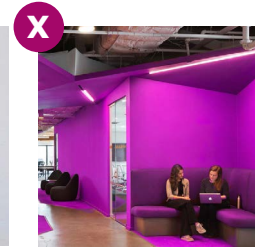
Boring corporate carpet



Loud color carpets



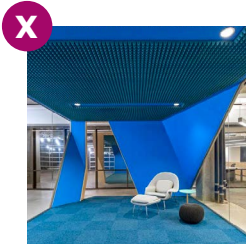
Overt marketing language as art



Hard edges and angles



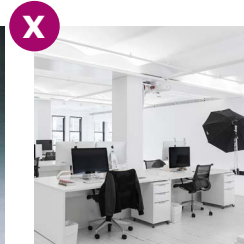
Futuristic furniture



Large dividing structures



Art deco aesthetics



Cold corporate color schemes



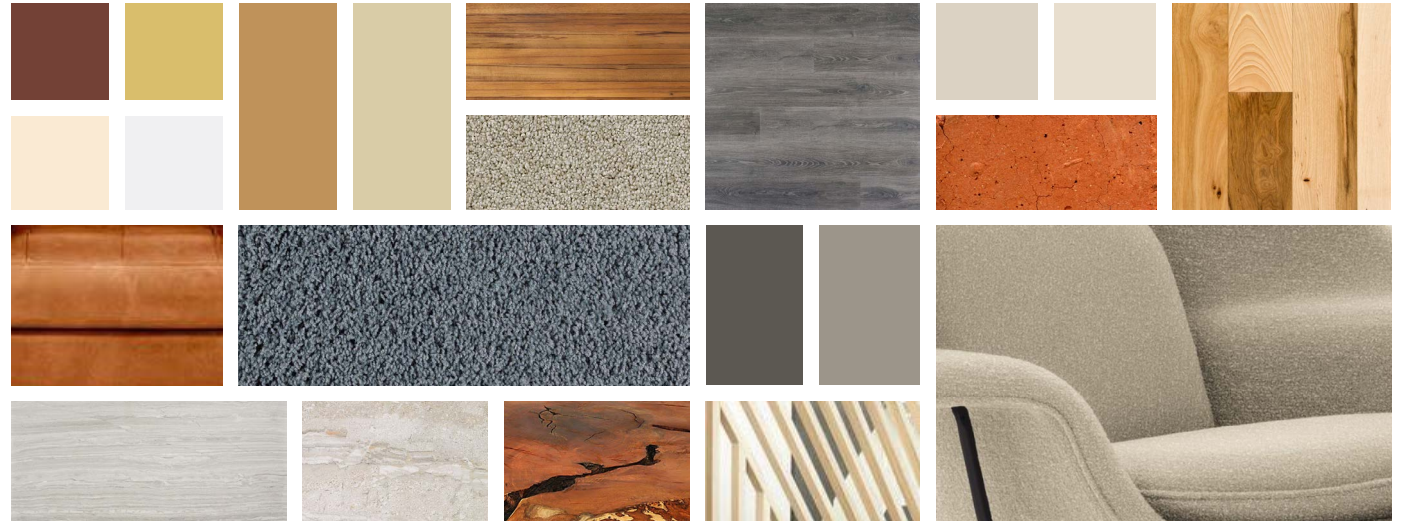
Using single color to divide spaces

Environments

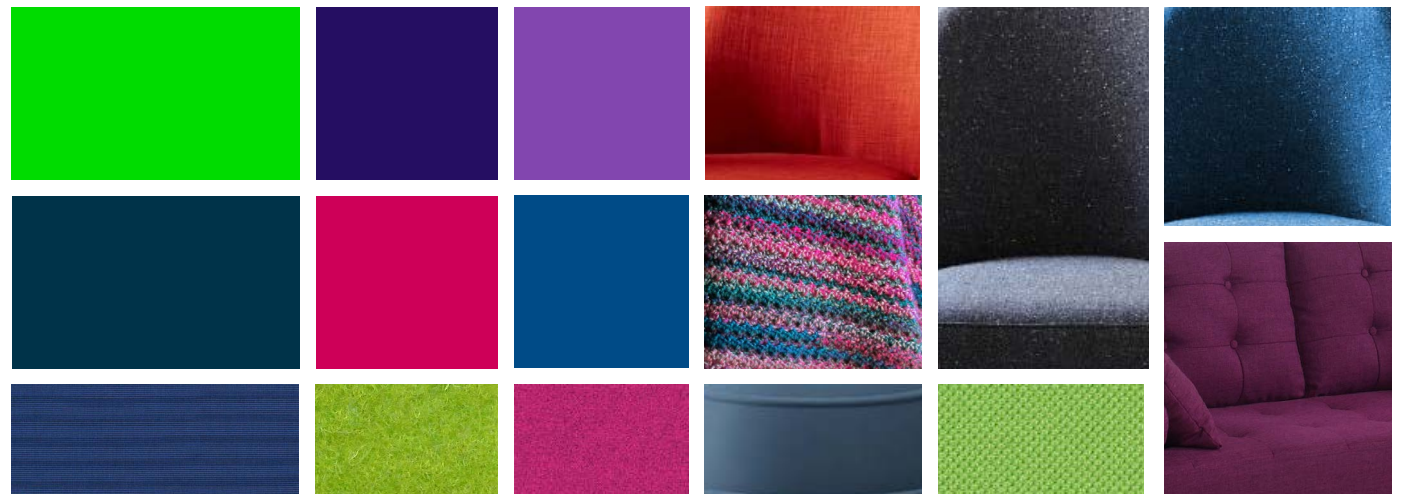
Colors

When it comes to color, we build on a foundation of naturals and neutrals. We then add pops of exciting brand colors from our new palette.

Primary naturals and neutrals

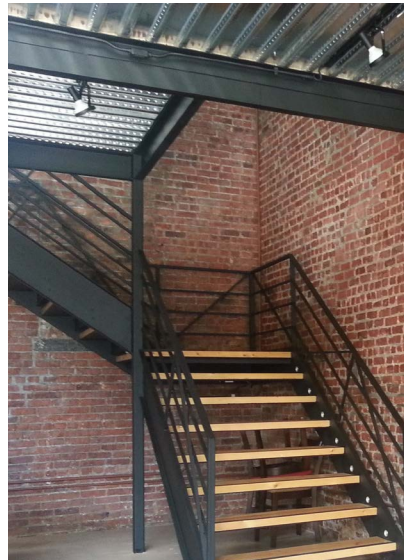
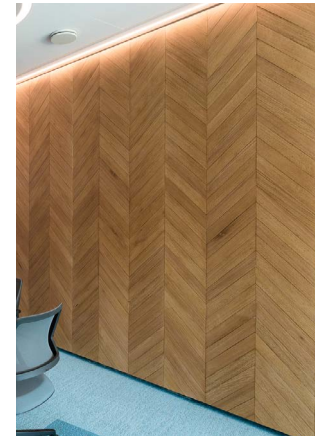


Secondary pop colors from our palette



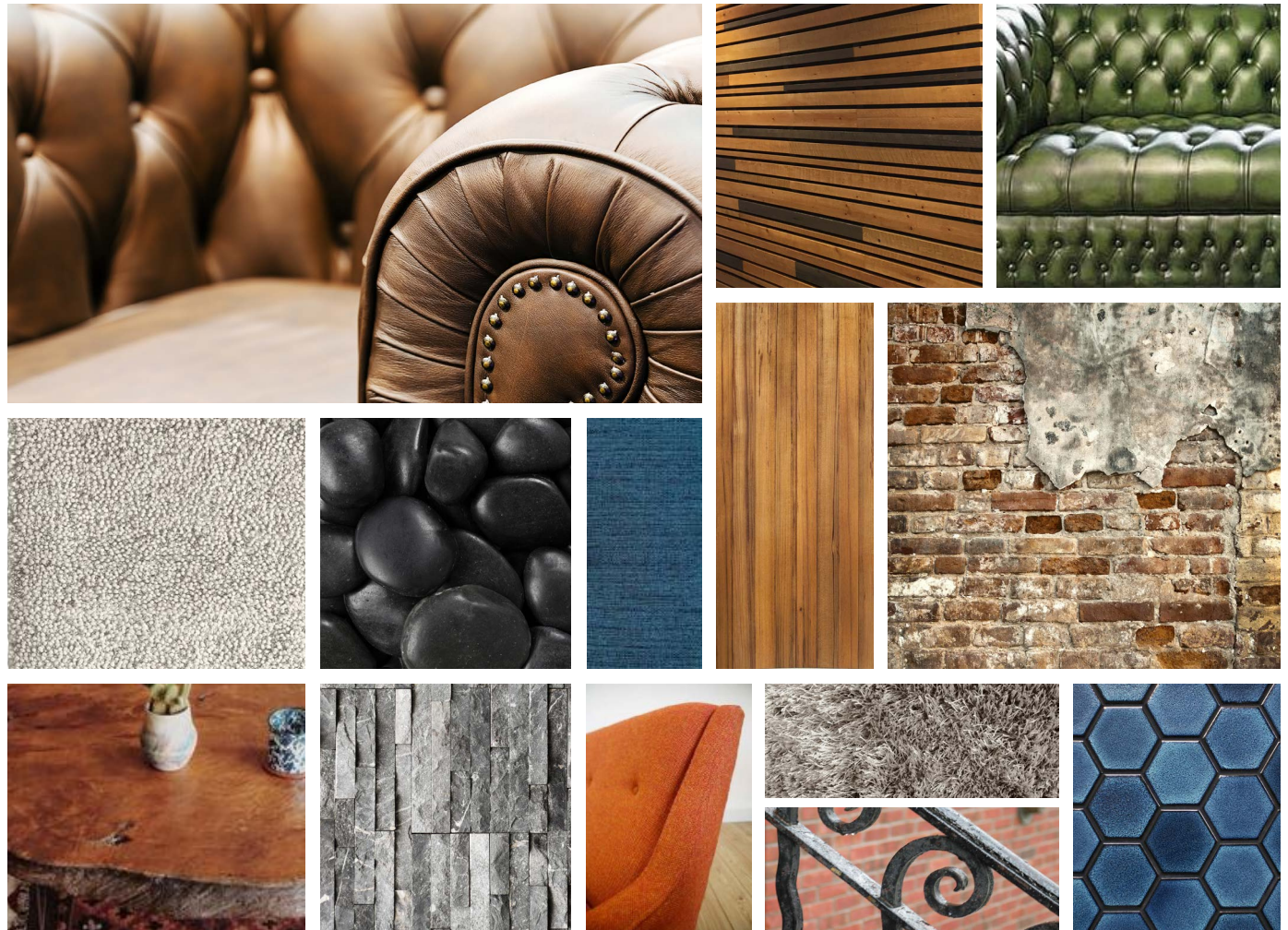
Environments

Structural Materials

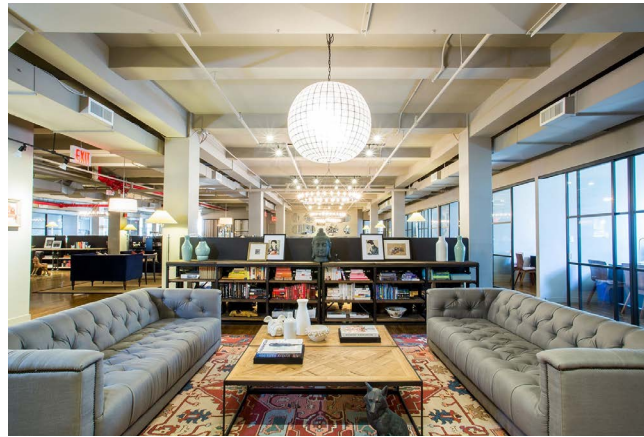


Environments

Textures



Environments Furniture



Environments

Accessories

Our accessories include plants, pillows, lighting, blankets, and rugs that are meant to add layers of character to the room. Perhaps they reflect a local artisan style. Or a regional culture. Geometric shapes, industrial materials, and pops of color are all brought together, inspired by the guidance provided in the earlier pages of this environmental brand guide.

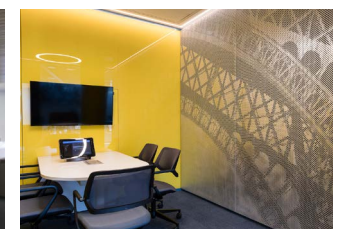
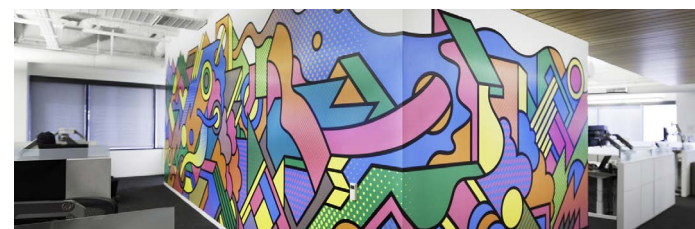
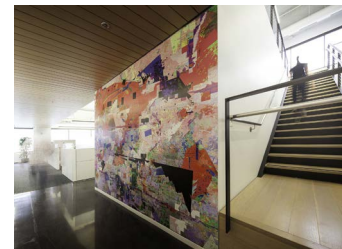
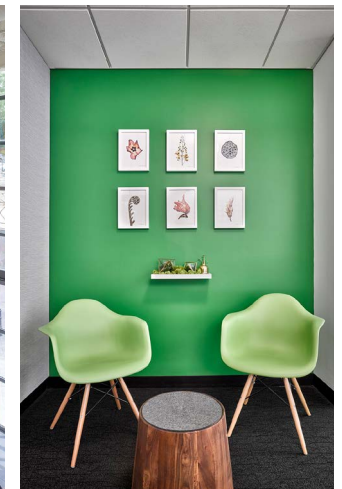
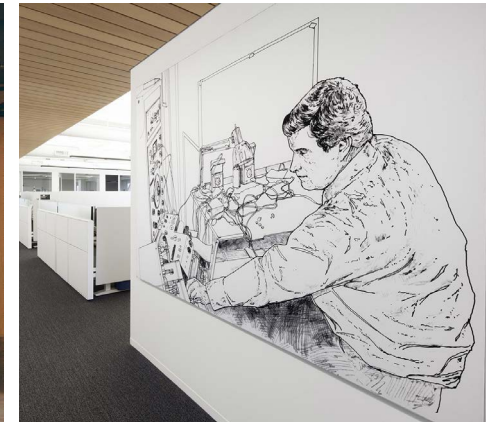
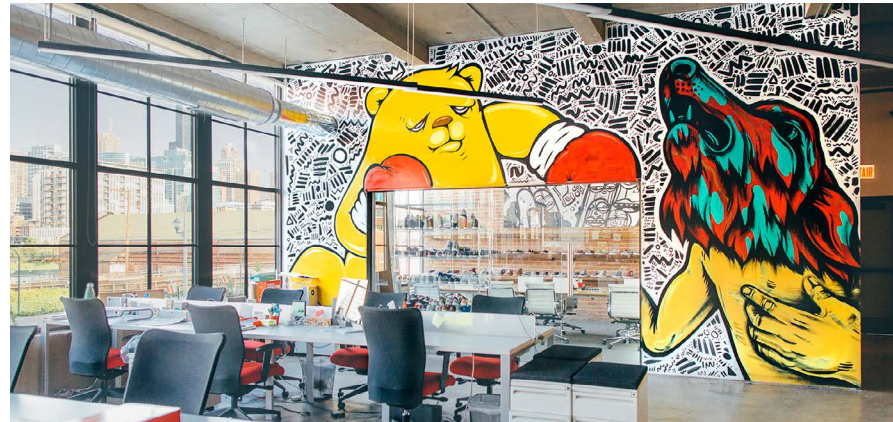


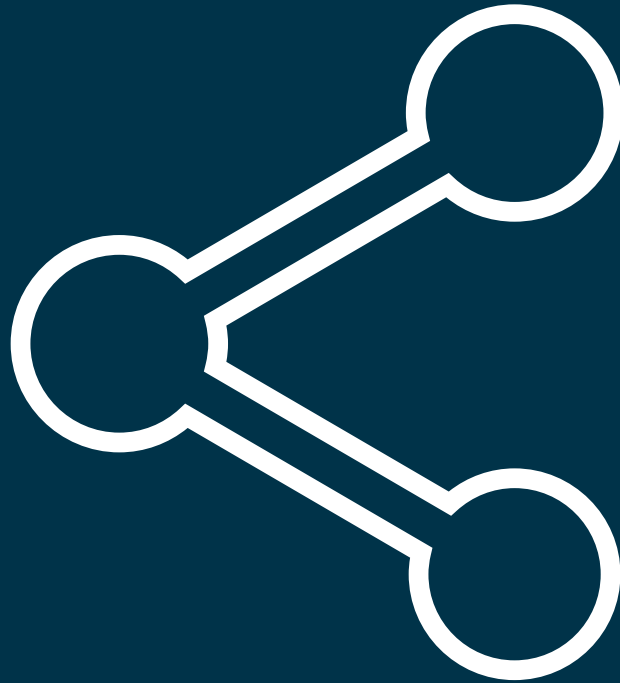
Environments

Wall Art

The places we work should be inspiring, creative, and comfortable. Our wall art is not propaganda material – it doesn't exist to sell a product or push colleagues to sell, sell, sell. Instead, it should be something to mull over, to inspire, provoke creativity, and appreciate again and again. Visually appealing enough that it doesn't become an eyesore over time. Our wall art should be familiar, unexpected, interactive, and engaging. A photo. A painting. A displayed collection. A game. Anything that Sage colleagues can look at and say, "Wow! I haven't thought of this before."

Creatively inspired workspaces have the added benefit of being an HR recruitment tool. In a survey of more than 4,000 workers across 11 industries, Gensler, the world's largest architecture and design firm, found that the most innovative companies provide their organizations with a diversity of well-designed spaces in which to collaborate and to focus.





Social Media

Social media

Profile images

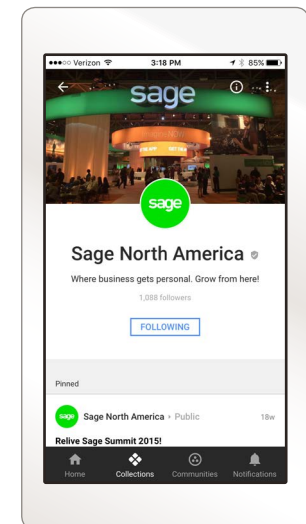
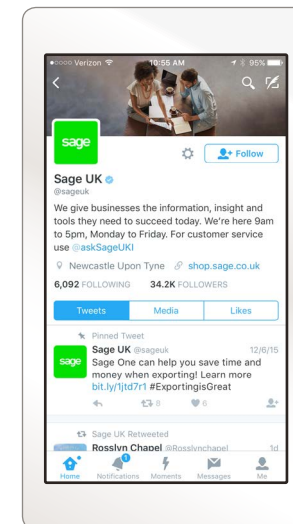
The Sage master brand logo is the only logo approved for profile images on social media. The only exceptions are the global product showcase pages on LinkedIn.

Profile image files have been created for each social environment and are available as jpegs, ready to upload without any modifications. The images were created at the optimum size recommended by each social media outlet.

In some cases the profile images fit into rounded rectangles or circles—the artwork is still set as a square, and the app does any necessary cropping.

Profile images can be downloaded from the Brand Library (<https://brandlibrary.sage.com>).

No campaign/initiative taglines or icons are permitted.



Social media

Cover images

We've created templates to guide you when creating cover images for Facebook, Twitter, LinkedIn, YouTube,* and Google+.

Each template is set to the recommended size for the relevant social media channel and has red "no text zones" to indicate that all text, important information, and vital parts of any images should be kept out of these areas.

Each "no text zone" is placed on a separate layer that should be turned off or deleted before saving your final image.

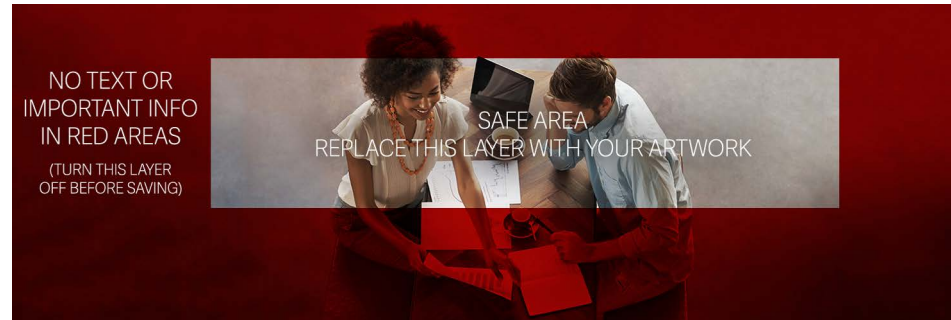
There is also a sample artwork layer, which should be turned off or deleted and replaced with your chosen artwork.

Cover images can be used to showcase global campaigns, events and initiatives, or a real-time response to breaking news. A toolkit will be provided, and this approach must be approved by the social media and Brand Lab.

Cover image templates can be downloaded from the Brand Library (<https://brandlibrary.sage.com>).

*There is slightly more to consider when using the YouTube template. Guidance is included on the template itself.

Twitter cover image template



Example Twitter desktop cover image



Social media

Tweets and posts

We've created a template for tweets and posts to be used with Twitter, Facebook, and LinkedIn. The template provided is created to work on each site.

All text, important information, and vital parts of any images should be kept out of the red "no text zone." The "no text zone" is placed on a separate layer, which should be turned off or deleted before saving your final image.

There is also a sample artwork layer, which should be turned off or deleted and replaced with your chosen artwork.

Facebook 20% text policy

Ads must not include excessive text that comprises more than 20% of an image. Keep in mind that text will be counted even if it occupies only a small portion of a box in the grid. You can test your ads using the Facebook grid tool at https://www.facebook.com/ads/tools/text_overlay.

The 20% text policy includes logos and slogans, as well as images with text overlays such as a watermark.

Further information can be found at <https://www.facebook.com/policies/ads>.

Tweets and post template



Facebook 20% text policy



Section

Screen wallpaper

Brand Library has a collection of business builder-themed wallpapers that you can use as a background for your desktop.

Download them at <https://brandlibrary.sage.com>.

To add the wallpaper to your desktop as a background:

1. Download the image.
2. Right-click and select "Set as desktop background."
3. If it doesn't fill the screen, right-click the background on your desktop, select personalize, then choose the option to 'fill'; don't stretch the background, as this distorts the image.





Stationery

Stationery

Business card (Euro)

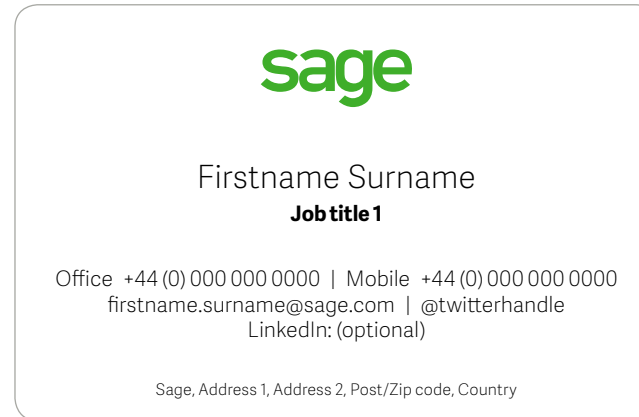
Our business card design balances simplicity with touches of flair.

On the front are colleague contact details. On the back is the website placed atop a simple graphic element. The card is branded on both sides with the Sage master brand logo.

Business card master shells utilize a double hit of Pantone 361 with aqueous coating (AQ) and printed with UV ink on a UV press. Colleague contact details are then imprinted with Black ink.

Dimensions are 85 mm wide x 55 mm tall. Use 130# Cougar white smooth cover stock. Finish with 3 mm-radius rounded corners.

Brand Lab has set up print-ready business card files for use by all regions to print locally. For more information or to place an order, contact your local Procurement business partner.



Stationery

Business card (U.S.)

Artwork for U.S. business cards are nearly identical, with minor alignment differences to accommodate a different size.

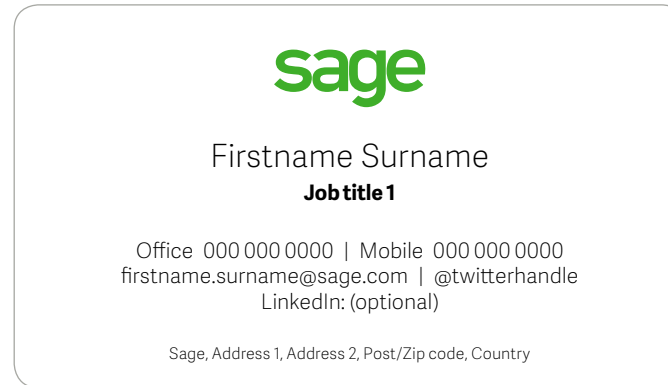
Dimensions are 2" wide x 3.5" tall.

For master shells, utilize a double hit of Pantone 361 with aqueous coating (AQ) and printed with UV ink on a UV press. Imprint colleague contact details with Black ink. Use 130# Cougar white smooth cover stock. Finish with 0.125"-radius rounded corners.

For U.S. colleagues, Brand Lab has set up an easy self-service site to order business cards. Just follow these simple steps.

1. Confirm your eligibility for new cards and official title with your manager
2. Write down your cost center information before beginning your order as you will be required to provide it during checkout
3. Visit [Shores Press](#) and place your order (deliveries outside North America will include shipping charges)

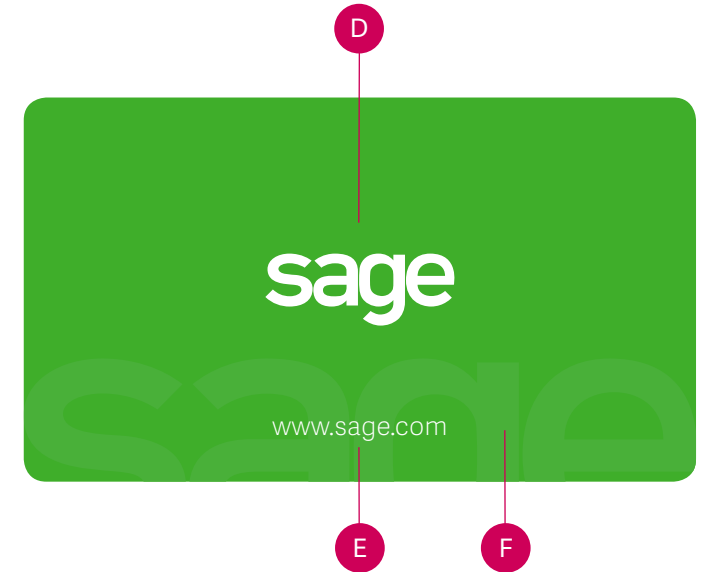
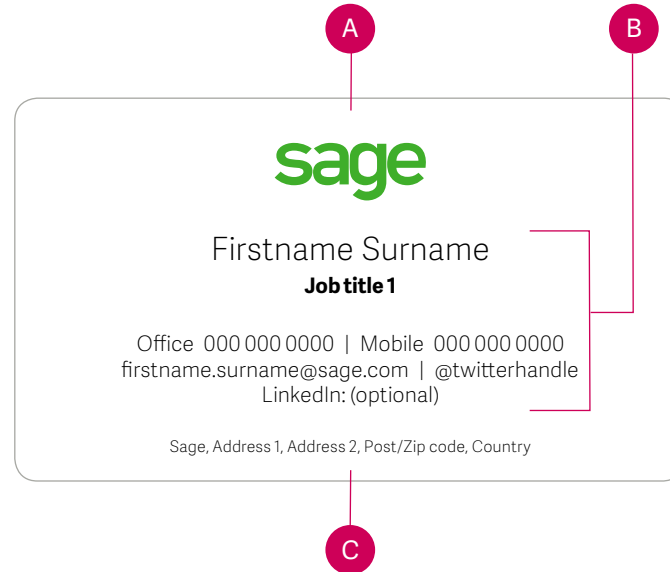
Your new cards will be printed in 7–10 business days. If you have questions, please contact your Procurement business partner.



Stationery

Business card specification

- A The Sage logo should always appear at top center and should not be moved or covered up
- B Editable block for name, title, and contact details
- C Sage address details
- D The Sage logo should always appear centered and should not be moved or covered up
- E Website sign-off
- F Graphic element should not be adjusted and should remain in its position at bottom center



Stationery

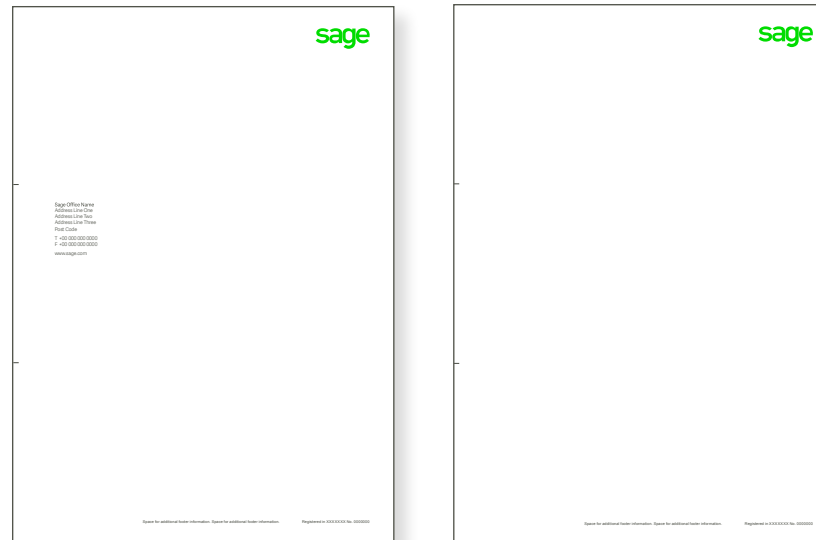
Letterheads

The letterhead artworks have been set up to print with two spot colors (Brilliant Green and Dark Gray).

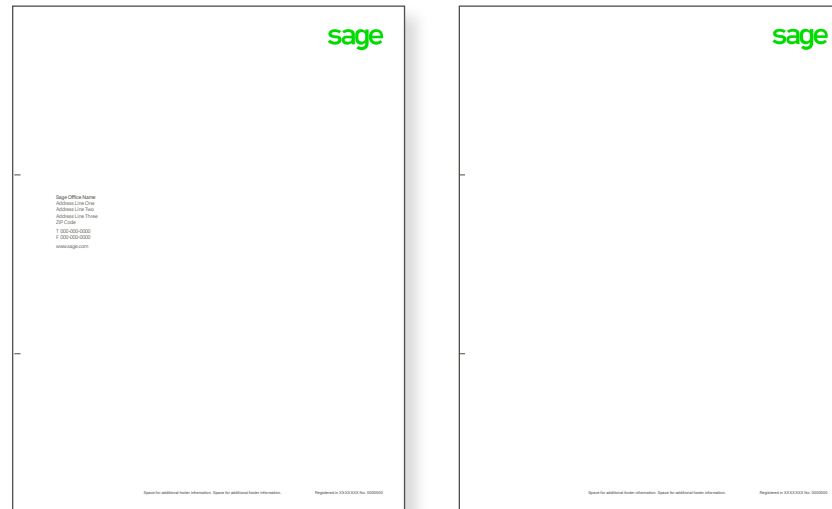
Page sizes

Templates are available at A4 size and U.S. Letter size. Both have default address and business details and both also include artwork for a continuation sheet.

Euro standard A4 letterhead and continuation sheet



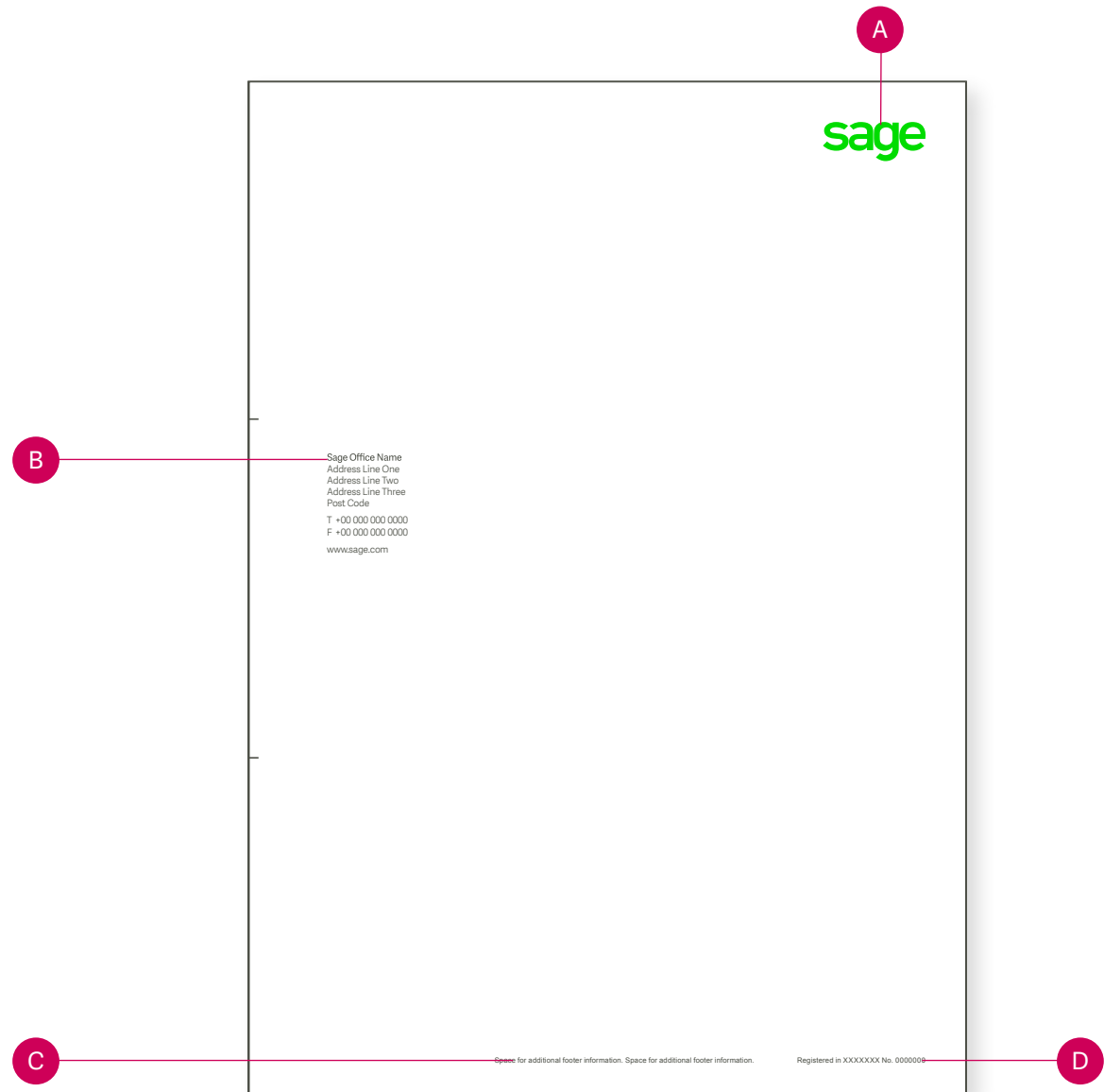
U.S. standard letterhead and continuation sheet



Stationery

Letterhead specification

- A The Sage logo should always appear in the upper right-hand corner and should not be moved or covered up
- B Sage address details
- C Editable block for optional footer information
- D Sage registered office details



Stationery

Envelopes

The envelope artworks have been set up to print with two spot colors (Brilliant Green and Dark Gray).

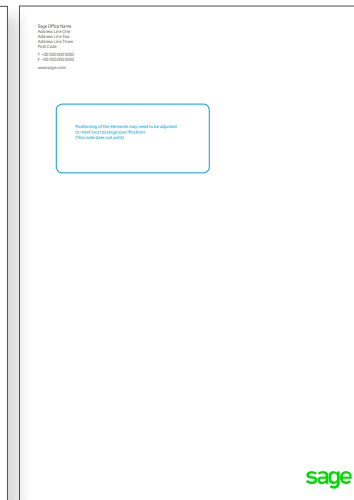
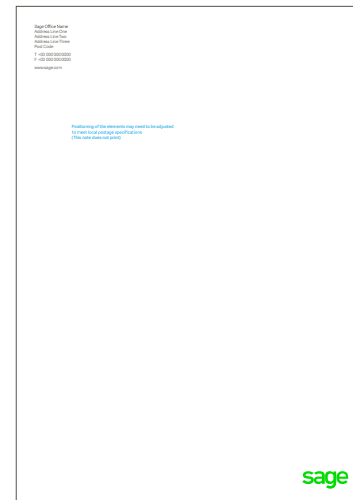
Sizes and versions

Euro standard sizes are available in C4, C5, and DL (with and without windows). U.S. standard sizes are available in 9x12" and 4.125x9.5" (with and without windows).

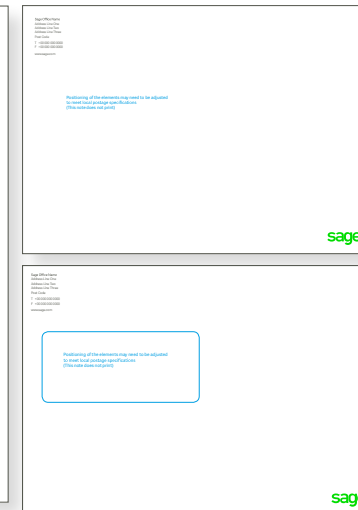
Postage specifications

Different specifications may apply across markets, and elements may need to be adjusted positionally in order to meet local requirements.

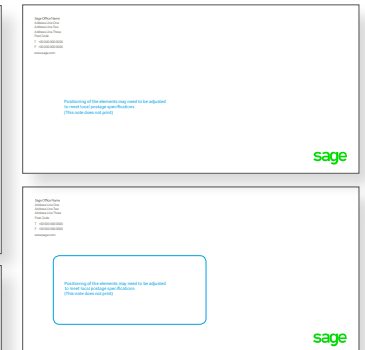
Euro standard C4 envelope



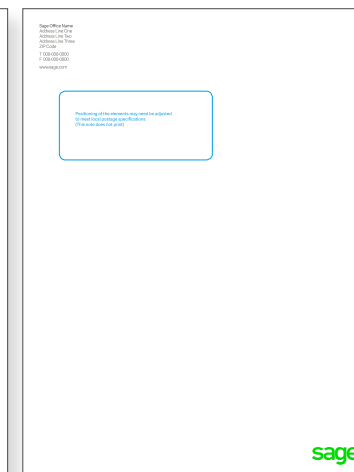
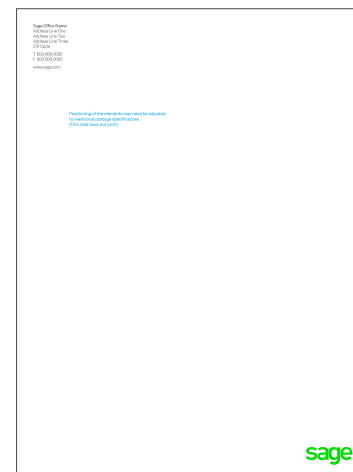
Euro standard C5 envelope



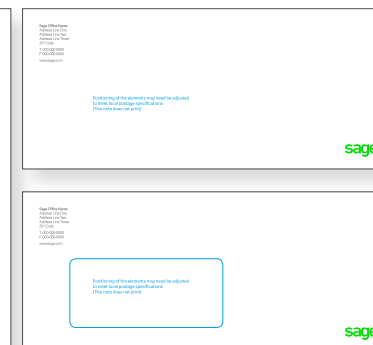
Euro standard DL envelope



U.S. standard 9 x 12" envelope



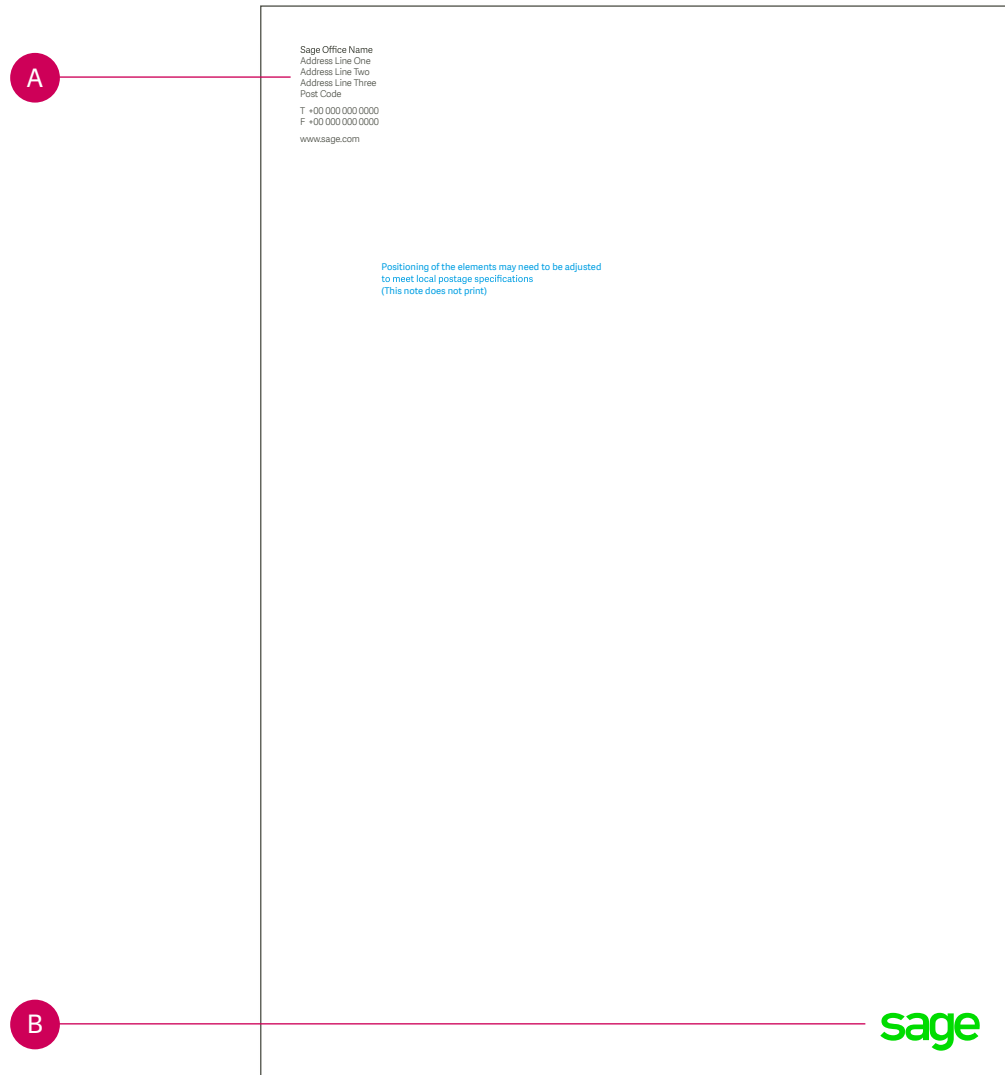
U.S. standard 4.125 x 9.5" envelope



Stationery

Envelopes specification

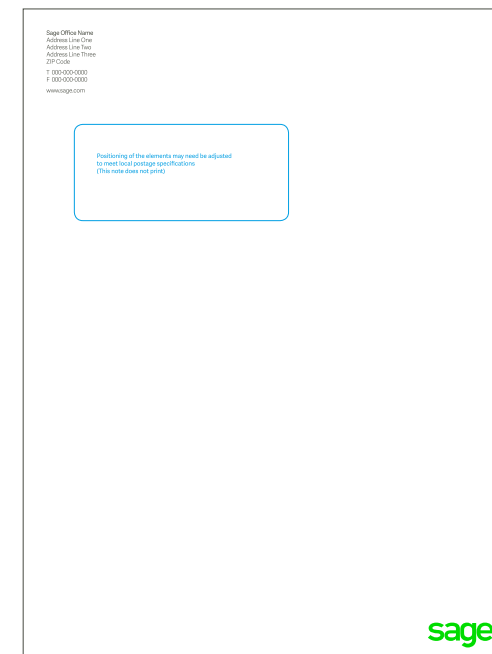
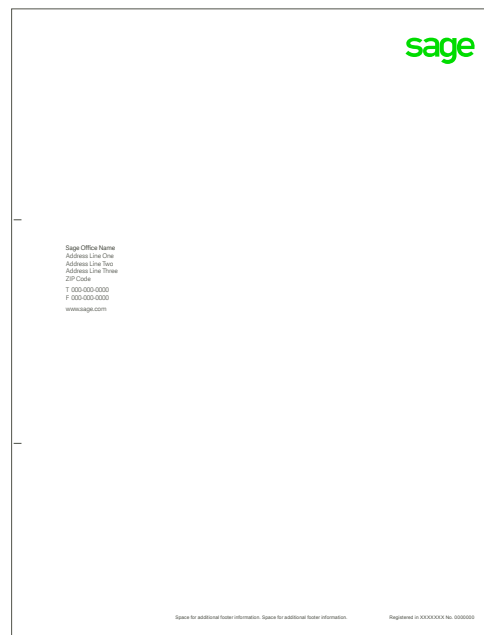
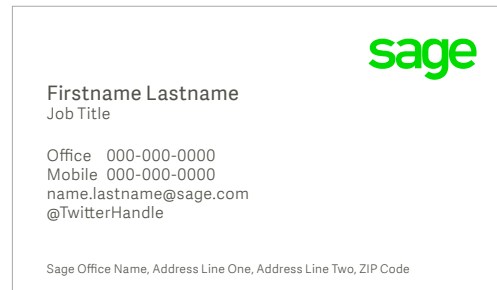
- A Sage address details
- B The Sage logo should always appear in the bottom right-hand corner and should not be moved or covered up



Stationery

Exceptions

The stationery templates outline best practice, but there may be exceptions where it is not possible to implement to these exact specifications. For example, we may need to adjust to accommodate financial and technical restrictions in each market. Queries and exceptions should be submitted for review and approval to Brand Lab via a Workfront request.





Merchandise

Merchandise

Our merchandise

Our merchandise always reflects our master brand logo.

For exception cases, please submit your requirement to Brand Lab via a Workfront request.



Support

Brand reviews and approvals

Our communications and touchpoints must be reviewed and approved by the global brand team before distribution. This is mandatory for communications created in all forms of media (advertising, digital, print, presentations, photography, support, training, etc.) to ensure a consistent application of our brand.

Please contact a brand planner for further information.

Brand clinic

Submit general brand inquiries and key projects for review and approval by Brand Lab via a Workfront request.

Naming review

Brand EVP provides brand approvals of all product naming, apps, and initiatives. For review and approval, please submit a Workfront brief to Brand Lab at least one month before your deadline.

Support

Resources

Brand Library

Find all of our brand elements and assets at <https://brandlibrary.sage.com>.

Brand chatter group

Join the Brand chatter group to ask questions and stay in the know as we continue to evolve the brand.

Business Builder chatter group

Join the Business Builder chatter group and get inspired with great stories of our customers who are driving the world forward.

Sage Academy

Get access to all the latest brand training modules at <https://sagecentralna.com/SageAcademy>.

Global Product Design

Our home for all product design assets, guidelines, and tools: <http://design.sage.com>.

sage