**Table of Contents**

<table>
<thead>
<tr>
<th>Section 1: Basic Branding Guidelines</th>
<th>1-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Description of a Sage Business Partner</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Compliance with Guidelines</td>
<td>1</td>
</tr>
<tr>
<td>1.3 Sage South Africa Business Partner Logos</td>
<td>1</td>
</tr>
<tr>
<td>1.3.1 Minimum Size</td>
<td>2</td>
</tr>
<tr>
<td>1.3.2 Colour</td>
<td>2</td>
</tr>
<tr>
<td>1.3.3 Where to use Business Partner Logos</td>
<td>2</td>
</tr>
<tr>
<td>1.3.4 Don’ts for Business Partner Logos</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 2: Additional Marketing Elements</th>
<th>3-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Partner Taglines</td>
<td>3</td>
</tr>
<tr>
<td>2.2 Awards</td>
<td>3</td>
</tr>
<tr>
<td>2.3 Copyrighted Materials</td>
<td>3</td>
</tr>
<tr>
<td>2.4 Updates to the Sage South Africa Brand</td>
<td>3</td>
</tr>
<tr>
<td>2.5 Internet Policy</td>
<td>3</td>
</tr>
<tr>
<td>2.6 Internal Stationery</td>
<td>3</td>
</tr>
<tr>
<td>2.7 Signage</td>
<td>4</td>
</tr>
<tr>
<td>2.7.1 Outdoor</td>
<td>4</td>
</tr>
<tr>
<td>2.7.2 Vehicle</td>
<td>4</td>
</tr>
<tr>
<td>2.8 Telephone Etiquette</td>
<td>4</td>
</tr>
<tr>
<td>2.9 PowerPoint Presentation Template</td>
<td>4</td>
</tr>
<tr>
<td>2.10 Radio Advertising</td>
<td>4</td>
</tr>
<tr>
<td>2.11 Listing in a Telephone Directory</td>
<td>4</td>
</tr>
<tr>
<td>2.12 Public Relations</td>
<td>5</td>
</tr>
<tr>
<td>2.13 Social Media Policy</td>
<td>5</td>
</tr>
<tr>
<td>2.14 Use of Trademark and Registration Symbols</td>
<td>5</td>
</tr>
<tr>
<td>2.15 Prior Approval by Sage South Africa</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 3: Web Guidelines</th>
<th>7-8</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Usage of Sage Marks in URLs, email addresses and social networking sites</td>
<td>7</td>
</tr>
<tr>
<td>3.2 Usage of Sage South Africa intellectual property on websites</td>
<td>7</td>
</tr>
<tr>
<td>3.3 Display of Product Names</td>
<td>7</td>
</tr>
<tr>
<td>3.4 Attribution on Websites</td>
<td>7</td>
</tr>
<tr>
<td>3.5 Digital and Google</td>
<td>7</td>
</tr>
<tr>
<td>3.6 Other Website Do's and Don’ts</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section 4: Marketing Rebates</th>
<th>9</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Section 5: Contact Details</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Sage South Africa Business Partner Divisions</td>
<td>10</td>
</tr>
<tr>
<td>5.2 Sage South Africa Marketing</td>
<td>10</td>
</tr>
</tbody>
</table>
Section 1: Basic Branding Guidelines

In order for Sage South Africa to assist our Business Partners in the correct use of the Sage South Africa brand, we have developed a set of guidelines that set out how and when the Sage brand can and cannot be used.

1.1 Description of a Sage Business Partner

It must always be made clear to a customer that you are promoting and supplying products in your capacity as a Sage South Africa Business Partner or Authorised Training Centre, etc. This should include clear notification of your business name, trading address and logo as well as the fact that you are a Sage South Africa Business Partner or Forum Partner or Authorised Training Centre or Authorised Stationery Distributor.

It must be made clear to a customer that they are entering into a contact with you as an independent contractor, and not an employee of Sage South Africa, and that you are not authorised to act Sage South Africa's behalf.

Further, your company/business name, registered number (if applicable) and registered/main office address must appear on all note paper, purchase orders, invoices, marketing materials, sales brochures, websites, social media sites and other public facing material used by you in relation to Sage South Africa products and services.

1.2 Compliance with guidelines

By accepting your annual Business Partner Contract, you agree:

- To comply with the Sage Business Partner Branding Guidelines in all aspects of your use of the Sage South Africa brand, the Sage South Africa logo and Sage South Africa products;
- To comply with any applicable advertising codes issued by the Advertising Standards Authority or any other regulator with competent authority;
- To comply with all advertising and marketing laws including but not limited to those covering print, electronic, online and fax marketing;
- Not to describe the Sage South Africa Brand or Sage South Africa products in a detrimental or degrading manner;
- Not to pass yourself off as a Sage South Africa employee nor pass your business off as Sage South Africa.

1.3 Sage South Africa Logos

The Sage logo is the most important element of our visual identity system. It is essential that Sage Business Partners help preserve its integrity at all times by adhering to all Sage Business Partner Branding Guidelines.

The role Sage Business Partner logos play in communications is to signify to audiences that they are interacting with a Sage Business Partner.

A Sage Business Partner logo can be used in conjunction with a Business Partner company logo, but must appear smaller and/or less prominently.

Sage Business Partners are permitted to use only the partner logos for which their company is authorised (for example: approved Business Partner Program logos; authorised Business Partner status logos; or any logos that require special certification, such as Certified Trainer.)

The Sage South Africa corporate logo should NEVER be used by business partners. The Sage South Africa corporate logo is the logo that stands on its own without any other indicators and this logo is strictly reserved for Sage South Africa. Sage Business Partners may either use their certification or status logos, or the Sage Product logos that they are certified in.

A set of Business Partner and product logos are available from the Business Partner division relevant to the Business Partner Program you are a member of. Please find the contact details for all the Sage South Africa Business Partner Divisions in the Contact Details section of this document.
Section 1: Basic Branding Guidelines

1.3.1 Minimum Size

The recommended minimum size for the Sage logos is (1) inch (2.5) centimetre across the width.

1.3.2 Colour

Whenever possible the Business Partner/Product logo should appear in full colour. Where colour is not available, such as in a newspaper advertisements, the logo may be converted to grayscale.

1.3.3 Where may Business Partner logos be used?

Business Partner logos may be used in the following marketing collateral:

- Billboards and street pole advertising
- Print Media
- Radio (must be mentioned in the script)
- Brochures
- Website
- Banners & Posters
- Telephone directories
- Promotional items
- Vehicle branding
- Social media sites

1.3.4 Don’t

- Do not use the Sage South Africa corporate logo on business partner-produced marketing materials, packaging, collateral, or websites.
- Do not use Sage South Africa Business Partner Program and award logos without approval.
- Do not make your company logo smaller than the Sage Business Partner logo.

- Do not add any graphical treatments, texts, or elements to the Sage partner logos, (for example: lightning bolts coming out of the logo).
- Do not place Sage South Africa product names or other information directly beneath Sage partner logos.
- Do not add any effects (for example: drop shadows or emboss) to the Sage partner logos.
- Do not alter the colours of any Sage partner or program logos.
Section 2: Additional Marketing Elements

2.1 Partner Taglines
Use of the name “Sage” or any other Sage trademarked names in a corporate tagline is prohibited without written consent of Sage South Africa. Taglines suggesting a higher level of endorsement or backing by Sage South Africa will be rejected.

2.2 Awards
Unless they are provided by Sage, Business Partners may not use the graphics or icons of any awards that Sage has earned. Business Partners may state that Sage has won the awards but shall not make any statement that would tend to make third parties believe that their company won the awards.

2.3 Copyrighted Material
Business Partners are not permitted to copy or download any graphics, photographs, images, messaging, or any other content from any Sage material including Sage websites without express written permission from Sage. Any liability resulting from the failure to comply with this requirement is the sole responsibility of the violator of this requirement. This includes copying the Sage colour palette and the Sage corporate logo for use on Business Partner marketing.

2.4 Updates to the Sage South Africa Brand
Sage South Africa will notify Business Partners in writing of any updates or amendments to any aspect of the Sage South Africa brand. Any amendments to Sage South Africa logos must be made in accordance with the master artwork, which will be made available to all Business Partners via the Reseller Zone. Unless otherwise notified, Business Partners are free to use up existing stock of material at the time of notification, before commencing use of stock incorporating the amended or updated Sage South Africa banding. Existing stock may be used for a maximum period of 3 months after notification of any amendments.

2.5 Internet Policy
The Business Partner Internet Policy applies to websites directly or indirectly owned, affiliated with, or sponsored by partner companies, and extends to third-party websites, including search engines, Internet Advertising (for example: banners, URL redirect, online advertising, pay per click advertising), product descriptions, product titles, page headings, subheadings, copy text, blogs, and social networks (such as Twitter, Facebook, LinkedIn, and so on).

By enforcing these Guidelines, the objectives are to ensure that:

- Authorised Business Partner websites promote their business and Sage South Africa products and services in a professional and ethical manner that is not misleading to the public.
- Graphical and branding elements for Sage South Africa products and services are displayed accurately and in accordance with the Sage Business Partner Branding Guidelines.
- Business Partners websites do not attempt to mimic Sage South Africa corporate or product websites in a way that misrepresents the Sage South Africa/Business Partner relationship.
- Business Partner company names are clearly indicated on all web pages where Sage South Africa Business Partner logos, Business Partner logos, the Sage name, and Sage product names appear. It must be clearly apparent that a Business Partner website is not a Sage website.

2.6 Internal Stationery
Business Partner logos may be used on all internal stationery. The recommended minimum size for all Sage South Africa Business Partner logos is <14mm> across in height for the horizontal logo and <28mm> across in width for the vertical logo.
Section 2: Additional Marketing Elements

Horizontal logo

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<thead>
<tr>
<th>Logo</th>
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</thead>
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<tr>
<td><img src="image" alt="Horizontal Logo" /></td>
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Vertical logo

<table>
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<tr>
<th>Logo</th>
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</thead>
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<tr>
<td><img src="image" alt="Vertical Logo" /></td>
</tr>
</tbody>
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Logos must always be 12mm from the top and right edge of the page for the following:
- Letterheads
- Compliment slips
- Envelopes (DL, C5, A4)

2.7 Signage

2.7.1 Outdoor

Sage South Africa Business Partner logos, statuses and product box shots may be integrated into internal and external signage.

Use of Sage South Africa product logos are not permitted on external signage. Business Partners may only use the Business Partner logo applicable to their status.

2.7.2 Vehicle

The Business Partner logos, status level and product box shots may be integrated into your vehicle signage.

Should Business Partners wish to brand their vehicles and want to claim Sage South Africa Marketing rebates, the signage must be approved by Sage South Africa Marketing before proceeding with the production. Normal rebate terms and conditions will apply.

2.8 Telephone Etiquette

No reference may be made to Sage South Africa in pre-recorded telephone messages, nor during the course of answering any telephone calls. Naturally, if the topic of supply of products and related services or the line is broached, these terms may be used in descriptive manner.

2.9 PowerPoint Presentation Template

Please refer to the Reseller Zone on [www.sage.com/za](http://www.sage.com/za) in order to download the PowerPoint template that you can utilise for presentation purposes.

2.10 Radio Advertising

When Business Partners produce radio adverts, the following may be mentioned: “<Business Partner Company Name>” is a Sage South Africa Business Partner and a distributor of Sage South Africa products”.

No radio advert may be produced on any Sage South Africa product without permission from the Sage South Africa Marketing Department. Please find the contact details for all the Sage South Africa Marketing Department in the Contact Details section of this document.

2.11 Listing in a Telephone Directory

When listing in telephone directories (Telkom Yellow Pages, Telkom White Pages,
2.12 Public Relations

The following activities are classified as public relations:

- Press releases
- Advertorial
- Newsletters
- Internal & external communications

When producing any Public Relations activity, Business Partners may mention: “<Business Partner Company Name> is a Sage South Africa Business Partner and distributor of Sage South Africa Software”. All press releases should be submitted to the Sage South Africa Marketing Department for approval prior to dissemination. Please find the contact details for all the Sage South Africa Marketing Department in the Contact Details section of this document.

2.13 Social Media Policy

Sage South Africa encourages active participation by Business Partners on social media and networking sites, including Twitter, Facebook, LinkedIn, YouTube, and Sage online product communities. Individuals and businesses that choose to contribute on social media sites-while representing themselves in a Sage South Africa Business Partner capacity—should adhere to the following guidelines:

- Business Partners may not register or use account names or handles that include the Sage trademark or Sage product names.
- Business Partners may not use the Sage trademark or Sage logos, colour palette, box shots, and other copyrighted material for backgrounds, logos, or avatars.
- Business Partners may not present themselves as official spokespersons for Sage South Africa or Sage South Africa product lines.
- Business Partners are encouraged to identify themselves as authorised Sage Business Partners in their biographies on social media sites.

2.14 Use of Trademark and Registration Symbols (TM SM ®)

The Sage South Africa policy is that the appropriate trade mark symbols (TM SM ®) must be used with any of the Sage product and service names at the first and most prominent reference on each separate piece. Additionally, trademark symbols must be used in the instances where Sage South Africa is contractually obligated by a third party to do so.

Business Partners must add a symbol to the brand trademarks for example:
SAP®, Crystal Reports, UPS®, GoToMyPC®, GoToMeeting®, Microsoft®, SQL Server®, Windows®, and Windows Vista® for every first reference in body copy only, as well as attribute their corresponding legal credit line (see “Attribution of specific third-party marks” to the right). These third-party requirements are subject to change.

This policy applies to all materials, including advertising, marketing collateral, documentation, user-interface elements, and logos used in any media. Please adhere to the respective trademark owners’ trademark usage guidelines for all other third-party trademarks. If such symbols are used in user interface elements or materials already published or “frozen”, there is no need redo the materials to remove the symbols.

2.15 Prior approval by Sage South Africa

Sage South Africa requires sight of all sales, marketing or promotional materials to be used by you in which you wish to incorporate part or all of the Sage South Africa brand or the Sage South Africa logo.
If changes are required to a Business Partner’s sales, marketing or promotional material, Sage South Africa will notify the Business Partner accordingly and the Business Partner will implement the required changes prior to the first use of the sales, marketing or promotional material. Business Partners agree to amend any sales, marketing or promotional material at the Business Partner’s own expense where such documents do not (in Sage South Africa’s reasonable opinion) comply with these guidelines (as may be amended and notified to Business Partners from time to time).
Section 3: Web Guidelines

3.1 Usage of Sage Trademarks in URLs, email addresses, and social networking sites

With the exception of express written authorisation from Sage, no third party may use “Sage”, any Sage trademark, any Sage product or service names, or any confusingly similar marks or names as its domain name, member name or User ID, or portions thereof or as part of an email address or any social media identification.

Sage product or service names may not be included in the Business Partner email addresses or website URL domain names, including social media identification pages. However, Business Partners may use product or service names to identify supporting web pages, for example: www.ABCcompany.com/Sage300.

Sage South Africa will require any such prohibited use to immediately be ceased and the name and/or domain name to be transferred to Sage South Africa within a reasonable time established by Sage South Africa.

3.2 Usage of Sage South Africa intellectual property on websites

Business Partners may use Sage South Africa intellectual property unaltered and exactly as is, such as white papers, flash demo’s, PDF’s, marketing collateral, press releases, pre-recorded presentations, product names, brochure copy, and more, if on every web page where Sage South Africa intellectual property appears, it is identified as “Released to Sage South Africa Authorised Business Partners.”

On every web page where Sage South Africa intellectual property appears, partners must also add the following phrase to credit line statement “Used with permission from Sage South Africa Authorised Business Partners.”

For Sage South Africa intellectual property not authorised to all Business Partners, written permission must be obtained from Sage South Africa Marketing before using. Send an email to rachelle.brasler@sage.com to obtain permission. When written permission is granted, Business Partners must display the materials in the exact form specified by Sage South Africa and may not modify it in any way.

3.3 Display of Product Names

Business Partners must accurately display current product names at all times.

Business Partner are not permitted to copy or download any graphics, photographs, images, messaging, or any content from any Sage South Africa material including Sage websites without the express written permission from Sage South Africa.

Any liability resulting from the failure to comply with this requirement is the sole responsibility of the violator of this requirement. This includes the copying the Sage South Africa colour palette, the Sage South Africa corporate logo, and any photographs or images contained in the Sage South Africa marketing collateral for use on partner marketing materials, electronic presentations, or websites.

3.4 Attribution on Websites

Business Partner websites must clearly and conspicuously state on the home page or, if the pages relating to Sage products are not on the home page, on the pages of site where Sage products are offered or displayed, the following legend:

This website is owned by [company name]. [Company name] is independent from Sage South Africa and is not authorised to make any statement, representation, or warranties or grant any license or permission on behalf of Sage South Africa regarding any product, service, or website content. Certain materials made available on or through this website are owned by Sage South Africa and cannot be used without the prior written permission of Sage South Africa.

3.5 Digital and Google

When advertising on Google Adwords (PPC), your ads may not contain any words referring to Sage South Africa products in order to gain business. For example, “ABC Sage Pastel Partner Software” is not permitted.
3.6 Other Website Do’s and Don’ts

- Do clearly display the Business Partner company name and branding elements at the top of the Business Partner website and any subdirectory pages where Sage South Africa products are mentioned and Sage South Africa – authorised Business Partner logos are displayed.

- Do not attempt to appear as a Sage website or as a manufacturer of a Sage product. Sage product names may be displayed at the top of a Business Partner’s web page as long as the product name is positioned at least 90 pixels away from the Business Partner’s company logo.

- Do ensure that Sage Business Partner logos and product specific graphic elements appear smaller than the Business Partner company logo and branding elements, unless the resolution of the images when resized does not appear clearly.
Section 4: Marketing Development Fund (Marketing Rebates)

The Sage South Africa Marketing Development Fund (MDF) provides discretionary marketing funds to eligible Business Partners based on future potential. It is a mean to achieve sales and marketing objectives and focuses on business development. The funds are not available in advance but are negotiated by Business Partners and the relevant Channel Department to achieve specific goals. MDF requires unique consideration an evaluation before expenses are approved and is most often related to marketing or business development. It will also allow us to align Business Partner marketing activities with Sage South Africa initiatives.

In order for activities to be eligible under Marketing Development Fund, there will need to be consideration of:

- Future potential growth/trajectory
- Business Partners commitment to revenue goal
- Alignment with Sage South Africa objectives and goals
- Marketing plan with high propensity to produce revenue and solid return on investment (ROI)
- Demonstrated capability to grow Sage South Africa license revenue
- Investment in marketing and sales staff

Requests will be review by the relevant Sage South Africa Channel Department and the Business Partner will be notified of status within 30 days of application. Activities that Sage South Africa believes will drive new business will be eligible, provided they are components of a marketing plan. These components include:

- In-person events
- Webinars/webcasts
- Case studies
- Videos
- Newsletters
- White papers
- Social Media such a Blogs
- Articles
- Direct Marketing: emails, direct mail, telemarketing
- Automated marketing programs offered by Sage South Africa
- List procurement as part of a marketing campaign

Marketing pieces must contain the Sage Authorised Partner logo relevant to the Business Partner, must conform to the Sage South Africa Business Partner Branding Guidelines and must be approved by the Sage South Africa Marketing Department.

Sage South Africa will contribute up to 50% of the expense of approved activities with in the marketing plan, provided the amount does not exceed 5% of annual turnover.

The exact percentage contributed will be determined during the approval process by the relevant Sage South Africa Channel Department who will ensure that each application is considered in the fairest manner possible.

Funds will not be provided until proof of results and invoices are submitted. Proof of results will vary by activity, but may include metrics such as:

- Impressions
- Responders
- Qualified Leads
- Attendees
- Sales presentations scheduled
- Proposals/opportunities generated
- Sales

Marketing rebates will be paid out in December, March, June and September.

The following information is required when claiming from the Marketing Development Fund (MDF):

- Proof of the marketing activity (for example, a copy of the advert as it appeared in the publication/newspaper).
- A copy of the invoice raised for the marketing activity.
- Proof of payment of the invoice raised for the marketing activity.
- Copy of the approval from Sage South Africa.

Marketing plans must be executed within the agreed timeframe of the plan submitted the Business Partner. Unused funds will be forfeited.
Section 5: Contact Details

5.1 Sage South Africa Business Partner & Advisor Divisions

Sage Pastel Accounting, Payroll and Sage One
Tel: 011 304 3570
Email: partners.pastel@sage.com

Sage Evolution and Sage 300
Carmen Martins (Recruitment and Enablement Manager)
Tel: 011 304 3431
Email: carmen.martins@sage.com

Sage Enterprise
Jacqui Scorgie (Head of Channel)
Tel: 011 304 2000
Email: jacqui.scorgie@sage.com

5.2 Sage South Africa Marketing
Rachellé Bräsler (Channel Marketing Manager)
Tel: 011 304 3562
Email: rachelle.brasler@sage.com