

Logo guidelines

The Reltio logo is one of our most valuable brand assets. Used consistently, it builds recognition and trust — whether someone is encountering Reltio for the first time or the thousandth.

These guidelines cover everything you need to know: how to display and protect the logo, which color versions to use, and how to choose between our two logo versions. Following them ensures that every appearance of our brand is clear, intentional, and on-brand.

Updated June 2026

Logo lockup

This logo lockup will be used for general branding, when the placement is within or nearby the SAP brand.

The "An SAP company" descriptor is a fixed part of this lockup. It should never be removed, rearranged, resized, or altered independently from the wordmark. The spacing and weight relationship between "RELTIO" and "An SAP company" are carefully set — always use the approved logo files and never attempt to recreate this lockup by hand.

The image shows the RELTIO logo lockup. The word "RELTIO" is in a large, bold, dark blue sans-serif font. Below it, the phrase "An SAP company" is written in a smaller, bold, dark blue sans-serif font. The two elements are centered and aligned to the left of each other.

RELTIO
An SAP company

Logo lockup color

The logo lockup is available in two approved color versions: dark on light, and white on dark.

Use the dark (Reltio blue) version on white or light-colored backgrounds. Use the white version on dark or photographic backgrounds. Never place the dark version on a dark background, or the white version on a light one — contrast is essential for legibility. These are the only two approved color treatments; do not apply any other colors to the logo.



Logo lockup clear space and minimum size

Clear space and minimum size are tools used to protect the impact of our brand. They work to ensure the logo is always clearly visible and is able to stand out wherever it appears. Clear space is the minimum “breathing room” maintained around our logo. It is kept free of graphics, text, and other marks. It also defines the minimum distance between the logo and the edge of a printed or digital piece.

The minimum height for the logo lockup should not be less than 44px height on screen, or 12mm height when printed.



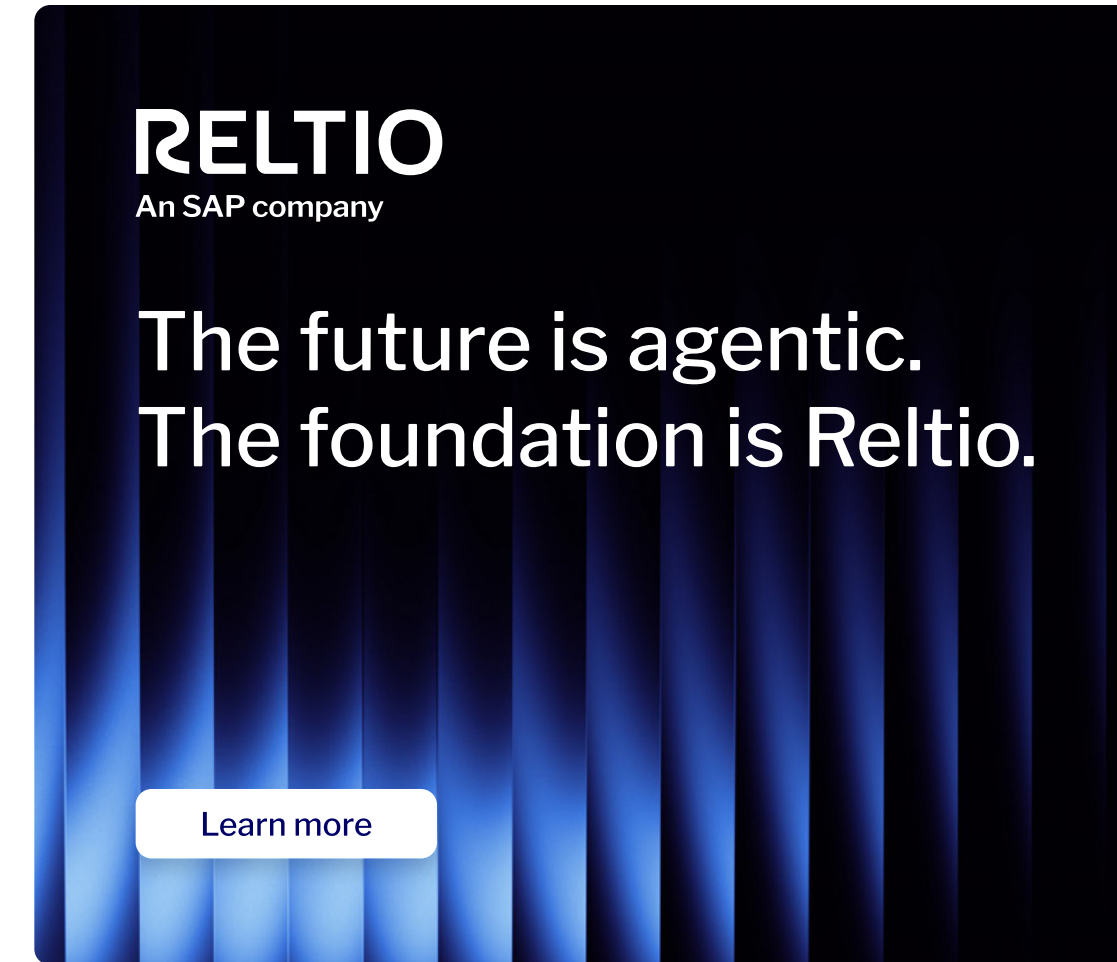
ART DIRECTION

Logo lockup do's

The logo can be used on a range of backgrounds from monochrome fills to images. In any case, the logo should serve its brand defining purpose and meet all requirements of clear space and minimum size.



When in doubt, use the white logo lockup on a solid fill cobalt or Reltio blue.



Do use the logo lockup in the appropriate and approved templates.



Do use the logo lockup with partner logos as normal, refer to the partner logo guidelines.



Do ensure the logo lockup has the minimum required clear spacing.



Do use the logo lockup on photographs that have the appropriate spacing.

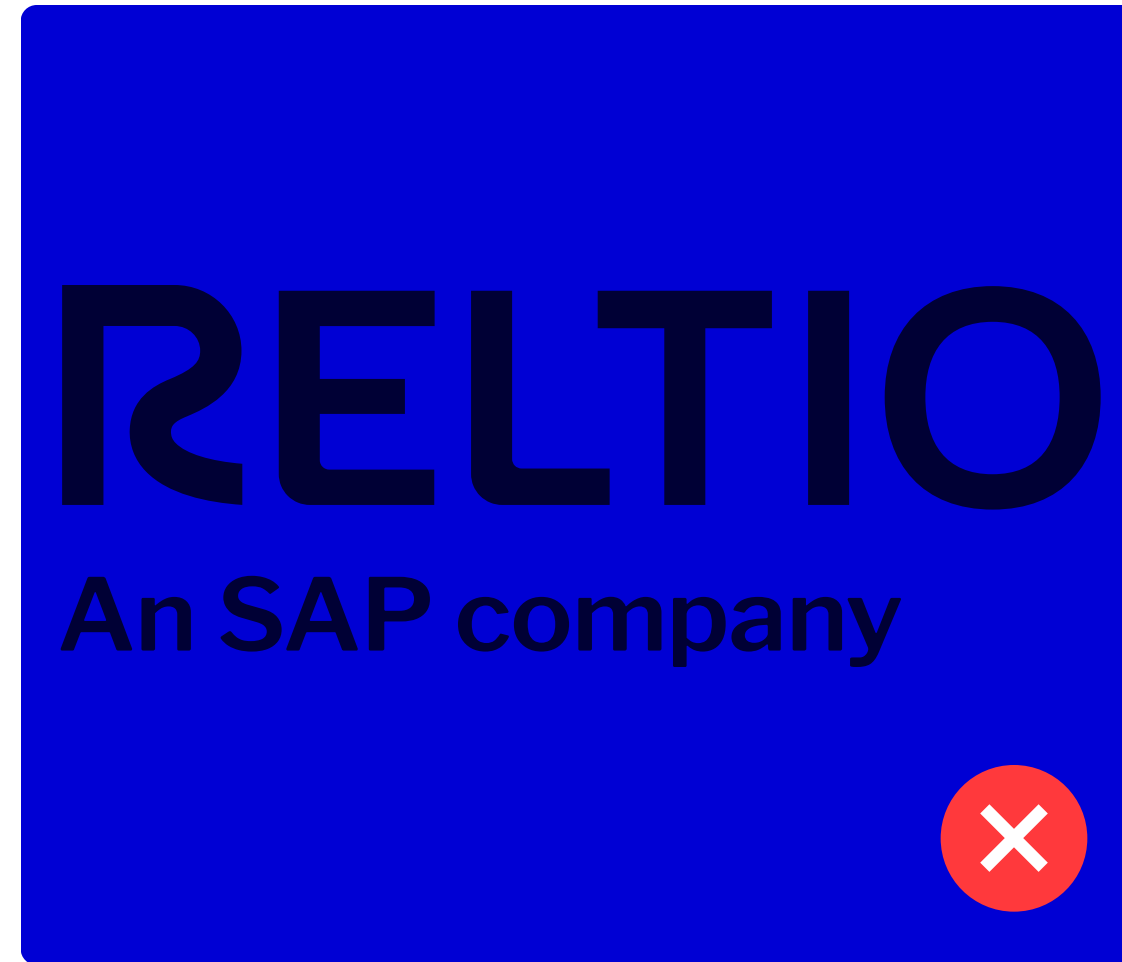


Do use the logo lockup as a separate piece from imagery, as indicated in templates.

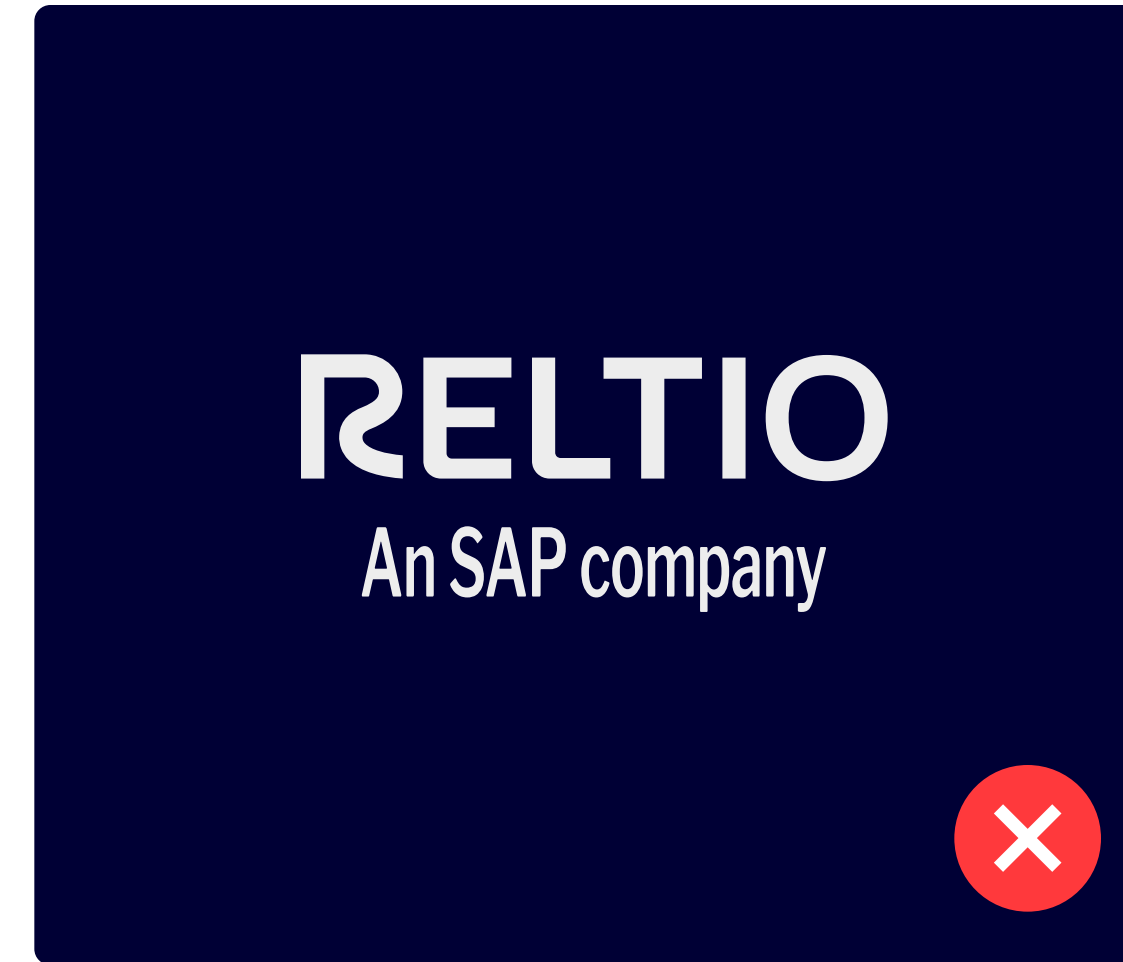
Logo lockup don'ts

Care must be taken to ensure that the logo that matches the background is always used. The logo must not be distorted, cropped, divided, or recolored. It must not be placed on backgrounds that severely impair the legibility of the logo due to insufficient contrast or unevenness.

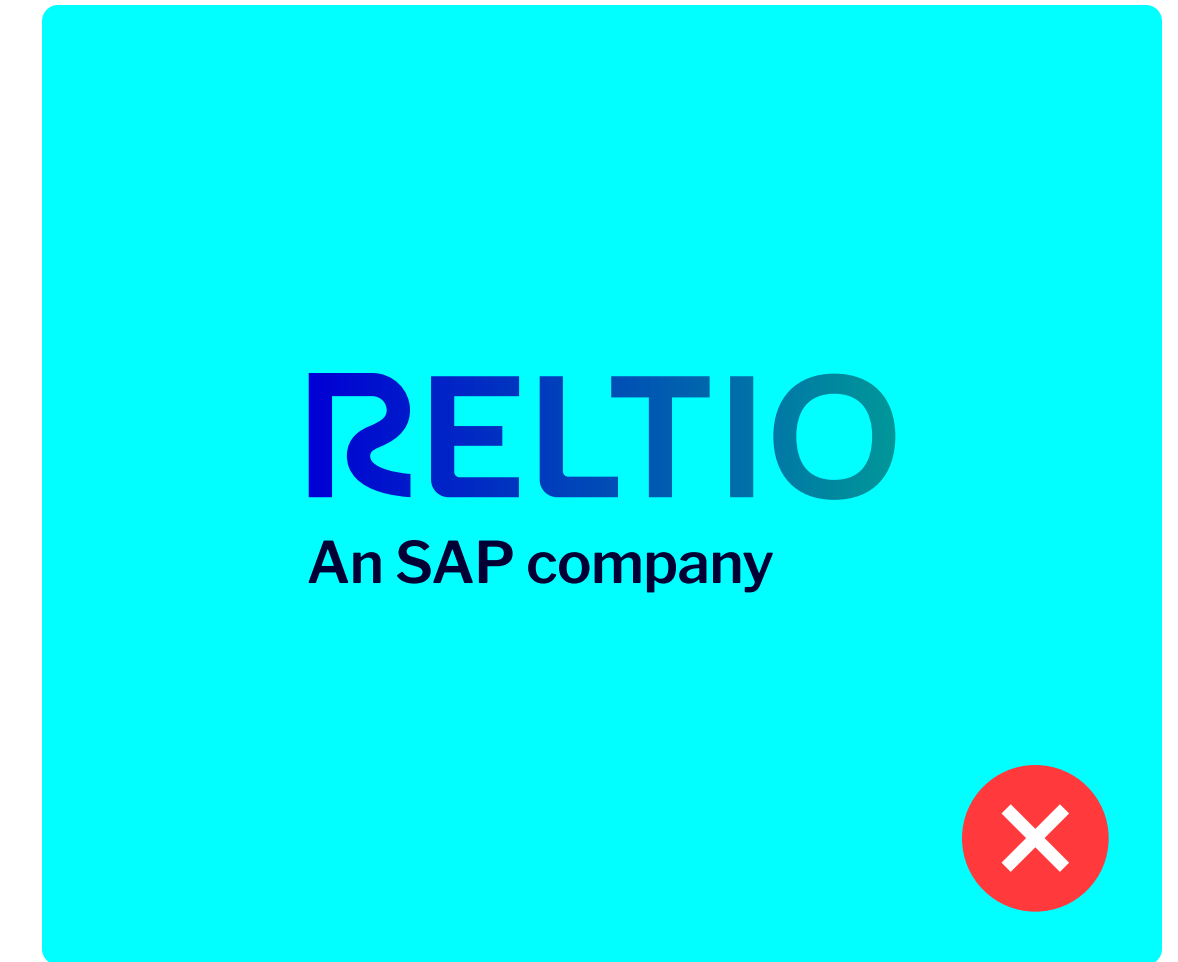
Avoiding these mistakes helps build consistency and recognizability for the brand.



Choose the appropriate version of the logo color to ensure legibility and clear space.



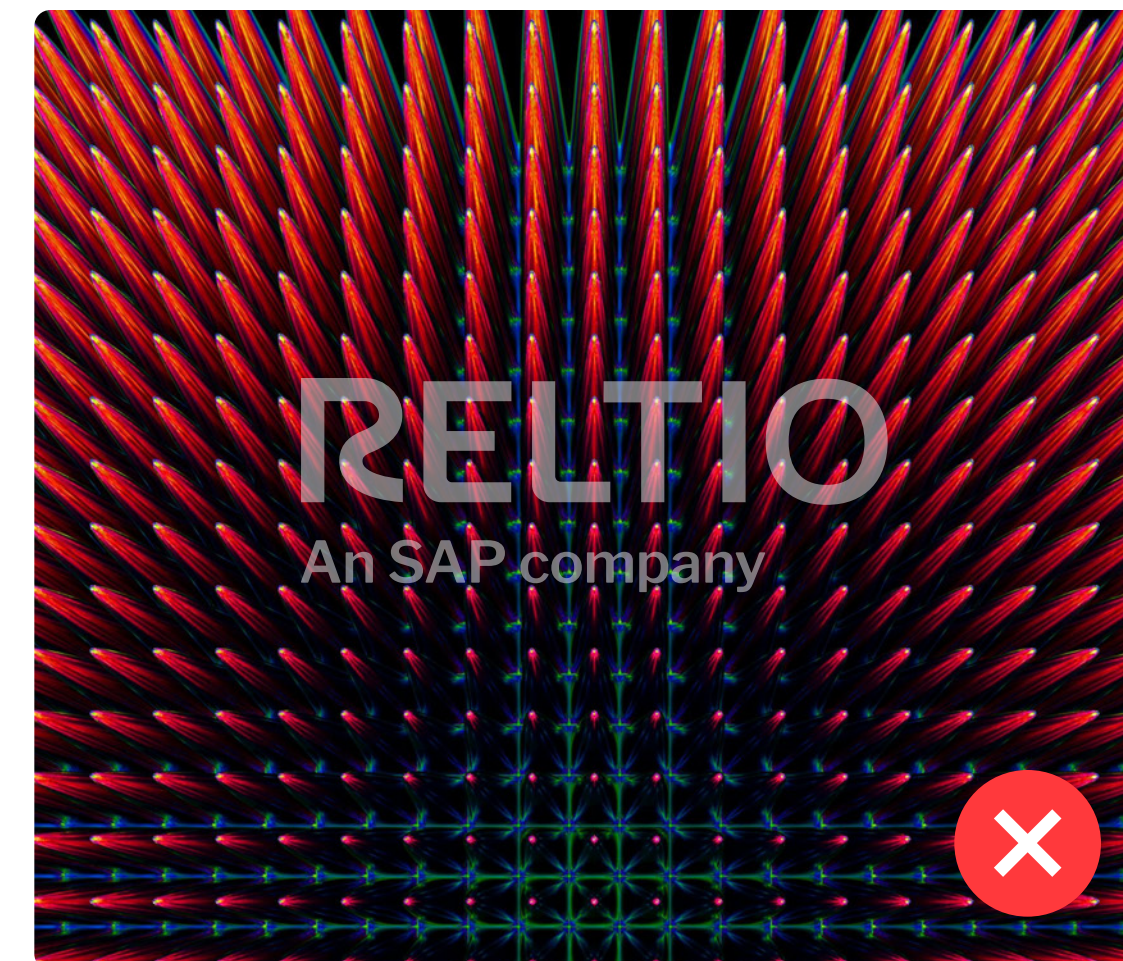
Always resize the logo proportionally. Do not distort, skew, crop, or recolor the logo lockup.



Do not apply colors, even brand colors, as solid or as a gradient to the logo lockup.



Ensure the logo color version is legible and meets contrast ratio with the background.



Do not change the opacity of the logo lockup.



Do not use the logo lockup with the SAP logo in any way.

When to use the Reltio stand-alone

Use the stand-alone Reltio logo when leading with Reltio and SAP branding is not present. This applies to Reltio-owned events like DataDriven, internal company events such as SKO and all-hands, paid media and advertising placements; where Reltio owns the full canvas, including branded merchandise and swag. In these contexts, the Reltio brand speaks for itself — the SAP relationship does not add to the context.

A large, dark blue, sans-serif logo of the word "RELTIO" centered on a light gray background.

When to use the Reltio, an SAP company logo

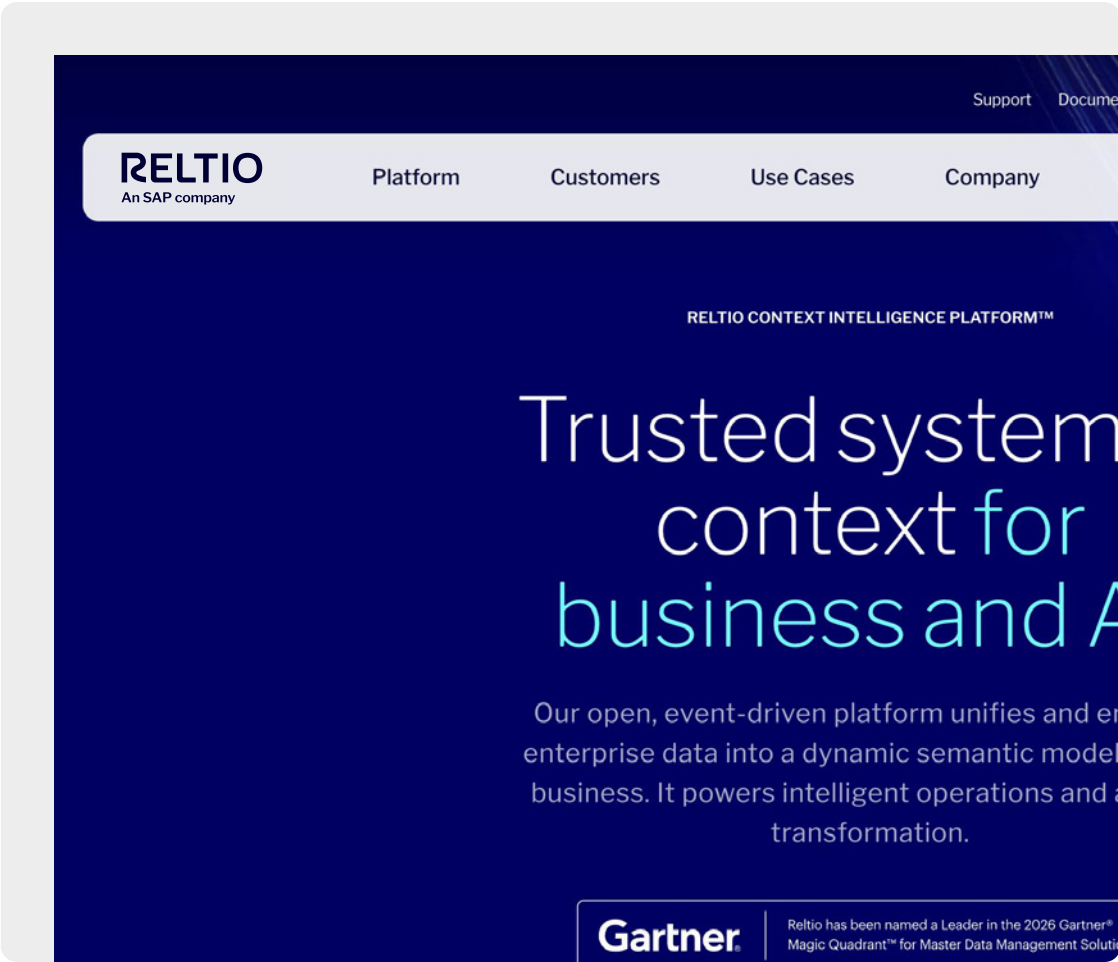
Use the "Reltio, an SAP company" logo whenever the placement is within or near SAP branding, when the audience is coming to Reltio through SAP or when adding the co-branding adds to the context for audience. This includes second- and third-party events such as industry conferences and partner summits, the Reltio website, official and legal materials like letterhead, boilerplates, and contracts, and PR, and thought leadership placements in external media.

A quick way to check: if the end user is coming from SAP, or if the placement lives near SAP branding — use the "An SAP company" lockup.

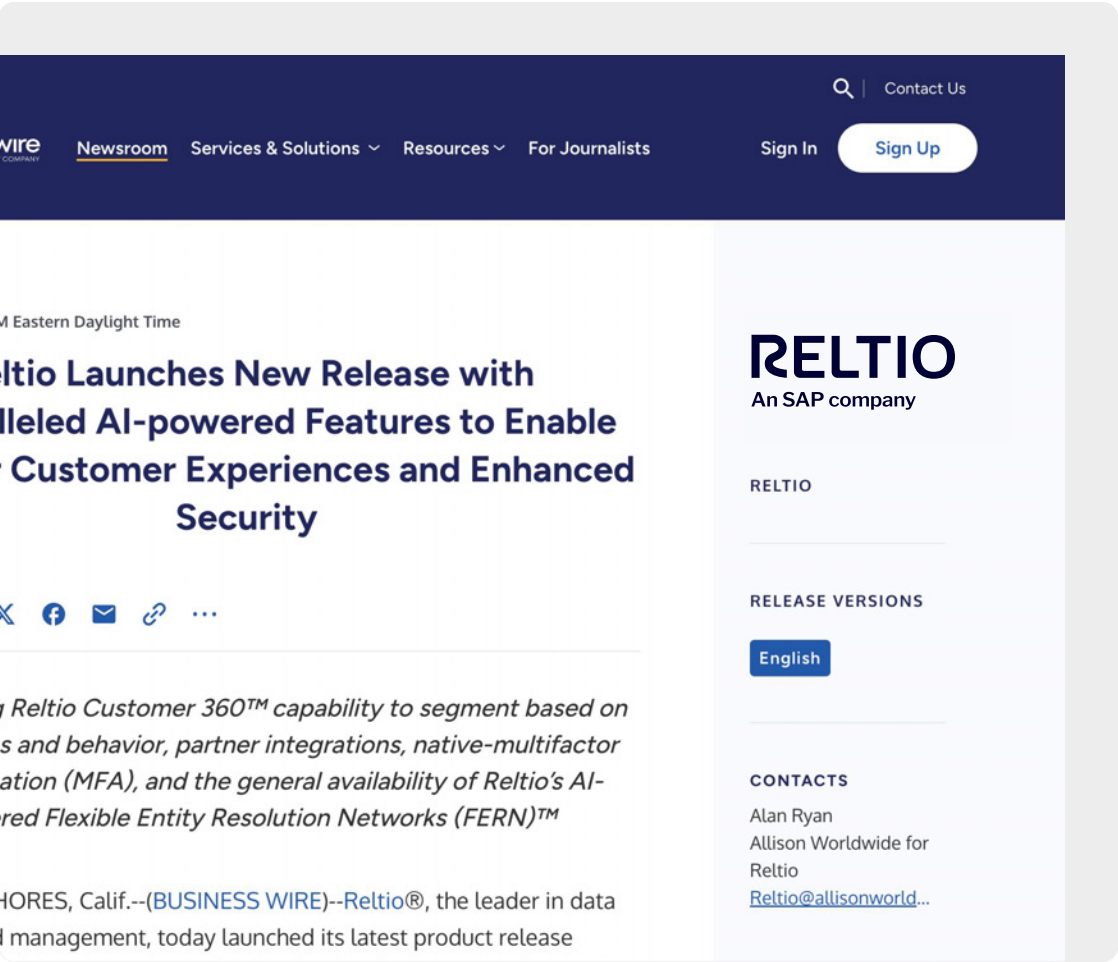
The logo consists of the word "RELTIO" in a large, bold, dark blue sans-serif font. Below it, the phrase "An SAP company" is written in a smaller, bold, dark blue sans-serif font.

Example use cases

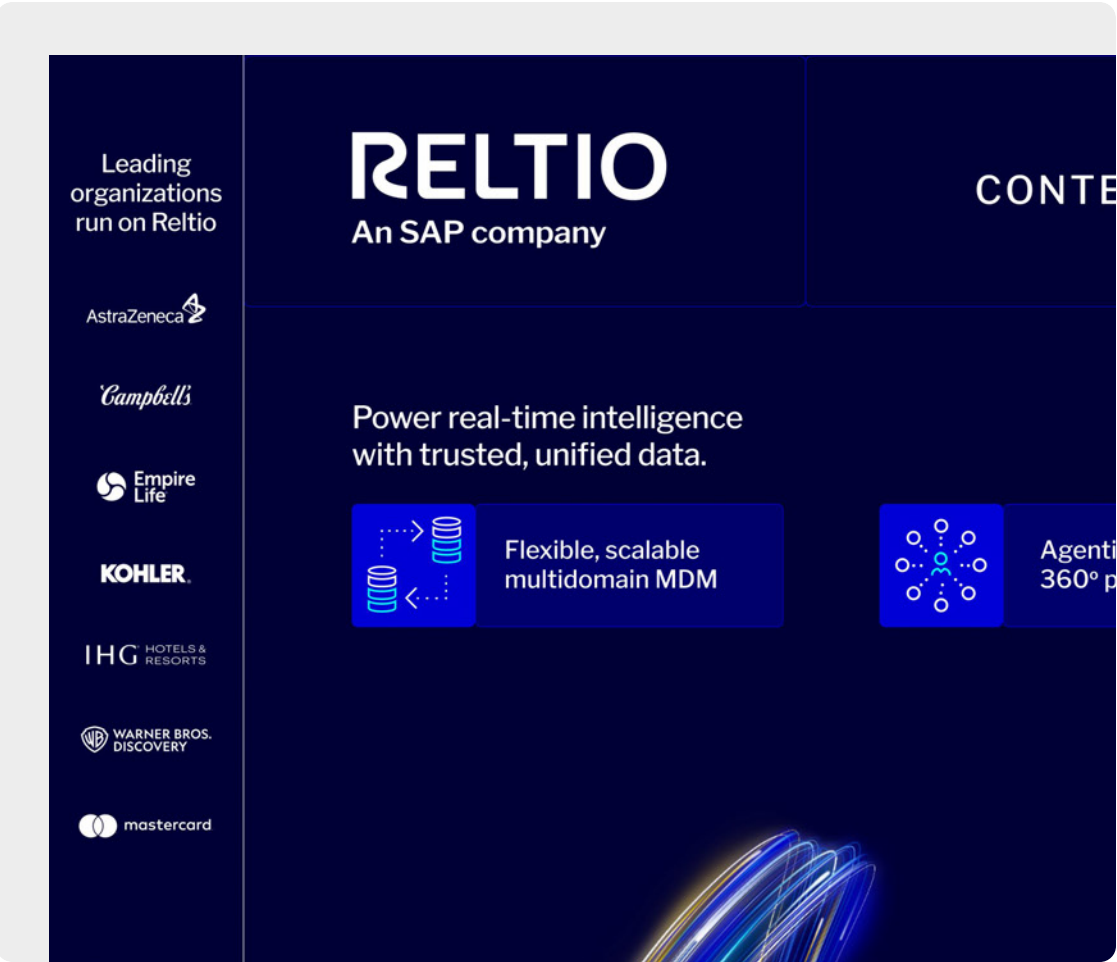
The examples below show how each logo version is applied across real-world contexts. The right version is always determined by where the logo appears and who the audience is — not by habit or file availability. When the context is unclear, refer to the decision framework.



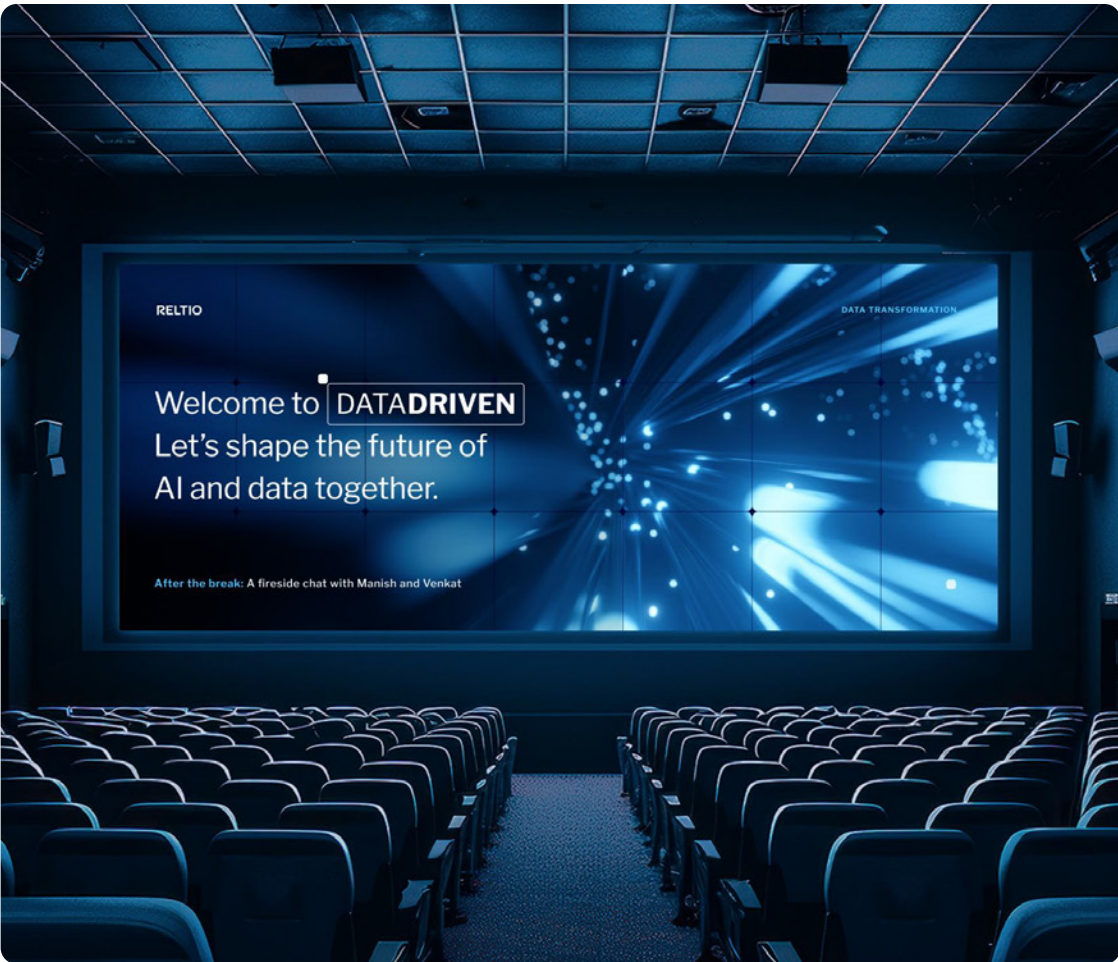
Use the "Reltio, an SAP company" lockup on reltio.com and all digital properties.



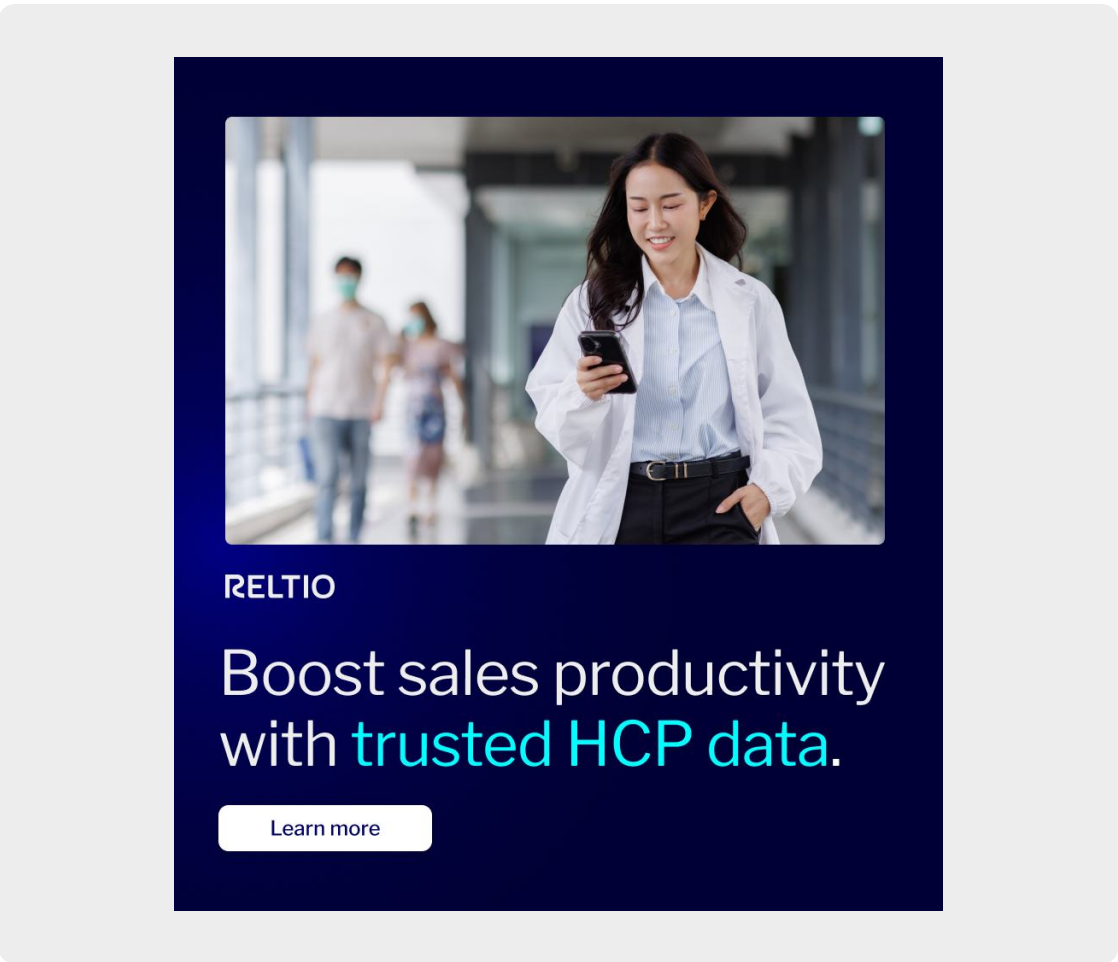
Use the "Reltio, an SAP company" lockup in all external press and media placements.



Use the "Reltio, an SAP company" lockup at industry conferences and events.



Use the stand-alone Reltio logo for events Reltio produces and fully owns.



Use the stand-alone Reltio logo in paid media where Reltio controls the full creative.



Use the stand-alone Reltio logo on all branded swag and giveaway items.

Let's build the brand together

These guidelines are a living resource, updated as our brand grows and evolves. Use them as your starting point — and when you're unsure, just ask. The brand team is here to help you make the right call.

Resources

- Reltio, an SAP company: [logos](#)
- Reltio: [all logos](#)
- Style guide: relio.com/style-guide

Get in touch

Questions, feedback, or requests for approval? Reach us at amy.sun@relio.com or drop a message in [#brand-ambassadors](#)