# Contents

**Understanding Our Customers** .............................................. 3  
**Essential Elements** .................................................................... 4  
  - Color, Backgrounds and Radiance .............................................. 5  
  - Typography: Weights and Sizes ..................................................... 7  
  - Typography: Settings ...................................................................... 8  
  - Grid System .................................................................................. 10  

**Online**

**Emails** ..................................................................................... 
  - Layout .......................................................................................... 12  
  - Portraits ...................................................................................... 13  
  - Devices ........................................................................................ 14  
  - Industry ....................................................................................... 15  
  - Portrait on Color ......................................................................... 16  
  - Textures ..................................................................................... 17  
  - Environments ............................................................................. 18  
  - Call-to-Action Button ................................................................. 19  
  - Landing Pages ........................................................................... 20  

**Tradeshow Booths** ................................................................. 21  
  - Pop-Up Booth 10x10 .................................................................... 22  
  - JCS Booth 10x10 ......................................................................... 24  
  - Custom Booths ............................................................................ 26  

**Signs** .......................................................................................... 28  
  - Roll-Up Signs ............................................................................ 29  
  - Small Signs ................................................................................ 31  
  - Digital Signs ............................................................................... 32  

**Printed Communications** ..................................................... 33  
  - Handouts ................................................................................... 34  
  - Print Program Ads ................................................................. 36  
  - Programs ................................................................................... 38  

---

**Questions?**  
Visit www.sas.com/sasbrand. Contact sas.brand@sas.com.
Our campaigns are a conversation.

We want to build ongoing relationships with our customers. We want to understand their needs so that we present the right information at the right time along their business journey.

From the email inbox to the tradeshow floor, every campaign should be show-stopping and emotionally engaging. The creative should work seamlessly across a variety of media.
Essential Elements
Color, Backgrounds and Radiance

Color

Campaigns require both consistency and flexibility. To accomplish this balance, we always pair midnight blue with one of the vibrant colors from our brand color palette. The dominant color can be any of the colors, including midnight blue. The color you select should complement the photograph or mood of the content.

Gradient

Gradients are composed of pairs of colors from our brand palette. The angle of the gradient should always be 45° (see color palette for more detail). Please do not alter gradients established in the templates.
Energy Line
The energy line is a vertical or horizontal rule line that separates a photograph from a block of color. If you use midnight as your dominant color, choose a vibrant-colored energy line. If you use a vibrant color as your dominant color, choose a midnight energy line. When a design does not use a photograph, use a tint of the dominant color.

Radiance
The Radiance illustration should be an accent rather than a dominant element. It will often be transparent white at 75% opacity. However, you may also use color versions over a white or midnight background. You may adjust the position and size, or remove it if space requires. You may show the full illustration or a cropped version on any edge or corner. It should not impede the legibility of text.

Logo
The SAS logo can be reversed to white out of a color block. If placed on white or light color, use the midnight blue version.
Typography: Weights and Sizes

The guidelines on the following two pages are meant as a starting point to help you set type in a legible and pleasing manner. If following them will cause your text to look awkward, you may adjust as needed.

Headlines

Headlines should be set in Avenir Thin, Light or Regular. The space after headlines should be half the point size of the type. For example, if your headline size is 24pt, you should leave 12pt of space between the headline and subhead.

Subheads

Subheads should be set at half the size of the headline and one weight heavier. For example, if the headline is set in Avenir Light, use Avenir Regular for the subhead. If your headline is set in Avenir Regular, use Avenir Medium. The space after the subhead should be the same as the space after the headline. They may be set in color.

Body Copy

Always use Avenir Regular for body copy in letter sized or smaller communications. It should be set at 9pt with 13pt of leading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Nunc viverra porta neque id bibendum


PROPERLY SET TEXT

28pt/14.4pt Avenir Thin, 14pt space after

14pt/16.8pt Avenir Light, 14pt space after

9pt/13pt Avenir Regular, flush-left

Type Settings in Adobe Products:
Always begin by selecting Auto leading and Optical tracking.
Typography: Settings

Alignment
Type is most often set flush left, ragged right. Display copy may be centered. Justified type should rarely be used.

Leading and Tracking
Except for body copy, auto leading will produce nicely set blocks of copy. The same is true of optical tracking. Always start with these settings and make small adjustments as needed. You should not use tight leading and negative tracking to force copy to fit a space. Instead, work with a writer to rewrite or cut copy.

Trademarks
It is important that the size of the trademark symbol be in proportion with the text. The trademark symbol should always be legible without being intrusive, and the space between the trademark symbol and the preceding letter should be minimized.

SAS® Visual Analytics
Registered trademarks need to be legible at small sizes but not intrusive at large sizes.

Arum landicit restia pa di restio que eatquiae laniet quias modis eum ut aut amis, con etur sit moluptis abor sequia dolorum ea volenda im idia deliquam, verspici il irim vellab ipliet est velit et vo lentam expam harchit, volori cuptaesto cus et, ima temporporio omnoplup ture ratqua nis eos estrum nis a qui optatint eos nullupta vellam estrum harum lt min velenda voles prat que ideliq uassitably cum fugia cum eatquiam fugiamusam aut aut quassit que explaborum callatorio is mos eum cum voluptasam. Rerisciist, eum qua consequi comment. Ecepded quae vent omnime ea necedupae cus l nia dolorero velitio. Ut quam, officiat

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Tracking is too tight, making the text feel cramped.

Justified text makes the copy feel too formal.
Typography: Settings

**Condensed Type**

The Avenir Condensed family of fonts should be used sparingly. They should not be used to force long lines of copy into a small space.

**Other Fonts**

You may use fonts other than Avenir Next in certain situations when the type is part of an illustration that has a specific theme or mood.

**Dashes**

Dashes of different lengths have specific uses:

- En dashes (-) express strong grammatical breaks and connect numbers.
- Hyphens (-) connect linked words and phrases, and they break words at the end of lines.
Grid System

The templates for our printed communications use a grid system that is based on units of 10. When content is placed in a horizontal layout, divide the width by 10 to determine the correct spacing between grid lines. When content is placed into a vertical layout, use the height to determine the correct spacing.

Grid lines should be used as a guide to determine where to best place major elements of a layout. Color blocks, energy lines and photography should align to these guides to ensure consistency. Type does not need to align to the grid.
Online Communications
Emails: Layout

Email is an important tool for building relationships and often serves as the first touchpoint in a campaign. The content and design of an email should engage your target audience, provide useful information and prompt an action. Emails are built in Adobe Experience Manager. Quick-start templates have been designed to provide consistent brand elements with the flexibility to customize individual campaigns. They are optimized to work on a wide variety of devices and email programs. There are six standard layout options.

Note: More detailed information on how to create an email using the quick-start templates in Adobe Experience Manager can be found on the AEM Authoring and Guides site.
Emails: Portraits

Lorem ipsum dolor sit amet, expleam, ut lab idit

Nam elefand justo nec lectus porttitor congue sam quattus que pe dicid

Praesent commodo rutrum ullamcorper

- Nulla vehicula vulputate turpis id facilis.
- Integer metus posuere nisi sed gravida accumsam.
- Praesent eget ait lio.

Donec elementum ante sed est efficitur, ait amet suscipit nisl posuere. Quisque tempus neque eu justo convalia, commodo nonius quam turris tristique. Ut orare quam non magna aliquet utilitas.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque congue sapien tellus, id auctor orat tegiat vitae.

Integer nisl lorem, lacinia non lorem nunc ullamcorper malesuada tellus. Maecenas ornare nulla nec justo vestibulum consectetur.


Call-to-action
Emails: Devices

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Praesent commodo rutrum ullamcorper

- Nulla vehicula vulputate tursi id facilisis.
- Integer metus posuere nisl sed gravida ac fermentum.
- Praesent eget elit id.

Donec eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eleifend justo nec lectus porttitor congue sem quis suscipit et dui.
Emails: Industry

Lorem ipsum dolor sit amet, expleam, ut lab idit
Nam eleifend justo nec lectus porttitor congue sam quamatus que pe dicid

Praesent commodo rutrum ullamcorper
- Nulla vehicula vulputate turpis id facilis.
- Integer metus posuere nisi sed gravida accumsan.
- Praesent at eul ait lio.

Donec elementum ante sed est effiur, sit amet suscipit nii possere. Quisque tumpus neque au justo convalis, commodo montus quam tristique. Ut ornare quam non magna aliquam utiliss.

Cum sociis natoque penatibus e magnis dis parturient montes, nascetur ridiculus mus. Quisque congue sapien tellus, id dui orat laeget vitae.

Integer nisi lorem. Lacinia non lorem non, ullamcorper malesuada telus. Maecenas omare nula nec justo sollicitud condonatur.


[Call-to-action]
Emails: Textures

Lorem ipsum dolor sit amet, elit, volutpat.

Nam elefend justo nec lectus porttitor congue sem quam luctus feugiat.

Praesent commodo rutrum ullamcorper
- Nulla vehicula vulputate turpis id facilisi.
- Integer metus posuere nisl sed gravida accumsan.
- Praesent a elit laco.

Donec elementum ante sed efficitur, sit amet suscipit nisl posuere. Quisque tempus neque eu justo convalis, commodo pharetra quam scelerisque. Ut ornare quam non magna aliquet ut aliquet.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Quisque congue sapien tellus, id auctor orci augue vitae.

Integer mi lorem, lacinia non lorem non, ullamcorper malesuada tellus. Maecenas omare nunc nec justo solicitud consectetur.

Emails: Call-to-Action Button

The color of the call-to-action button should be the same color used in the energy line at the top of the hero image. Choose a vibrant color from the color palette that works best with the colors in the hero image. Below are hex values for the call-to-action button.

- Learn more: #DD5757
- Learn more: #FF8224
- Learn more: #FFCC32
- Learn more: #15B57B
- Learn more: #2AD1D1
- Learn more: #33A3FF
- Learn more: #9471FF
- Learn more: #FF6FBD
Landing Pages

To provide consistency across our website, we use a single banner graphic for white paper and report promotions.
Tradeshow Booths
Pop-Up Booth 10x10

Our booth properties come in all shapes and sizes. Vibrant colors can be dominant or used as supporting colors in a design, but midnight blue should always be present. The Radiance illustration can be used as a secondary art element. The images for the Expolinc pop-up booth should follow the brand creative guidelines. There are three preferred options: portraits, portrait on color blocks, or icons on color blocks. Other types of appropriate photography include industry, environments and landscapes.
Pop-Up Booth: Color Options

The left two panels of the Expolinc pop-up booth can use midnight blue or any of the vibrant colors except yellow.

The Stratus table should always be midnight blue.
JCS Booth 10x10

The JCS booth is a custom booth that was built specifically for use in the US. It is shown here to demonstrate the appropriate pairing of the grounding and vibrant colors. The images for the JCS booth should follow the same guidelines as our ads. There are three preferred options: portraits, portrait on color blocks, or icons on color blocks. Other types of appropriate photography include industry, environments and landscapes.
JCS Booth: Color Options

The far left and far right fabric panels should always be midnight blue. When using color blocks, the two inner fabric panels may use any of the vibrant color gradients.
Custom Booths

Spaces that are larger than 10x10 or 10x20 require custom built booths. These larger booths often have space for welcome desks, demos, presentations, attendee seating and meeting rooms. The design of a custom booth should incorporate the same creative elements as our smaller booths—a paring of one of the vibrant colors from our color palette with midnight blue, as well as photography or icons. They often incorporate architectural elements as well. Wood paneling, brick, stone, or brushed steel finishes can give your booth a sophisticated showroom or gallery feel. Think of these large structures as an extension of your SAS office.
Custom Booths: Architectural Elements

- White Washed Oak
- White Wood Shiplap
- Sycamore
- Rustic Wood
- Espresso Wood
- White Brick
- Warm Stone
- Cool Stone
- Modern Wave
Signs
Roll-Up Signs

Logo
Place at the top or bottom depending on the surrounding environment. When the content of the roll-up sign should be most prominent, place the logo at the bottom.

Color and Energy Line
Use any of the vibrant color gradients and pair them with the midnight bar. The energy line should be a tint of the base color.

Imagery
Photography can represent portraits, people on devices, industries, environments or objects, depending on your campaign. You may also use color blocks or textures.

Radiance
When your content is more detailed, the Radiance illustration is a fixed element to allow room for the copy. If you only have a short headline and need to fill the space, you may use Radiance more prominently.
Roll-Up Signs: SAS Logo
Small Signs

Small signs are often used with larger booths to provide additional messaging or to highlight specific promotions. They can also be used as standalone signs when space is limited. If used with a booth or as part of a campaign, make sure the color and design coordinate.
Digital Signs

Digital signs can be used instead of, or in addition to, printed signs. The design can be static – often as a looping slide show – or it can be animated. Display monitors can be used as part of a booth to display additional information. They can also be used at SAS-hosted events to display information such as agendas, speaker bios and other logistical information.

Why treat complications when you can prevent them?

SAS® Episode Analytics
Better trials.
Less error.
SAS® Life Sciences

Your new sample size?
The world.
SAS for Real-World Evidence
Printed Communications
Handouts

Printed handouts are given out before or during an event to drive attendees to a booth or to provide information. Here are examples of different sizes:

**LETTER-SIZE HANDOUT**

**POSTCARD-SIZE HANDOUTS – HORIZONTAL**
Handouts

- BOOKMARK
- POSTCARD-SIZE HANDOUT – VERTICAL
- LETTER-SIZE BI-FOLD HANDOUT
Print Program Ads

Program ads are often available as part of an event sponsorship opportunity. Typically, they come in full-page, half-page and quarter-page sizes. They should use the same creative as the booth design.
Print Program Ads: Common Sizes

- FULL-PAGE AD
- HALF-PAGE AD – HORIZONTAL
- HALF-PAGE AD – VERTICAL
- QUARTER-PAGE AD – HORIZONTAL
- QUARTER-PAGE AD – TALL VERTICAL
- QUARTER-PAGE AD – VERTICAL
Programs

SAS hosted events often include a printed program for attendees. The content include an agenda, featured speakers, bios, abstracts, sponsors, maps and advertisements.