## Contents

- Concept ................................................................. 3
- Strategy................................................................. 4
- Theme ................................................................. 5
- F-Mark ................................................................. 7
- F-Mark With Custom Title ....................................... 8
- Color ................................................................. 9
- Lumina Illustrations .............................................. 10
- Wave Illustration .................................................. 11
- Microsites ........................................................... 14
- Home Page Promotions ......................................... 15
- Email Banners ...................................................... 16
- Social Tiles .......................................................... 17
- Paid Social Ads .................................................... 18
- Social Media Avatars ............................................. 19

**Questions?**

Visit brand.sas.com. Contact sas.brand@sas.com.
Concept

SAS Forums offer valuable opportunities for our customers to connect with each other and learn about what’s new from SAS. By meeting and sharing ideas with peers and experts, attendees learn about valuable ways for using SAS that they may not have realized before. They gain insights into new possibilities that are motivating and energizing. SAS Forums may be held at a local, country, regional or global level.
Consistency is important to the SAS brand. We want to be recognized as a global company and analytics leader. To foster that reputation, a familiar and positive experience across all Forum and other major marketing events is essential. While there will be some differences from one event to another, it should be evident that each Forum is part of larger family of SAS events, and an extension of our brand.

There is some flexibility in the look and feel you choose for your Forum and supporting promotions, but there are certain essential elements that must always be present to strengthen our brand in the minds of customers.
With the impact of COVID-19, we need an approach that speaks to who we are as a company. Our theme for SAS Forums for 2020 and 2021 reflects our values and our mantra:

“Be curious. Innovate fast. Gain resilience.”

At SAS, we believe curiosity is at the heart of human progress. Our founders began their journey by asking if there is a better way to analyze data. Finding the answer to this question and others is the motivating force behind what we do and our passion to help our customers find better answers.

We are also adding an alternative visual approach with smooth, colorful lines designed to reflect continuity and forward movement to a brighter future. We believe the new imagery combined with the theme, demonstrates our passion and our customer’s curiosity as the driving force fueled by the power of analytics.
Essential Elements
F-Mark

All Forums should use the same logo and wordmark, customized for location and year. There are five color options. The logo and wordmark may also appear reversed to white against a solid background.

The SAS Forum icon is available in the Adobe Experience Manager (AEM) Digital Assets Manager (DAM). The file name is “forum-logo.svg.” In order to comply with the SAS Web Governance strategy, the icon has been created as a scalable vector graphic (SVG). This allows the icon to be colored using AEM. You should add the name and date of the event using the text component.

- Midnight: Hex: #012036
- Blue: Hex: #0C97FB
- Violet: Hex: #604EAD
- Pink: Hex: #FF6FBD
- Red: Hex: #DD5757
F-Mark With Custom Title

**VERTICAL**

**HORIZONTAL**

**SPACING**

Standard distance
Use the leading between the words "SAS Forum" and "country/city" name.

Standard distance
Use the leading between the words "SAS Forum" and "country/city" name.

Sizing the SAS logo
Use the height of the two lines of text to determine the size of the SAS logo.
Color

SAS Forum creative materials use a subset of four colors from our larger color palette. The consistent use of color across Forum events fosters brand recognition. You may choose the colors you think work best in your market.

Colors with white text contrast sufficiently with light backgrounds for ease of reading. Colors with black text contrast sufficiently with dark backgrounds. This is important to make sure our content is easily consumed by our event attendees. Pantone numbers are shown first for print and promotional items, then the CMYK color value for print and finally RGB and hexadecimal color values for digital use.
Lumina Illustrations
Wave Illustration

This illustration is an alternate to the Lumina brand illustration. It signifies forward movement, the ability to adapt fast to changes, and resilience. You may choose between either illustration for your event. Both contain bold colors and eye-catching visual elements. There are three elements for the Wave illustration. Please use all three together.

A. Background
This is a gradient fill using midnight and may be resized as necessary to fill any space.

B. Middleground
This is a series of concentric circles and should completely fill the same area as the background, without altering the aspect ratio.

C. Foreground
All of the vibrant lines should appear in the illustration with their aspect ratio maintained. Please do not overlay text on these lines without the use of a shade to improve contrast and ease of reading for the text.

Please position text away from the vibrant colour lines, to make sure it’s easy to read. You can move the vibrant lines around if you need to, to achieve this.

If you would like to use text over the whole of the illustration or cannot fit text in the space away from the vibrant colour lines, apply a shade over the artwork using a gradient to give depth.
Photography

Photography used for SAS Forum communications uses the same style as our brand creative. Often times you may want to use photography from past events or your event location. Please refer to our brand photography guidelines on the SAS Brand Site for more information.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
Application
Microsites
Home Page Promotions

Be curious.

Cloud native analytics, decisioning and AI.

Learn more about SAS

SAS News & Announcements

Stay informed. Stay empowered.

Welcome to the empowered cloud. SAS & Cloud Analytics.

Official Analytics Partner
Email Banners

A composite email template for SAS Forums is available in AEM. It’s titled “SAS Forum Email.” The composite uses red, however you can access the other colored banner in the DAM to tailor to their event. The banner F icon with SAS logo is a graphic and should not be altered.
Social Tiles

Lorem ipsum dolor sit amet

Nam eget euismod ligula. Vestibulum sit amet mi quis arcu ultrices ullamcorper.

Lorem ipsum dolor sit amet

Nam eget euismod ligula. Vestibulum sit amet mi quis arcu ultrices ullamcorper.

Lorem ipsum dolor sit amet

Nam eget euismod ligula. Vestibulum sit amet mi quis arcu ultrices ullamcorper.

Lorem ipsum dolor sit amet

Nam eget euismod ligula. Vestibulum sit amet mi quis arcu ultrices ullamcorper.

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<Date>
sas.com/<URL>
#<Hashtag>
Social Media Avatars
Email Signature Advertisements

You can create an email advertisement for your event in an Outlook email signature. However, please keep in mind that email signatures that contain advertising graphics should only be used for external correspondence with potential customers. Why? Including email graphics in internal communications places an unnecessary demand for space on internal email servers and in your colleagues’ email inboxes.
Virtual Environment
Virtual Environment Banners

LOREM IPSUM
DOLOR AMET ET
DOLORE MAGNA.

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