Contents

Introduction ................................................................. 3
Where to Start ............................................................. 4
Copy Guidelines .......................................................... 6
Essential Design Elements ........................................... 8
  Background ................................................................. 9
  Header Treatment ....................................................... 10
  Typography and Logo ................................................ 11
  Color Palette ............................................................. 12
  Icons and Illustrations .............................................. 13
  Types of Infographics ................................................. 13
Samples ......................................................................... 14

Questions?
Visit sww.sas.com/sasbrand. Contact sas.brand@sas.com.
Introduction

Why an infographic? Infographics can be extremely useful marketing tools. They represent data. Tell a story in a visually appealing way. And are easy to consume. They’re also great for brand awareness and to position our company as a subject expert - all in a format that’s easy to share.

However, not all content is appropriate for an infographic. Here are a few questions to ask before you begin:

• Why is this data significant?

• What stands out?

• What information is necessary?

• What’s the real story?
Where to Start
Where to Start

Now that you know you have the right content for the job, it’s time to plan it out. Here are a few considerations:

**Think about your goal.** What do you want your infographic to accomplish? For instance, customer acquisition, image or brand building, education and/or entertainment.

**Think about your audience.** You must also consider the “who” and “how.” Answering these questions about your audience will help you narrow down your message and focus.

- Who are you trying to reach?
- Why do they need this information?
- What action do you want them to take?
- What emotion are you trying to elicit?
- Will they understand these terms?

**Think about distribution and marketing.** Consider how you will use the infographic BEFORE starting work on it. This can affect the layout, size, message, colors and call to action.

- Will pieces and parts need to stand alone? Can they?
- Will this piece ever need to be printed, or will it only be used online or social media?
- Is there anyone else who will be interested in using the infographic?
Copy Guidelines
Copy Guidelines

Choose your words with intention. Use our SAS voice to create a connection and inspire action. Here are key considerations for your copy:

1. Simplify your message. These days, readers suffer from information overload, so make it easy for them to understand. Remember: Don’t say too much. Only use details that can be conveyed in an image with a few clear, simple words.

3. Make your header interesting. Good infographics have one central idea. Just like the subject line in an email, an infographic with a catchy header or title is more likely to attract readers. This is where you communicate your big idea.

2. Be relevant. Tell something new. The average user will spend three minutes reading an infographic. Make sure your engaging and relevant content shines.

4. Include a call to action. Do you want your audience to download a white paper or visit a website? Make that clear in the infographic. Give your reader a next step. It doesn’t need to be huge, but it should be there.

5. Cite sources. When appropriate, cite sources to add legitimacy. Content should be believable.
Essential Design Elements
Essential Design Elements

Your infographic should be catchy, compelling and easy to scan. Leave superfluous content and graphics behind and instead think about powerful visuals that simplify complex information.

Background

You’ll need to follow the template. Pick a background color from our two choices below.

If your infographic will be displayed as an online graphic (.jpg, .gif, .png), the width should be no more than 900px. The height may vary.
Color Palette

Infographics use our corporate color palette.

CLASSIC SAS BLUE

Pantone 285
C89 M43 Y0 K0
R0 G125 B195
#007DC3

GROUNDING COLORS

Pantone 7693
C98 M70 Y27 K10
R8 G82 B127

Pantone 298
C56 M10 Y0 K0
R97 G186 B233

Pantone 7461
C100 M48 Y0 K0
R0 G16 B190

Pantone Cool Gray 8C
C51 M43 Y43 K7
R129 G129 B129

COBALT

Slate

WHITE

VIBRANT COLORS

Pantone 710
C10 M93 Y60 K0
R219 G56 B81

Pantone 151
C3 M60 Y100 K0
R255 G135 B50

Pantone 7570
C15 M52 Y100 K0
R211 G186 B233

Pantone 122
C9 M20 Y90 K0
R255 G202 B57

Pantone 377
C30 M12 Y100 K0
R255 G202 B57

RED

ORANGE

SIENNA

YELLOW

GREEN

AQUAMARINE

TEAL

BLUE

VIOLET

PLUM

Infographics sometimes require that you compare and contrast details. Use shades of the colors from our palette as necessary.
Header Treatment

Add a color bar graphic at the top for the header text. The color bar may be either midnight or a vibrant color. If your color bar is midnight, choose a vibrant color for the energy line (horizontal rule) below it. If your color bar is a vibrant color, choose midnight as the color for the energy line. You may also choose to include optional subhead text as well.
2016 Canada Holiday Shopping Trends

Guess what I bought you!

Don’t run out – or customers will too.

FRI  SAT  SUN  MON

BLACK

Cyber

Shoppers set on sales

Make it personal

The power of suggestion

Cart-carrying customers

Both of those numbers are up from a year ago – a 6% increase in Black Friday shoppers and a 5% bump on Cyber Monday.

SAS polled 5,818 consumers in the United States, Canada and the United Kingdom to uncover holiday retail trends.

© 2016 SAS Institute Inc. Cary, NC, USA. All rights reserved. 38950US.1116

28%  22%

If they could give suggestions and a robot would select gifts based on those suggestions, 22% of shoppers would allow a robot to do their holiday shopping.

48% of shoppers will go to a different retailer to find the item.

When it comes to personalized communication, shoppers prefer:

29% of shoppers get ideas from online retailers’ product suggestions, but 87% of shoppers say these suggestions are only moderately to not at all accurate.

19% of shoppers plan to shop for gifts on their mobile phone or tablet. That number jumps to 42% for shoppers who are under 30.

What’s the hurry?

35% cited saving time as the reason they shop online.

46% said they’d only wait a minute or less for a completed transaction from the time they put gifts into a virtual shopping cart.

Say my credit or debit card is just as convenient.

90% of Canadians do not use mobile payments.

85% of Canadians plan to shop for gifts online, compared with just 53% in the UK and 70% in the US.

23%  56%  70%
Icons and Illustrations

Visual components need to complement your copy. Consider eye-catching icons and graphics. Our icons are created with thin strokes and flat color to evoke a clean, minimalistic feel that allows them to do what icons do best. They act as symbols that catch the eye and speed understanding, without telling the full story themselves. Remember, you only get three minutes to make an impression on your reader. Our illustration graphics also use our vibrant colors to provide even further detail.

You can find a library of icons and illustrations on the SAS Brand Site: sww.sas.com/sasbrand/expressing-our-brand/templates-and-guidelines/infographics/

Types of Infographics

Choose a layout that best conveys your message and appeals to your audience. It all depends on your content, so make sure you have the right fit. See various categories and layout options below.

- **Versus or Comparison**
  Places two things in a head-to-head comparison.

- **Timeline**
  Uses chronological events to tell a story. Takes your reader on a journey that they'll want to share.

- **Data and Numbers**
  Filled with data and statistics. Works well with study results.

- **Word Cloud**
  Highlights textual data points or concepts in a visualized format.

- **Visualized Article**
  Makes a lengthy piece of writing visual. The message must be cut drastically to just the main points.

- **How To or Process**
  Step-by-step instructions that you can see.

- **Flow Chart**
  Asks the reader to answer questions, make choices, or follow a path.
Samples
Pricing in a Social World

Study into the impact of user generated content on traveler purchase decisions

LEISURE TRAVELER | BUSINESS TRAVELER

STUDY DEMOGRAPHICS
49.3 | 39.6
AVERAGE AGE

INFLUENCED BY REVIEWS
54% | 88%
ROAD REVIEWS
55% | 80%

TRIPS PER YEAR
72% 6-10 | 47% 11+
28% 11+ | 53%

ATTRIBUTES IN ORDER OF IMPORTANCE
1. Review sentiment
2. Price
3. Rating
4. Trip advisor rank
5. Brand

Review sentiment
Price
Rating
Trip advisor rank
Brand

CONCLUSIONS

Reviews Critical
Negative reviews remove you from the leisure travelers choice set.

Price Important
Price becomes a factor when all else is equal for leisure travelers.

Ratings Influence
It can’t just be OK, it has to be great for leisure travelers to notice.

Reviews Matter
Business travelers want to know what their experience will be.

Loyalty Matters
Business travelers will put up with good enough for points.

Price Matters
Business travelers still recognize a good deal.

*This study was conducted by Katy McGuire, PhD, (SAS) and Breiffi Roane, PhD (Penn State)

Want to learn more? Visit sas.com/businesstraveler
2016 Canada Holiday Shopping Trends

85% of Canadians plan to shop for gifts in-store, compared with just 59% in the UK and 70% in the US.

- **Shoppers set on sales**
  - 28% on Black Friday
  - 22% on Cyber Monday
  - Both of these numbers are up from a year ago — a 6% increase in Black Friday shoppers and a 5% bump on Cyber Monday.

- **Make it personal**
  - When it comes to personalized communication, shoppers prefer:
    - Personalized emails from companies I do business with: 48%
    - Loyalty program updates and offers from companies I do business with: 35%
    - Promotional emails from companies related to my lifestyle or interests: 46%

- **Guess what I lost you!**
  - If they could give suggestions and a robot would select gifts based on those suggestions, 22% of shoppers would allow a robot to do their holiday shopping.

- **The power of suggestion**
  - 29% of shoppers get ideas from online retailers’ product suggestions, but 87% of shoppers say these suggestions are only moderately to not at all accurate.

- **Cart-carrying customers**
  - 19% of shoppers plan to shop for gifts on their mobile phone or tablet. That number jumps to 42% for shoppers who are under 30.

- **Don’t run out – or customers will too**
  - If a specific brand or item is out of stock in-store, 48% of shoppers will go to a different retailer to find the item.

- **What’s the hurry?**
  - 35% cited saving time as the reason they shop online.
  - 46% said they’d only wait a minute or less for a completed transaction from the time they put gifts into a virtual shopping cart.

- **90% of Canadians do not use mobile payments**
  - 62% say their credit or debit card is just as convenient.
  - 31% cite security concerns.

© 2016 SAS Institute Inc. Cary, NC, USA. All rights reserved. 38950US.1116

*SAS® poll of 3,200 consumers in the United States, Canada and the United Kingdom to uncover holiday retail trends.*
Add Analytics Insight to Your Calendar

COUNTRY FORUMS

Timeline

<table>
<thead>
<tr>
<th>Country Forum</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAS Forum Middle East</td>
<td>Location</td>
<td>March</td>
</tr>
<tr>
<td>SAS Forum Philippines</td>
<td>Date</td>
<td>April 1</td>
</tr>
<tr>
<td>SAS Forum Japan</td>
<td>Location</td>
<td>Tokyo</td>
</tr>
<tr>
<td>SAS Forum India</td>
<td>Date</td>
<td>April 17, 2015</td>
</tr>
<tr>
<td>SAS Forum Italy</td>
<td>Location</td>
<td>Milan</td>
</tr>
<tr>
<td>SAS Forum Russia</td>
<td>Date</td>
<td>April 22, 2015</td>
</tr>
<tr>
<td>SAS Forum Australia &amp; New Zealand</td>
<td>Location</td>
<td>Sydney and Melbourne</td>
</tr>
<tr>
<td>SAS Forum Switzerland</td>
<td>Date</td>
<td>May 12, 2015</td>
</tr>
<tr>
<td>SAS Forum Korea</td>
<td>Location</td>
<td>Seoul</td>
</tr>
<tr>
<td>SAS Forum Finland</td>
<td>Location</td>
<td>Helsinki</td>
</tr>
<tr>
<td>SAS Forum Spain</td>
<td>Location</td>
<td>Madrid</td>
</tr>
<tr>
<td>SAS Forum Denmark</td>
<td>Location</td>
<td>Copenhagen</td>
</tr>
<tr>
<td>SAS Forum Belgium</td>
<td>Location</td>
<td>Brussels</td>
</tr>
<tr>
<td>SAS Forum Poland</td>
<td>Location</td>
<td>Date October</td>
</tr>
<tr>
<td>SAS Forum France</td>
<td>Location</td>
<td>Paris</td>
</tr>
<tr>
<td>SAS Forum Portugal</td>
<td>Location</td>
<td>Lisbon</td>
</tr>
</tbody>
</table>

© 2015 SAS Institute Inc. All Rights Reserved | SAS® Trademarks 10/07/2015
Companies cited their greatest data management challenges in a 2014 CIO MarketPulse Survey:

- Execute transformations, data quality operations and scoring models directly in the Hadoop cluster
- Execute SAS processes "on-cluster" in Hadoop with embedded processes and in-memory technologies
- Make data in Hadoop available to everyone everywhere
- Usage governed; business semantics applied
- Validated, standardized or enriched; data is made usable
- Moves efficiently between multiple systems

Effective data management guarantees that data is accurate, aligned with business objectives and used to drive better business decisions.

Source: TDWI BP Report: Managing Big Data
Get Started with SAS® Customer Intelligence 360
SAS® Customer Intelligence 360 is a digital marketing hub that lets you plan, analyze, manage and track customer journeys.

6 steps to optimizing every customer experience

1. TRACK CUSTOMER BEHAVIOR
   Capture digital data and create events.

2. CHOOSE WHAT CONTENT TO DISPLAY
   Create message and upload creative assets.

3. CHOOSE WHERE YOUR CONTENT DISPLAYS
   Create spots and decide where to display the creative.

4. DEFINE WHO SEES YOUR CONTENT
   Create and analyze segments to determine best placement across channels.

5. DELIVER THE CONTENT
   Create tasks to measure, test and deliver personalized content with tasks.

6. TRACK CUSTOMER INTERACTIONS
   Create activity, connect tasks and develop a customer journey to understand customer behavior.

Learn more at sas.com/360
SAS EVAAS for K-12 provides a reliable measure of student growth that is focused on students' learning, not background or entering achievement.

Teachers and administrators work together to verify the percentage of instruction each teacher provided for each student in every tested subject.

- Students are tested and current year assessment data is collected.
- The current year database is built by linking student scores to teachers.
- The current year scores database is connected to the historical years database.
- Every student serves as his or her own control.

SAS EVAAS works with the assessment and student-teacher linkage data to start the analytic process.

- All student records linked to an individual teacher are aggregated.
- The average entering achievement of all students linked to an individual teacher and their current year achievement are determined.

The growth measure is compared to the growth expectation, which is based on the average growth observed in the state.

- The difference between the students' average entering achievement and current year achievement is the growth measure.
- A growth measure is assigned to each individual teacher.
- A fair and reliable growth measure for every teacher.

Data enters the analytics process.

Data gathering and linking the data.