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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 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.

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

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.

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.

- White background
- Midnight background

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

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>285</td>
<td>Classic SAS Blue</td>
</tr>
<tr>
<td>693</td>
<td>Midnight</td>
</tr>
<tr>
<td>748</td>
<td>Grounding Colors</td>
</tr>
</tbody>
</table>

GROUNDING COLORS

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Color</th>
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<tbody>
<tr>
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<td>7570</td>
<td>Pantone 7570</td>
</tr>
<tr>
<td>122</td>
<td>Pantone 122</td>
</tr>
</tbody>
</table>

VIBRANT COLORS

<table>
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<th>Pantone</th>
<th>Color</th>
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<tbody>
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<td>339</td>
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<tr>
<td>7455</td>
<td>Pantone 7455</td>
</tr>
<tr>
<td>513</td>
<td>Pantone 513</td>
</tr>
</tbody>
</table>

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.

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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.

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.

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.

- 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.

- 85% of Canadians plan to shop for gifts online, compared with just 53% in the UK and 75% in the US.

12 13 14 15

JOHN DOE
**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/

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**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.

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

- **Flow Chart**
  
  Asks the reader to answer questions, make choices, or follow a path.

- **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.

- **How To or Process**
  
  Step-by-step instructions that you can see.
Samples
Pricing in a Social World

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

LEISURE TRAVELER

49% 51%

49.3 AVERAGE AGE

54% 55%

VERSUS or Comparison

BUSINESS TRAVELER

34% 66%

88% 80%

TRIPS PER YEAR

72% 28% 6-10 47% 11+ 53%

ATTRIBUTES IN ORDER OF IMPORTANCE

Review sentiment
Price
Rating
Trip advisor rank
Brand
Review sentiment
Brand
Rating
Price
Review Language

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 Kathy McGuire, PhD, (SAS) and Jeffrey Nocco, PhD (Penn State)
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

Black Friday: 28%
Cyber Monday: 22%

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 they do business with: 35%
- Loyalty program updates and offers from companies they do business with: 46%
- Promotional emails from companies related to their lifestyle or interests: 48%

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.

Guess what I lost!

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 $85,000.

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.

10% of Canadians do not use mobile payments

Say their credit or debit card is just as convenient: 62%
Cite security concerns: 31%
Add Analytics Insight to Your Calendar

**COUNTRY FORUMS**

**Timeline**

Audience: Ranges from programmers to statisticians to business managers and executives.

Description: Tailored to the specific needs of customers and prospects in their market, these annual events typically include thought leader presentations, SAS software demonstrations, and networking.

**2015**

**MARCH**

- **SAS FORUM MIDDLE EAST**
  - Location: Malaysia
  - Date: March 20, 2015

- **SAS FORUM PHILIPPINES**
  - Location: Manila
  - Date: April 22, 2015

- **SAS FORUM ITALY**
  - Location: Milan
  - Date: April 22, 2015

**APRIL - MAY**

- **SAS FORUM JAPAN**
  - Location: Tokyo
  - Date: April 11, 2015

- **SAS FORUM INDIA**
  - Location: Mumbai
  - Date: April 15, 2015

- **SAS FORUM RUSSIA**
  - Location: Moscow
  - Date: May 19, 2015

- **SAS FORUM AUSTRALIA & NEW ZEALAND**
  - Location: Sydney and Melbourne
  - Date: May 5 & Melbourne, May 7 Sydney

- **SAS FORUM SWITZERLAND**
  - Location: Zurich
  - Date: May 12, 2015

- **SAS FORUM KOREA**
  - Location: Seoul
  - Date: May 14, 2015

**JUNE - JULY**

- **SAS FORUM GERMANY**
  - Location: Munich
  - Date: June 9, 2015

- **SAS FORUM HONG KONG**
  - Location: Hong Kong
  - Date: June 14, 2015

- **SAS FORUM TAIWAN**
  - Location: Taipei
  - Date: June 17, 2015

- **SAS FORUM CHINA**
  - Location: Beijing
  - Date: June 19, 2015

**OCTOBER - NOVEMBER**

- **SAS FORUM FINLAND**
  - Location: Helsinki
  - Date: Oct 1, 2015

- **SAS FORUM SPAIN**
  - Location: Madrid
  - Date: Oct 2, 2015

- **SAS FORUM DENMARK**
  - Location: Copenhagen
  - Date: October 8, 2015

- **SAS FORUM BELGIUM**
  - Location: Brussels
  - Date: Oct 13, 2015

- **SAS FORUM POLAND**
  - Location: Warsaw
  - Date: October 29, 2015

- **SAS FORUM FRANCE**
  - Location: Paris
  - Date: Nov 5, 2015

- **SAS FORUM PORTUGAL**
  - Location: Lisbon
  - Date: Nov 18, 2015

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Analytics Built for Your Industry

Manufacturing
Utilities
Retail
Insurance
Pharmaceuticals
Media
Banking
Health
Hospitality
Care
Companies cited their greatest data management challenges in a 2014 CIO MarketPulse Survey:

Validated, standardized or enriched; data is made usable

Make data in Hadoop available to everyone everywhere

Execute transformations, data quality operations and scoring models directly in the Hadoop cluster

Moves efficiently between multiple systems

Usage governed; business semantics applied

Work with traditional environments using Hadoop and centrally control security and metadata

Execute SAS processes "on-cluster" in Hadoop with embedded processes and in-memory technologies

Visualized Article
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

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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.