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Questions?
Visit brand.sas.com
Contact sas.brand@sas.com
Introduction

Our brand is a promise to anyone with a curious mind and data that they can make great discoveries. And our brand creative - through the careful selection of words and imagery - is a direct representation of this promise. Whether we are making a first impression or communicating with people who already know us well, we strive to tell a consistent and meaningful story about the power of statistical software to change the world. Use this guide and available assets on the SAS Brand site to convey our commitment to being a smart, helpful source on statistics - so that our customers can focus on important innovations in science, research and engineering.
Essential Elements

What are the essentials of our brand identity system?

We communicate in words and images. We have an organized approach to the way we treat our logo and tagline. We have a distinctive typeface. And we use vivid illustrations that are inspired by our software's unique data visualization capabilities.

All of these elements, when combined with intention, meaning and purpose, can shape the way people perceive JMP.
The JMP logo is our company’s distinctive visual identifier. It’s the quickest way to say JMP – a shorthand version of our brand. It sparks instant recognition. We protect it and use it with care and consistency.
Logo Elements

The complete and valid JMP® logo

The JMP logo is only complete and valid when the JMP mark and JMP word mark appear together. The JMP word mark is only complete when it includes the JMP mark. The JMP mark may be used separately as an accent graphic.

The JMP logo should be used with the tagline with few exceptions. Only the JMP word mark needs a registration mark.

The JMP mark

The double crescent graphic in the JMP logo is singularly referred to as the “JMP mark.” The graphic is usually colored with 100% fill of classic blue (Pantone 285 or its equivalent). In some instances the JMP mark may be white, black or an approved JMP accent color.

The JMP word mark

The JMP word mark always includes the JMP mark. The word JMP is always a solid color of black or white. No other color may be used to display the word mark. The word mark is a registered trademark of SAS. It must appear with the registered trademark symbol, ®.

The JMP word tagline

The JMP tagline “Statistical Discovery” is part of the JMP visual brand identity. It should be used in combination with the JMP logo in most applications, with the exception of materials targeted to people who are familiar with JMP, such as JMP User Community members, JMP Users Groups and the JMP Discovery Summit conference delegates.
Logo Formats

Preferred format
The preferred JMP logo is a horizontal format in which the tagline “Statistical Discovery” appears on the same baseline as the JMP mark. This logo should be used for all communications directed to a general audience that may not be familiar with JMP.

Secondary option
The JMP logo in which the tagline appears below the JMP mark can be used in applications that are very narrow, or in which the horizontal logo with the tagline won’t fit well such that the tagline is too small or illegible.

Logo for JMP® user audiences
For audiences that are familiar with JMP, such as JMP users, the logo can be used without the tagline. This includes materials created for the JMP Discovery Summit events, the JMP User Community and JMP Users Groups.

NOTE: Materials created for the JMP Discovery Summit, the company’s premier user event series, use special JMP logos that are color-coordinated with each regional event’s color palette. See the JMP Discovery Summit Creative Guide on the SAS Brand site for details.

Source: The JMP logo pack can be downloaded from the JMP page on brand.sas.com.
Logo Color Variations

LIGHT BACKGROUND, PREFERRED OPTION (FULL COLOR)

For full color applications where the logo will be used on a light background, our preferred color is a black JMP Word Mark, a blue JMP Mark and a gray tagline (50 % black).

LIGHT BACKGROUND, SINGLE COLOR

For single color applications where the logo will be used on a light background, the preferred color for all elements of the JMP logo is black.

DARK BACKGROUND, PREFERRED OPTION

For full color applications where the logo will be used on a dark background, our preferred color is a white JMP Word Mark, a white JMP Mark and a light gray tagline (30 % black).

DARK BACKGROUND, SECONDARY OPTION

If the light gray tagline has insufficient contrast with the dark background, then the JMP logo with a white tagline should be used.
Logo Exclusion Zone

Standard exclusion zone
Leave a space around the JMP logo that is at least equal to twice the height of the JMP mark. No other logos, images or text are allowed within this area.

Tight exclusion zone
If space in a layout is very tight, an exclusion zone equal to the height of one JMP mark can be used.
The JMP® Mark

The jumping figure in the JMP logo is a distillation of the JMP brand. Known as the JMP mark, this figure can be used as a visual element in the design of digital and print promotional and marketing materials. The JMP mark can also be used as a favicon for JMP web assets or on social media.

Source: The JMP mark can be downloaded from the JMP page on brand.sas.com.

Appropriate uses of the JMP figure include app icons, software interfaces and social media avatars.
## Incorrect Logo Applications

We encourage creativity in most instances, but not with the logo. Always follow the logo guidelines and use logo files provided on our brand site.

<table>
<thead>
<tr>
<th>INCORRECT APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Incorrect Logo Application 1" /></td>
</tr>
<tr>
<td>Do not recolor the logo.</td>
</tr>
<tr>
<td><img src="image2" alt="Incorrect Logo Application 2" /></td>
</tr>
<tr>
<td>Do not use the logo inline with or around other text</td>
</tr>
</tbody>
</table>
Special Variations of the JMP® Logo

InsideJMP logo
The InsideJMP logo is used exclusively on the InsideJMP website.

JMP Live logo
This logo is used on the JMP Live platform as well as on materials promoting JMP Live. The version with the tagline should be used whenever possible; the version without the tagline may be used when the tagline is too small for legibility.

JMP Public logo
This logo is used on the JMP Public platform, as well as materials promoting JMP Public. The version with the tagline should be used whenever possible; the version without the tagline may be used when the tagline is too small for legibility.

Source: The special variations of the JMP logo can be downloaded from the JMP page on brand.sas.com.
JMP Partner Program Logos

We invest in relationships with partners so our users, no matter where they are in the world, can get the most out of their investment in JMP products. Our partners are teachers, consultants, industry experts and JMP scripters. Each has been certified by JMP Product Managers, which means that we are proud to call them partners, and our users can be confident in the services they provide.

Source: The JMP partner program logos can be downloaded from the JMP page on brand.sas.com.
Color

Color expresses a brand’s mood. Before people read a single word, they see and feel it. Color stirs emotion instantly. Use it to evoke feeling, to create a sense of excitement and wonder. To spark creativity and a desire for discovery.
**Color Palette**

**JMP's base color palette** provides foundational colors that are used primarily for text elements. They provide a neutral base to offset the vibrant colors. Classic blue is used for the JMP mark and has historically been a primary color for the JMP brand. It is used for hyperlinks on the web and in digital materials, including collateral such as solution briefs and white papers.

**JMP's vibrant colors** are energetic and inviting. They signify action, change and progress. They convey promising possibilities. And they represent a diverse, global JMP community.

**Design tip:** To ensure accurate color values, always work in sRGB color mode.

---

**Base Colors**

- **DARK GRAY**
  - Hex: #172328
  - RGB: R23, G35, B40

- **MEDIUM GRAY**
  - Hex: #444444
  - RGB: R68, G84, B93

- **LIGHT GRAY**
  - Hex: #EDEDED
  - RGB: R143, G152, B158

- **CLASSIC BLUE**
  - Hex: #0378CD
  - RGB: R3, G120, B205

**Vibrant Colors**

- **DARK GREEN**
  - Hex: #0D782F
  - RGB: R0, G121, B64

- **LIGHT GREEN**
  - Hex: #09CCB3
  - RGB: R156, G203, B59

- **DARK TEAL**
  - Hex: #0382BC
  - RGB: R62, G189, B172

- **LIGHT TEAL**
  - Hex: #00B5B5
  - RGB: R97, G202, B229

- **LIGHT BLUE**
  - Hex: #00B5B5
  - RGB: R97, G202, B229

- **DARK PURPLE**
  - Hex: #6C48FF
  - RGB: R137, G192, B255

- **LIGHT PURPLE**
  - Hex: #6C48FF
  - RGB: R137, G192, B255

- **DARK RED**
  - Hex: #C21428
  - RGB: R40, G27, B14

- **LIGHT RED**
  - Hex: #F08888
  - RGB: R244, G119, B35

- **ORANGE**
  - Hex: #FF6F00
  - RGB: R255, G198, B10

- **YELLOW**
  - Hex: #FFFF00
  - RGB: R255, G198, B10

---

**Source:** The JMP color palette in a variety of formats can be downloaded from the JMP page on brand.sas.com.
Gradients

Gradient colors can be used as background elements to showcase important content or in materials that need to draw the eye, such as advertising and tradeshow signage.

Gradient colors:
- Dark Gray
- Medium Gray
- Dark Purple
- Dark Teal
- Classic Blue
- Light Blue
- Light Purple
- Light Red
- Orange
- Yellow
- Green
- Blue
- Red
- Purple
ADA Compliance

The dark colors in the JMP color palette meet ADA compliance for light foreground elements such as white typography, but not for dark elements that are black or dark gray.

The light colors in the JMP color palette meet ADA compliance for dark foreground elements such as black or dark gray typography, but not for light or white elements. The exception to this rule is the light purple color.

Design tip: When working with gradients of dark and light colors, be careful to check color accessibility at all points in the blend.
Color Blends and Icon Illustrations for JMP® Products

These gradients should be used for materials that exclusively promote JMP products. When possible, include the icons with the desktop monitor illustrations as an accent graphic.

Source: The monitor/icon illustration for each JMP product can be downloaded from the JMP page on brand.sas.com.
Typography

Type has personality. It’s not simply individual letters. It brings visual character to our voice. Our primary typeface is Avenir Next. It’s simple and elegant. It’s relaxed and easy to read.
Avenir Next

The word Avenir means “future” in French. Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

From Linotype: linotype.com
Typography Principles

Setting type is an art form. It has color, contrast, balance and texture. And the details matter. Weight, size, leading, tracking and kerning are the difference between clunky and clean. Get them right, and you’ll have a piece that’s as easy to read as it is interesting.

Weight
We limit the number of sizes and weights of type in order to create harmony. Body copy is set in Avenir Regular, except at sizes larger than 10 points. To provide contrast, headlines are set in Avenir Light. We want them to be elegant, but legible.

Leading and Tracking
Generally, the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. Set leading between 100% and 140% of the point size. Tracking should be set to zero with the “Optical” option selected in the type window. Make small adjustments to leading and tracking to ensure legibility.

Alternate Typeface
When Avenir isn’t an option, the PC system font Calibri is an acceptable alternative. You can use it in Microsoft Office applications when creating presentations, internal documentation and business letters. On the Mac platform, the Avenir system font is an alternative to Avenir Next.
Typography Application

The correct use of type helps focus attention and lead a reader through a communication. When done well, the reader shouldn’t even be aware of it. Their eyes should simply glide over the page.

**Bold**
Best used in moderation. If everything is bolded, nothing stands out. It’s more effective at the beginning of a sentence than in the middle. Shorter phrases look better than longer ones.

**All Caps**
Use all caps sparingly. Best used when short words or phrases need visual punch. Or for calls to action and labels.

**Italic**
We reserve italics primarily for the titles of white papers, reports, webcasts and books. Don’t use it for emphasis. Bold is a better choice.

**Case**
In general, headlines, subheads and other display copy use sentence case. Short labels, headlines and subheads may use title case to avoid awkward appearances or inconsistencies.

**Color**
It’s OK to set headlines, subheads, pullouts and introductory copy in color. But a little goes a long way. Avoid using color in body copy to provide emphasis. Bold is a better choice.

**Hierarchy**
Use a combination of size, weight and color to let the reader know what to read first, second and so on.
Brand Imagery

The JMP brand toolkit includes custom data visualization illustrations, photography, and screen captures to tell the JMP story. Together, these elements elicit emotion. Clarify value and meaning. Explain details. Add visual interest. They create an instant, personal and authentic connection with our audience. Our imagery captures the world around us.
JMP® Data Visualization Art

The library of JMP data visualization art is drawn from actual JMP software analyses and reports. JMP users, data scientists and analytics professionals are familiar with these graphic styles, and these illustrations quickly communicate the power and beauty of JMP software. They are the primary visual element in JMP design work and are used alone and in combination with vibrant color gradients and photography.
Each of the JMP data visualization illustrations is available in a full range of vibrant colors from the JMP color palette, plus white and light gray. A selection of multiple color combinations are also available, and designers are encouraged to create their own unique combination of colors to suit a particular design.

**Design tip:** One Adobe Illustrator is available for each graphic. The various colors and color combinations are included on separate artboards in each file. When placing artwork in an InDesign layout, check “show import options” to select the desired illustration color.
JMP® Data Visualization Art + Photography + Color

JMP data visualization art can be used in combination with color gradients and as overlays on both color and black-and-white photography to create unique and eye-catching designs. You can also use them as accent graphics throughout your layouts.
Interactive visualizations, backed by statistics, make JMP a powerful tool for discovering and communicating insights in data. Screen captures are used in promotional and marketing pieces and on the web. Screen captures can be included as stand-alone graphics or shown in context on a computer monitor.
Photography

Portraits
The JMP global customer community is diverse. Portraits can portray a broad variety of personas: scientists, engineers, researchers, students and industry leaders. JMP is for everyone.

Style
Authentic human expressions. People with natural-looking facial expressions who look real, not like staged models.

Color
Rich, saturated colors.

Technique
Strong focal point. Out-of-focus backgrounds. Interesting angles and perspectives.

Settings
Realistic business, academic or industry environments and situations.
Photography

People Using Devices
Photographs that depict real-life situations where people are interacting with JMP software should appear believable and realistic. Look for pictures where faces are highlighted and well-lit. We want to convey the message that JMP is accessible and flexible. We want to show people from around the world using our software in varying situations.

Style
Well-lit faces.
Natural-looking people whose expressions look real, not like staged models.

Color
Rich, saturated colors.

Technique
Strong focal point.
Out-of-focus backgrounds.
Interesting angles and perspectives.

Settings
Realistic business, academic or industry environments and situations.
Photography

People in Industry Settings

Show industry professionals or their customers in real-world settings. It’s important to portray conceivable scenarios that show people who benefit from JMP. Make sure the industry you depict is easy to identify. Focus industries include chemical, pharma and biotech, consumer products and semiconductor.

Style

Unique angles, interesting perspectives. Views of entire faces are not required. Feasible scenarios are paramount.

Color

Rich, saturated colors.

Technique

Strong focal point. Out-of-focus backgrounds. Interesting angles and perspectives.

Settings

Believable and realistic. Identifiable industries.
Photography

Environments, Landscapes, Cityscapes

When suitable for the content, we choose environmental and landscape images that are unique, stunning in their beauty or unusual in composition. These pictures may or may not feature people.

Style
Unique angles, interesting perspectives.
Unusual compositions.

Color
Rich, saturated colors.

Settings
Architectural, natural landscapes, industrial landscapes, cityscapes.
Photography

Objects

Objects should appear as realistic as possible. Show them in a setting that makes sense. As a general rule, do not show objects in isolation or silhouetted against a solid-colored background. Choose pictures that are both credible and interesting. Photographs that are overly sanitized or staged lose authenticity.

Style

Unique angles, interesting perspectives.

Color

Rich, saturated colors.

Technique

Strong focal point.

Settings

Believable and realistic.
Photography

Black and White

We occasionally use black-and-white photography as a dramatic contrast when paired with our vibrant colors. It can lend a timeless quality to the image and it helps emphasize emotion. It is a good choice for company or marketing materials that are unique and warrant a special impact.
Photography

Incorrect Application

These examples demonstrate general criteria that you can follow to help select photography that best matches our brand identity. However, certain media and situations will require a degree of variance to ensure the best result possible.

PERSONAL EXPRESSIONS

- **NO**: Overexpressive emotions
- **YES**: Natural expressions

COLOR AND STYLE

- **NO**: Washed-out colors
- **YES**: Rich, saturated colors

OBJECTS

- **NO**: White background
- **YES**: Natural environment

UNREALISTIC IMAGES

- **NO**: Fake transparent overlay
- **YES**: Real screenshot on device
Creative Application

This book is full of creative rules and guidelines. Know them well and apply them. But remember, one rule stands above all the others: Do extraordinary creative work.
Application Principles

Consistent, not redundant
With branding, consistency is king. We want to build recognition in our customers’ minds. That starts by applying our essential creative elements in a consistent way. Our logo, colors, type, imagery and voice all combine to create a cohesive whole. That doesn’t mean every piece of communication should look exactly the same. Variety is good. But our work – digital, print, environments and video – should all look like part of the same family.

Creative templates, not handcuffs
Why start from scratch every time? Creative templates save you time, help with the details and ensure consistency. These design files are quick starts for ads, event promotions, social media, collateral and more. View them as creative springboards. They include the essential design elements you need to use, but give you the flexibility to choose the right imagery, colors and text. Use them to build something superb.

Serene vs. energetic
We express our brand in many ways. At times, you’ll want to create serene expressions with a cool, crisp and calming feel. These explain, clarify and bring order to ideas. At other times, you’ll develop energetic expressions that have a warm and inviting feel. These help us stand out and prompt action and engagement. Whatever your need, our brand system provides a common feel to different expressions.
Use Color Strategically

The overall visual impression of JMP branded materials should be both light and bright.

Marketing and sales materials such as white papers, solution briefs and customer stories are defined by clean, easy-to-read layouts with vibrant splashes of color. White is the dominant color, and color blends are used selectively to draw the eye to key content, such as the headline, call outs, quotes, screen captures and the call to action.

Promotional materials that vie for attention, such as trade show signage and online ads, can use bright color blends in combination with data visualization artwork and photography to create eye-catching designs. Virtual meeting background graphics can be either light or dark in tone.

The gray base tones from the JMP palette should be used predominantly for type and light-weight rules. A 20% tint of light gray can be used as a background fill for blocks of content that need to stand out from the primary content.
Align Promotional Materials With the Web

When possible, collateral and other promotional materials should be developed to align visually with the JMP website, especially for calls to action that direct readers to a JMP web page. A five-piece set of industry-focused collateral created for the JMP Academic team shares a common gradient color with the JMP Academic Program web pages. Screen captures of JMP software are featured prominently throughout this set of materials.

JMP Academic Program website

Sample brochure suitable for both print and digital distribution

Overview print brochure for JMP for industry series
Moving from Minitab® to JMP®

and JMP® Pro: A Transition Guide

New features in JMP® 16

See the new capabilities and enhancements of our latest release

Key Features

Action Recording and Enhanced Log Mode: Features a new, structured layout with new logging functionality and more actions logged, including capturing most data cleaning operations for easier reproducibility.

New Model Scoring platform to run different predictive modeling platforms at the same time to help select the best performing model.

Text Explorer: New Sentiment analysis finds phrases in unstructured text using a customizable list of negatives, intensifiers and sentiment words.

Control Chart warnings in JMP Live: JMP Live sends notifications when a process is out of control.

Results

Successful and efficient technology transfer requires a continuity of process knowledge only possible through statistical approaches. New JMP® 16 features, such as enhanced log mode and action recorder, are critical tools for documenting and understanding the process.

Adocia, a clinical-stage biotechnology company, has had a strong culture of analytics since its founding in 2005 by organic chemist Gérard Soula and his sons Oliver and Rémi Soula, both physiology graduates. Based in Lyon, France, the company was formed around a proprietary protein formulation platform, BioChaperone®. This innovation is a modular delivery system for therapeutic proteins, has widespread applications in diabetes and chronic disease.

Adocia’s expanding portfolio now includes a variety of formulations customizing BioChaperone technology for a clinical complex with already approved therapeutics and prions. The platform’s innovation improves safety and efficacy in preclinical defenses through proven methods and validation. In line with its mission, Adocia continually refines the technology and adds new components to its clinical toolbox.

At clinical-stage biotechnology company Adocia, statistical approaches boost reproducibility and knowledge continuity in process transfer for a groundbreaking excipient. Statistical approaches today play a crucial role in knowledge continuity and reproducibility improvements. JMP® 16 is an excellent tool for managing quality and regulatory compliance perspectives.

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MS PowerPoint Presentations

Presentations should be succinct and visually appealing. The content should be easy to consume and memorable. One way to accomplish this is to limit each slide to a single idea supported by short phrases. Visuals should support the content but not try to explain it. Avoid slides with lengthy copy, clip art or images downloaded from the web.

Three MS PowerPoint templates are available for JMP. Slide content can be transferred between the templates, but please avoid mixing slide backgrounds, colors and graphics.

Source: MS PowerPoint templates for JMP presentations can be downloaded from the JMP page on brand.sas.com.
Virtual Meeting Background Graphics

JMP has created a wide variety of conference call background graphics for use in online meetings and events. Artwork ranges from colorful designs with data visualization art to select images from SAS offices around the world.
Sample Online Ads

Analytics shouldn’t be that hard.
Get JMP Now

Obtain Robust Estimates from Critical Quality Attribute Models Through Limits of Detection (LOD) Censoring

SAMPLE DISPLAY AD FOR DIA 2021 VIRTUAL EVENT
Sample Trade Show Rollshades

Welcome

Natur magnatente consequo modio endamus earum

Dolest arit ipsum ut aut et aspe lateceurum

• Animusam eturepu dandus ipsandi inimi.
• Te coremquae verem eate nissimagnam.
• Fugiti delenisto et doluptaquo.

Call-to-action copy
www.sas.com/xxxxxxx

Natur magnatente consequo modio endamus earum

Dolest arit ipsum ut aut et aspe lateceurum

• Animusam eturepu dandus ipsandi inimi.
• Te coremquae verem eate nissimagnam.
• Fugiti delenisto et doluptaquo.

Call-to-action copy
www.sas.com/xxxxxxx

NEW FROM JMP

JMP Live is where scientists and engineers share interactive reports of their analyses — to inform decisions and reveal new opportunities for the organization.

Discovery, Delivered.
jmp.com/live

Source: An InDesign template for JMP rollshades can be downloaded from the JMP page on brand.sas.com.