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DISCOVERY SUMMIT is JMP's premiere annual event series. The events bring together accomplished and curious people to tackle the challenge of improving how data is explored, analyzed and shared. The event motto of "exploring data, inspiring innovation" guides the event's visual identity. It's all about having fun with data and exploring new possibilities through collaboration.

To download art files for the JMP Discovery Events, visit the JMP page on the SAS brand site.
Discovery Summit
Visual Identity
JMP® logos for Discovery Summit events

The JMP logo without the tagline should be used for all materials created for the online and in-person Discovery Summit events, such as PowerPoint presentations, small-format print materials such as agendas and program guides, and large-format signage. The JMP logo without the tagline should also be used for promotions geared specifically to a JMP-user audience.

In contrast, the JMP logo with the tagline should be used on the JMP Discovery Summit website as well as in promotional materials such as social media ads that are intended for a general audience or people who may not be familiar with JMP. In this case, the tagline helps establish JMP’s relationship with SAS. As shown in the grid below, logos are available for each regional event that use the unique event colors. See page 8 for more information on the JMP Discovery Summit color palette.

<table>
<thead>
<tr>
<th>Application</th>
<th>Primary DS Event</th>
<th>Americas DS Event</th>
<th>China DS Event</th>
<th>Europe DS Event</th>
<th>Japan DS Event</th>
<th>Korea DS Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event materials and promotions to a JMP-user audience</td>
<td>jmp</td>
<td>jmp</td>
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<tr>
<td>Website and promotions to a general audience</td>
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Discovery Summit event logos

Five regional Discovery Summit events are held annually in North America, Europe, China, Japan and Korea. The orange and yellow primary event logo is used exclusively online and in advertising and promotions for the series as a whole.
Discovery Summit event logo variations

The Discovery Summit logos with the gradient color box and the event tagline are the preferred format for most applications. If space is tight and the tagline will not be legible, it can be omitted. On the JMP Discovery Summit website, the tagline may be used as a separate headline or text element.

PREFERRED EVENT LOGOS
Use the event logos with the tagline if space allows and if the tagline will be legible. The versions with the gradient boxes are preferred, but the versions with the white boxes and color "Discovery Summit" text can be used if the background competes visually with the gradient logo.
The bright, jewel tones of the Discovery Summit color palette create a sense of excitement and energy. The neutral gray tones serve as a contrasting background that further energizes the vibrant logos and artwork.

### BASE COLORS
These colors are used primarily for backgrounds and type elements.

- **DARK GRAY**: R23, G35, B60, HEX# 172328
- **MEDIUM GRAY**: R68, G84, B93, HEX# 44545D
- **LIGHT GRAY**: R143, G152, B158, HEX# 8F989E
- **WHITE**: R255, G255, B255, HEX# FFFFFF

### EVENT COLORS
Each event has two primary colors that are darker and lighter shades in the same color family. These colors are blended together in the regional event logos.

#### AMERICAS EVENT
- **PRIMARY EVENT**: R244, G119, B35, HEX# F47723
- **JAPAN EVENT**: R100, G54, B149, HEX# 643694
- **CHINA EVENT**: R177, G26, B41, HEX# B11A29
- **KOREA EVENT**: R240, G75, B75, HEX# F04B4B

#### EUROPE EVENT
- **PRIMARY EVENT**: R255, G198, B10, HEX# FFCC10
- **JAPAN EVENT**: R157, G87, B43, HEX# 9D57A3
- **CHINA EVENT**: R0, G121, B64, HEX# 0D782F
- **KOREA EVENT**: R240, G75, B75, HEX# F04B4B

#### JAPAN EVENT
- **PRIMARY EVENT**: R255, G255, B255, HEX# FFFFFF
- **JAPAN EVENT**: R156, G203, B99, HEX# 9CCB3B
- **CHINA EVENT**: R0, G116, B129, HEX# 0074B1
- **KOREA EVENT**: R62, G189, B172, HEX# 3EBDAC

#### COMBINING COLORS
The various event colors can be used as accent colors for other events. To avoid a “rainbow” effect, choose one accent color per design. The accent color should be used sparingly so it doesn’t dominate the overall look and feel. Possible color combinations are shown below.
The "rollercoaster" art

This curving, overlapping dot pattern – known as the “rollercoaster”– is the central visual element for the Discovery Summit event series. It resembles a rollercoaster at a fun park while also suggesting data points, evoking the spirit of exploration and “fun with data” that’s central to the Discovery Summit events. The color of the dots is modified to match the primary colors of each regional event, and the pattern can be rearranged to give each event a unique look while maintaining visual unity across the series. If desired, a single accent color can be incorporated into the dot pattern as shown in the Americas example below in which the primary color of purple is blended to orange. The art can be used on either a white or dark gray background and is suitable for online and print applications, including signage.
Discovery Summit
Creative Application
Discovery Summit event website

The rollercoaster art is the central visual element in the banner or "hero" area of the Discovery Summit website. The art is modified to match the primary colors of the regional event logo, and a single accent color can be introduced to provide visual interest. For example, on the Americas web page (below right), orange was introduced as an accent for the event’s purple color palette. Event details, such as the date, year, city and format (online, in-person or hybrid), should be included as easy-to-edit text elements. The color, placement and size of these text elements can be adjusted as needed for the various events.
Promotional emails and email signatures

Mark you calendar: Discovery Summit is online Oct. 4 - 7

Can’t travel for Discovery Summit? Don’t worry. Neither can we.

Don’t have budget for this year’s registration fee? Don’t worry. It’ll be free.

Can’t afford to invest the time? We can’t help you there. Although we wonder how you can afford not to make the time.

There are a lot of things to worry about in this world, but we don’t think Discovery Summit Americas should be one of them. We’re making it easy for you to connect with JMP experts and other data explorers who champion statistical best practices in their organizations.
PowerPoint templates

SAVE-THE-DATE PROMOTIONAL POWERPOINT, EUROPE EVENT

PLENARY POWERPOINT, EUROPE EVENT

SAVE-THE-DATE PROMOTIONAL POWERPOINT, AMERICAS ONLINE EVENT
Print materials for in-person events

Program guides and other small-format print materials for in-person Discovery Summit events are designed to reflect the unique qualities of the event location. The rollercoaster art should be incorporated into these materials as a subtle accent graphic to provide visual continuity between the event website and email promotions.
Signage for in-person events

Large format displays at in-person Discovery Summit events can use the rollercoaster art exclusively or in combination with location-specific design elements. Signage background colors can be light or dark, depending on the ambient light in the event venue.