Brand Creative Guide
SAS® Partner Program
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1.0 Partner Program Messaging
At SAS, we love bold questions. And when we combine our analytics leadership with the innovative technology and expertise of our partners, we help our customers turn data into answers. That’s the kind of curiosity that moves the world forward. That’s the **Power of the Partner**.
2.0  Co-Branding Elements
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Overview

Marketing assets created for the SAS Partner Program use the same visual elements (photography and illustration), typography and color palette as general SAS branding. Refer to the SAS Brand Creative Guide for details.

Partner Program assets should also include the circle mark and the Power of the Partner logo, if space allows. Additional design guidelines for promotional materials that include the logos of partner companies are presented in this guide.

IMPORTANT! These guidelines do not apply to materials created for the SAS partnership with Microsoft. That partnership has its own creative approach.
Strive for visual equality. To illustrate an equal partnership, the SAS logo and partner logos should be the same relative size visually and rest on the same horizontal level. This may or may not be the same baseline, depending on the different sizes and shapes of the logos.

Unless absolutely necessary due to space constraints, partner logos should not be stacked vertically.

Spacing between logos should honor the branding guidelines for each company, whichever is greater, and be consistent when more than two logos are used.

When the logos have different orientations, they typically look better when centered vertically relative to each other.

When the logos have similar orientations, they typically look better when aligned on the same horizontal baseline.

**AVOID**
stacking logos vertically unless necessary because of space constraints. Stacking the logos tends to elevate one brand above another.
2.0 Co-Branding Elements

The Circle Mark

This artwork, informally called the "circle mark," provides color, texture, continuity and visual interest to partner creative work. The interconnected circles represent the synergy that comes from partnership - an entity that adds up to more than the sum of its parts.

Usage guidelines

- The circle mark should be an accent rather than a dominant element in a visual design.
- You may adjust the position, size and transparency of the mark.
- You may show the full mark or a cropped version on any edge or corner of a layout, photograph or digital illustration.
- Avoid using more than two circle-mark graphics in a single layout or page.

Applications

The circle mark should be included in Partner Program and partner marketing assets, including but not limited to:

- Solution briefs, white papers, e-books and other collateral.
- Webinar landing pages.
- Infographics and certificates.
- Trade show and event materials (rollshades, booths, signage).
- Emails, social tiles, videos and ads (print or online, if space allows).
- Partner Program materials, the PartnerNet portal, and partner pages on sas.com.
2.0 Co-Branding Elements

**Power of the Partner Logo and Boilerplate Text**

The Power of the Partner logo and the boilerplate text are a required element on many co-branded marketing materials, including:

- Collateral.
- E-books.
- Infographics.
- Partner pages on sas.com (sas.com/partners).
- The PartnerNet portal (partners.sas.com).

These elements should be placed at the end of the asset, for example, near the bottom of the final page of a solution brief or at the bottom of a web page. They should not be used in materials where there is insufficient space to include them or where they will distract from the primary message.
Photographic Illustrations

Digital illustrations that combine photography with colorized backgrounds and data visualization graphics should be used in prominent positions in co-branded designs.

Whereas photographs for general SAS branding typically focus on an individual (a hero image), photographs for co-branded assets may incorporate two or more people working together to emphasize collaboration and teamwork.

Industry-oriented photographs, such as retail and health care images, do not need to incorporate people.

In both cases, the Partner Program circle mark should be incorporated into the digital illustration in a subtle way that either focuses the eye or complements the composition of the photograph.
2.0 Co-Branding Elements

Additional Imagery Options

Co-branded designs may use data visualization artwork layered on white or tinted backgrounds. For lengthier assets that incorporate many photographs, interior photographs or those that appear in less prominent places can be used as is, with no embellishment. Data visualization graphics may be layered on top of the photo if desired.
3.0 Partner Badges
**3.0 Partner Badges**

**Partner Program and Tier Badges**

The Partner Program badge is used by the SAS Partner Program for administrative emails and other communication and promotional materials for the SAS Partner Program.

**SAS Partner tier badges** are awarded to partners based on criteria established by the SAS Partner Program. Partners display the badges to promote their relationship with SAS. The **SAS Partner Visual Identity Guide** provides guidelines for partner companies to display the graphics on their websites, social media, advertising, trade show signage, business cards and other promotional materials. The graphics are displayed at the partner’s discretion.

For flexibility in application, the Partner Program and tier badge art is available in horizontal and vertical orientations, light/dark colors, and print- and web-ready file formats. The horizontal versions suitable for a light background are preferred.

**Application guidelines**

The Partner Program and tier badges should NOT be used on most customer-facing co-branded marketing materials created by SAS, such as infographics, collateral, e-books, trade show signage, handouts/flyers, social media or advertisements.

Acceptable applications include:

- Individual partner pages on sas.com, such as sas.com/<partner company>.
- Partner-facing assets such as PartnerNet, the annual Partner Program guide and partner-to-partner emails.
- Partner booths or flyers/handouts at SAS flagship events.

**Preferred format**

<table>
<thead>
<tr>
<th>Badge</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner Program badge</td>
<td>PARTNER PROGRAM</td>
</tr>
<tr>
<td>SILVER PARTNER</td>
<td>SILVER PARTNER</td>
</tr>
<tr>
<td>GOLD PARTNER</td>
<td>GOLD PARTNER</td>
</tr>
<tr>
<td>PLATINUM PARTNER</td>
<td>PLATINUM PARTNER</td>
</tr>
<tr>
<td>RESELLER</td>
<td>RESELLER</td>
</tr>
<tr>
<td>CHANNEL PARTNER</td>
<td>CHANNEL PARTNER</td>
</tr>
<tr>
<td>SERVICE PROVIDER</td>
<td>SERVICE PROVIDER</td>
</tr>
</tbody>
</table>

**Sample alternate formats**

<table>
<thead>
<tr>
<th>Badge</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>SILVER PARTNER</td>
<td>SILVER PARTNER</td>
</tr>
<tr>
<td>SILVER PARTNER</td>
<td>SILVER PARTNER</td>
</tr>
</tbody>
</table>
Like the tier badges, competency and specialization badges are awarded to partners based on criteria established by the Partner Program.

These badges are used primarily by partner companies. The SAS Partner Visual Identity Guide provides guidelines to partner companies for displaying the badge art on their websites, social media, advertisements, flyers/handouts, trade show signage and other mediums. The badges are displayed at the partner’s discretion.

For ease of application, competency and specialization badges are available in a horizontal orientation, in light/dark colors, and in print- and web-ready file formats. The horizontal versions suitable for a light background are preferred.

### Application guidelines

The competency and specialization badges should not be used on most customer-facing co-branded marketing materials created by SAS, such as infographics, collateral, handouts/flyers, social media and advertisements.

Acceptable applications include:
- Individual partner pages on sas.com, such as sas.com/<partner company>.
- Partner-facing assets such as PartnerNet, the annual Partner Program guide and partner-to-partner emails.
The SAS Ecosystem Partner badge signifies that a given partner participates and works with SAS in creating or implementing solutions for our joint customers. This badge is intended to help showcase the breadth of informal partnerships SAS has with all types of vendors in all phases of the sales cycle.
3.0 Partner Badges

Annual Partner Award Badges

Each year, SAS selects partners for special recognition for technical excellence and business performance. Awards are generally given on a global, regional and local basis. The award designations and graphics often change from year to year.

Award graphics are distributed to partners to display on their websites, social media, advertisements, flyers/handouts, trade show signage and other promotional materials at their discretion.

Application guidelines

Award graphics are provided in horizontal and vertical orientations, light/dark colors, and in print- and web-ready file formats. These graphics may be used selectively on customer-facing co-branded marketing materials created by SAS, especially if the award is noteworthy, such as for a global partner of the year.

Acceptable applications include:

• Social media graphics promoting the award.
• Email signatures.
• Individual partner pages on sas.com, such as sas.com/<partner company>.
• Partner-facing materials such as PartnerNet, the annual Partner Program guide and partner-to-partner emails.

Preferred format

Sample alternate format

- 2022 GLOBAL PARTNER OF THE YEAR
- 2022 EXCELLENCE IN INNOVATION PARTNER OF THE YEAR
- 2022 LATIN AMERICA PARTNER OF THE YEAR
- 2022 CENTRAL AMERICA & CARIBBEAN PARTNER OF THE YEAR
4.0  Top-Tier Partners
4.0 Top-Tier Partners

Combined Logos

SAS reserves top-tier treatment for global SAS Platinum partners. Currently those partners are Accenture, Deloitte, EY, KPMG, Intel and Microsoft. Combined logo graphics should be used in all co-branded materials for those partners.

If more than two partners are featured on a co-branded asset, the logos should be positioned on the same baseline and sized to be visually equivalent, but no vertical rules should be used between the logos.

IMPORTANT! A vertical rule is used between the logos ONLY for top-tier partners. The combined logo graphic must be approved in writing by the partner company.

Spacing between each logo and the vertical rule is equal to the height of the "s" in SAS.

The vertical rule is equal to the height of the S mark in the SAS logo. For a SAS logo that is 0.75" tall, the rule should have a 1 point stroke of 100% slate from the SAS color palette.

Sample top-tier partner logo combinations

Preferred logo alignment: When more than two partner logos are used together, no vertical rule is used between them. They should be placed on the same baseline, sized to be visually equivalent and spaced evenly.

Secondary logo alignment: If the layout does not permit a horizontal alignment, a vertical alignment can be used. SAS should be consulted regarding the order of the logos in the stack.
**Custom Color Palette**

The SAS color palette is complementary to our software. So the colors we use in our communications are derived from the same ones our customers experience when they use our products.

The SAS Midnight Blue is used in headline typography and the SAS logomark. Tints of vibrant colors are used only as background colors. Vibrant colors should primarily be used in the foreground or middle ground of an image; use them sparingly as accents or pops of color.

For our top-tier partners, the primary colors from the partner logos should be added to the options in the SAS color palette. You can use partner colors at 100% value or as tints. Gradients can also be created between SAS colors (vibrant or tints) and partner colors.
Intel Co-Branding

Intel funds the creation and promotion of many marketing assets in the SAS Partner Program, including collateral, e-books, social media tiles and advertising. The Intel logo must be included on any marketing asset that Intel has funded, and the “Intel Inside” boilerplate text must be included on any deliverables where space allows. Guidelines for using these elements include:

- If Intel is not mentioned in the content of the deliverable, its logo may be used less prominently (Figure 1).
- If Intel is included in the content of the deliverable, its logo should be featured prominently, or on par with, the SAS logo and other partner logos (Figure 2).
- The “Intel Inside” boilerplate text is required on the back cover of collateral, e-books and infographics and in the body area of emails for all materials Intel has funded.

Figure 1: Intel was not mentioned in the content of this solution brief, so the logo and the “Intel Inside” boilerplate text are included only on the back cover.

Figure 2: Intel technology is central to the content of this solution brief so the Intel logo is given equal visual weight as SAS and Accenture. The “Intel Inside” text element is included on the back cover.
Intel Boilerplate Text

There are two versions of the Intel boilerplate text: one for long-form deliverables such as solution briefs, white papers and e-books; and a second, shorter version for emails. These elements are built into the SAS Partner Program collateral and email templates.

Intel Inside. Successful analytics initiatives require tight alignment between hardware and software in the hands of skilled technologists and strategists. That’s why the ongoing collaboration between SAS, Intel, and [3rd company] is so important for clients. Together, we know how to connect all the dots on analytics strategies to deliver practical solutions that deliver real, measurable results – at any scale.

Intel boilerplate text for long-form deliverables, such as solution briefs, white papers and e-books

Intel boilerplate text for emails

SAS and Intel collaborate at a deep level across hardware, software, applications and data to give our users lightning-fast insight.
5.0 Creative Applications
5.0 Creative Applications

Other Partner Collateral

For all other levels of partnership, our cobranded collateral templates include a brief, white paper (formatted for either print or digital distribution) and an e-book (digital format only).

The brief template can be used for a variety of collateral types as listed below. The wording in the collateral identifier should be changed accordingly.

Product briefs provide a high-level overview of a single product and/or service provided by SAS and the partner(s).

Solution briefs focus on a specific customer issue – often from an industry perspective – and how SAS and the partner(s) approach that issue. Aimed primarily at business users or decision makers.

Partner briefs vary in content and purpose. Some focus on the relationship between SAS and the partner(s) and the unique benefits of the partnership. They can also be thought leadership pieces showcasing shared opinions on important market trends or pressing business issues.

For example, the brief template can be used for a variety of collateral types as listed below. The wording in the collateral identifier should be changed accordingly.

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- **Solution briefs** focus on a specific customer issue – often from an industry perspective – and how SAS and the partner(s) approach that issue. Aimed primarily at business users or decision makers.

### Sample Co-branded White Paper

Sample co-branded white paper, basic partner

**Sample Co-branded White Paper**

- **Sample co-branded white paper** for basic partners is a brief, white paper (formatted for either print or digital distribution) and an e-book (digital format only).
- **Logo placement** is positioned in the bottom right on the same baseline.

### E-Book

E-books (digital format only) are available for all levels of partnership. They can be used to provide deeper, more detailed information about a specific product or service.

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### Impact of Anomaly Detection

Audit officers can now analyze huge volumes of data for anomalies in a fraction of the time it takes for human auditors. They can identify at-risk transactions in minutes, not weeks, allowing them to quickly flag and investigate suspicious behavior. This can save months in the investigation and remediation process, and significantly reduce investigation costs. Firms that invest in predictive fraud detection are better able to meet regulatory requirements and reduce financial losses.

### Partner Benefits

Partners who implement SAS solutions with their own technologies can offer their customers a comprehensive solution that addresses both fraud detection and overall business needs. SAS’ data visualization and reporting capabilities allow partners to create powerful interface applications that can be customized to meet specific customer requirements. In addition, the SAS platform enables partners to offer scalable solutions that can be extended to other applications and industries. This allows partners to leverage their existing technology investments and expand their market reach.

### Customer Success Stories

Customer success stories are another way to showcase the value of a partnership. These stories can be used to highlight how different industries and customers have benefited from the partnership.

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- **Logo placement** is positioned in the bottom right on the same baseline.

### Call to Action

A prominent call to action with plenty of white space around it so that it stands out.

Power of the Partner logo plus boilerplate text.
These partners receive our top-tier approach. They are very similar to other partner collateral, but with a few key differences.

First, the SAS and partner logo should be prominently placed in the right top corner of the cover. On the back cover, the joint logos should appear above the Power of the Partner circle mark and boilerplate text.

Second, the top-tier approach incorporates a color from the partner’s color palette. In situations when more than one partner is included (e.g., SAS, Accenture and Intel), colors from the SAS palette should be used.

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**Global SAS Platinum Partner Collateral**

These partners receive our top-tier approach. They are very similar to other partner collateral, but with a few key differences.

First, the SAS and partner logo should be prominently placed in the right top corner of the cover. On the back cover, the joint logos should appear above the Power of the Partner circle mark and boilerplate text.

Second, the top-tier approach incorporates a color from the partner’s color palette. In situations when more than one partner is included (e.g., SAS, Accenture and Intel), colors from the SAS palette should be used.

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**Business Impact**

A top-tier approach to partner collateral.

The logo should be prominently placed in the top right corner of the cover. It should be accompanied by a brief description of the benefits of the collaboration, such as increased efficiency, improved customer service, and enhanced brand recognition.

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**Vector data visualization artwork layered on photography.**

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**Top-tier partner logo “lockups.”**

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**The circle mark as a subtle element in the cover illustration.**

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**A prominent call-to-action with plenty of white space around it so that it stands out.**

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**Power of the Partner logo plus boilerplate text.**

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**Sample co-branded solution brief, top-tier partner**

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**SAS BRAND CREATIVE GUIDE : PARTNER PROGRAM**

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5.0 Creative Applications

Partners E-Brochure Template

E-brochures are less formal and more visually interesting than solution briefs or white papers and should be used exclusively for digital distribution. E-brochures are:

- Visual, not text heavy. Maximum word count per page should be 200-300 words (less is recommended).
- Brief, with no more than eight to 10 pages and no subpages.
- Engaging and easy to read. They should tell a compelling story with a unique tone, style and approach.

A strong and ongoing promotion plan, including social media, must be in place for e-brochures.

E-brochures are:

- Visual, not text heavy. Maximum word count per page should be 200-300 words (less is recommended).
- Brief, with no more than eight to 10 pages and no subpages.
- Engaging and easy to read. They should tell a compelling story with a unique tone, style and approach.

A strong and ongoing promotion plan, including social media, must be in place for e-brochures.

A "start reading" button should be included on the cover to encourage use of the internal navigation.

SAS and partner logos.

Cover art should include vector data visualization artwork layered on colorized photography.

Co-branded e-brochure template, top-tier partner

To contact your local SAS office, please visit: sas.com/offices
Email Templates and Email Signatures

Co-branded templates are available for basic partners as well as each top-tier partner. All include an optional Intel element because Intel co-sponsors so many partner events and promotions. The templates also include the Power of the Partner logo and boilerplate text.

Basic partner logos are pulled from the AEM DAM. They should be on the same baseline and visually equal to the SAS logo.

Optional Intel co-sponsorship block.

Power of the Partner logo and boilerplate text.

Email banner for top-tier partner

Partner Marketing email signature

PartnerNet email signature
Co-Branding Stamp Graphics

Partners of all levels can use these graphic “stamps” on sales materials created by SAS. This stamp is primarily used for white papers, but can be used on other SAS collateral of interest to potential joint customers. When desired, the level of the partner (Silver, Gold or Platinum) is indicated in the text of the graphic.

Interested in learning more? Pinnacle Solutions is a SAS Gold partner and official SAS® reseller. Visit thepinnaclesolutions.com and find out how we can help.

Co-branded stamps are available in a variety of formats for flexibility in application

Co-branded stamp applied to SAS collateral.
Presentation Template

The co-branded Microsoft PowerPoint template is a modified version of the SAS template. It includes the Partner Program circle mark and slides that feature the Power of the Partner logo.