

Usage Guidelines

Powered By SAS® logo

Revised May 2019



POWERED BY SAS LOGO



The "Powered By SAS" logo identifies SAS as the solution provider for our customers. It is the most succinct way to say, "We use SAS® software."

Please adhere to the guidelines on the following pages when using this logo. They are in place to ensure that the logo always looks the way it was meant to look. Following these few simple rules fosters a good reflection on both your organization and the SAS brand.



Exclusion zone

There is a recommended exclusion zone, or clear space, around the Powered By SAS logo, which is approximately equal to the height of the "S-mark" graphic that is part of the logo scaled to the size you intend to use. Whenever possible, honor this space to avoid any unintended suggestion of a relationship with other design elements or logos.

As a general rule, no other logo, images or text are allowed in the exclusion zone unless there is an agreement to pair it with a team or league logo. Exceptions for adjacent text are considered where space is limited. Use good design judgment to maintain clear space around the Powered By SAS logo.

POWERED BY SAS LOGO

Approved logo colors

1-color – primary logo option



Pantone 7463
C100 M78 Y45 K42
R4 G48 B75
or web safe equivalents



100% black



Reversed to white
(can be used when background is darker than a 50% tint of black)

1-color – secondary logo option



Pantone 7463
C100 M78 Y45 K42
R4 G48 B75
or web safe equivalents



100% black



Reversed to white
(can be used when background is darker than a 50% tint of black)

Prohibited uses of the Powered By SAS logo

To protect the logo from legal challenges and to prevent its dilution in the marketplace, there are certain ways in which it may never be used.

Please do not use the logo in any of the following ways:

- In the title of a magazine masthead, brochure or newsletter.
- In headlines or body text.
- In combination with any graphic other than a SAS-approved pairing with your organization's logo.
- With any art or text other than that approved by SAS.
- Within any shape other than that approved by SAS.
- When it is cropped so that only portions of the logo are viewable.
- When it is distorted in any way.
- Without all its elements.
- In advertising, promotional materials, or collateral without clear identification of SAS' legal ownership by inclusion of this language whenever reasonable:

SAS and all other SAS Institute Inc. product and services names are registered trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Questions?

The SAS creative department welcomes your questions about how to properly use the Powered By SAS logo. Email questions to: sas.brand@sas.com.