Providing beautiful spaces for employees to work in has always been a priority for SAS. Many buildings feature both relaxed, quiet settings and flexible, collaborative spaces. We know that both environments are needed to foster creativity and innovation. We believe in sustainable materials and practices. Our office designs are modern and energetic, using natural light, glass, wood and other natural materials. Our public spaces are inviting and uncluttered.

**Appropriate Design Elements**
- SAS logo
- Color palette
- Color textures
- Radiance illustrations
- Lumina illustrations

**Appropriate Graphics**
- Tagline
- Value posters
- Inspirational quotes
- Marketing campaigns

**Appropriate Locations**
- Entrances
- Lobbies
- Flags
- Digital signs
- Seating or common areas
Offices
Values
Values

authentic
We're genuine, we're transparent, and we lead with integrity.

passionate
We're committed to excellence in everything we do, and we thrive on meaningful work.

curious
We're relentless problem solvers, unafraid to challenge assumptions by being creative and forward-thinking.

accountable
We're responsible, we do things right, and we exceed what's expected.
Brand Framework

SAS BRAND FRAMEWORK
Our purpose
WE BELIEVE CURIOSITY IS AT THE HEART OF HUMAN PROGRESS.
Our vision
TO TRANSFORM A WORLD OF DATA INTO A WORLD OF INTELLIGENCE.
Our mission
TO EMPOWER AND INSPIRE WITH THE MOST TRUSTED ANALYTICS.
Our values
CURIOUS. PASSIONATE. AUTHENTIC. ACCOUNTABLE.
Our personality
SMART. CARING. BOLD. TRUSTWORTHY.
Our stand
INNOVATION. EDUCATION. DATA FOR GOOD. DIVERSITY & INCLUSION.
Our promise
WHEN PROGRESS MATTERS, YOU CAN COUNT ON SAS.
Our mantra
BE CURIOUS.
Our tagline
THE POWER TO KNOW®
Marketing Messages
**Marketing Messages**

**WHAT QUESTIONS WILL YOU ANSWER WITH SAS, OPEN SOURCE AND COLLABORATION?**  
BE CURIOUS.

**WHERE WILL ANALYTICS TAKE YOU WHEN YOU CAN GO FROM EDGE TO CLOUD TO ANYWHERE?**  
BE CURIOUS.

**HOW WILL YOU COMBINE ARTIFICIAL INTELLIGENCE AND HUMAN INGENUITY?**  
BE CURIOUS.

Data without analytics is value not yet realized. So what does that mean for a world where data grows exponentially? At SAS, we stand at the forefront of the quest to turn data into information, and information into intelligence. Helping "things" learn – and everyone innovate. If we can bring analytics to wherever there is data, everyone and everything will be able to make smarter, more intelligent decisions.
Quotes
Quotes

"IF THE STATISTICS ARE BORING, YOU’VE GOT THE WRONG NUMBERS."
- Edward Tufte

"RELAXED, PLAYFUL, HARMONIOUS MOMENTS ARE THE BIRTHGROUND OF CREATIVITY."
- Arjit Ray

"AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST"
- Benjamin Franklin

"IT’S NOT WHAT YOU LOOK AT THAT MATTERS, IT’S WHAT YOU SEE."
- Henry David Thoreau
Quotes

“THE REAL VOYAGE OF DISCOVERY CONSISTS NOT IN SEEKING NEW LANDSCAPES, BUT IN HAVING NEW EYES.”
- Marcel Proust

“DATA, I THINK, IS ONE OF THE MOST POWERFUL MECHANISMS FOR TELLING STORIES.”
- Steven Levitt

“WHAT IS NOW PROVED WAS ONCE ONLY IMAGINED.”
- William Blake

“LEARNING IS, BY NATURE, CURiosity.”
- Plato
Employer Brand
Employer Brand
Color Textures
Color Textures
Organizations invest in analytics to support their digital transformation and cloud adoption has become a strategic imperative. But how do organizations succeed in the cloud? And why do many fail short?

Join Constellation Research's Ray Wang and SAS' Keith Renison for a #SASwebinar on May 7 to discuss why organizations are moving analytics to the cloud—and how technologies and vendors are supporting this evolution.

Register here: http://v2.sas.com/0I07Te0e0r

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Radiance
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Bursts
Kaledioscope
Lumina
Geometric Patterns
Geometric Patterns
Geometric Patterns
Data Visualization
Data Visualization