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

This guide is about our brand creative: what it is, why it matters, and most of all, how you can use it to strengthen SAS with every communication you create.

Our brand is a direct representation of who we are. It lives in our words and images, our behavior and in every decision we make. It’s an ongoing story – and when we all express that story consistently and meaningfully, we strengthen our messages, our reputation and our ability to connect with more audiences.

From the start, SAS was built on a commitment to be the gold standard in analytics, thought leadership and highly personalized customer experiences. Our brand creative plays a big part in fulfilling that goal. By using this guide and the assets available on the Brand site, you can convey our brand personality traits of smart, caring, bold and trustworthy – making the SAS brand experience even better.
Brand Identity

We have designed the elements of this guide to help establish the look and feel of the SAS brand. Together, we can create consistent creative communications that reflect our brand personality.
Our brand identity is so much more than our logo or tagline. It’s the complete collection of elements that represent everything about who we are and how we want people to perceive us. It’s a cohesive system that’s made up of many pieces and parts. And no matter how we express it, all of those things must work together to support the message that SAS is here to help customers transform a world of data into a world of intelligence.

Ideally, how people think of SAS should align with our own aspirations. We strive to be a company that gives people The Power to Know®, using the world’s most advanced analytics. When our customers understand and share that vision, our branding work will succeed. We must engage in active and purposeful brand management. By defining first what our creative aspirations are, we can influence the perceptions we want our customers to have.
Essential Elements

What are the essentials of our brand identity system?

We communicate in words and images. We use colors and icons. We have a distinctive typeface. And we have an organized approach to the way we treat our logo and tagline.

All of these elements, when combined with intention, meaning and purpose, can shape the way people perceive SAS – from our customers to our partners; from analysts to our employees.
Where to Start

Be Bold and Stand Out
The SAS brand identity builds upon a solid foundation of 40 years of brand work. Our creative features rich, jewel-toned colors with messaging that is clever and conversational. Our goal is to put a human lens on the technical, complex world of data and analytics. Use this guide to pursue unique approaches that reach customers in personal, relevant and exciting ways.

Begin With the Customer
Your audience counts on you to communicate timely, relevant information in their language and in the channels they frequent. Of course, what you say and how you say it depends on what you’re trying to accomplish. This guide is designed to give you a flexible yet powerful toolkit to communicate the SAS brand. If you focus on your customers’ needs, you can delight and inform them in a way that builds our brand in consistent, compelling ways.

Work With a Smart Creative
Not all of us are professional designers, writers or video producers. So we recommend you find a creative partner to help bring your brand ideas and stories to life. We highly encourage you to share this book with them, so they understand our brand and guidelines. By doing this, you can ensure any project will have a great chance of meeting your communication goals, while pleasing your audience and reinforcing our brand.
SAS® Logo

The SAS logo is our company’s distinctive visual identifier. It’s the quickest way to say SAS – a shorthand version of our brand. It sparks instant recognition. It’s our stamp of approval, endorsement and recommendation. We protect it and use it with care and consistency.
Logo

Preferred

Many of our communications use color fields in the design to provide variety and emphasis and to help us highlight the SAS logo. When using the logo on a color background, the logo is reversed to white.

<table>
<thead>
<tr>
<th>Color Fields</th>
<th>No Color Fields</th>
</tr>
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<tr>
<td>Presentations</td>
<td>Stationery</td>
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<td>Social graphics</td>
<td></td>
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<td>Tradehow booths</td>
<td></td>
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</tbody>
</table>

The reversed logo may be placed on a field of color in midnight blue or any of the vibrant colors, except yellow.
Logo

Color Fields

Because the dimensions of the color fields vary, we do not provide a set of logos on the different color fields. Instead, color fields should be created within the design, layout or authoring program that you are using.
Logo

Options

We use our logo in a consistent way, but we recognize the need for variation. Color fields may not always be desirable in a design. Or a white background may be the only option. By using the defined set of options here, we achieve consistency while allowing the flexibility to best reflect our brand in different scenarios.

MIDNIGHT LOGO

Should only be used on a white background.
Preferred option.

BLACK LOGO

Should only be used on a white background.
For single color applications where the logo will be used on a light background, our preferred color is black.

WHITE LOGO

Should only be used on a dark background.

CLASSIC LOGO

This is our preferred color format for corporate materials (building signage and stationery) with a SAS Classic Blue S-mark in Pantone 285 or process equivalents and black word mark.

This logo is for specific request only.
Logo

S-Mark

The rise of mobile browsing, social media and responsive design have made it more necessary than ever to distill a logo to its most essential form, often times a single letter or mark. Think of Facebook and Twitter apps.

In these examples, the S-mark can stand alone because the full logo is used elsewhere or the name SAS appears in copy close in proximity.

RESPONSIVE LOGO

RESPONSIVE LOGO COLOR OPTIONS

Appropriate uses include app icons, software interfaces and social media avatars.
Logo

Spacing

We give the logo the space it deserves. No other logo, image or text should come within the defined space displayed in these examples. The preferred spacing is equal to the height of the logo. When placed on a color block, the space above and below the logo should be consistent. However, horizontal spacing may vary.
Logo

Application

If you work from SAS templates, the logo has already been placed and sized correctly. But there are times when you will need to make your own judgment about which logo to use. This page shows examples of different applications to guide your decision.

Sponsorships and partnerships: Do not use the tagline. Use the black or midnight logo to best match other logos on the page.

Specialty items: Do not use the tagline. It does not always reproduce well in embroidery, screen printing, debossing, etc.

Social avatars: Do not use the tagline. Use the logo or S-mark reversed from a colored field.

Co-branding: Do not use the tagline. Use the midnight or white logo to best match other logos.

Building signs: Do not use the tagline. Use the logo that works best with the surrounding architecture and color palette.

Watermark effect: Use the slate logo when you want to gently introduce the SAS brand. An opaque white is also acceptable.
Logo

Incorrect 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>
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<tbody>
<tr>
<td><img src="logo1.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not recolor the logo.</td>
</tr>
<tr>
<td><img src="logo2.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not add a drop shadow to the logo.</td>
</tr>
<tr>
<td><img src="logo3.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not add effects to the logo.</td>
</tr>
<tr>
<td><img src="logo4.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not use colors other than white in the color field</td>
</tr>
<tr>
<td><img src="logo5.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not add a drop shadow or other effects to the color field.</td>
</tr>
<tr>
<td><img src="logo6.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not place in a shape other than a color field.</td>
</tr>
</tbody>
</table>
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, but understand that SAS isn’t a one-dimensional, one-color company. We’re a global brand with a diverse yet cohesive color system that expresses our personality across cultures and contexts.
Software Interface Color

Our color palette starts with our software. The colors we use in our communications are the same ones our customers experience when they use our products.
Color Palette

Our classic and grounding colors represent our legacy: Smart and trustworthy, we have grown steadily and earned customer confidence for more than 40 years. Our vibrant palette symbolizes who we are now and where we are going: Bold and innovative, SAS is headed toward a bright future. Our people and our customers are as diverse as our colors. Our product interfaces are visually rich.

**Classic SAS blue** is a long-standing part of our visual identity. We use it for corporate logos, identity materials, partner collateral and business communications. Our entire color palette complements our classic blue.

**Our grounding palette** provides base colors that illustrate the reliability and stability of SAS. It can be the dominant or supporting color in a design, but a grounding color should always be present.

**Our vibrant colors** are energetic and inviting, step to the foreground and stand out. They signify action, change and progress. They convey promising possibilities. And they represent a diverse, global SAS community.

**Web-safe colors:** We strive for Level AA accessibility compliance on our websites. To achieve this, slight adjustments to the color formulas are required. If you are designing for a SAS-owned website, be sure to use the web-safe formulas as indicated. (Not all colors have web-safe equivalents.)

To ensure accurate color values, you should always work in the sRGB color setting.
Gradients

Gradient colors can be useful in color blocks and larger coverage areas. Below are some suggestions for gradients using vibrant colors and shades from our color palette. If you use the radiance illustration (page 38), the radiance should appear in the lighter part of the gradient.

Vibrant Color: Red

A shade is a mixture of a color with black, which makes the base color darker. Acceptable shades are shown above.
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. Like SAS, it communicates without frills and flourishes.
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: www.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 either Avenir Thin or Light. We want them to be elegant, but legible. There are exceptions for advertising campaigns to create the desired effect.

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

Wait, isn’t our corporate typeface Avenir Next? Yes. But 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.

<table>
<thead>
<tr>
<th><strong>Bold</strong></th>
<th><strong>All Caps</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Use all caps sparingly. Best used when short words or phrases need visual punch. Or for calls-to-action and labels.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Italic</strong></th>
<th><strong>Case</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Color</strong></th>
<th><strong>Hierarchy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Use a combination of size, weight and color to let the reader know what to read first, second and so on.</td>
</tr>
</tbody>
</table>
TO EMPOWER AND INSPIRE WITH THE MOST TRUSTED ANALYTICS.

passionate, curious, accountable, authentic

AT SAS, WE DISCOVER NEW CAPABILITIES BY APPLYING OUR CURIOSITY AND DESIRE TO MAKE A DIFFERENCE.

You can’t force creativity, but you can create an environment that fosters creativity and innovation.

OUR PURPOSE

BE CURIOUS.

IT STARTED WITH A QUESTION.
Brand Imagery

Photography, icons, illustrations and textures. Every picture tells a story, each in a different way. They elicit emotion. Use symbolism. Explain details. Add visual interest. They create an instant, personal and authentic connection with our audience. Our imagery captures the world around us.
Photography

Portraits

The SAS customer community is diverse. Portraits can portray a broad variety of personas: students, technology experts, industry and business professionals, and executives. SAS is for everyone.

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

Color
Warm, rich colors.

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

Settings
Realistic business, academic or industry environments and situations.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
Photography

People Using Devices

Photographs that depict real-life situations where people are interacting with our software should appear believable and realistic. Look for pictures where faces are highlighted and well-lit. We want to convey the message that SAS is accessible, flexible and valuable. 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**
Warm, rich colors.

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

**Settings**
Believable and realistic.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
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 SAS. Please make sure the industry you depict is easy to identify.

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

Color
Warm, rich colors.

Technique
Strong focal points.

Settings
Believable and realistic.
Identifiable industries.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
Photography

Environments, Landscapes, Cityscapes

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, full color.

Settings
Architectural, natural landscapes, industrial landscapes, cityscapes.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
Photography

Objects

Objects should appear as realistic as possible. Show them against 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 lose authenticity.

Style
Unique angles, interesting perspectives.

Color
Warm, rich colors.

Technique
Strong focal points.

Settings
Believable and realistic.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
Photography

Screenshots on Devices

We feature screenshots that are captured from the graphical displays of our most visually compelling products.

**Style**
Clear, in-focus views that show as much of the screen as possible. Depictions of a person or people interacting with our software; or inferred interaction when a person is not shown in the photograph. To enhance the realistic quality of the scene, the device screen is often shown at an angle.

**Color**
Full color.

**Technique**
Digital inlays of screenshots in photographs.

**Settings**
Depictions of our software displayed on modern devices in realistic environments.

**Sources**
Product Screenshot Repository: sww.sas.com/productscreenshots
MARS: sww.sas.com/mars
Stock: gettyimages.com
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 when the color in a photo conflicts with the other colors in a design.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
Photography

Color Overlay

We use color overlays to provide additional visual interest in materials that use multiple photographs or when text sits on top of an image.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com
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.
Illustration

Sometimes a photograph doesn’t quite articulate the message. That’s where illustration comes in. We use a range of illustrated graphic concepts to communicate SAS values - and the personality and emotion that are endemic to our brand. With color, texture and shape we create curiosity, a feeling of promise and positivity that show who we are.
Illustrations: Radiance

The radiance illustration should be an accent rather than a dominant element. The preferred application is white at 75 percent opacity on a color field. You may adjust the position and size. In some instances, radiance may appear in a color from our color palette on a white or midnight background. You may show the full illustration or a cropped version on any edge or corner. You should not use more than two radiance illustrations on a single plane.
Illustrations: Lumina

The lumina series of illustrations represent the brilliance that can be brought to light in your data with analytics. The illustrations use the same dot motif as radiance but are composed in an irregular grid that is more organic than radiance. Use the lumina illustrations as a secondary element to complement our radiance illustration.
The epiphany series of illustrations portrays how our software enables you to find answers in your data. They pair graphic representations of data relationships with a dot motif and other patterns. They use flat colors of different opacity to create a sense of depth.
Our icons are instant visual representations for industries, technologies or ideas. They are created with thin strokes and flat color to evoke a clean, minimalistic feel that allows them to do what icons do best — act as symbols that catch the eye and speed understanding, without telling the full story themselves.

**Sources**

- SAS Icon Library: brand.sas.com/brand/pdfs/icon-toolkit.pdf
- PowerPoint Icon Library: smportal.sas.com/products/presentations/template/Pages/icon-library.aspx
Textures

Our graphical textures can help set a mood. Whether used statically or in motion, they create sophisticated visual nuance, movement and energy. Interesting blends of color engage the eye and make backgrounds more immersive. These textures create something you want to reach out and touch.
Textures
Voice

A famous playwright said:
“Words are sacred. They deserve respect. If you get the right ones in the right order, you can nudge the world a little.”

At SAS, we agree. We choose each word with intention. And it’s not just what we say that matters. It’s how we say it. Our voice creates personal connection and inspires action.
Voice Attributes

How we write and speak is one of the biggest impressions we make on customers. We want our voice to reflect the same key attributes that define a positive SAS brand experience.

Caring
We go beyond describing what our products do. We describe the experiences people have when they use them. How will customers feel? What insights might they uncover? The individual customer must feel like our words speak to them personally.

Smart
We talk about analytics as a force for positive change and progress. How can our customers use SAS to work smarter? Make a breakthrough? Make the impossible possible? Improve the lives of their own customers?

Bold
We explain complex technology in clear terms. Our language is vivid and concrete. We use analogies and clever turns of phrase, without slipping into clichés and jargon. We strive to state a unique point of view that helps differentiate us.

Trustworthy
Forget the slick sales pitches and marketing spin. Our customers want us to have honest and direct conversations with them. We focus on issues they care about and build trust by sharing our expertise.
Voice Applications

**Synergize** Build your analytics infrastructure.
Don’t use jargon when you can use a clear, concrete word.

The answer is clear **as day**.
Don’t use a pun, metaphor or cliché.

**Quality is our complete focus.**
Don’t use unnecessary words. If it’s possible to edit out a word, edit.

**SAS representatives will** We’ll show **users** you the latest software features.
Use “you” and “we” to be personal.

**Critical insights delivered for you.**
Don’t be patronizing or overly familiar.
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.
Our primary approach is to use photography in combination with color fields. However, we also have the flexibility to use full-color fields with the radiance illustration and other icons, when these approaches prove more effective.
Sample Paid Social Ads

Facebook

LinkedIn

Twitter

Many organizations build powerful analytic models, but most don’t see the light of day as organizations struggle to cross the last mile to operationalize them.

Did You Know? SAS Turned Analytics into Action

Larry Wall uses SAS to help C-130 operators know when maintenance is needed – keeping planes in the sky to support humanitarian aid missions globally. https://blog.sas.com/2016/10/10/
Sample Tradeshow Rollshades

Make exceptional customer experiences your norm
SAS Customer Intelligence

SAS’ Analytics for midsize business
- Easy-to-use, powerful analytics.
- Integrated, modular solutions that grow with you.
- All the power you need, with an affordable price.

When big data is part of your bold strategy
Powerful analytics. Real results.
Sample Tradeshow Exhibit

Expolinc Booth

Et ilicim ressit qui coreces idesedistent

Oitis et optimi ece es esquebous modis volatrem inum.
Sample Emails

White Paper
The 5 Essential Components of a Data Strategy

I already know what your first question is going to be: Why?

Business is good. We're using our data. We're making decisions. And we're making money. So why do we need a data strategy?

There are many good answers for that, which I hope you'll explore by reading this white paper, which discusses the five critical things that are part of such a strategy and highlights a real-life example.

Conclusions Paper
How analytics helps fight the latest threat to child welfare

With prescription painkiller abuse now a public health epidemic, its effects aren't contained to the addicts themselves — in reality, it puts millions of children at risk as well.

Addicted parents often neglect their parental responsibilities — leaving children alone while they obtain or use opiates, losing consciousness and being unable to protect or supervise children, and even exposing children to dangerous situations like dealers and drug operations.

So what can be done about the startling statistics, including the fact that between 60 percent and 80 percent of substantiated child abuse and neglect cases nationwide involve a parent or guardian abusing substances?

Read this paper to see how data that's already readily available can be shared across agencies so analytics can pinpoint potentially troubling situations and quickly alert case workers.

It's a solution that's possible today and has tremendous potential to stop addiction before it starts.
Sample Landing Page

Machine learning and artificial intelligence in a brave new world
Intelligence service: How the latest advances in AI will revolutionize business - and beyond

About this paper
Machine learning in the last few decades has given way to an AI revolution. As the amount of data produced continues to scale, use of algorithms enables faster computational understanding to create new opportunities for innovation. From self-driving cars to virtual assistants, the possibilities for these developing technologies are endless.

About SAS
SAS is the leader in analytics. Through innovative analytics, business intelligence and data management software and services, SAS helps customers at more than 89,000 sites make better decisions faster. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.
Sample Webinar Landing Page

Solving the Analytics Puzzle From BI to AI

Learn how you can put together a picture of analytics that enables you to uncover deeper insights and deliver more value.

Sept. 5 • 11 a.m. ET • Cost: Complimentary

About the webinar

The intersection of AI and big data provides the ability to deliver increasingly targeted, timely, relevant insights in a pervasive and intuitive manner.

However, analytics and data are markedly more complicated than 10 years ago. And it’s hard to know how all the pieces fit together. This session will help you piece together the often complex—and growing—picture of analytics, from BI to AI.

Join us to learn:

🎯 Where and why discrete analytics capabilities from BI to AI come into play.
Sample On24 Webinar Interface
When customers consider a new product or service that you offer, digital channels are most often their first point of interaction. But it’s getting more and more challenging to create consistent, highly relevant experiences that break through. Why? Cookie laws, ad blockers, changes in data privacy, user experience, the need for responsive design all play a part. Customer expectations have risen, complementing things like social media and customer engagement. But you can’t win them all. And while you can accomplish all of your goals, in the process there will definitely be some important, relevant and personal (CRM) cases if you wish.

What’s in store for your customers today and tomorrow? What’s in your hands or in the hands of your customers and is there anything you can do about it? SAS Customer Intelligence 360 provides you the expected answers that you don’t have to develop from scratch integration in mind, but tailor them into your company’s reality.

Benefits
SAS Customer Intelligence 360 is a family of solutions that empower marketers to use what they know about a customer – from a data, analytics and marketing process perspective – to enable more relevant, targeted, individualized communications via all marketing touch points.

Ability to Perform True Predictive Marketing
Unlike traditional “marketing cloud” solutions, SAS Customer Intelligence 360 uses real-time, dynamic data collection technology that avoids channel-based web analytics tagging, enabling rapid transformation of digital data into customer-focused insight. Then you can turn that insight into faster, more accurate decisions about customers during real-time interactions. By doing this, brand marketers can meet each customer’s needs at the right time and place, and in the right context – all driven by the individual level. That’s why “360” is in the name. It provides a complete view of everything needed to optimize the individual customer journey.

Wayne State University pairs SAS Visual Analytics with Hadoop to make data-informed decisions

Wayne State University, a 27,000-student research university located in Detroit, Michigan, faced a number of hurdles. They could look at preformatted online reports created by IT and provided to faculty, or they could tailor their own. To make that work, they needed to be able to drill down into the data, but that didn’t always work. If that didn’t work, they could send a report request to the Institutional Research (IR) department.

None of these options were satisfactory. So, Mark Byrd, Assistant Vice President of Institutional Research and Analysis at the 21,000-student research university in Detroit, explains, “We have a lot of information, but it was in a semi-friendly format.” In fact, saying that users couldn’t always find what they were looking for in a timely manner. “We want to provide more information with less of an effort.”

Wayne State chose SAS Visual Analytics running against its data brought together from multiple sources and stored in Hadoop. The result: IR administrators can drill down into the data and get the information they need to make informed decisions. Rather than hunt for information, they can simply use SAS to quickly create and share interactive reports instead of spending hours trying to pull together data from the previous systems.

The ease and flexibility in using SAS Visual Analytics was obvious from the start: In just five months, IR team members transitioned 80 percent of the old, non-drillable reports that previously had taken five years to build into new interactive reports and dashboards. According to Adam Perkins, Senior Web Developer and Technical Analyst, an added benefit is having SAS Visual Analytics so tightly integrated with Hadoop. “SAS paired with Hadoop’s distributed storage capabilities eliminates processing bottlenecks and provides everything you need to get valuable insights from all your data,” says Perkins.
Sample 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.

Source
smportal.sas.com/products/presentations/template
Sample Video and Animation

Video and animations are powerful ways to tell a story. Imagery should be authentic and evoke an emotion. Use real people in real settings. Motion can attract the eye, but too much can be a distraction. Animations should use the same style as our photos, illustrations and icons. We don’t overcomplicate our animations or use flashy graphics.
Swag

SAS-branded merchandise (swag) includes everything from caps and coffee mugs to stickers and buttons. These items may be someone’s first encounter with SAS as a company. Because they can appear anywhere from the beach to someone’s kitchen, these items create an impression and drive awareness.

Source
www.sascompanystore.com
Swag: T-Shirts

Logo Placement

Pocket Back Collar Sleeve

Preferred Colors
To pique curiosity, we’ve created clever phrases that express the nature of our business in a fun and interesting way. These phrases help SAS appear smart but approachable. Use them on T-shirts, buttons, stickers, calendars or other giveaway items.

**Swag: Phrases**

I ♥ DATA

TALK NERDY TO ME

HAVE A NICE DATA

MY DATA IS KOALA TEE

DATA SUPERHERO

GO FORTH CODER AND CONQUER

MY WHAT BIG DATA YOU HAVE

I SEE DATA PEOPLE

SEIZE THE DATA

ALL STAT AND A BAG OF CHIPS

SMELLS LIKE CLEAN DATA

MY DATA ROCKS

GO AHEAD MAKE MY DATA

I NEVER METADATA I DIDN’T LIKE

SEIZE THE DATA

DATA WRANGLER

THE GEEK SHALL INHERIT THE EARTH

I DIG DATA MINING

DATA MODELS ARE HOT

DATA DRIVEN

DATA DIVA

DATA DUDE

FOR THOSE ABOUT TO CODE WE SALUTE YOU
Swag: Stickers and Buttons

Sticker Backgrounds

Sticker Shapes
Offices

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
Offices
Campaigns

Our brand creative is consistent and long lasting. Elements such as the logo, color palette and voice should be a part of everything we create. But our campaigns change regularly and are specific to a particular audience. We want to present the right message and imagery at the right time along their business journey. From the email inbox to the tradeshow floor, campaigns should be show-stopping and engaging.
The SAS® Brand Starts With You

Our brand is about answers, not products.

Our brand is about relationships, not transactions.

The relationships you create are the strongest impressions of our brand.

This guide is for you. Because the SAS brand starts with you.

Tell people our story. Listen and understand theirs.

Connect with customers, and help them move the world. One insight at a time.