Introduction

Following the success of our flagship event, SAS® Global Forum, we are introducing the elements of this guide to help establish the look and feel of SAS-hosted regional and local events. Our goal is to raise brand awareness, build and strengthen customer relationships, uncover new opportunities, and build the momentum to close business and generate revenue.

Together we can create consistent communications that reflect our brand personality.

Every event needs a theme to communicate the focus and topics of discussion. Your event theme should be inspired by our company values of curiosity, authenticity, passion and accountability. At SAS, we stand for innovation. We want to transform a world of data into a world of intelligence and inspire with the most trusted analytics.

Questions?
Visit brand.sas.com. Contact sas.brand@sas.com.
1.0 SAS Identity

The identity for SAS hosted events starts with and builds upon the visual identity of our company. By using the design elements in this guide, we can create consistent creative communications that reflect our brand personality.
Visual Idea

We encourage the world to use SAS analytics to explore their curiosity. We bring this story to life visually by creating an immersive data world to represent things that SAS users are asking themselves.
Overview

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.

Our recent global brand campaign Curiosity Forever has built upon our existing brand identity elements and reveals a fresh new design and tonality for SAS. In our new brand campaign, we are human-centric and emotive. Optimistic and innovative. Our refreshed brand identity is created to complement and extend the campaign identity across the entire brand ecosystem.

Think Fresh. Be Innovative.

Our customers is not a demographic or a persona. They are living, breathing human beings with busy lives and little interest in being marketed to. The look and feel of our brand must break from the dark, conservative look of traditional B2B and feature vibrant, lighter and brighter colors with messaging that is conversational, smart and clever. Our brand aesthetic and tone must inspire and delight people and serve to tell the overarching story of how data and analytics can make our world a better place.
2.0 SAS Identity

Color Palette

Our 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 midground of an image.

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<th>HEX</th>
<th>CMYK</th>
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<td>#ff71b3</td>
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</table>

Gradients (45° angle)
Warm Combinations

These diagrams show appropriate colors to combine for each background color. They help you choose colors that are either harmonious with the background color or contrast with it. You may not need all five colors. Fewer is fine, but never use more.

You are not limited to these color combinations, but consider the emotion you are trying to evoke and choose color accordingly.

All color combinations pair the background tint with its vibrant counterpart. This is a good starting point. Next try adding an additional warm color if the background tint is warm, and another cool color if the background is cool. The final color determines whether the colors will be harmonious or contrast.

Adobe Color (color.adobe.com) is a great online tool that can help you choose colors based on color theory and the color wheel.
Cool Combinations

- Warm
- Cool
- Cool
- Cool
- Cool
- Green
- Blue
- Green
- Green
- Violet
Photography, illustrations and icons. 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.
2.0 SAS Event Imagery

Event Marks

An event may require its own identity. One way to accomplish this is with a unique word mark. The design should help your event stand apart from other events, but still provide a consistent experience for our customers.

Avenir Next should be the predominate typeface in your mark. As the examples on this page demonstrate, with a little creativity – and countless weights, sizes and styles – the possibilities are endless.

The word mark should never appear on its own. The SAS logo should be in close proximity to the word mark, but it should not be incorporated into it.

Lastly, due to the impact on search and accessibility, event word marks should not be used as a replacement for the H1 headline on the web.
2.0 SAS Event Imagery

Abstract Data Illustrations

A series of abstract data wave illustrations are available for download on the SAS brand site. Each illustration is made of three layers: a background layer using the SAS color tints, a midground layer with white data illustrations, and a foreground layer with a wave illustration in a gradient of two SAS vibrant colors.

You may also choose to create custom illustrations specific to your event. Illustrations should not include:

- Icons
- Recognizable objects
- Prominent words, numbers, or binary data (1’s and 0’s)
- 3D objects
- Excessive effects
Photoshop Technique

Original vector image
You can find a collection of similar vector images in MARS or from one of SAS’ stock vendors (Getty Images and Adobe Stock).

Select background color and add data element
Select a solid background color tint. Use the library of data elements to create the background layer. To create depth, change the blend mode to Screen.

Add vector graphic
Add your primary vector image.

Add gradient fill
Create a gradient adjustment layer using two colors from the color combination section. Make sure the degree is 45°. Go to Layer in the top menu and select Create Clipping Mask to apply the gradient to the vector layer below.

These instructions offer a starting point to help guide you. Result may vary depending on the specific images and their colors. You may need to experiment with different blend modes to achieve the desired outcome.
2.0 SAS Event Imagery

Photography

Style
Authentic human expressions.
People with natural-looking facial expressions who look real, not like staged models.
Unique angles, interesting perspectives.
Unusual compositions.

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, architectural, industrial landscapes, cityscapes.

Sources
MARS: sww.sas.com/mars
Stock: gettyimages.com, stock.adobe.com
Creative Application: Social Promotions