



GUIDE TO USING OUR LOGO

FOR BUSINESS PARTNERS AND THIRD-PARTY ASSOCIATES

OCTOBER 14, 2019



Thank you

We appreciate your interest in displaying the SAS corporate logo. Because it is our distinctive visual identifier and a reflection of our brand, we use our logo with care and consistency. We ask our partners and business associates to do the same. Please read and follow the logo usage requirements that follow in this document.

Elements of the SAS Logo



The Complete and Valid SAS Logo: The S-mark and word mark both require their own registered trademark symbols.

The S-Mark

The paired crescent shapes in the SAS logo are referred to as the S-mark. It is a registered trademark of SAS and must appear with the registered trademark symbol ®. The preferred version is the single color variant of the SAS logo using midnight:

Pantone 7463 / C100 M78 Y45 K42 / R4 G48 B75

The SAS Word Mark

The SAS word mark is a registered trademark of SAS and must also be accompanied by a registered trademark symbol ®.

The Complete and Valid SAS Logo

The SAS logo is only complete and valid when its two components appear together. Neither component stands alone, with very few exceptions. The two parts are registered and trademarked separately and each requires a registered trademark symbol.

Logo Color Variations



Single color: For full color applications where the logo will be used on a light background, our preferred color is midnight. This is our preferred color format for marketing materials.



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



Single color: For single color applications where the logo will be used on a dark background, our preferred color is white.



Classic two color: This 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 for specific request only.

Exclusion Zone



Required Exclusion Zone Around the SAS Logo: Please leave a space around the SAS logo that is at least equal to the height of the S-mark. No other logos, images or text are allowed within this area. If your design doesn't enable this amount of space, please send it for review to sas.brand@sas.com.

Applications of the SAS Logo

Please do:

- Honor the exclusion zone around the logo as shown on page 5.
- Use the logo we supply you with.
- Use the appropriate trademark symbols.
- Choose an appropriate background for the SAS logo, ensuring it has sufficient contrast.
- Use the same font as surrounding text to refer to "SAS®" inline with other copy.
- Contact SAS Corporate Content and Creative with any questions: sas.brand@sas.com.

Please do not:

- Use the logo inline with other text.
- Change the proportions of the logo.
- Use a pixelated or low resolution version of the logo.
- Encompass the SAS logo within another shape or image.
- Use the SAS logo on an unapproved background.
- Separate any parts of the SAS logo.
- Apply any effects to the SAS logo, e.g., drop shadow or emboss.
- Recolor the SAS logo.
- Store the logo for multiple uses without permission.



Please refrain from using the SAS logo inline with or around other text, such as in a title or in body copy. In this case, please do use the regular text "SAS".



Please do not encompass the SAS logo within a shape or on a background that is not approved.



Please do not deconstruct the SAS logo in any way by separating the S-mark, word mark or tagline. Please refer to the valid logo options on page 3.

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

