We created this guide to establish a new look & feel for the SAS and Microsoft partnership. Our goal is to help you develop communications, content and creative that builds excitement, fosters understanding and drives sales.
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To find additional information and downloads:
Visit [brand.sas.com](http://brand.sas.com)

Questions?
Contact [sas.brand@sas.com](mailto:sas.brand@sas.com)
1.0 Campaign

Introduction

Narrative
What’s easy to see in our cloud? Opportunity. It’s easier than ever to access advanced cloud analytics with SAS’ Viya® on Microsoft Azure. SAS Viya is optimized for Azure, which means it’s easier to find, share and analyze information all in one place. So more people can ask the questions that lead to more opportunities. Together, SAS and Microsoft make it easier to find answers in the cloud.

Our Partnership Brand Mission
To empower everyone across the organization to make better decisions with the best analytics on the most trusted cloud.

Our Unique Value
SAS and Microsoft unite the premier analytics and cloud technologies to give organizations an unprecedented level of integration making advanced analytics and AI more accessible and easier to use, accelerating the speed to deployment, and erasing the traditional friction points between data, insights and action.

Our Promise
Making it easier for everyone to use analytics to ask and answer the questions that drive organizations forward.

Our Benefits
Seamless analytics scaled.
Deep enterprise integration.
Robust, secure and flexible.
Premier expertise and partnership.

INTERNAL: Please see our Messaging and Positioning Framework on Messaging Central to learn more.
Brand & Campaign Ecosystem

The SAS and Microsoft strategic partnership campaign is complementary to the global brand campaign, Curiosity Forever. Materials created for the SAS and Microsoft strategic partnership campaign incorporate specific graphic elements and data elements connected to the brand campaign. Our target audiences should see this campaign as seamlessly integrated into our brand identity, but also a refreshing and novel experience with the SAS and Microsoft strategic partnership – the future of analytics in the cloud. Curiosity drives innovation.
1.0 Campaign

Marketing Strategy

The objective is to drive awareness of how the SAS and Microsoft partnership creates value for organizations around the world. The SAS and Microsoft strategic partnership campaign showcases SAS and Microsoft’s joint solutions as an enabler for innovation and better decisions in our elastic, cloud-based world. Starting with awareness of the partnership and the value it provides, the campaign progresses through the customer journey to highlight how SAS and Microsoft enable and empower an organization’s modernization via migration of their analytics or implementation of new, innovative business solutions.

The market represents a collection of software segments and industries that provide an enterprise-class analytics and AI to make human-led, augmented or automated decisions. The collect of integrated technology make analytics and AI more accessible and easier to use in innovative or transformative initiatives.
1.0 Campaign

SAS and Microsoft Creative Theme

The partnership theme line is written to express three key takeaways of the campaign:

1. Awareness of SAS and Microsoft’s cloud analytics partnership.
2. The partnership makes cloud analytics easier.
3. SAS helps companies find better answers – furthering our brand ethos of Curiosity Forever.

The line is flexible, giving it the ability to appear in multiple places. The most common usage will be as a sign-off to body and post copy, as well as an end frame to social carousels and banner ads.

Make it easier to find answers in the cloud.

In instances where you are speaking about a specific industry, the line can flex to address that specific target. So consider using “find [industry name] answers.” In all other non-industry-specific communications, keep “find” and “answers” together.
Because this is a partnership between two very distinct brands, we want to demonstrate a seamless way of integrating Microsoft brand colors with SAS' design language.
2.0 Visual Identity

Introduction

Co-Branded Cloud
The base of our super-powered cloud is the SAS Viya cloud from the Curiosity Forever brand campaign. By adding both Microsoft blue and SAS midnight blue to it, we show how the two technologies come together on the cloud with SAS Viya on Azure.

Partnership Lockup
We have updated the logo lockup from the Empowered Cloud campaign to give more emphasis to the SAS logo while still maintaining a proper visual balance between the two logos.
2.0 Visual Identity

Logo Lockup

Use the SAS and Microsoft brand logo lockup on campaign creative that promote the overall strategic partnership. This includes all B2H and any high-level B2D promotions.

The two reversed logos are preferred because they provide the most balance between the two logos. The placement of the logo lockup should always be at the bottom, unless space does not allow.
2.0 Visual Identity

Logo Lockup

Product and solution creative promoting a specific integration with Azure should use the Microsoft Azure logo. The Microsoft Azure logo should be placed to the right of the SAS logo with no vertical rule between the two logos.
2.0 Visual Identity

Color Palette

Primary Color Palette
Use Microsoft’s primary blue tint to create a standard background for partnership creative. This consistency allows us to create a visual identity for this campaign, while the secondary palette allows variation for each industry.

Secondary Color Palette
The secondary colors are based on Microsoft’s primary colors and approved tints. Use pops of these colors for specific industries, similar to how color is used in the Curiosity Forever brand campaign.
Color Combinations

Color combinations have been chosen to represent certain industries in order to differentiate between B2D and B2H creative.

Each industry has a different primary accent color that is used in the 3D foreground graphics. The additional two accent color are used in the 2D background graphics. SAS blue is the primary accent color in all B2H promotions and is a secondary accent color in all B2D promotions.
2.0 Visual Identity

Imagery

Co-Branded Clouds and Hero Wave Graphic
The hero co-branded cloud is the signature element you will find within core elements of the B2H and B2D campaign. This image represents the coming together of SAS Viya on Azure.

A simplified cloud has been created for use as a data element representing the hero co-branded cloud.

2D and 3D graphics are core to the campaign look and feel. You will find more information on the following page, but highlighted here is the primary data wave graphic to be used.
2.0 Visual Identity

Imagery

Photography
The style of photography should be consistent with the Curiosity Forever brand campaign. The talent should interact with the data, and their actions should add to the context of the headline. They should be engaged in an activity and not looking at the camera.

2D and 3D Graphics
Treat graphics similarly to the Curiosity Forever brand campaign by using data visualization elements like graphs, pie charts and graphic waves to add interest and pops of color to each asset.
The design elements of this campaign can be combined in various ways to support your message. When all the elements come together, they create a modern and unified expression that unites data and humanity.
WHAT'S EASY TO SEE IN OUR CLOUD? OPPORTUNITY.

It’s easier than ever to access advanced cloud analytics with SAS Viya on Azure. Viya is optimized for Microsoft Azure, which means it’s easier to find, share, and analyze information all in one place. So, more people can ask the questions that lead to more opportunities. Together, SAS and Microsoft make it easier to find answers in the cloud.

Learn how at sas.com/microsoft

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B2H Social Carousel

We'll use tangible, real-world benefits to explain how SAS Viya on Azure can make the business of analytics easier.

Post Text
Make it easier to access advanced cloud analytics with SAS Viya on Azure. Viya is optimized for Microsoft Azure, which means it's easier for anyone to find the answers that drive business, and the world, forward. Learn more about our partnership at sas.com/Microsoft.
B2D Animated Banner - Banking

**Step 1:** Start with headline, logomark and hero image

**Step 2:** 3D graphics start to animate in, headline copy changes

**Step 3:** Headline copy changes, 3D graphics continue to animate into frame, 2D graphics animate into frame

**Step 4:** Headline copy changes, campaign tagline and CTA animate in frame

**How do banks reduce loan risks?**

**By increasing risk model accuracy.**

**With tools that make real-time decisions.**

**Make it easier to find banking answers in the cloud with SAS Viya on Azure.**
Together, SAS and Microsoft make risk modeling and decisioning easier. So banks can identify risks and make better business decisions faster. Make it easier to find risk modeling answers in the cloud with SAS Viya on Azure. Learn more at sas.com/CloudBanking.
SAS and Microsoft make it easier for banks to model risks and make faster business decisions. So they can always strike the right balance between risk and reward. Make it easier to find banking answers in the cloud with SAS Viya on Azure. Learn more at sas.com/CloudBanking.

Post Text
SAS and Microsoft make it easier for banks to model risks and make faster business decisions. So they can always strike the right balance between risk and reward. Make it easier to find banking answers in the cloud with SAS Viya on Azure. Learn more at sas.com/CloudBanking.
B2D Animated Banner - Retail

**Step 1:** Start with headline, logomark and hero image

**Step 2:** 3D graphics start to animate in, headline copy changes

**Step 3:** Headline copy changes, 3D graphics continue to animate into frame, 2D graphics animate into frame

**Step 4:** Headline copy changes, campaign tagline and CTA animate in frame
B2D Social Carousel - Retail

Post Text
Together, SAS and Microsoft make risk modeling and decisioning easier. So banks can identify risks and make better business decisions faster. Make it easier to find risk modeling answers in the cloud with SAS Viya on Azure. Learn more at sas.com/CloudBanking.
SAS and Microsoft have partnered to help retailers navigate their supply chains with ease. Together, our cloud analytics make it easier to predict what customers want before they want it, then guarantee it's in store with accurate demand planning. Make it easier to find retail answers in the cloud with SAS Viya on Azure. Learn more at sas.com/CloudRetail.
Demand-Level Social Tiles

VESTIBULUM ET NUNC CURSUS, BIBENDUM SED.

VESTIBULUM ET NUNC CURSUS, BIBENDUM SED.

VESTIBULUM ET NUNC CURSUS, BIBENDUM SED.

VESTIBULUM ET NUNC CURSUS, BIBENDUM SED.
Email

3.0 Creative Application

So much accomplished in year one. So much more to come.

When we began our strategic partnership, we knew it was the start of something big. Just one year in, the accomplishments SAS and Microsoft have made together speak to the power of making analytics in the cloud easier for every organization.

The blog post "One year in: Six reasons you should pay attention to the SAS and Microsoft partnership" provides a recap of these accomplishments, including landing on FastCompany’s annual list of the world’s most innovative companies.

What's in it for you?

You’ve heard about the SAS and Microsoft strategic partnership and how it will make it easier for every organization to deploy analytics in the cloud. But what does it mean for your role, specifically?

Find out in these informative, one-page overviews. Each one focuses on the unique benefits SAS®/PowerBI® on Microsoft Azure and provides the efficiencies your department can expect to gain.

Bring Your Analytics Investments into the Cloud-Native World

Cloud-native computing is transforming data and analytics applications. Migrating analytics workloads to the cloud should be a central component of any IT modernization plan.

TDWI explores the importance of having analytics close to the data in their Checklist Report Bring Your Analytics Investments into the Cloud-Native World: Key Best Practices.

Migrating data analytics assets to the cloud can be a complex undertaking, but SAS and Microsoft can help. We partner to guide companies through their analytics journey – no matter where they currently stand on that journey – and achieve results faster.
Act upon what is important – as it happens – without having to store data first.

With a growing number of connected devices and processes being digitally transformed, more and more data naturally occurs as an ongoing stream of events – a continuous feed of data from sensors and devices in the fast-growing Internet of Things (IoT).

Use SAS to continuously ingest and analyze streams of data and act on what is important – applying transformations, training and scoring AI models in addition to detecting patterns of interest – without the need to store any batch data first.

SAS® IoT on Azure has cross-functional applications across the organization. Ranging from predictive maintenance, network optimization, fraud detection and prevention, customer experience, patient care, flooding prevention and others.

**Why customers use SAS®:**

- Businesses are seeking more intelligent ways to decide when and how to act – and they want to apply these decisions where the data originates.
- Get real-time results with customizable alerts, notifications and updates so you can react immediately.
- SAS® streaming analytics capabilities are rated as the highest current offering in The Forrester Wave: Streaming Analytics Q2 2021.

**PROVEN EDGE CAPABILITIES**

- **Built for Speed:**
  - Analyze large volumes of data in motion (billions of events per second) with extremely low latency.
  - Data is analyzed continually as it is received.
  - No need for constant connectivity with the cloud.
- **Improve situational awareness as new events take place.**

**BRING DATA QUALITY AND ANALYTICS TO DATA IN MOTION**

- Filter, normalize, categorize, aggregate, standardize and cleanse data streams.
- Apply advanced analytics including neural networks models, regression, classification, text analytics, audio and video processing.
- Create richer context for better, faster decisions.

**USE MACHINE LEARNING TO GAIN INSIGHT AND TAKE ACTION**

- Train and update models continuously in-stream.
- Use SAS and open source models.
- Detect patterns of interest.
- Define derived output actions.

**STREAMING & IOT**

**BRING DATA QUALITY AND ANALYTICS TO DATA IN MOTION**

- Filter, normalize, categorize, aggregate, standardize and cleanse data streams.
- Apply advanced analytics including neural networks models, regression, classification, text analytics, audio and video processing.

**USE MACHINE LEARNING TO GAIN INSIGHT AND TAKE ACTION**

- Train and update models continuously in-stream.
- Use SAS and open source models.
- Detect patterns of interest.
- Define derived output actions.

Improve situational awareness as new events take place.

Create richer context for better, faster decisions.

Stay agile and tackle issues as they arise.
Digital Signs

WHAT’S EASY TO SEE IN OUR CLOUD? OPPORTUNITY.

MAKE IT EASIER TO FIND ANSWERS IN THE CLOUD WITH SAS’ VIYA® ON MICROSOFT AZURE.
Social Channels Banners
Email Signature

First Name Last Name
They/Them/Theirs
Your Title • Department or Division
firstname.lastname@sas.com
+1 000 000 0000
Cary, NC
sas.com

TOGETHER, SAS AND MICROSOFT MAKE IT EASIER TO FIND ANSWERS IN THE CLOUD.
Landing Environment

sas.com/microsoft

Make it easy to find answers in the cloud.

SAS and Microsoft make it easier for everyone to use analytics to ask and answer the questions that drive organizations forward.

Together, SAS and Microsoft are making analytics easier to use by erasing traditional friction points between data, insights and action.

Seamless, scalable analytics

Deep enterprise integration

Powerful, secure & flexible platform

Premier expertise & true partnership