SAS Viya has evolved greatly over the past four years. With SAS Viya 4, it has fundamentally been rebuilt to deliver the future of analytics—a perfect time to update the identity and graphic treatments for the upcoming SAS Viya launch and beyond.

The new identity and use of a SAS Viya icon are in lockstep with our current work to focus on increasing awareness and changing perception of SAS and of SAS Viya as our technology cornerstone.
SAS Viya Logo

The SAS Viya logo was developed to reinforce our brand and complement our corporate logo. All promotions for the latest release of SAS Viya should use this logo in place of the old cloud logo and wordmark. The SAS Viya icon remains available for occasions when you need a visual representation of the platform. To ensure that our marketing materials are visually dynamic, we are no longer reserving the teal color for SAS Viya. Instead you may pick from any of the colors from the SAS color palette based on the application.

SAS Viya in Copy

SAS Viya should be written in title case when used in headlines and body copy. First and prominent references should include registered trademarks.

SAS Viya Icon

The icon should be used as a visual representation of the SAS Viya platform in instances when the logo does not make sense or is redundant. Applications include, but are not limited to:

- Diagrams
- Presentations
- Videos
- Documentation

SAS Viya Logo

You should treat the SAS Viya logo with the same care and consistency as the corporate logo. Please follow the guidelines described on the SAS logo brand site page.

Do not use the SAS Viya logo when the SAS corporate logo is already present. For example, on SAS websites or in PowerPoint presentations.

Do not use the SAS Viya logo when the words SAS Viya are included prominently in a headline or title.

Use the Powered by SAS Viya logo when you wish to indicate that a solution is running on the SAS Viya platform.
Sample Applications
Sample Applications

SAS Viya Icon

Want to run it in the cloud, on your hardware
Application Don’ts

Do not use the SAS Viya logo with the corporate logo.

Do not combine the SAS Viya logo with the icon.

Do not use the SAS Viya logo when the words are used prominently.

SAS Viya is cloud-native and continuously updated.