CREATIVE DIRECTION
We have designed the elements of this guide to help establish the look and feel of SAS® Global Forum. Together, we can create consistent creative communications that reflect our conference personality.

The SAS Global Forum identity is complete collection of elements that represent everything about the conference and how we want people to perceive us.
VENUE PHOTOS: WALTER E. WASHINGTON CONVENTION CENTER
The SAS Global Forum logo is a distinctive visual identifier. It sparks instant recognition. Many of our communications use color fields in the design to provide variety and emphasis and to help us highlight the SAS logo. (i.e. persona colors). When using the logo on a color background, the logo is reversed to white.

SAS Global Forum globe logo should only be used for the Users Program.

The SAS logo is appropriate for the Executive Program and Partner Forum.
2020 Color Palette

Colors

Before people read a single word, they see and feel colors. It stirs emotion instantly. SAS Global Forum is a global brand with a cohesive color system that expresses our personality across cultures and contexts. The color palette is based on the SAS Brand colors. Annually the conference colors and art are customized.

Midnight is a foundational color and used with the four persona secondary colors.

For web and emails, use approved accessibility colors.
2020 Art

The 2020 conference art is an origami pattern that can be used on solid colors within the conference’s color palette as a transparent overlay. The origami pattern is also used as a gradient for the color blocks with or without the transparent overlay. Below are some suggestions for gradients for each persona’s secondary color.

**Art gradient**

Vertical orientations can use the art in either direction. If there is a solid color bar, the art color gradient should dissolve into it.

Horizontal orientations should start with the persona’s color on the left as the dominate and blend into the color represented below. If necessary, the persona’s color can be reversed to blend in the opposite direction.
Imagery

Photography, icons, illustrations and textures tell a story. They elicit emotion. Use symbolism. Explain details. Add visual interest. For SAS Global Forum using imagery from the conference creates an authentic connection with our audience. Imagery shows that the SAS community is diverse. It is important to 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.

Warm, rich colors.

Strong focal point.

Out-of-focus backgrounds.

Interesting angles and perspectives.

Realistic environments and situations.

See the SAS Global Forum Conference Photography for approved imagery (from 2019 event).
Users Program
Executive Program
Partner Forum
Sample Signage
Website

SAS® Global Forum 2020

Call for Content Now Open! Deadline is Sept. 30.

Your Ideas Can Shape the Future. Submit Them Now.

What makes a great conference? Content! And we know you’ve got that in spades. Your inspiring ideas can shape the next generation of analytics enthusiasts. SAS Global Forum 2020 call for content is open!

Showcase your technical prowess or thought leadership in studies at the largest worldwide gathering of analytics professionals. But don’t wait. Sept. 30 is the deadline for submission.

Find out more

Prepare to Present

Do you need help formulating your ideas to present? If you’ve got ideas to share, we have resources to help you prepare.

Awards for YOU!

Don’t let cost keep you from attending the largest worldwide event for SAS professionals. Awards and scholarships are available.

Find a mentor

Review award details
Sample Social Tiles

SAVE the DATE
SAS GLOBAL FORUM 2020
#SASGF  MARCH 29 - APRIL 1 | WASHINGTON, DC

Your Ideas Can Shape the Future.
Submit Them by Sept. 30.
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Example Graphics