

SAS® Partner Program

Partner Visual Identity Instructions

Simple guidelines to display your partnership

As a recognized partner, you may promote your relationship with SAS by displaying your designated SAS partner badge. Please adhere to the following usage guidelines.



Formats

Badges are provided in PDF and PNG formats. The PDF badges are fully editable vector files. Alternate sizes and formats are available upon request.

Design Guidelines

There is a required exclusion zone, or clear space, around the badge, equal to the width of the S-mark. As a general rule, no other logo, images or text are allowed in the exclusion zone.

There are ways in which the official SAS partner badge should never be used:



✘ Do not distort in any way.

✘ Do not remove elements or crop.

✘ Do not use alternate colors.



✘ Do not use low resolution.

✘ Do not modify.

✘ Avoid low contrast.

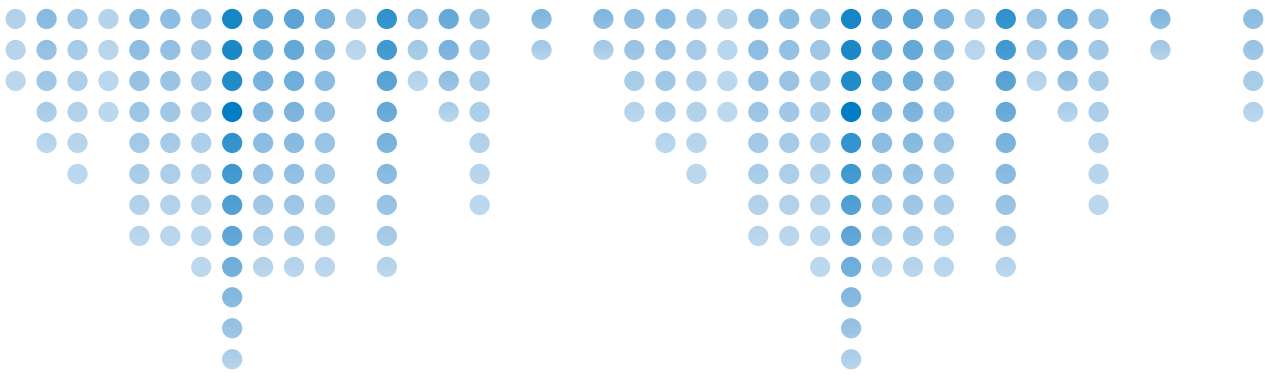
✘ Do not use in place of a word.

✘ Do not separate.



Proud to be a





Associated Badges

Horizontal options of each badge are provided and can be used with the same restrictions as the SAS partner badge.



Use a one-color variation where the SAS partner badge colors cannot be used.

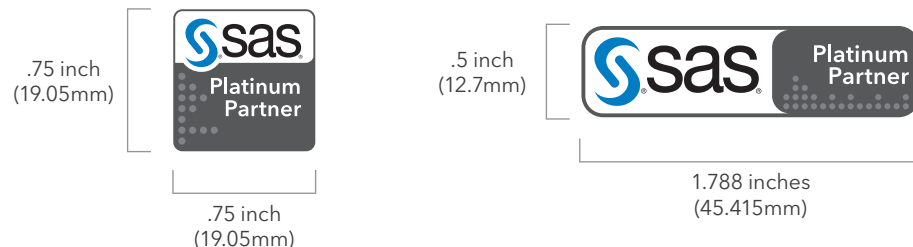


Usage Guidelines

Valued partners are encouraged to follow these simple guidelines when using a SAS Partner Program badge on marketing and promotional materials:

1. Use only the logo treatment for which you or your company qualifies.
2. If you maintain a SAS partnership and you are a SAS reseller agent, you may use the SAS Resell Partner badge on collateral in addition to your designated partner badge (Platinum, Gold, or Silver).
3. Your own company logo should always appear larger in size than your SAS Partner Program badge.
4. Do not combine a SAS Partner Program badge with any other name, emblem or design.
5. A SAS Partner Program badge should not appear more than once in any document.
6. Do not use a SAS Partner Program badge once your entitlement expires or after you have been notified of any modification by SAS.
7. The preferred dimensions of a SAS partner badge are .75 inch (19.05 mm) in height and width to keep type legible. For the horizontal variation, the preferred dimensions are .5 inch (12.7 mm) high and 1.788 inches (45.415 mm) wide.
8. There is a required exclusion zone, or clear space, around the badge, equal to the width of the S-mark. As a general rule, no other logo, images or text are allowed in the exclusion zone.
9. Do not modify your SAS Partner Program badge in any way.
10. Observe SAS' trademark guidelines. Use a registered trademark with the SAS name (SAS® software) when referring to our solutions.

Note: Permission to use a SAS Partner Program badge does not grant permission to use any other SAS logo treatment.

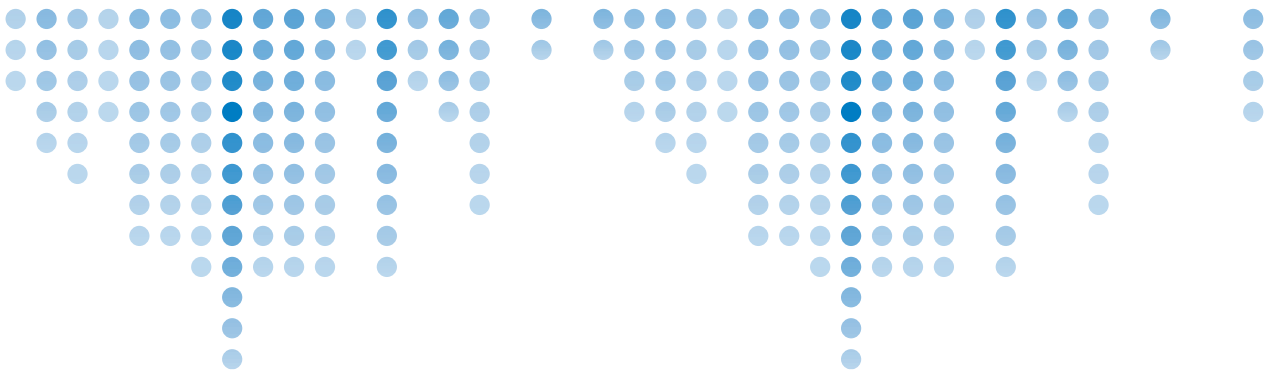


Your company logo should be larger than the SAS Partner Program badge.



Leave an exclusion zone equal to the width of the S-mark.





Usage Examples

Sample letterhead and business card.

**XYZ
COMPANY**



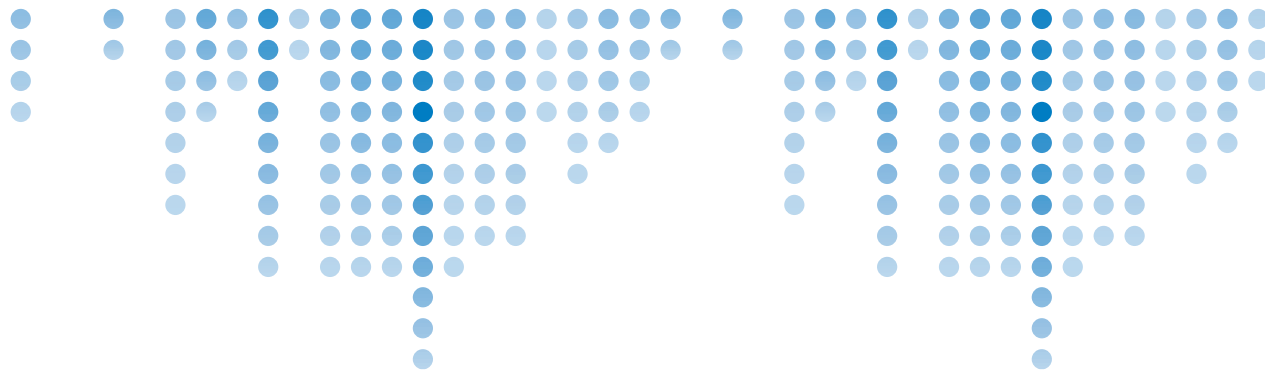
Xxxxx Xxxxx
Xxxxx Xxxxx Xxxxx
Tel: 0 000-000-0000
www.XYZCompany.com

**XYZ
COMPANY**

Xxxxx Xxxxx
Xxxxx Xxxxx Xxxxx
Tel: 0 000-000-0000
www.XYZCompany.com

Xxxxx Xxxxx
Xxxxx Xxxxx Xxxxx
Tel: 0 000-000-0000
You@XYZCompany.com

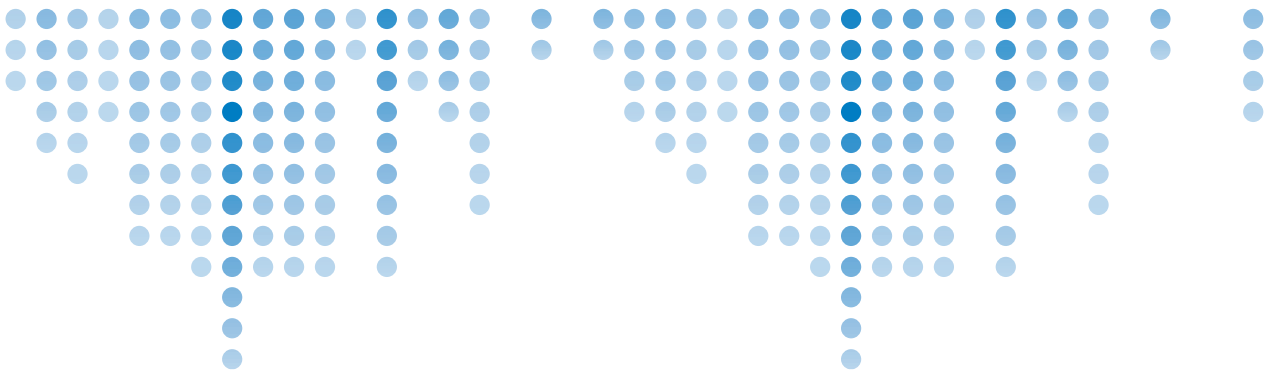




Usage Examples

Sample direct mail post card.

The image displays a sample direct mail postcard layout. The front of the card (top right) features the company name **XYZ COMPANY** and the SAS logo with the text "Platinum Partner". The back of the card (bottom left) shows the company name **XYZ COMPANY** with a horizontal line below it, followed by a blue header with the text **SAS Event**, **City**, **Country | Date**, and the website www.EventWebsite.com. Below the blue header, the text **Xxxx Xxxx** is shown in blue, followed by three lines of placeholder text: **Xxxxxxxx xxx xxxxxx**, **Xxxxxxxxxxxx xxxx**, and www.XYZCompany.com.



Usage Examples

Sample web page.

XYZ
COMPANY



[Company Profile](#) | [Areas of Expertise](#) | [Blog](#) | [Press](#)

SAS Event

City, Country | Date

XXXXXXXX xxx xxxxx xxx xxx. Xxxxx xxx xxxxxx. XXXXXXXX xxx xxxxx
xxx xxx. Xxxxx xxx xxxxxx.

[Copyright](#) | [Info](#) | [Contact](#)

Usage Examples

Sample large format sign.

XYZ Company



SAS Event

City, Country | Date

Xxxxxxxxxxxx xxx xxxxxx xxx xxx. Xxxxxx

xxx xxxxxxxx. Xxxxxxxxxxxx xxx xxxxxx xxx

xxx. Xxxxxx xxx xxxxxxxx.

123456 Street | Your Town, Your Country | Postal Code