



THE
POWER
TO KNOW

SAS Global Certification Program

SAS® Certified Professional Logo Usage Guidelines

Candidates who fulfill SAS Institute's certification requirements are eligible to display the SAS® certified professional logo that corresponds to their certification credential.

The logo signifies your knowledge of SAS software and is a means to differentiate yourself from other SAS software professionals.

Consistency in the use of the logo is essential and lays the foundation for positive recognition in the marketplace. The following guidelines describe how the SAS logo may be used. Please adhere to the guidelines to protect the logo's integrity and help build a strong visual identity for the program.

SAS Certified Professional Logo Usage

All use of the SAS certified professional logo shall inure to the benefit of SAS Institute Inc. The SAS certified professional logo should always be applied in a consistent manner. No variation in the standards outlined below is permitted. SAS reserves the right to review any materials, such as advertising and collateral, which bear the SAS certified professional logo.

- You may not display the logo in any manner that suggests you are an employee of SAS Institute or that "SAS" is part of your company name. Your use of the logo must clearly indicate that you are independent of SAS Institute.
- Your trade name or company name must appear on any materials where the logo is used. The logo must appear smaller than your product or service name, trademark or service mark, logo or trade or company name.
- You may not modify or alter the logo design in any way. The logo may not be translated or otherwise localized into any other language.
- You may not combine the logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, design features, or Web site audio files.
- You may not use a copy of the logo that has been scanned at low resolution for print purposes.

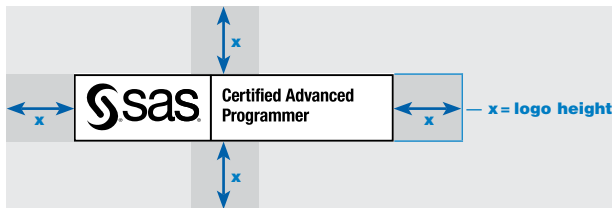
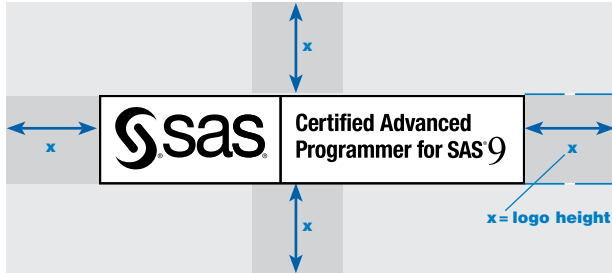
- You may not use the logo as a design feature on any of your materials.
- The logo should appear only once in any given document.
- If you qualify for more than one designation within the SAS Global Certification program, use the higher-level one.
- The logo may not be used in any manner that expresses or implies SAS affiliation, sponsorship, endorsement, certification or approval, other than as set forth by the SAS Global Certification Program and the SAS Institute Inc. Certification Program Candidate Agreement. The logo may not be used in any manner that suggests that a certification credential has been conferred upon an organization or company. The logo should only be used to signify certification by an individual.
- The logo, or any elements thereof, may not be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan or other trademarks.
- You may not use the logo in any manner that is derogatory to SAS Institute or any SAS Institute product or service.
- The logo shall be attributed to SAS Institute in all materials, except business cards, where it is used with the following attribution clause: "SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration."
- Outside of the context of the logo, successful candidates are referred to as SAS certified professionals.
- Permission to use the SAS Certified Professional logo does not equal permission to use the SAS corporate logo or the SAS Global Certification Program logo.

Please note: For a complete list of SAS trademarks and further information on their use, please refer to www.sas.com/presscenter/guidelines.html

Failure to comply with these guidelines shall constitute a breach of the SAS Institute Inc. Certification Program Candidate Agreement.

Spatial Considerations

The logo must stand alone. A minimum amount of space must be left between the logo and any other object such as type, borders, edges, etc. The required border space around the logo must be x wide and x tall, where x equals the height of the box, as depicted below.



Sizing Considerations

Please take care to maintain the integrity of all elements of the logo. The logo type and the trademark must be legible. The SAS certified professional logo must be smaller than your company logo. See examples below for size constraints.



maximum size



minimum size

Color Palette and Reproduction

The SAS certified professional logo may appear only in black with white background within the box on any color background.



Logo Availability

Reproducible or camera-ready artwork is available online for SAS Certified Professionals who agree to use the logo according to the Logo Usage Guidelines. Please do not scan logos from this printed brochure for reproductions.

If you have questions regarding the use of the logo, please contact:

Mail: **SAS Institute**
SAS Global Certification Program
SAS Campus Drive, H2
Cary, NC USA 27513

E-mail: **certification@sas.com**

Telephone: **(800) 333-7660**

Usage Examples

You may use the SAS Certified Professional logo in your marketing and promotional materials. All use of the logo must follow the instructions outlined in the “SAS Certified Professional Logo Usage” section of these guidelines. The following examples of logo usage have been provided to demonstrate various applications of the logo.

Business Cards

Recommended placement of the logo is in the lower-right or lower-left corner, as shown in the business card examples at right.

Resumés and Correspondence

SAS certified professionals may include their relevant certification credential on resumés or business letterhead. Placement may vary depending on document design. Certified credentials and logos may also be used in digital e-mail signatures.

13 Berry Drive
Cary, NC 27513
Phone 919-677-8234
Fax 919-677-2323
www.xyzcorp.com

XYZ
corporation

John Doe
Systems Analyst
Information Systems
SAS Certified Base Programmer



XYZ
corporation

13 Berry Drive
Cary, NC 27513
Phone 919-677-8234
Fax 919-677-2323
www.xyzcorp.com

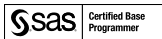
John Doe
Systems Analyst
Information Systems
SAS Certified Base Programmer



business cards-actual size

John Doe

13 Berry Drive
Cary, NC 27513
Phone 919-677-8234
Fax 919-677-2323



OBJECTIVE

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QUALIFICATIONS

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EDUCATION

1975-1979 B.S., Computer Science, Stonehenge College
1982-1986 Ph.D., Advanced Analytics, World University

EMPLOYMENT

2002-2007 President, XYZ Corporation
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1998-2002 Industry Analyst, XYZ Corporation
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1986-1998 Systems Analyst, XYZ Corporation
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