2021

HACKATHON

#HackinSAS

CREATIVE GUIDE

VERSION 3

sas

```
#Secret Message#
message = "cfyzscvycfyzwkzvyv"
key=nchar('#HackinSAS')
#Writing a function to decrypt the message#
chr <- function(n) { #Converts and sequences numbers and returns letters
final <- character()
for(i in 1:length(n)){
if(n[i] != 0){
final[i] <- rawToChar(as.raw(n[i]%%26 + 96))
}
else{
final[i] <- "z"
}
}
for(i in 1:length(final)
if(final[i] == "`"
final[i] <-
}
return(paste0(final, collapse = ""))
} #to charaters
asc <- function(x) { strtoi(charToRaw(x),16L) -96 } #to numeric
#Decrypt
install.packages('numbers')
affine.Decrypt <- function(key.a = 3, key.b = key, message){
library(numbers)
message <- asc(message)
#use the mod equation described in the description to encrypt
#D(x) = a^-1*(x-b) %% m
#m being the number of letters in alphabet
chr((modinv(key.a, 26) * (message - key.b))%%26)
}
affine.Decrypt(key.a = 3, key.b = key, message)
```

ABOUT THE CREATIVE GUIDE

We have designed the elements in this guide to help establish the look and feel for the Hackathon. Together, we can create consistent communications that reflect the personality of the Hackathon – across teams, partners, mentors and judges – and establish a strong event identity.

In the creative guide, you'll find a comprehensive collection of essential elements that represent the Hackathon and how we want people to perceive us. Also, you'll see practical applications of the creative.

Important: Review brand compliance information. See section: Help Ensure Creative Consistency.

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Help Ensure Creative Consistency

Overview

Brilliant ideas start with curious minds. When those minds compete, the world wins.

Great ideas can come from anyone, anywhere. When teams come together from different regions, with diverse backgrounds and skills, amazing things can happen. This is the most diverse Hackathon ever!

The Hackathon brings together developers, students, startup businesses, SAS customers and technology partners. Teams use analytics, AI and open source to collaborate on a business or humanitarian issue and come up with an innovative solution.

SAS believes curiosity is at the heart of human progress. And by pushing boundaries, challenging the status quo, we achieve progress. Novel solutions with a social purpose often become a catalyst for positive change. Our mission for the Hackathon is built on those beliefs. Empower diversity: Together, we can improve the world.

Essential Elements

Color Palette

Before people read a single word, they see and feel colors. It stirs emotion instantly. The Hackathon is a global event with a cohesive color system that expresses our personality across cultures and contexts. The color palette is based on the SAS brand colors.
The color scheme for the Hackathon depicts the high energy, diversity and fun nature of the experience.

MIDNIGHT	ORANGE	TINT ORANGE	RED	TINT RED
R4 G48 B75 Hex #04304B	R255 G130 B36 Hex #FF8224	R255 G155 B80 Hex #FF9B50	R221 G87 B87 Hex #DD5757	R227 G121 B121 Hex #E37979

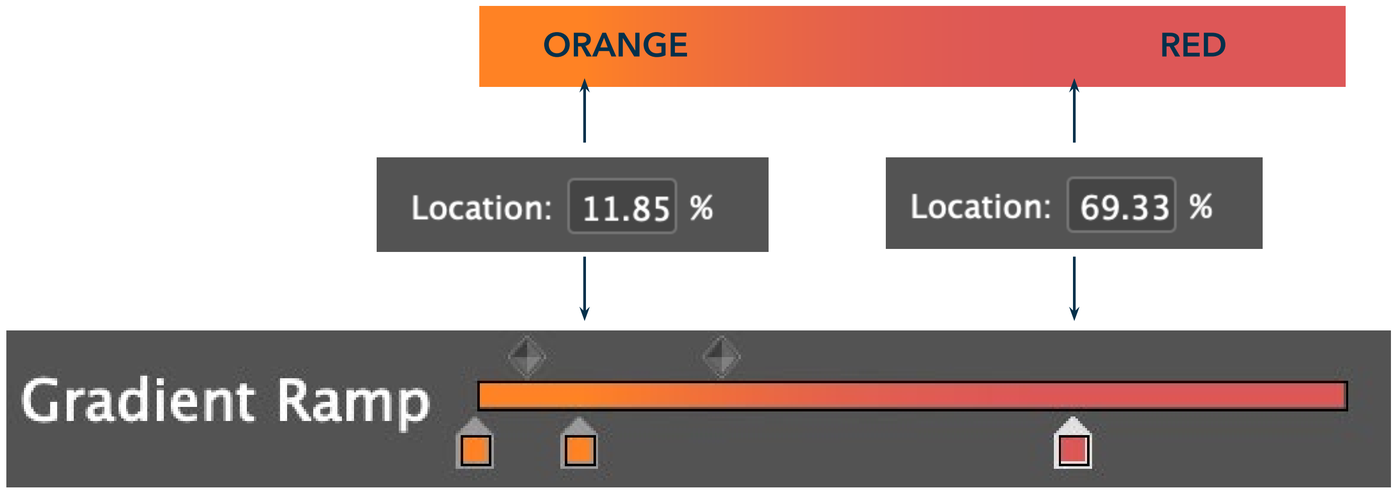
For accessibility

When overlaying text on the gradient background, use midnight.

You can only use white text on a midnight background.

GRADIENT BACKGROUND COLOR

Illustrator and InDesign gradient palette



Wordmark

Event wordmark: The Hackathon wordmark is a distinctive visual identifier. It sparks recognition. Keeping in line with the SAS brand, the workmark compliments other SAS innovation initiatives like the SAS Vector Labs.

Event sponsors and business partner logos: Corporate logos are a distinctive visual identifier and a reflection of an organization's brand. The Hackathon is sponsored by Intel and Microsoft. Their logos may not be copied or altered in the application.

Important: Review brand compliance information. See section: Help Ensure Creative Consistency.

Art

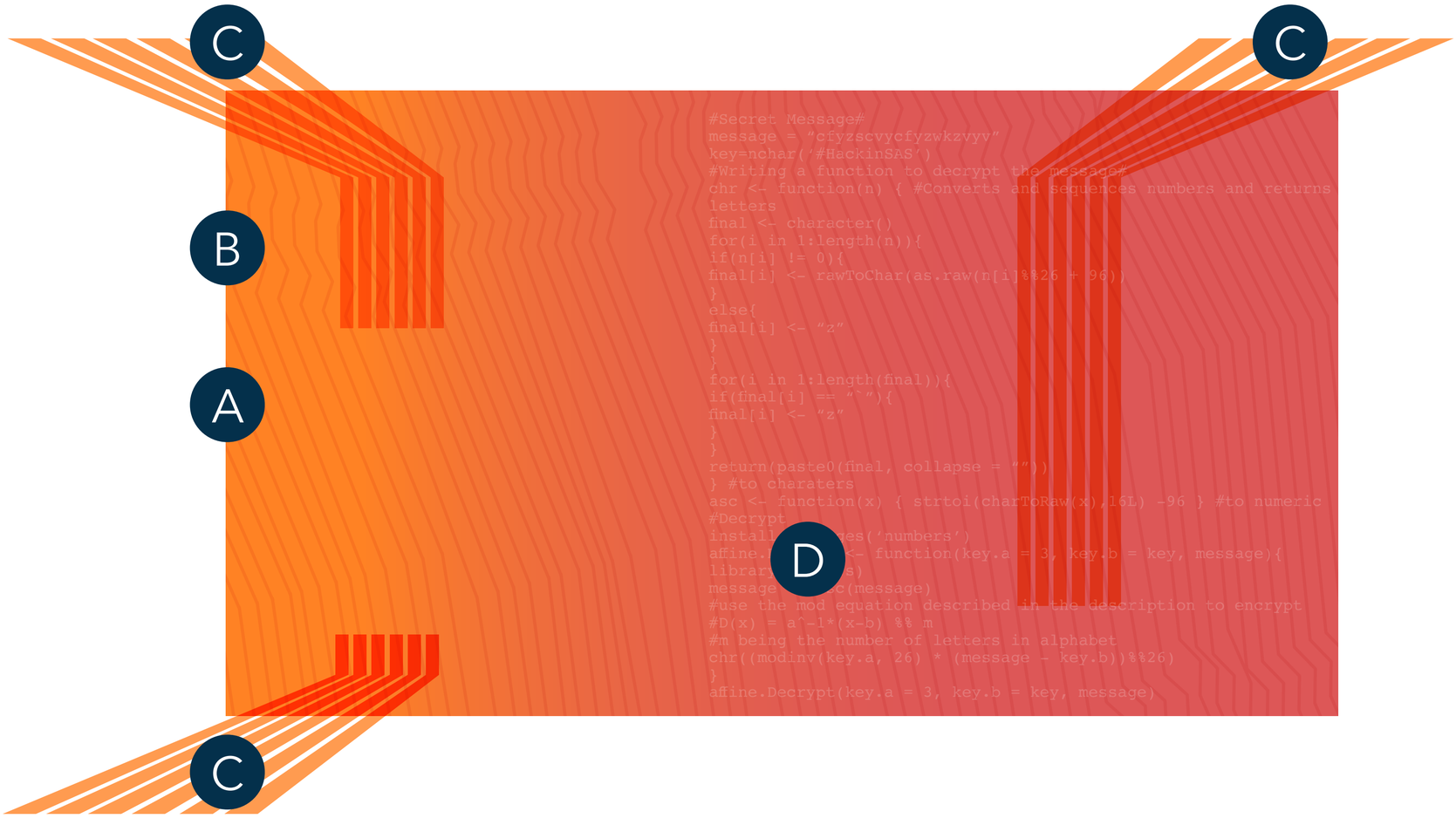
The art uses bold colors and eye-catching visual elements to represent the energy of the Hackathon.

A. This is a gradient filled background using orange to red.

B. The thin, vibrant diagonal lines should completely fill the same area as the background, without altering the aspect ratio.

C. The bright orange tracks show forward motion.

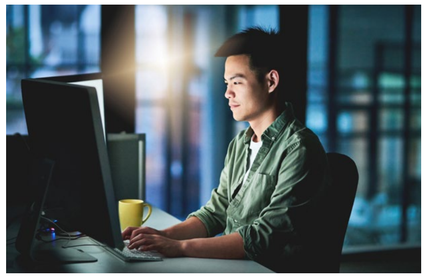
D. The code in the background speaks to the target audience.

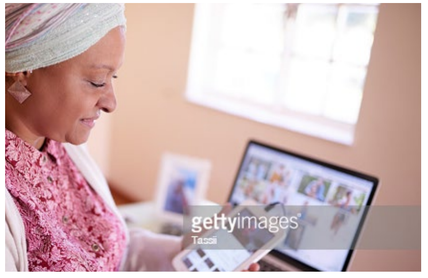


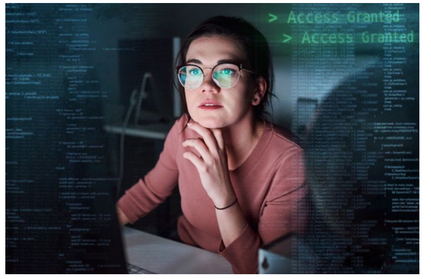
Photography

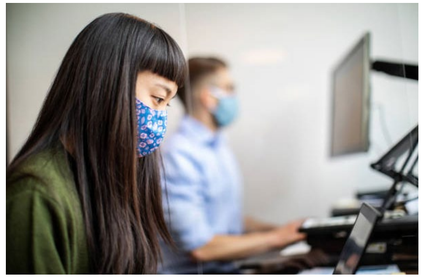
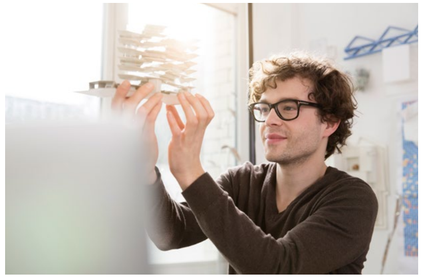
Imagery, icons, illustrations and textures tell a story. They elicit emotion. Use symbolism. Explain details. Add visual interest. Imagery creates a connection with our audience – diversity is key. SAS is for everyone.

These photos are examples; not a comprehensive list.






 Access Granted
> Access Granted

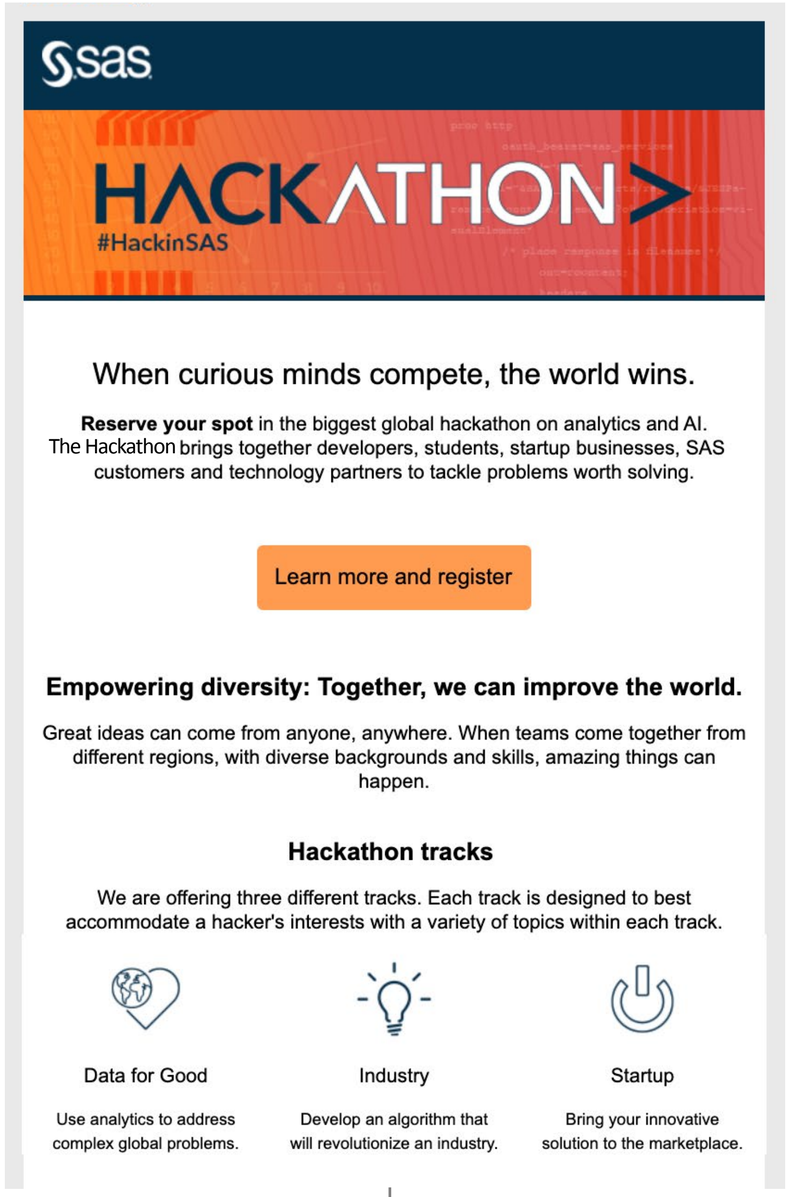



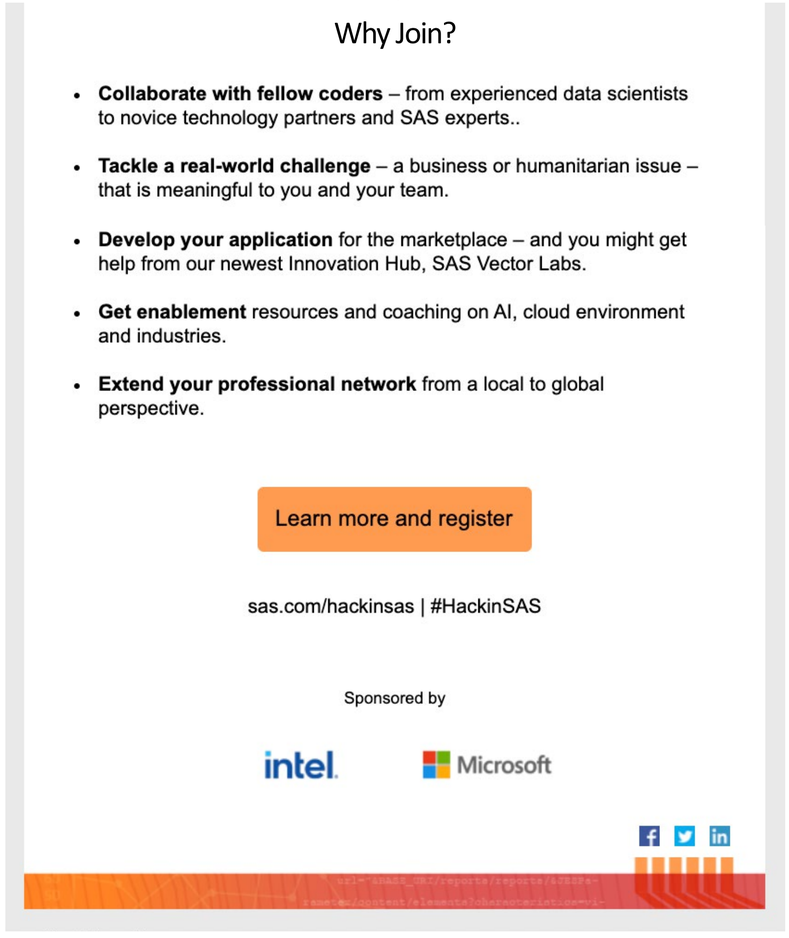
Application

Website

sas
#HackinSAS
Home
About
Events
Mentors
Sponsor
Register
HACKATHON>
Brilliant ideas start with curious minds. When those minds compete, the world wins.
A Global Hackathon for Curious Minds Everywhere
Calling all developers, students, startup businesses, SAS customers and technology partners! Embrace your curiosity. Bring your innovative thinking. And, turn your ideas into practical action.
Join us for this global hackathon designed to use data for social good in new and creative ways.
Register now
Empower diversity: Together, we can improve the world.
Great ideas can come from anyone, anywhere. When teams come together from different regions, with diverse backgrounds and skills, amazing things can happen.
Official Hackathon kickoff!
On Jan. 13, we're kicking off the Hackathon with a LinkedIn Live and YouTube event. Hear details about the competition from special guests and experts – how it works, tips for success and more.
Get details

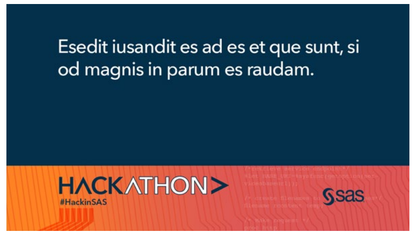
1-to-1 Email Template





Social Tiles

Canva Template



Participants

Mentors

Official Kickoff

Banners

LinkedIn (SAS Corporate)

LinkedIn (Personal)

Twitter

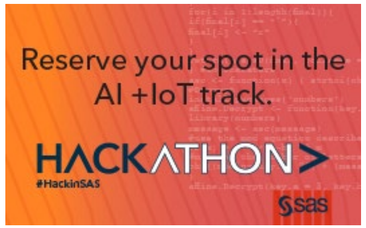
Facebook

YouTube

VoiceStorm

Promos

Third-Party Ads



Hacker's Hub Ad

Presentation Template

Headline

A sentence goes here.

Topic

- Bullet
- Bullet
- Bullet

Copyright © SAS Institute Inc. All rights reserved.

Presentation Title

Subtitle

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HACKATHON>

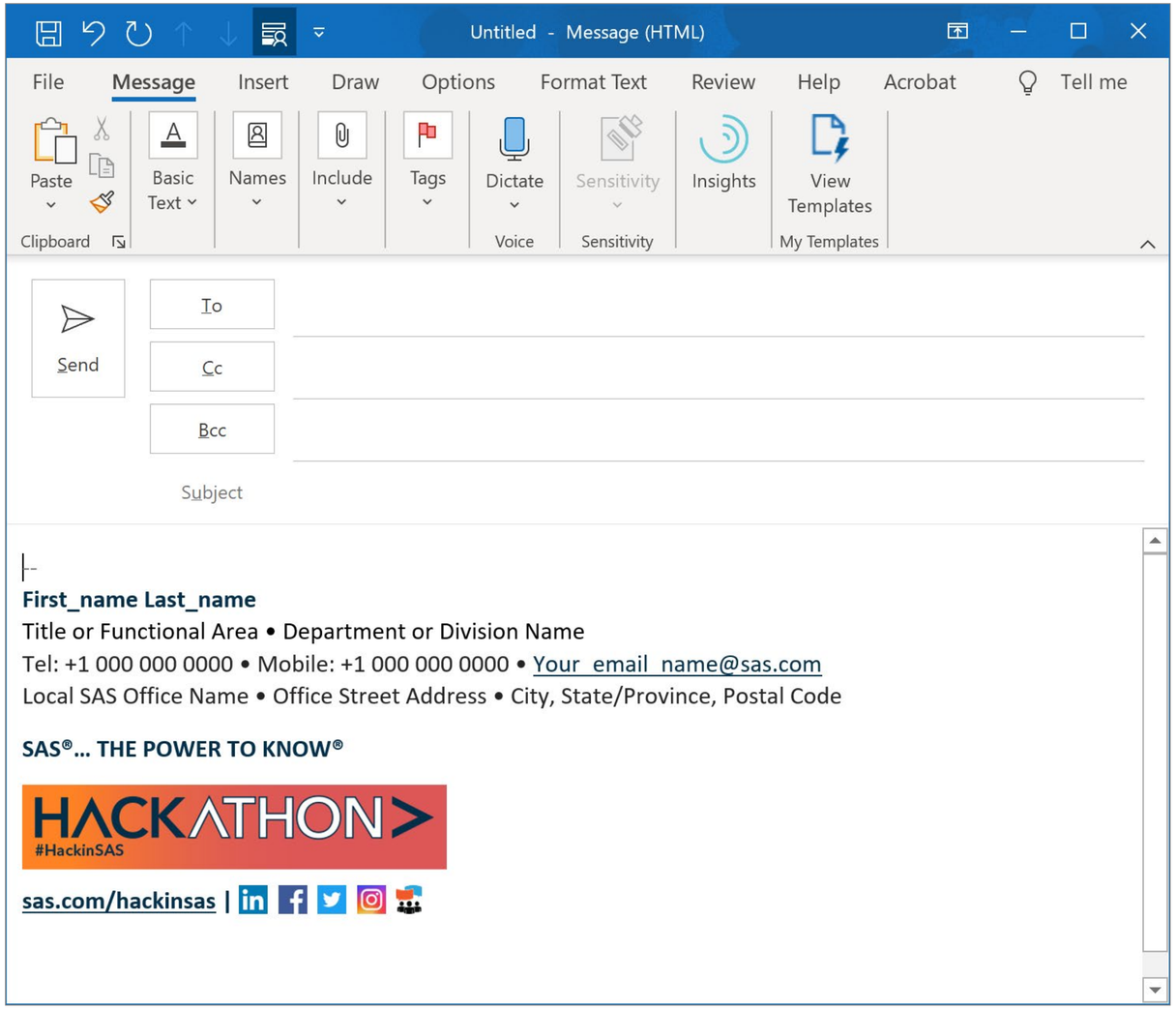
#HackinSAS

sas

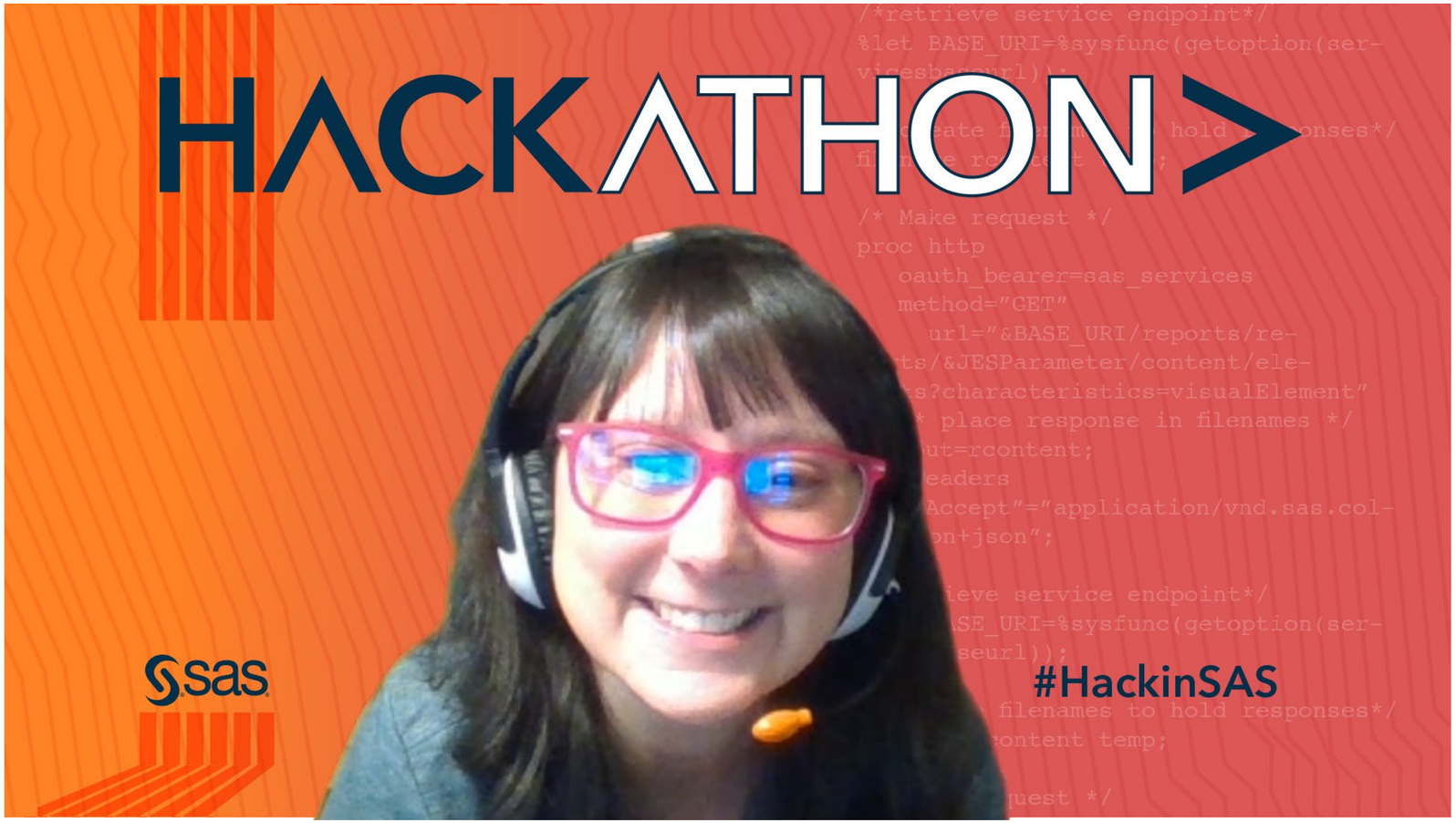
Sponsored by

intel Microsoft CORECOMPETE ACCELERATING CLOUD ANALYTICS

Email Signature



Teams Background



Recruitment Brochure

Help Ensure Creative Consistency

Help Ensure Creative Consistency

In order to help us maintain the high standards the SAS brand has come to represent to our customers, and create consistency for the Hackathon, we ask you to please observe some simple instructions.

Important: SAS brand is a much cherished and valued entity. As employees, we are both beneficiaries and custodians of this asset. Brand management lessons suggest the name should not be combined or truncated. Which is why the wordmark for the event is HACKATHON> and we use "#HackinSAS" only as part of the hashtag on social channels. In body copy, we use "Hackathon" without ">."

Please check your presentations and other communications to be sure that you are respecting these best practices.

Event name: Hackathon or SAS Hackathon (Please do not use "#HackinSAS" when you are referring to the event.)

Hashtag: #HackinSAS

Website: sas.com/hackinsas

Logos

Corporate logos are a distinctive visual identifier and a reflection of an organization's brand. The Hackathon is sponsored by Intel and Microsoft. The Intel and Microsoft logos may not be copied or altered in the examples and applications in this document.

If you need the SAS logo, please request it.

SAS Trademarks in Text

- PLEASE USE OUR TRADEMARKS PROPERLY. Correct references to the marks include: Using the registered trademark or trademark symbol ("®" or "™") at the upper right corner immediately following the trademark. Examples: "SAS®" or "SAS® Enterprise Miner™". Symbols should be used at the first or most prominent mention.
- Do not use a trademark symbol after the word SAS when referring to SAS Institute Inc.
- If possible, including the following notice on materials referencing the trademarks: "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.
- Abbreviations. You should not abbreviate any SAS product or solution names in text, such as using SAS® AML instead of SAS® Anti-Money Laundering.

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