

Proper use of Gartner's trademarks

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Introduction

The goal of this document is to advise external parties of the proper usage of the Gartner logo, the Gartner Cool Vendors badge, and Gartner Peer Insights logo and badge in their materials. For questions regarding these guidelines, please contact quote.requests@gartner.com.

The Gartner logo

The Gartner logo is one of the most important expressions of our brand and the focal point for our identity.

Correct application of the logo is essential to maintain the integrity of the Gartner brand identity.

Our logo is composed of two elements: The Gartner wordmark and the registration mark. These elements and their relationship must never be altered or modified in any way. The proportions are shown on this page.

Trademark legal lines must appear with our logo when promoting Gartner materials in your outbound emails or website registration page.

The legal lines for the Gartner trademark are:

Gartner is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved.



The Gartner logo

Apply the logo correctly every time you use it.

The Gartner logo should appear in the New Gartner Blue or knocked-out to white if used over a dark background.



SIZE

Digital: 100 pixels (px) wide minimum (mobile)
Print: 1.25" (31.75 mm) wide minimum



SPACE

Maintain clear space equal to the height of the G in Gartner around the logo.



COLOR AND USE

Over solid color or an image, the Gartner logo may appear in white. When placing the logo over an image, be sure the surrounding area does not distract from or interact with the logo.



PLACEMENT

In digital applications, position the logo top left (preferred) or right, minimally 20px inset from the edge.

In print applications, position the logo bottom right with a minimum .5" (12.7 mm) margin. Exceptions: For pieces that go in a collateral rack, the logo can appear at top left or right.



The Gartner logo: Don'ts



Don't use the logo in an accent or any color other than New Gartner Blue or white.



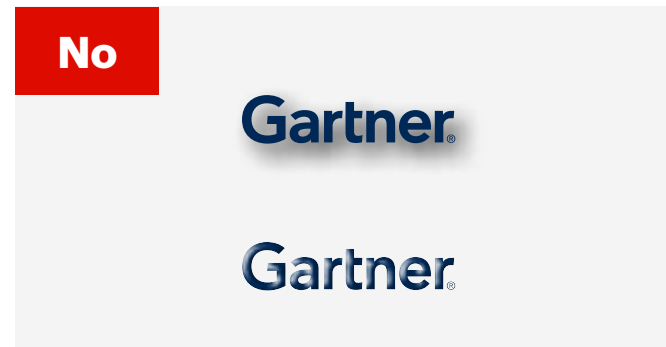
Don't lock typography, including the names of Gartner offerings, to the logo. Only preapproved instances of logo lock-ups are allowed. Please contact brand@gartner.com if you have questions.



Don't try to recreate the logo in type. The logo is a custom-drawn wordmark and can't be replicated with a font.



Don't place a focus frame around the logo or place the logo in a holding shape.



Don't add effects like drop shadows, bevels or gradients to the logo.



Don't place symbols, icons, illustrations or other logos near the Gartner logo.

The Gartner logo: Don'ts

No

Featuring **Gartner** Research

Don't use the Gartner logo in as part of a phrase, sentence or paragraph.

No

G

Don't use the Gartner G on its own instead of using the Gartner logo. Only in specific instances, such as our website favicon, is the G used solo, and it's always accompanied by the full logo (on the website or social media profile page).

No



When using the logo over photography, don't place the logo over an area that is busy or that may obscure the logo.

No

Gartner

Don't place the logo vertically unless it's being used on a book spine.

No

XYZCompany Gartner

When using external third-party logos in the presence of the Gartner logo, don't place the third-party logo in close proximity to or locked up with the Gartner logo.

No

Gartner
Gartner

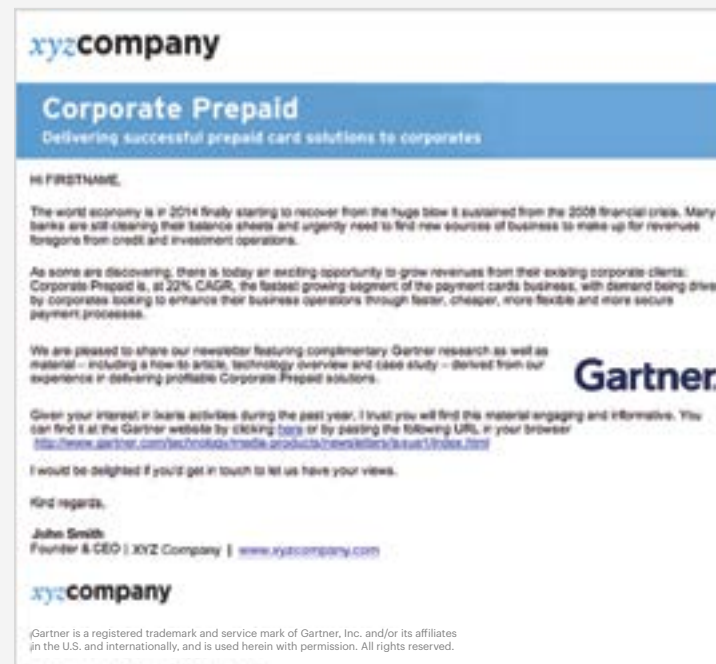
Don't stretch the logo horizontally or vertically. Always maintain the logo's original proportions.

Use in reprints

Reprints are published Gartner materials, in their original format, that help you validate your messages and strengthen your relationships with client decision makers. Use of the Gartner logo, which must be reviewed and approved by Gartner, may be included in these promotional materials, including without limitation, when it is used to promote an authorized reprint:

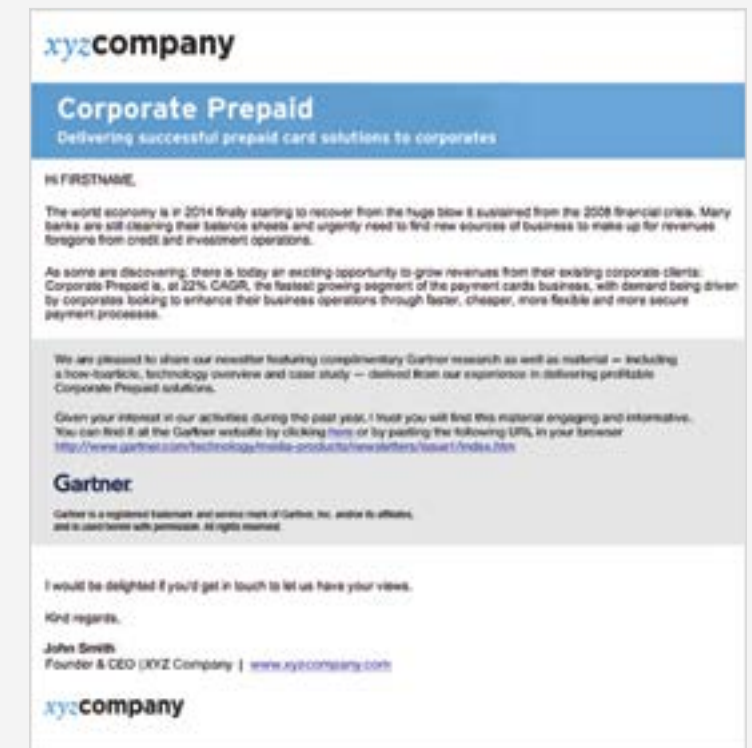
- Email campaigns
- Website registration pages
- Website banners or icons
- Corporate blogs
- Corporate social media (Facebook, LinkedIn, etc.)
- Booth signage

No



The Gartner logo should appear secondary to your logo so it doesn't appear as though the email is coming from Gartner or is entirely Gartner content. Our logo should be positioned near our content with appropriate clear space.

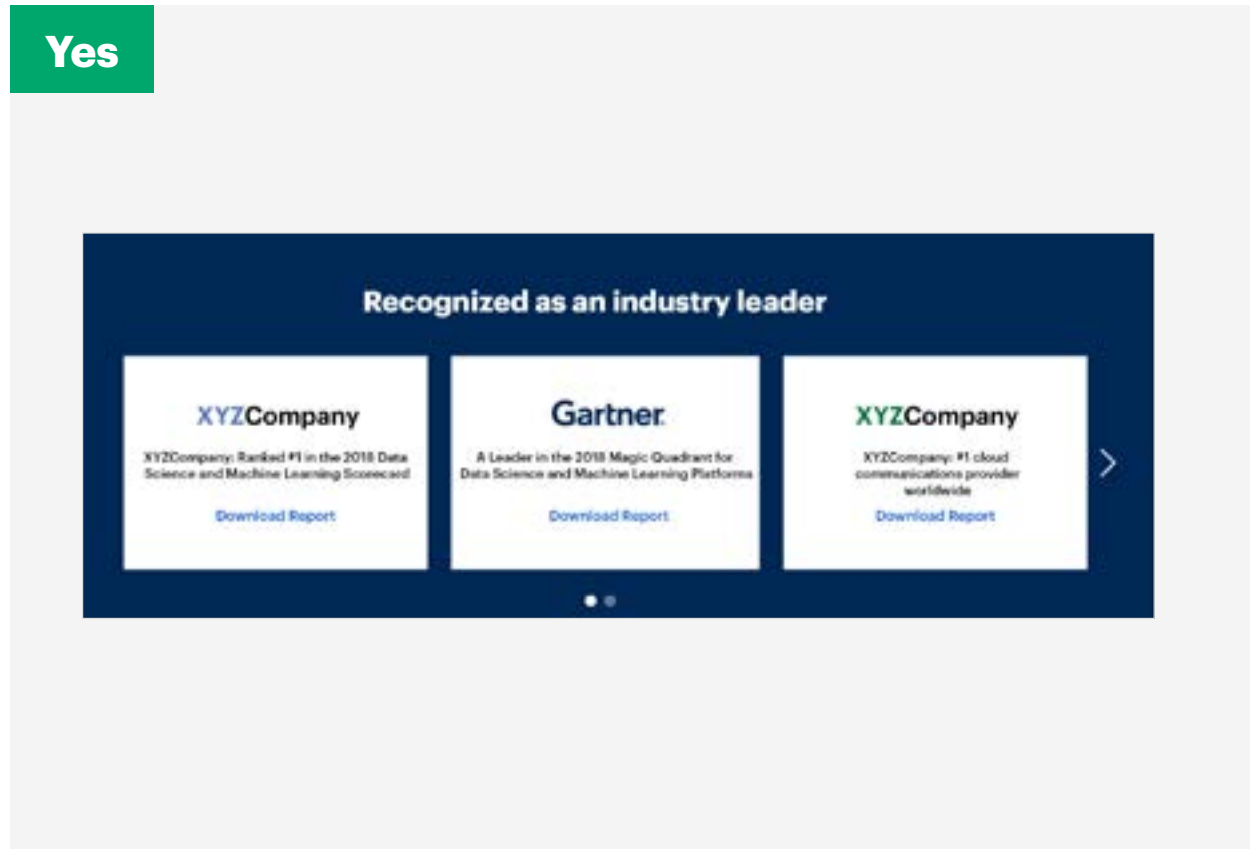
Yes



This is a preferred treatment for using our logo and content in your email. Our content is contained in a shaded box, along with our logo and legal lines, so it is very clear what portion of the email is relates to Gartner content.

Use in reprints

Additional example



Here the Gartner logo sits above Gartner content on another party's website. It is clear what content is associated with Gartner. All required disclaimers appear on the page that hyperlinks from the "Download Report" button. This is acceptable use of the logo.

Use in custom newsletters

Custom newsletters are electronic newsletters that feature objective Gartner research and your company messages. The Gartner logo, which must be reviewed and approved by Gartner, may be included in these promotional materials:

- Email campaigns
- Website registration pages
- Website banners or icons
- Corporate blogs
- Corporate social media (Facebook, LinkedIn, etc.)

Yes

The screenshot shows a landing page for XYZ Company. At the top left, there is a green box with the word "Yes" in white. The main content area features a header image of hikers in a snowy mountain range. Below the image, the text reads: "Download 'Restoring the Rhythm to your Financial Record-to-Report Process'", "Access Your Complimentary Executive Newsletter Featuring Gartner Research Here", and "Over the last decade, financial reporting and filing has experienced profound change. Unrelenting pressure in the areas of regulatory compliance, accelerated reporting deadlines, digital filing mandates, and increased accounting complexity have combined to make the Record-to-Report (R2R) process expensive, time-consuming, and fraught with risk for the Office of Finance." Below this is a list of bullet points: "The importance of user visibility into, and transparency across, the entire Record-to-Report (R2R) process", "How to reduce inefficiency in reconciliations; comply with the latest regulations, close & report faster", "Gain confidence in your reported figures - know and trust the quality of the underlying reconciliations", "Control risk with dynamic process monitoring and governance", and "Save significant BPE through automation of sub-processes within the R2R cycle". To the right of the main content is a registration form titled "Register to Download this Executive Newsletter:" with fields for "First Name", "Last Name", "Email", "Company Name", "Country", and "Annual Revenue". A "Download Now" button is at the bottom of the form. At the bottom of the page, there is a Gartner logo and a small legal disclaimer: "Gartner is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved." Brackets on the left side of the page point to the Gartner logo, the Gartner content, and the legal lines.

Gartner content

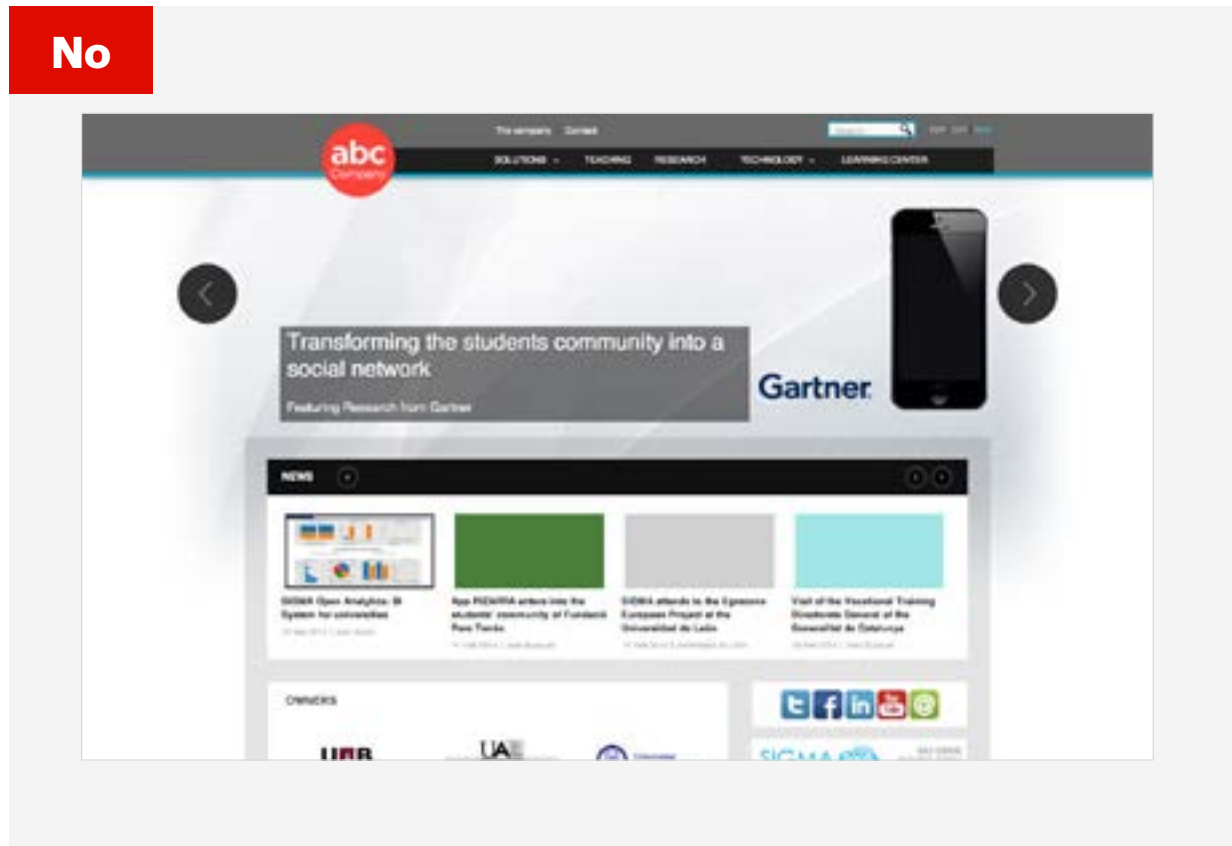
Gartner logo

Use of legal lines

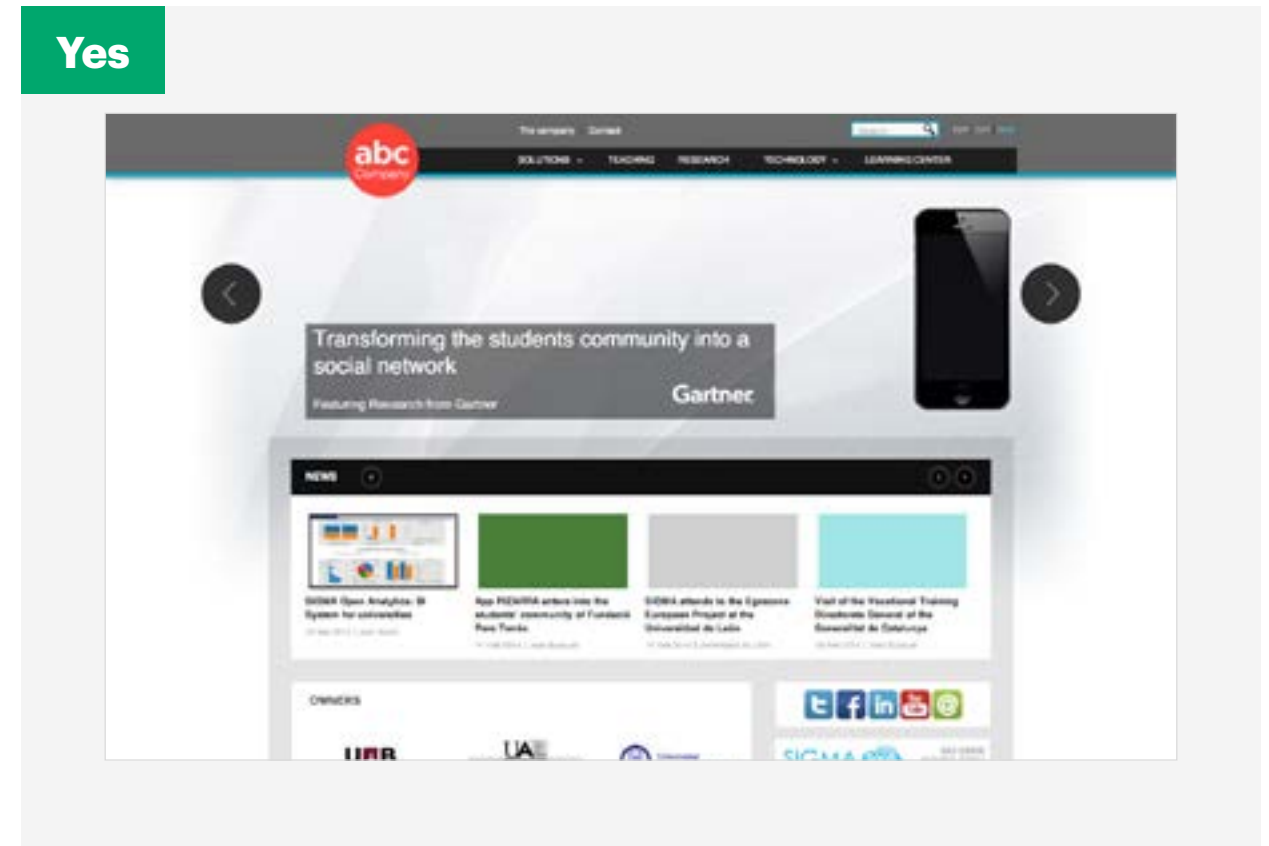
In this landing page example promoting Gartner research, the Gartner logo is displayed with Gartner content, so it doesn't look as though all the content on this page is from Gartner. This is acceptable use of the logo.

Use in custom newsletters

Additional example



In this example, there is not enough clear space around the logo and it is not clear to what the logo is connected.



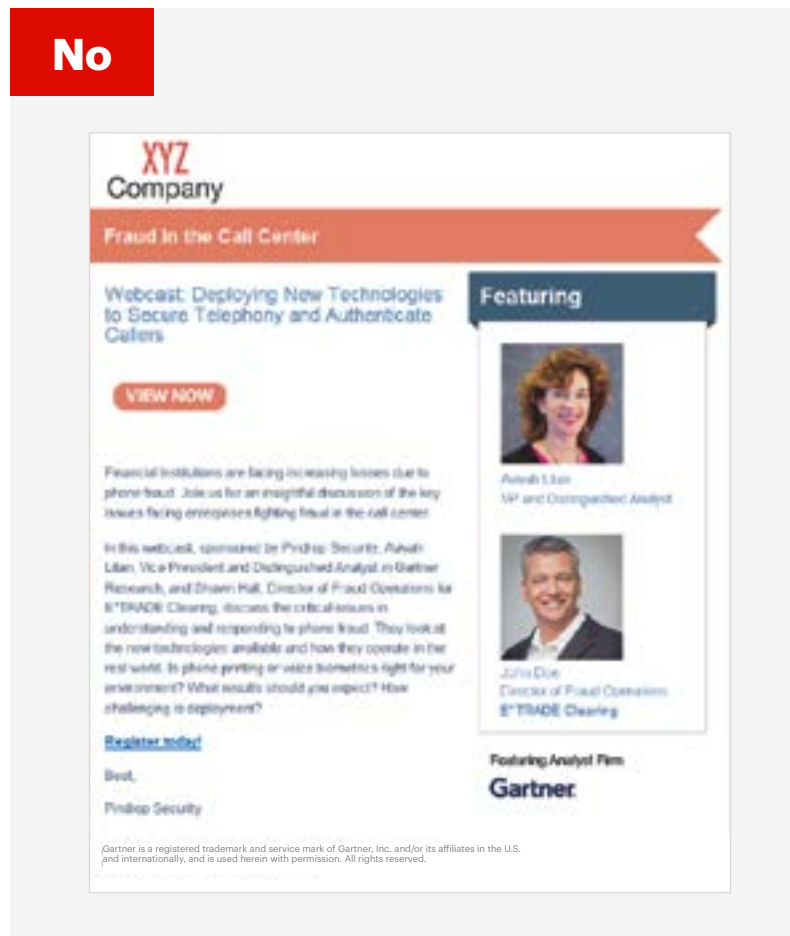
The Gartner logo should only be used alongside Gartner content. In this context it may be used within the gray box that features Gartner content with proper clear space.

Use in Gartner webcasts

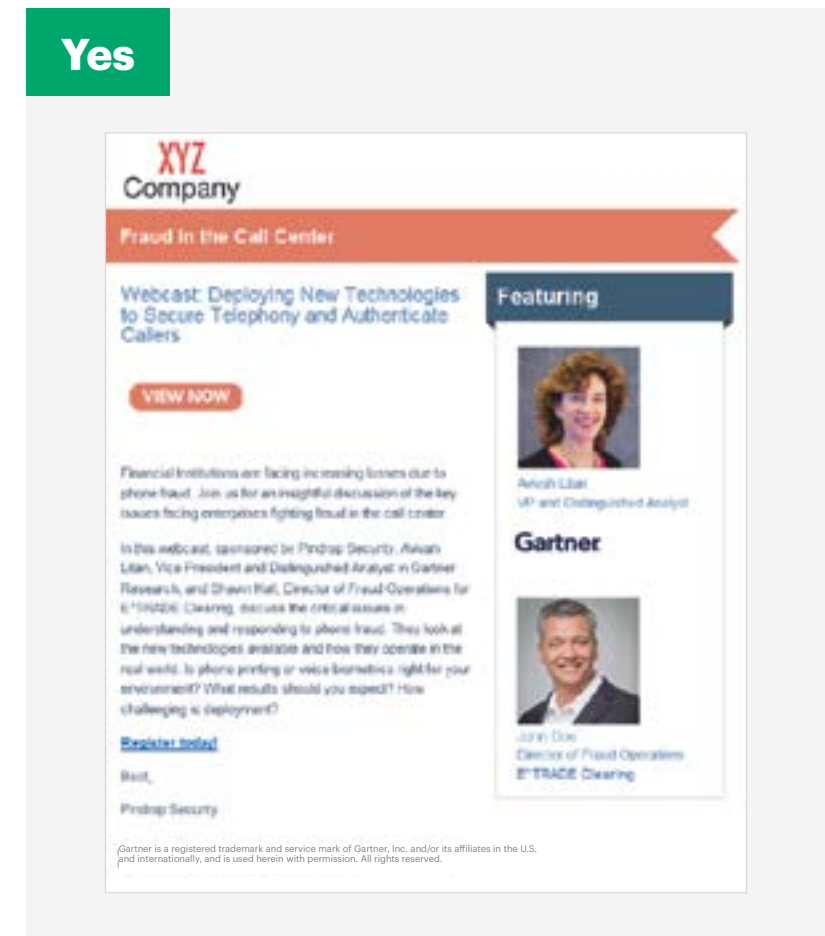
Gartner webcasts are custom-designed multimedia programs that include interviews with a featured Gartner expert, your company leadership team and customer testimonials.

Use of the Gartner logo, which must be reviewed and approved by Gartner, may be included in these promotional materials:

- Email campaigns
- Website registration pages
- Website banners or icons
- Corporate blogs
- Corporate social media (Facebook, LinkedIn, etc.)



Logo use in this example makes it appear as though both speakers are from Gartner. This logo is also used improperly as it's being coupled with additional content.



Gartner logo correctly used in association with a Gartner expert.

Use in expert speaking engagements

When a Gartner expert is attending a speaking engagement, you may use the Gartner logo to promote the event. Our logo must appear near the speaker's name and title, as shown in this example.

Yes

Gartner logo

Gartner content

Use of legal lines

You are cordially invited to join ABC Company Solutions to an educational briefing that will cover the future of storage, emerging storage technologies and best practices in storage design strategies featuring Gartner Analyst:

abc
Company

Gartner.

John Smith
Gartner Expert

11:30am - 12:30pm

Northern California
Monday, March 10th
[Host: Rebecca Santa Clara](#)
5101 Great America Parkway
Santa Clara CA 95054
950-200-1234

Los Angeles
Tuesday, March 11th
[Host: Brian Smith](#)
1400 Fashion Avenue
Manhattan Beach CA 90266
310-548-7811

San Diego
Wednesday, March 12th
[Host: Rebecca La Jolla](#)
3777 La Jolla Village Drive
San Diego CA 92122
619-552-1234

Register Now

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In this email example promoting Gartner's participation in a webcast, the Gartner logo is displayed with Gartner content and is secondary to your logo.

Gartner Cool Vendor badge

Any references to the Gartner Cool Vendor designation must prominently include the full report citation and following legal lines within the materials in which the references appear with the badge.

Trademark legal lines must appear with the Gartner Cool Vendor badge when promoting Gartner materials in your outbound emails or website registration page.

The legal lines for the Gartner Cool Vendor trademark are:

The Gartner Cool Vendor badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved.



Gartner, <Title>, <Author(s)>, <Publication Date>.

The Gartner Cool Vendor badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved.

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The minimum clear space around the badge is equal to double the height of the uppercase "G" in the Gartner logo.

Do not position the badge on an angle or in any orientation other than the one provided.

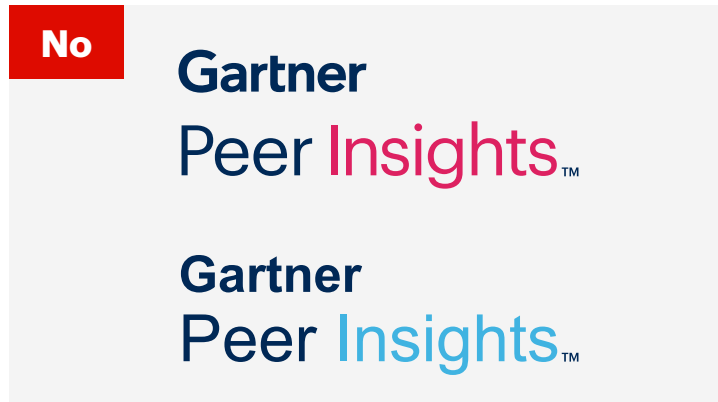
Gartner Peer Insights logo

The legal lines for the Gartner Peer Insights trademark are:

The Gartner Peer Insights Logo is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner Peer Insights reviews constitute the subjective opinions of individual end users based on their own experiences and do not represent the views of Gartner or its affiliates.



The minimum clear space around the logo is equal to the height of the uppercase "G" in the Gartner logo.



Do not change the color palette used in the logo.

Do not try to recreate the logo using a typeface or alter its configuration. Always use the logo files provided.



The logo is available in three color configurations to be used on either a light or dark background.

Gartner Peer Insights Customers' Choice badge

The legal lines for the Gartner Peer Insights Customers' Choice trademark are:

The Gartner Peer Insights Customers' Choice badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner Peer Insights Customers' Choice constitutes the subjective opinions of individual end-user reviews, ratings and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates.



The minimum clear space around the badge is equal to the height of the two C's stacked in "Customers' Choice."



The badge is available in three color options to be used on either a light or dark background.