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Do's and Don'ts when referencing Gartner Peer Insights Customers' Choice

Content Guidelines

Do

☐ Use plural possessive:

✓ "Customers' Choice"

✗ "Customer's Choice"

✗ "Customer Choice"

☐ Position it as a noun:

"See why we were named a 2020 Customers' Choice for #market #GartnerPeerInsights"

☐ Use "neutral" language that implies it is based on peer-sourced reviews and ratings

☐ Use the required disclaimer

Gartner Peer Insights Customers' Choice constitute 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.

☐ Approved words/phrases:

- Distinction
- Peer-recognized
- Recognition
- Reviewed by customers on Gartner Peer Insights

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Content Guidelines

Don't

☐ **Describe Customers' Choice in any way that implies it is:**

- A Gartner award
- Based on expert (analyst) opinion
- Something vendors can "win"

☐ **Avoid these words/phrases (or anything that implies something similar):**

- Achieve
- Awards
- Designees
- Gartner experts named Customers' Choice vendors
- Gold standard
- Peer-approved
- Recipient
- Stamp of approval
- Winners

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Design Guidelines

Avoid images that imply Customers' Choice is an award or is based on expert (analyst) opinion.

Examples:

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Design Guidelines

Use these approved logos and badges to increase consistency in the brand, together with each required disclaimer. Note that you do not have to use a logo or a badge, and may use the two together.

Gartner Peer Insights logo:

The minimum clear space around the logo is equal to the height of the uppercase "G" in the Gartner logo.
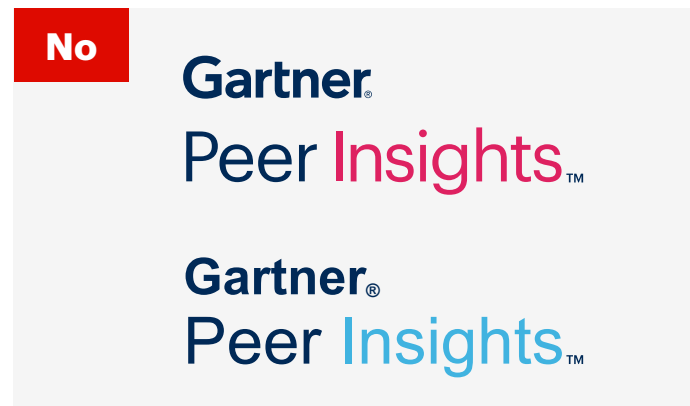
Do not change the color palette used in the logo.

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.

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Design Guidelines

Use these approved logos and badges to increase consistency in the brand, together with each required disclaimer. Note that you do not have to use a logo or a badge, and may use the two together.

Customers' Choice badge:

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

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

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Design Guidelines

You may combine the disclaimers if you use two trademarks at once, such as:
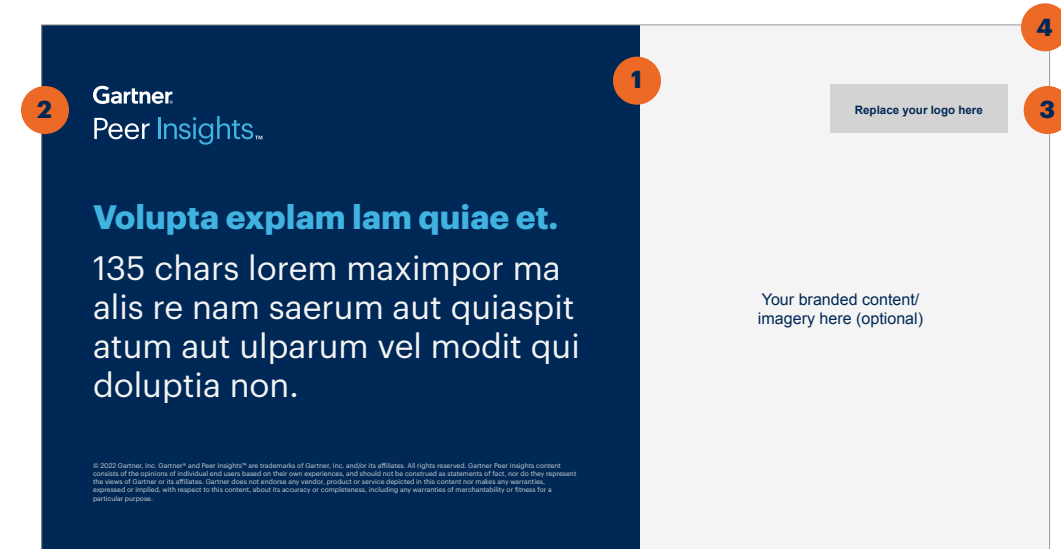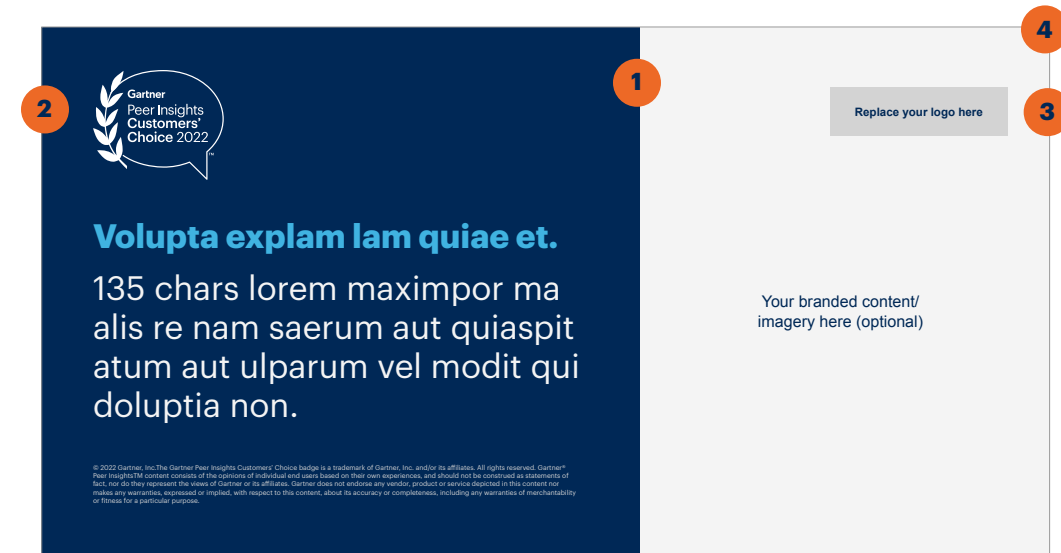

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Design Guidelines

Do

1 Keep your organization's branding separate from Gartner Peer Insights branding

2 Use Gartner Peer Insights and Gartner Customers' Choice brand assets provided

3 Ensure your logo is at least 10% larger than the Gartner Peer Insights logo

4 Use the template files provided to ensure correct placement of Gartner assets

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Design Guidelines

Don't

- Don't use Gartner Peer Insights colors, typography or other brand elements in your designs in a manner that mimics Gartner Peer Insights branding.

- Don't modify the Gartner Peer Insights logo or the Gartner Customers' Choice badge in any way.

- Don't lock up your logo or brand elements to the Gartner Peer Insights logo or Gartner Customers' Choice badge.

- Don't deconstruct or use parts of the Gartner Peer Insights logo or Customers' Choice badge.

- Don't use imagery that implies Customers' Choice is an award or is based on expert (analyst) opinion, such as trophies, medals or podiums.

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Sample Templates

We've provided Gartner Peer Insights and Gartner Customers' Choice templates for use across all your media activities, including PR articles, social and email.

Please note:

The Gartner trademark and legal lines have been fixed in the templates and should not be changed in any way. The layouts on the right are just examples and may be modified to meet your branding requirements.

Questions

Contact peerinsightsvendorsuccess@gartner.com for more information.

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