

Proper use of Gartner® trademarks

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Introduction

This document contains guidance for how you may use Gartner trademarks correctly and compliantly. For questions regarding this document, please submit a [content compliance request](#).

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.



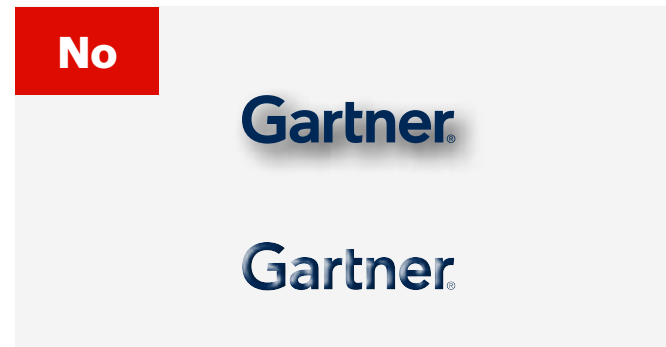
Don't lock typography, including the names of Gartner offerings, to the logo. Only preapproved instances of logo lock-ups are allowed. Please contact brand@gartner.com if you have questions.



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

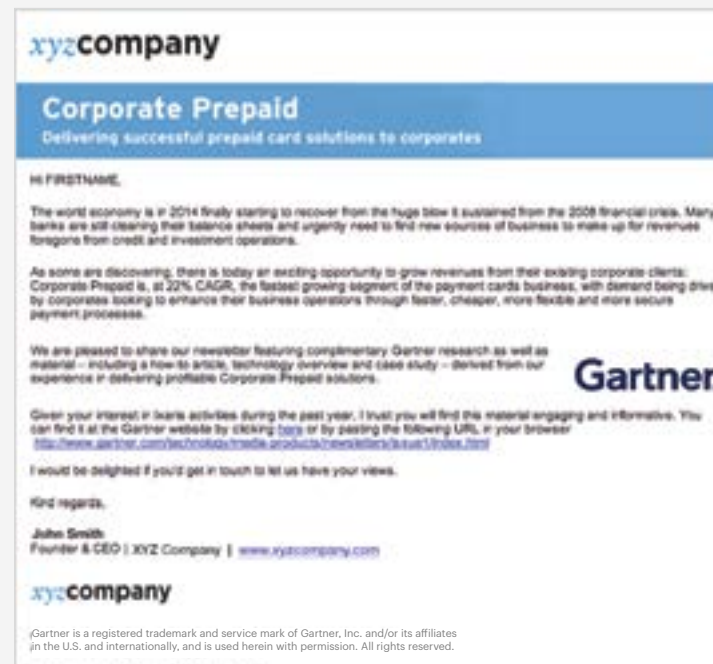
Don't stretch the logo horizontally or vertically. Always maintain the logo's original proportions.

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:

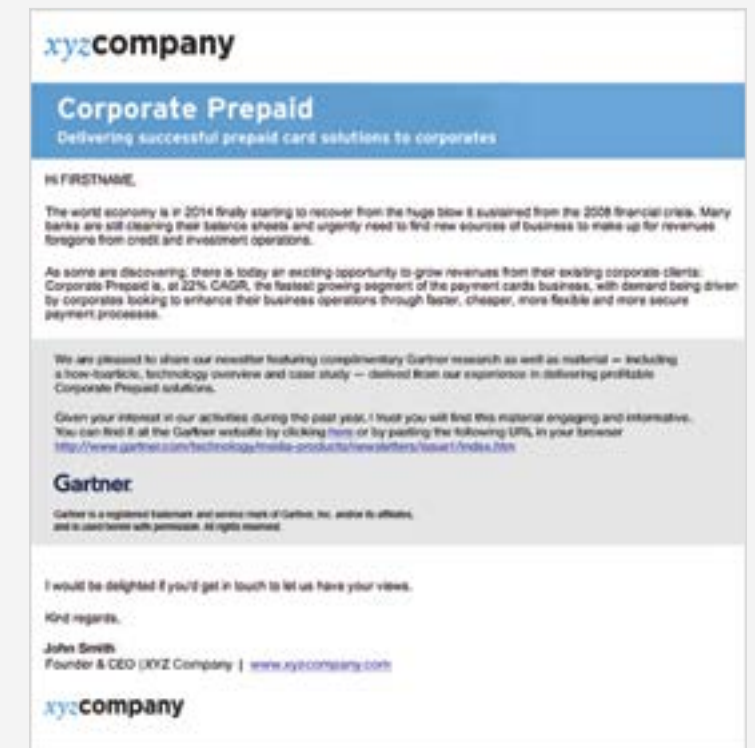
- Email campaigns
- Website registration pages
- Website banners or icons
- Corporate blogs
- Corporate social media (Facebook, LinkedIn, etc.)
- Booth signage

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.

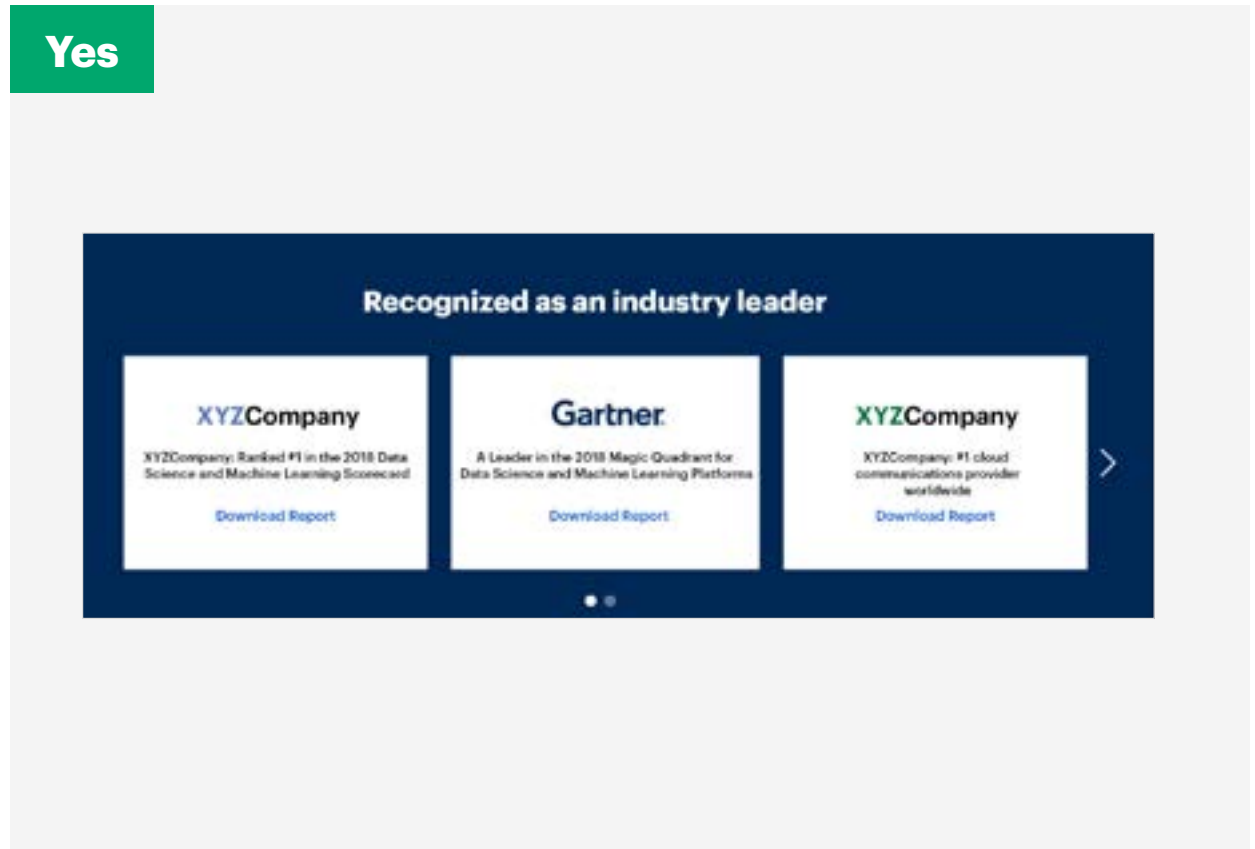
Yes



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



Yes

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.)

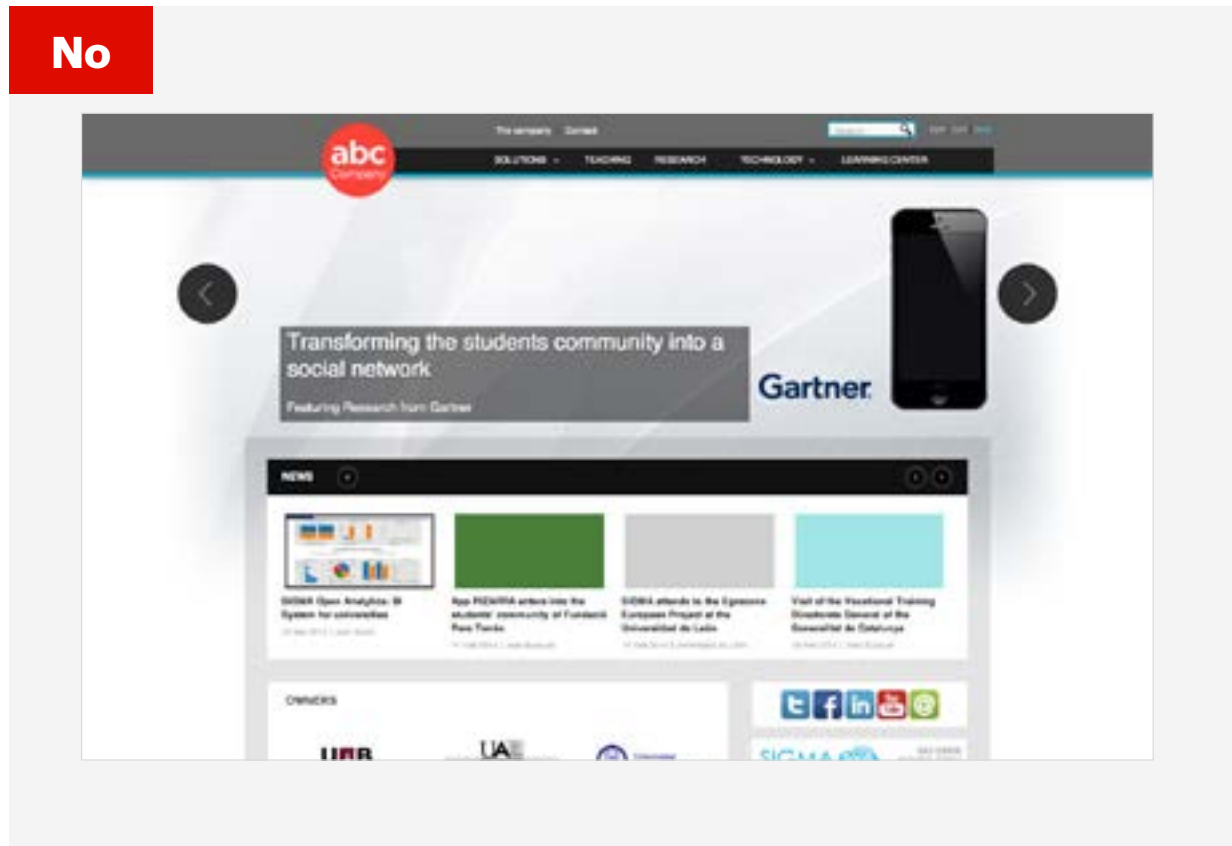
Yes

The screenshot shows a landing page for XYZ Company. At the top is a banner image of hikers in a snowy mountain range. Below the banner is a headline: "Download 'Restoring the Rhythm to your Financial Record-to-Report Process'". To the right of the headline is a registration form titled "Register to Download this Executive Newsletter:" with fields for First Name, Last Name, Email, Company Name, and Country. Below the form is a "Download Now" button. The main content area features a sub-headline: "Access Your Complimentary Executive Newsletter Featuring Gartner Research Here". This is followed by a paragraph of text and a bulleted list of benefits. At the bottom of the page is the Gartner logo and a small legal disclaimer. On the left side of the page, three brackets point to specific elements: "Gartner content" (pointing to the main text area), "Gartner logo" (pointing to the Gartner logo), and "Use of legal lines" (pointing to the legal disclaimer).

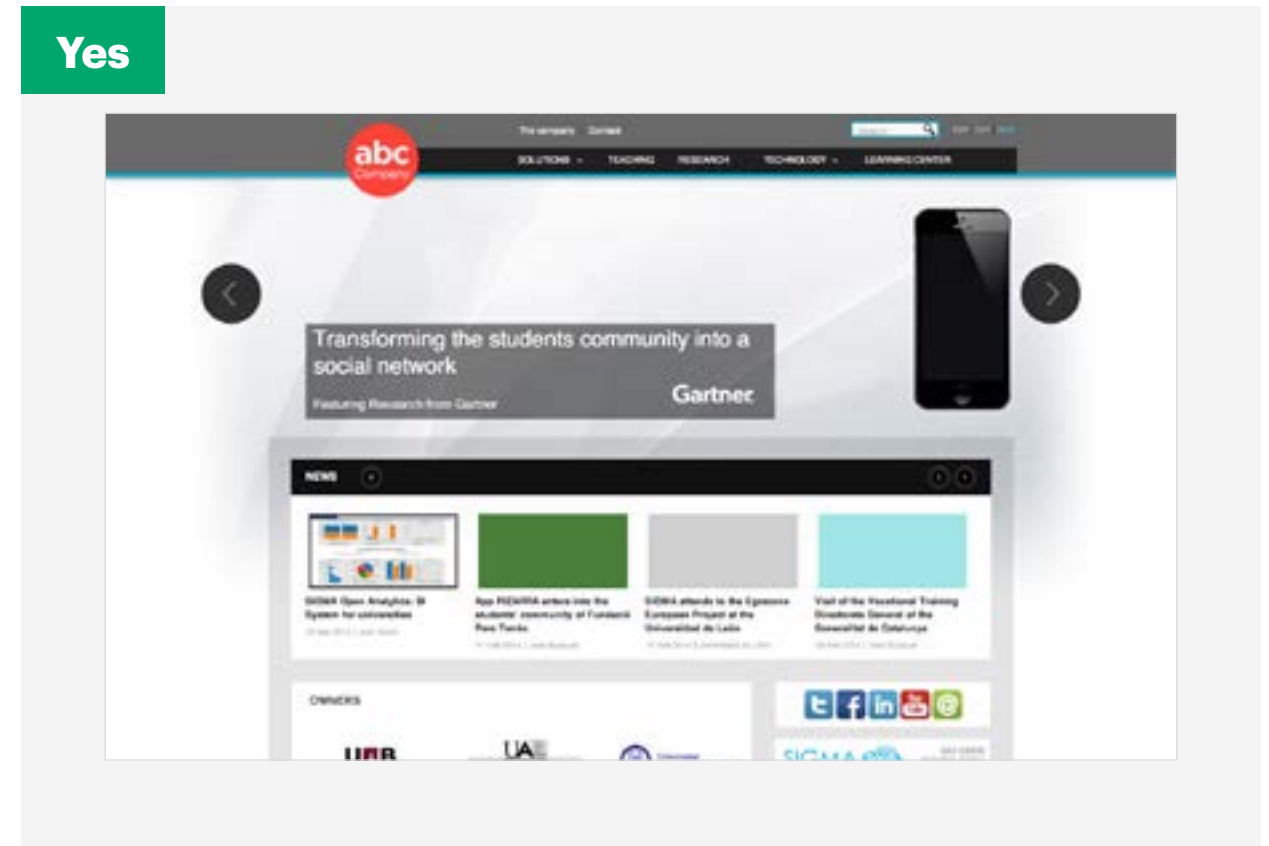
In this landing page example promoting Gartner research, the Gartner logo is displayed with Gartner content, so it doesn't look as though all the content on this page is from Gartner. This is acceptable use of the logo.

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.



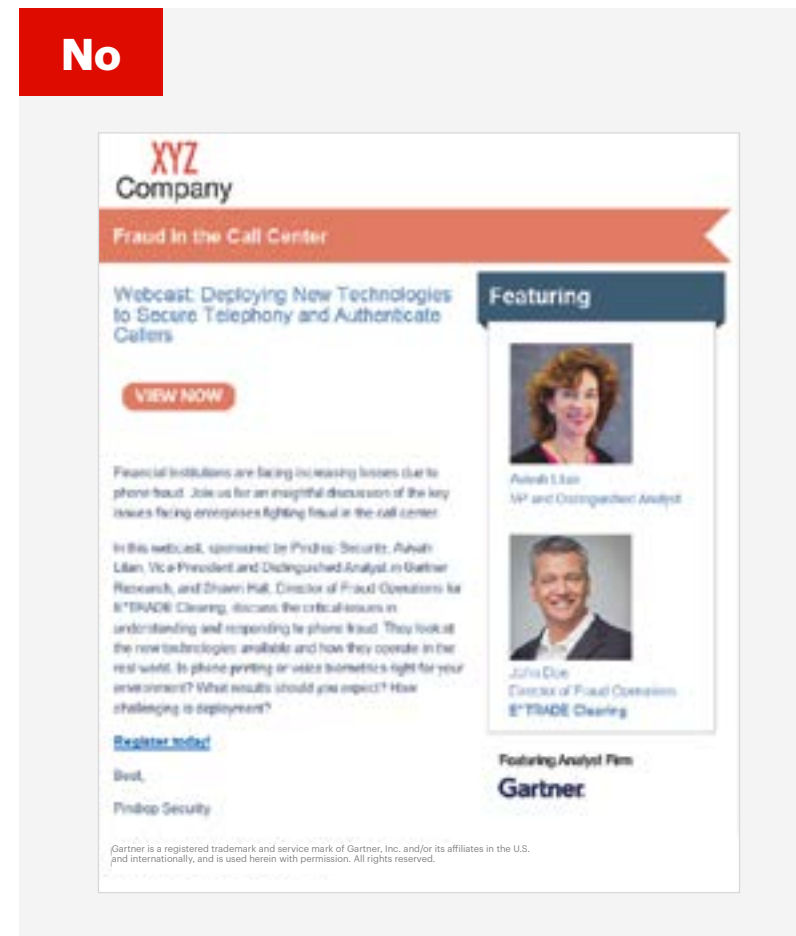
The Gartner logo should only be used alongside Gartner content. In this context it may be used within the gray box that features Gartner content with proper clear space.

Use in Gartner webcasts

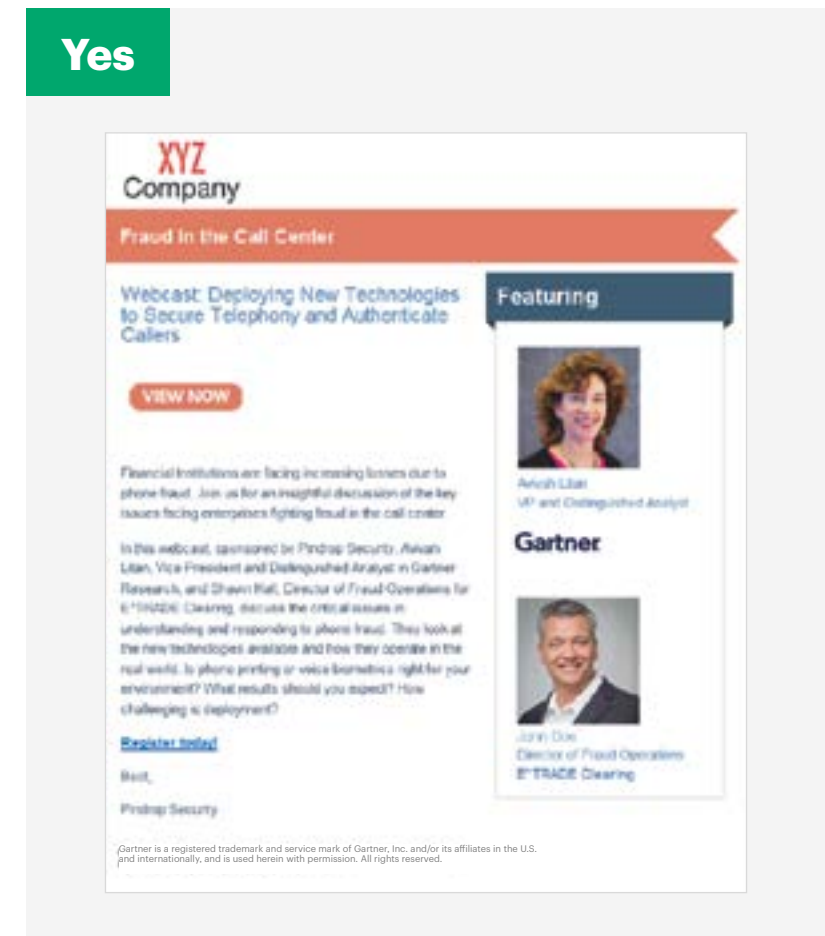
Gartner webcasts are custom-designed multimedia programs that include interviews with a featured Gartner expert, your company leadership team and customer testimonials.

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 Fairview 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:

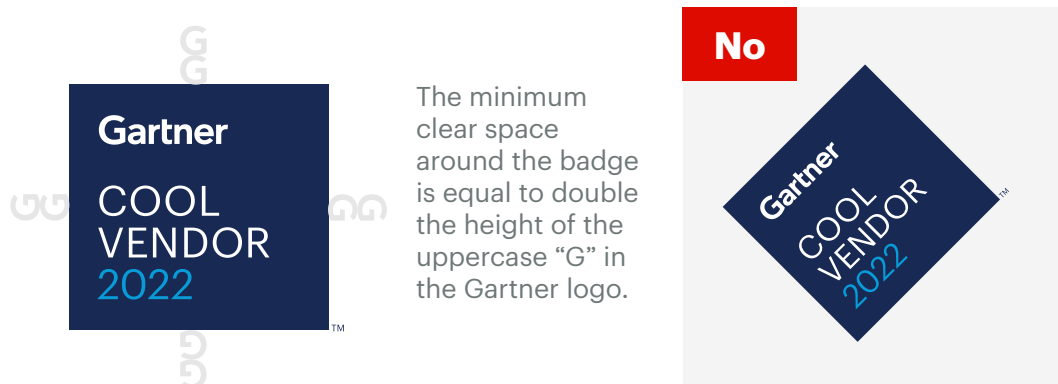
The Gartner Cool Vendor badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved.



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

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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.

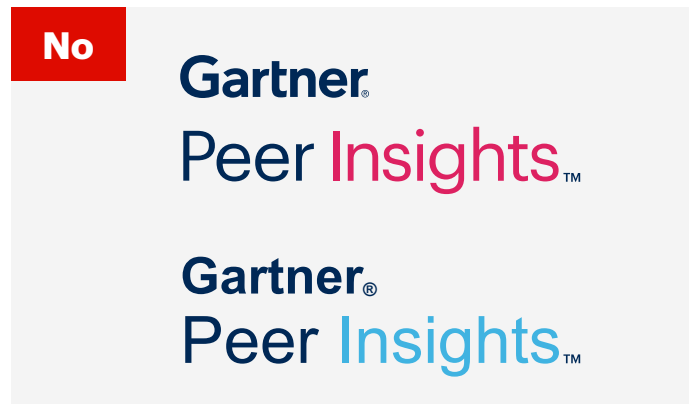
Gartner® Peer Insights™ logo

The legal lines for the Gartner Peer Insights trademark are:

Gartner® and Peer Insights™ are trademarks of Gartner, Inc. and/or its affiliates. All rights reserved. Gartner Peer Insights content consists of the opinions of individual end users based on their own experiences, and should not be construed as statements of fact, nor do they represent the views of Gartner or its affiliates. Gartner does not endorse any vendor, product or service depicted in this content nor makes any warranties, expressed or implied, with respect to this content, about its accuracy or completeness, including any warranties of merchantability or fitness for a particular purpose.



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 of Gartner, Inc. and/or its affiliates. All rights reserved. Gartner® Peer Insights™ content consists of the opinions of individual end users based on their own experiences, and should not be construed as statements of fact, nor do they represent the views of Gartner or its affiliates. Gartner does not endorse any vendor, product or service depicted in this content nor makes any warranties, expressed or implied, with respect to this content, about its accuracy or completeness, including any warranties of merchantability or fitness for a particular purpose.



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.