

Gartner Logo Usage Guidelines

Introduction

What is the goal?

This document shows you how to use the Gartner logo in a variety of materials. If you have questions, please contact quote.requests@gartner.com.

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Our logo

Our 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 disclaimer text must appear with our logo when promoting Gartner materials in your outbound emails or website registration page.

The format for Gartner's trademark disclaimer is:

© GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates, and is used herein with permission. All rights reserved.



Our logo: Correct usage

Consistent use of the Gartner logo ensures recognizability across all mediums.

Gartner

The Gartner logo is most recognizable when used in Gartner blue.

Pantone 301
 CMYK: 100 – 45 – 0 – 18
 RGB: 0 – 82 – 155
 HEX: 006699



The minimum clear space around the logo is equal to the height of the capital “G” in the Gartner logo.

Gartner

1.0" (25.4 mm)

The preferred and minimum print size for all printed collateral, such as brochures, folders and newsletters is 1" (25.4 mm). Preferred and minimum on-screen size for on-screen applications is 90 pixels. For other applications, such as signage or large-scale banners and posters, use good judgement when scaling the logo, paying attention to the clarity, impact and quality of the logo presentation.



Place the logo on backgrounds that provide good contrast and legibility to ensure that it is clearly recognizable. On dark-colored backgrounds, the logo reverses to white.



On light-colored backgrounds, the logo is used in Gartner blue.

Our logo: Incorrect usage

Altering or recreating the logo in any way negates the consistency we strive to achieve and is therefore not allowed.



Do not change the color of the Gartner logo.



Do not use any one piece of the logo on its own.



Do not use the logo on textured, multicolored, busy or patterned backgrounds.



Do not place the logo within a frame or holding shape.



Do not use the Gartner logo in a sentence.



Do not use the Gartner logo coupled with other content.



Do not position the logo vertically or on an angle.



Do not lock up the Gartner logo with any other logo or name.



Do not use Gartner logo in close proximity to other party logo.

Gartner Cool Vendor logo

The Gartner Cool Vendor logo may not be referred to as an “award” or placed on an “Awards” page on your website.

Use of the Cool Vendor logo MUST include the full report citation and Research disclaimer prominently within your marketing materials (see below example).



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

The Gartner Cool Vendor Logo is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



The format for Gartner’s trademark disclaimer is:

Trademark disclaimer text must appear with our Cool Vendor logo when promoting Gartner materials in your outbound emails or website registration page.

The Gartner Cool Vendor Logo is a 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 minimum clear space around the symbol is equal to double the height of the uppercase “G” in the Gartner logo.

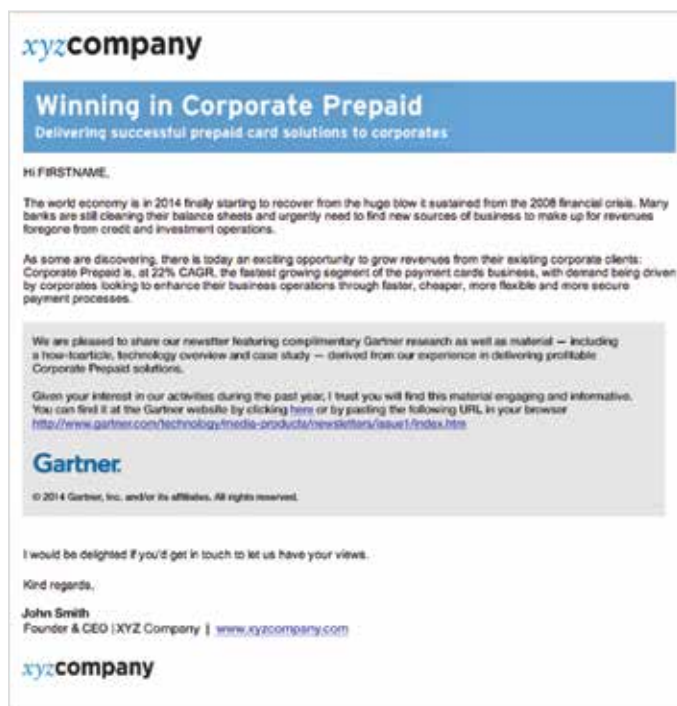


Do not position the logo vertically or on an angle.

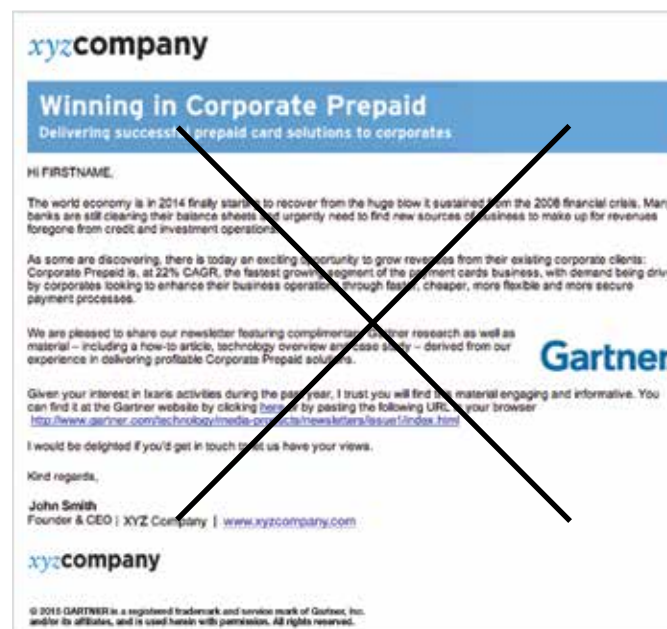
Use in Reprints

Reprints are published Gartner materials, in their original format, that help you validate your messages and strengthen your relationships with client decision makers. The Gartner logo, which must be reviewed and approved by Gartner, may be included in the following promotional materials:

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



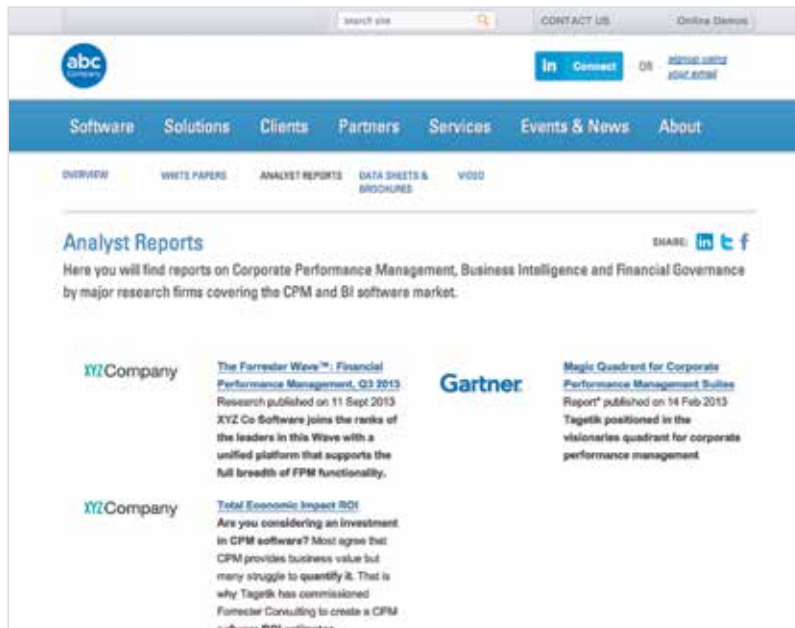
This is a preferred treatment for using our logo and content in your email. Our content is contained in a shaded box, along with our logo and legal lines, so it is very clear what portion of the email is relates to Gartner content.



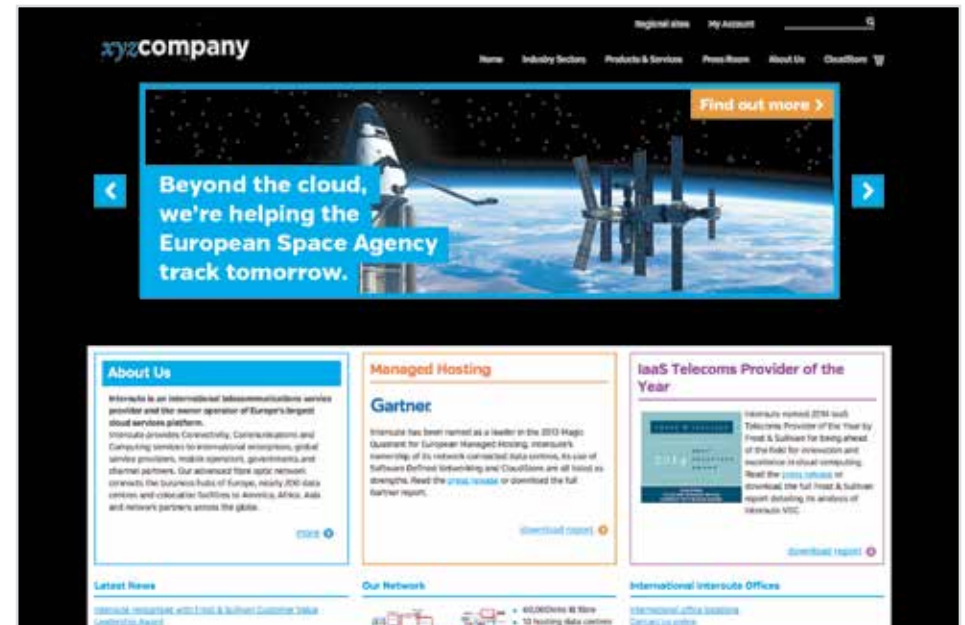
The Gartner logo should appear secondary to your logo so it doesn't appear as though the email is coming from Gartner or is entirely Gartner content. Our logo should be positioned near our content with appropriate clear space.

Use in Reprints

Additional examples.



Here the Gartner logo sits beside Gartner content on another party's website. It is clear what content is associated with Gartner. This is acceptable use of the logo.



Here the Gartner logo sits above Gartner content, clearly separate from the rest of your content. This is also acceptable use of the logo.

Use in Custom Newsletters

Custom Newsletters are co-branded 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 the following promotional materials:

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

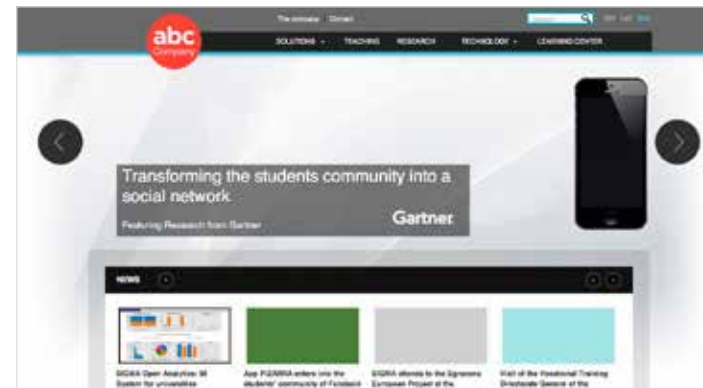


Gartner content

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.



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.

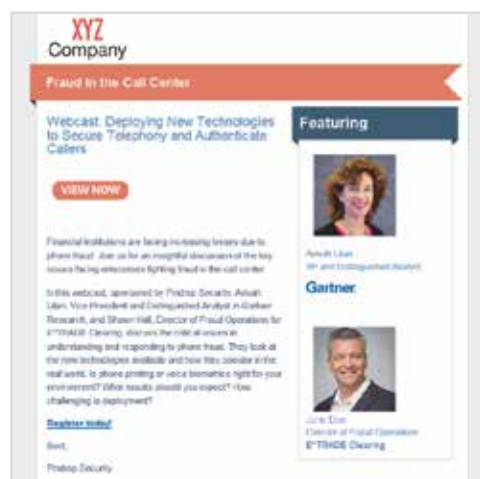


In this example, there is not enough clear space around the logo and it is not clear what the logo is connected to.

Use in Gartner Webcasts

Gartner Webcasts are custom designed multimedia programs which include interviews with a featured Gartner analyst, your company leadership team, and customer testimonial. The Gartner logo, which must be reviewed and approved by Gartner, may be included in the following promotional materials:

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



Gartner logo in analyst's title

Gartner logo correctly used in association with a Gartner analyst.



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.

Use in analyst speaking engagements

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

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:





Dave Russell
VP Distinguished Analyst

abc Company

11:30am - 1:30pm

Northern California
Monday, March 10th
[Hyatt Regency Santa Clara](#)
5101 Great America Parkway
Santa Clara CA 95054
408-200-1234

Los Angeles
Tuesday, March 11th
[Manhattan Beach Marriott](#)
1400 Parkview Avenue
Manhattan Beach CA 90266
310-546-7511

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

Dave Russell is a Vice President and Distinguished Analyst at Gartner, where his research focus is on storage strategies and technologies, with an emphasis on backup/recovery (including data deduplication, virtual tape libraries (VTLs) and continuous data protection (CDP)), snapshot and replication, and storage management. Mr. Russell covers both distributed and mainframe storage solutions. In addition, he covers the overall storage capabilities and portfolios of many of the industry's top providers.

The storage industry is on the verge of structural changes. The rise of public cloud storage, innovative new vendors, open-source frameworks, and software defined storage is setting the stage to alter storage buying centers, employee skill sets and total cost of ownership. The changing nature of workloads, content types, maturity of disruptive and innovative vendors, as well as the fundamental shifts in the underlying technologies are paving the way for a change in the storage industry.

This educational briefing from ABC will provide you with the latest on the future of storage and the best practices recommend as you prepare and ready your storage environment for the changing landscape.

A prompt RSVP will secure your spot as space is limited!

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.