

# Gartner Logo: Usage Parameters

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- Why can't the Gartner logo be placed next to ours?
  - This rule is designed to avoid the appearance that vendors have any partnership with Gartner.
    - The Gartner logo placed next to your company's logo, may imply, or be perceived as, an association or partnership. Our branding is meant to enhance your material, not suggest that there is some sort of special relationship between the two organizations.
- Why can't we show the Gartner logos among others, particularly when we are demonstrating similar industry recognition?
  - Our branding guidelines require that our logo has sufficient "white space" to ensure proper use. Experience shows that these guidelines are rarely adhered to when logos are grouped together.
  - We do not want to give perceived equal footing to our competitors by grouping our logo with others without appropriate context or logo spacing. See examples in the following slides of what is and is not acceptable.

# Example 1: What we would allow



- In this analyst recognition page:
- 1) the Gartner logo may be displayed alongside Gartner competitor logos only when providing a simple listing of source reports that recognizes your product or service, with links to these reports
  - 2) the key is that the vendor has clearly and distinctly presented all competing logos by placing each in its own box, a best-practice treatment
  - 3) the Gartner logo has appropriate spacing which follows our branding guidelines

# Example 2: What we would allow

## Our Growing Reputation as an Industry Leader We are proud and humbled by these awards and analyst recognition

**Gartner.**

ABCD Co. named a leader in Gartner's *Magic Quadrant for Property and Casualty Insurance Claims Management Modules* for the second consecutive year. (Research Note G00265172, June 2015)

[Read the Press Release](#)

[Read the Report](#)



ABCD Co. positioned as a leader in the IDC MarketScape: *Worldwide Policy Administration Systems 2015 Vendor Assessment*.

[Read the Press Release](#)

[Read the Report Excerpt](#)

**X** CELENT Functionality 2015

ABCD Co. named the winner of two 2015 XCelent Awards in Celent's *Claims Systems Vendors: EMEA P&C Insurance* report.

**X** CELENT Customer Base 2015

[Read the Press Release](#)

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**X** CELENT Functionality 2014

ABCD Co. named the winner of two 2014 XCelent Awards in Celent's *Claims Systems Vendors: North American P&C Insurance* report.

**X** CELENT Customer Base 2014

[Read the Press Release](#)

[Read the Report Excerpt](#)

**Gartner.**

ABCD Co. named a leader in Gartner's first *Magic Quadrant for Property and Casualty Insurance Policy Management Modules*. (Research Note G00261152, December, 2014)

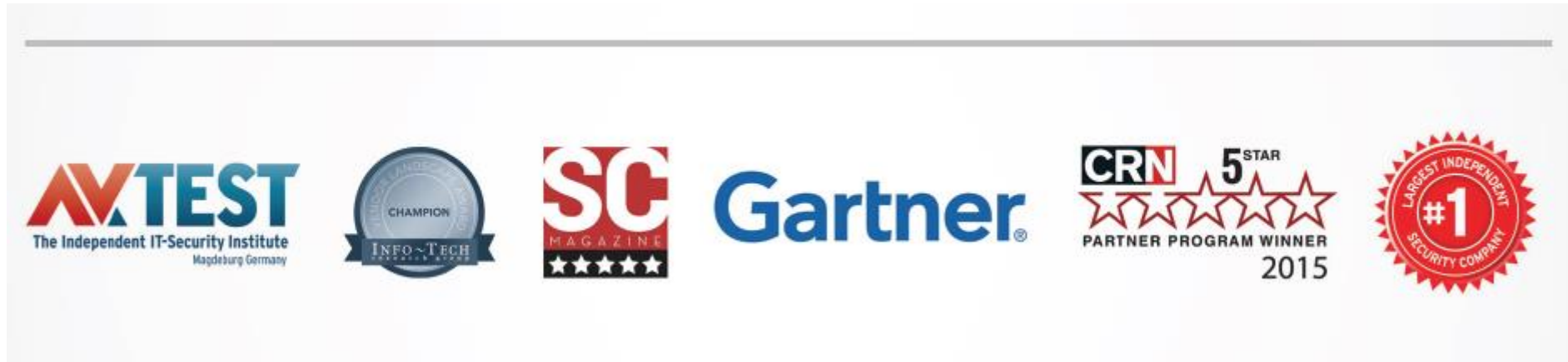
[Read the Press Release](#)

[Read the Report](#)

In this analyst recognition page:

- 1) the Gartner logo is also displayed alongside Gartner competitor logos as a simple listing of source reports that recognizes your product or service, with links to these reports
- 2) here too the vendor has clearly and distinctly presented all competing logos with appropriate spacing, even though they are not boxed off
- 3) the Gartner logos have appropriate spacing which follow our branding guidelines

# Example 3: What we would *not* allow



In this industry recognition page:

- 1) the Gartner logo is not connected to a published research document (reprint), webcast or event featuring a Gartner analyst; this is a requirement
- 2) the Gartner logo is positioned along side other "award" logos; this is not an accurate reflection of our research and implies Gartner is providing similar recognition