



EXTERNAL USAGE GUIDELINES

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When using Category Leaders in promotional materials, you must include a link to the provided URL so users can see the full and proper context.

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You may not:

- paraphrase the report;
- quote, excerpt, reference, or include a graphic from previous publications;
- edit or change the graphic;
- use the graphic in press releases, email signature stamps, securities offering documents (including annual reports), or corporate boilerplates; or
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- quote the component scores or associated percentile rankings that make up the scores;
- quote or display the Category Leaders scores of any other provider;
- use Category Leaders content or scores to endorse a vendor, product or service;
- compare your company's position or scores against any other provider;
- imply that Category Leaders positioning is an award; or
- use Category Leaders content to criticize a competitor.

Category Leaders content is based largely on product reviews from end users—not from Gartner Research & Advisory. For this reason:

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REFERENCING CATEGORY LEADERS

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Category Leaders 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, GetApp or its affiliates.

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Note, you may forgo the disclaimer if a true character limitation exists, for example, on Twitter.

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- You may include the Category Leaders badge in your reprint promotional materials of other published Gartner research (e.g. Magic Quadrant or Critical Capabilities landing pages) only if you make it clear that the recognition is based on user reviews and not analyst opinion.
- You must include the required clear space around the Category Leaders badge (regardless of year).
- Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- The Category Leaders badge must be secondary in position to your logo and at least 10% smaller in size. [Why?](#)
- The Category Leaders badge may not be placed next to, or bundled with, your logo or any other logos. [Why?](#)
- The Category Leaders badge may not appear in your press releases, email signature stamps or securities offering documents (including annual reports), or corporate boilerplates. [Why?](#)
- You may not alter the Category Leaders badge in any way. This includes, but is not limited to, changes to font, color, and orientation.



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