

Gartner Cool Vendors External Use Guidance

Guidance for vendors that have not purchased a reprint:

After the Gartner Cool Vendors report publishes on [gartner.com](https://www.gartner.com):

- ASAP, submit all content to quote.requests@gartner.com.
- The Quote Requests team reviews materials for compliance with the [Copyright and Quote Policy](#).

Note: Reviews may take up to two business days for review. Gartner research may not be used as a means to endorse or criticize a vendor.

Press releases:

Use the [Press Release template](#) and example found in Section 3.4a of the Policy as a guide (included here for convenience).

Using the proper Gartner Cool Vendor badge:

1. You may use the Gartner Cool Vendor badge in perpetuity, provided full attribution and the required legal and trademark disclaimers (see content on the right) appear along with the badge, except where a true character limitation is enforced by a digital media platform.
2. You must include the required clear space around the Gartner Cool Vendor badge so that it is not jumbled with other graphics.
3. Your logo must be the primary image (relative to both size and positioning) in your promotional materials and at least 10% smaller in size.
4. The Gartner Cool Vendor badge may not be placed next to, on the same plane as, or bundled with your logo or any other logos.
5. Include the full report attribution (see Section 6.1 of the [Policy](#) for details).

Improper badge usage:

1. You may not include the Gartner Cool Vendor badge in your press release, email signature stamp, "About Us" boilerplate, or securities-related filings.
2. You may not refer to the Gartner Cool Vendor badge or designation as an "award" or reference it on an "Awards" page on your website.

Required disclaimer for use of Gartner Cool Vendor badge:

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 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 & Advisory 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.



Gartner Cool Vendors External Use Guidance

Guidance for vendors that have purchased an authorized reprint

Create promotional materials:

- Work with your Marketing Program Manager (MPM) for preliminary review of draft promotions below prior to the Cool Vendors report publication. Your MPM will ensure your promotional material complies with the [Copyright and Quote Policy](#).
- MPMs will grant final approval once the report publishes on [gartner.com](#).

Gartner logo usage:

A reprint is required to use the Gartner logo; however, a reprint is not required to use the Gartner Cool Vendor badge.

You may include the Gartner logo when promoting a licensed Gartner Reprint. If you decide to use the Gartner logo, you must also:

- Include the required trademark disclaimer:
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.
- Include a URL or a QR code to the reprint.



Before the report publishes on [gartner.com](#) and the coordinated delivery, you may NOT publish any materials that:

- Lead to the reprint
- Lead to an active landing page

Preregistration is not permitted.

When the report publishes on [gartner.com](#) and before the coordinated delivery, you may:

- Post approved content (references to positioning in social media, blogs, press releases, etc.)
- State “Full report coming soon”

At the time of the coordinated delivery:

- Lead generation activities begin.
- Landing pages may go live and start collecting data.