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.

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.

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.

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.
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).

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.

© 2016 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. Produced by Marketing Communications
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.)

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 correctly used in association with a Gartner analyst.

Gartner logo in analyst’s title

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.

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.