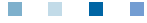


GARTNER LOGO USE GUIDELINES





This document provides guidelines on appropriate use of the Gartner name and logo when associated with the purchase of reprint distribution rights or for events and engagements featuring a Gartner analyst. To maintain the integrity of the Gartner brand, these guidelines must be strictly followed.

The first step in using the Gartner logo is to ensure that you have received permission from Gartner Quote Requests. To do that, you must email your request to quote.requests@gartner.com. Please allow up to (2) business days for approval.

The Gartner logo is always used for official identification. Never change the logo's font or recreate the logo. The Gartner logo contains an ®, as "Gartner" is a registered trademark. Logo files are available in several formats, and can be provided upon request.

Remember, we are always available to help you or answer your questions. For more information on these guidelines, approvals, permissions or any other concerns, contact quote.requests@gartner.com.



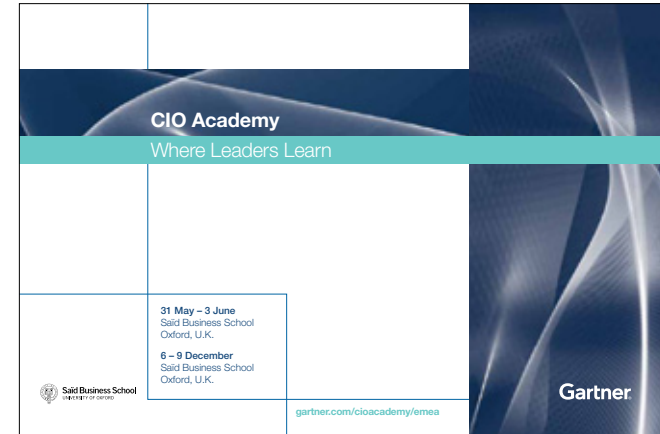
The minimum clear space around the logo is equal to the height of the uppercase "G" in the Gartner logo.

We field 850 media inquiries per month worldwide from leading business and trade publications, online news portals and broadcast media interested in what we have to say about the business of technology.

The Wall Street Journal, The Economist and The Financial Times, along with 30+ other leading business publications worldwide, consider Gartner a trusted, independent source. They quote us an average of 70 times every week.



Application detail



Example of the Gartner logo used with another corporate logo in an equal partnership

LOGO MINIMUM CLEAR SPACE

Always keep the Gartner logo clear of any graphics, imagery or text. This protects the integrity of the Gartner logo and ensures that it is never visually dominated by other elements. The minimum clear space — equal to the height of the uppercase "G" in "Gartner" — is shown above. This clear space is the minimum, so whenever possible, increase the space. The minimum amount of clear space is in direct proportion to the size of the Gartner logo and may not be altered.

Placement of Gartner logo with another corporate name or logo

When using the Gartner logo in printed collateral or online applications with other company names or logos, be sure to maintain the minimum clear space requirement. It is critical to ensure that the Gartner logo is separate and distinct from any other corporate name or logo, and is displayed in a manner that does not imply any unwarranted affiliation between Gartner and another company. If you are unsure about the position of the Gartner logo with another logo, please contact quote.requests@gartner.com for advice.

All collateral displaying the Gartner name or logo should include the following statement at the foot of the page where the Gartner name or logo is positioned:

© [YEAR] Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. or its affiliates. For more information, e-mail info@gartner.com or visit gartner.com. Used with permission.



1.0" (25.4 mm)

Preferred and minimum print size

For all printed collateral, such as brochures, folders and newsletters



90 pixels

Preferred and minimum on-screen size

For on-screen applications, such as Internet, intranet and PowerPoint presentations

STANDARD LOGO SIZES

Preferred and minimum print size

The minimum print-reproduction size, and preferred size, is the 1.0"-wide preferred logo. Use it whenever possible. On larger pieces, such as banners and large signage, a proportional increase of up to 6" is acceptable depending on the layout and other design elements.

Preferred and minimum on-screen size

The minimum on-screen size, and preferred size, is the 90-pixel-wide logo. Please keep to this size wherever possible.



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



Do not change the color of the Gartner logo.



Do not tint the logo.



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



Do not position the logo vertically or on an angle.



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

UNACCEPTABLE LOGO USE

To preserve the Gartner logo's status as a trademark and maintain our strong brand identity, the Gartner logo artwork and positioning must not be altered in any way. Please do not use the Gartner logo in a vertical format or on an angle. Do not use any portion of the Gartner logo on its own (for example, "G"). Do not use the Gartner logo in a frame or box. Do not tint the Gartner logo. Do not lock up the Gartner logo with any other logo or name.