Gartner Cool Vendors

Follow the instructions below for fastest processing of Cool Vendor approval requests:

- To quote from the report:
  - Send us the text you would like to quote, as well as appropriate attribution of the full research document (see Section 6.1 of the Copyright and Quote Policy – “the Policy” -- for details).
  - Include the standard legal disclaimer (see Section 3.4a of the Policy for details).

- To use the Logo:
  - Follow all required steps for Logo usage (see Section 2.9b of the Policy). A few pertinent reminders:
    - Ensure that the Cool Vendor Logo is not next to or on the same plane as your Logo.
    - Your Logo must be larger than Gartner’s.
    - Leave enough white space around the Cool Vendor Logo so it doesn’t get confused with text or other graphics/images.

  *Note: you may not include the Cool Vendor Logo in your press release*

  - Include attribution of the full research document (see Section 6.1 of the Policy for details).
  - Include the standard legal disclaimer (see Section 3.4a of the Policy for details).

If you would like to promote your Cool Vendor status at an event, tell us:

- The full context of your proposed usage, including a mock-up of the full exhibition stand layout in PDF format
- How the exhibition stand will be displayed
- Whether the exhibition stand will be fixed
- Whether you will also use this beyond this event

Proper use of the Logo (see Section 2.9b):

![Gartner Cool Vendor Logo](image-url)
Other helpful hints for fastest processing:

- The Cool Vendor Logo or designation may not be referred to as an “award” or placed on an “Awards” page on your website.
- You may not refer to Gartner, Gartner Cool Vendor or to Gartner research in corporate email signatures (see Section 1 of the Policy).
- No more than 30% of any given external marketing piece may consist of Gartner published content.

Why can’t we refer to our Cool Vendor status as an award?

An award implies "winner" status. Cool Vendor designations and or Logos are not reflective of awards. To maintain Gartner’s objectivity and independence, we allow words like “recognized” “selected” “named” “identified” “acknowledged” or “designated” instead.