70/30 Content Ratio

• Why can’t our marketing collateral consist of more than 30% Gartner published research or references?

  - This rule is designed to balance a vendor’s marketing material and avoid the appearance that it has a special relationship, partnership, or association with Gartner.
    • An “over emphasis” of Gartner recognition may be perceived as, an endorsement. Our data and/or recognition is meant to enhance your messaging, not dominate it.

  - The following document types are exceptions, given their unique nature:
    • Press releases, blog posts, registration pages, website banners linking to reprints
Example 1: One-page flyer for Cool Vendor designation

In the original flyer:
1) the Gartner Cool Vendor logo overshadows the vendor’s own branding
2) the vendor’s own marketing message is minimal
3) the Gartner report attribution and legal disclaimer are missing.

In the revised flyer:
1) the vendor’s own branding dominates the design
2) the vendor augmented its marketing message with additional text (red box)
3) the Gartner report attribution and legal disclaimer have been added.
Example 2: Half-page advert for MQ placement

In the original advert:
1) the Magic Quadrant reference dominates the page
2) the Gartner logo is in the primary position and larger than the vendor's branding
3) there is no vendor marketing message
4) the Gartner report attribution and legal disclaimer are missing

In the revised advert:
1) the Magic Quadrant recognition has been reduced to give the vendor's messaging dominance
2) the Gartner logo has been reduced and repositioned
3) marketing message unrelated to Gartner was added
4) the Gartner report attribution and legal disclaimer have been added to align with policy