



Branding Guidelines for Promoting Customers' Choice

Content Guidelines

Do

Use plural possessive:

- Customers' Choice"
- "Customer's Choice"
- "Customer Choice"

Position it as a noun:

"See why we were named a 2020 Customers' Choice for
#market #GartnerPeerInsights"

Use "neutral" language that implies it is based on peer-sourced reviews and ratings

Use the required disclaimer

Gartner Peer Insights Customers' Choice constitute the subjective opinions of individual end-user reviews, ratings and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Gartner or its affiliates.

Use approved words/phrases:

- Distinction
- Peer-recognized
- Recognition
- Reviewed by customers on Gartner Peer Insights

Content Guidelines

Don't

Describe Customers' Choice in any way that implies it is:

- A Gartner award
- Based on expert (analyst) opinion
- Something vendors can "win"

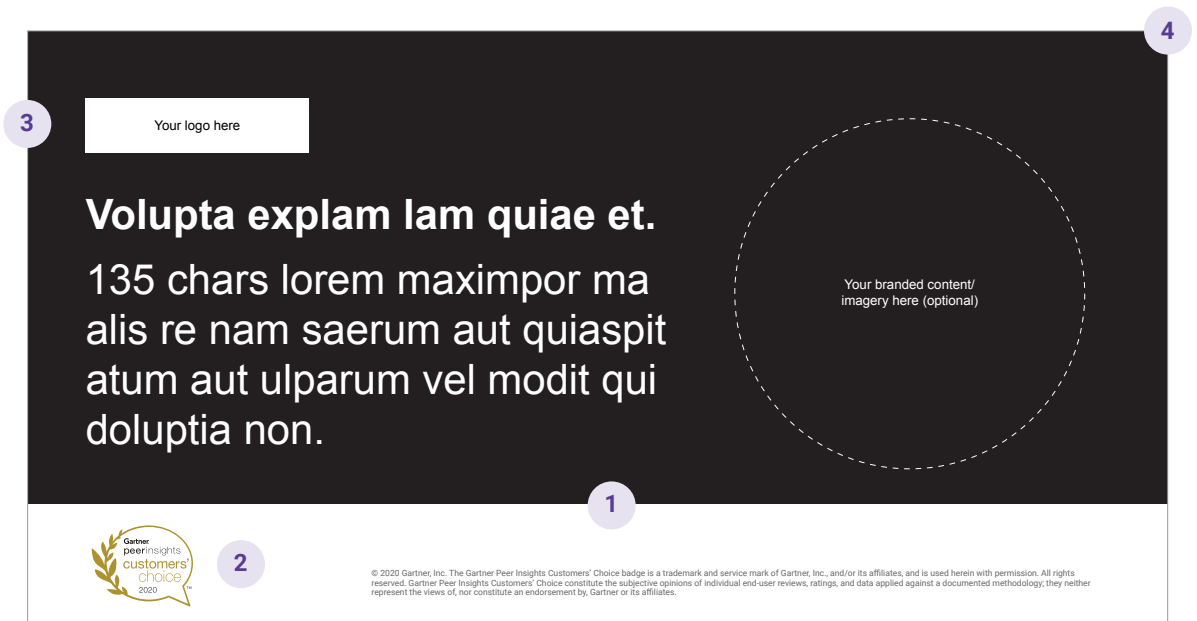
Do not use these words/phrases (or anything that implies something similar):

- Achieve
- Awards
- Designees
- Gartner experts named Customers' Choice vendors
- Gold standard
- Peer-approved
- Recipient
- Stamp of approval
- Winners

Design Guidelines

Do

- 1 Keep your organization's branding separate from Gartner Peer Insights branding
- 2 Use Gartner Peer Insights and Gartner Customers' Choice brand assets provided
- 3 Ensure your logo is at least 10% larger than the Gartner Peer Insights logo.
- 4 Use the template files provided to ensure correct placement of Gartner assets



Design Guidelines

Don't

- Don't use Gartner Peer Insights colors, typography or other brand elements in your designs in a manner that mimics Gartner Peer Insights branding
- Don't modify the Gartner Peer Insights logo or the Gartner Customers' Choice badge in any way.
- Don't lock up your logo or brand elements to the Gartner Peer Insights Logo or Gartner Customers' Choice badge
- Don't deconstruct or use parts of the Gartner Peer Insights logo or Customers' Choice badge
- Don't use imagery that implies Customers' Choice is an award or is based on expert (analyst) opinion; Examples: trophies, medals, podiums

Sample Templates

A set of 14 sample Gartner Customers' Choice templates have been provided.

Please note:

The Gartner trademark and legal lines have been fixed in the templates and should not be changed in any way. The layouts in the black area are just examples and may be modified to meet your branding requirements.

Questions

Contact peerinsightsvendorsuccess@gartner.com for more information.

