

# The Gartner Peer Insights 2022 Customers' Choice Distinction

## BADGE GUIDELINES

### CLEAR SPACE

Allow a minimum amount of clear space around the badge

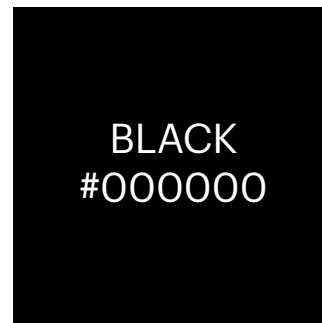


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## BADGE GUIDELINES

### PALETTE

Colors used in our color badge



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## BADGE GUIDELINES

### DOs AND DON'Ts

Here are some guidelines on using this badge



**DO** use the white badge on dark backgrounds.



**DON'T** use the color badge on a dark background.



**DON'T** change the color breaks.



**DO** maintain legibility by making the height 1 inch (2.54 cm) or greater.



**DON'T** alter or edit the badge in any way.



**DON'T** use the badge as a watermark or as wallpaper.

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## BADGE GUIDELINES

### DOs AND DON'Ts

Here are some additional guidelines on using the badge on backgrounds.



**DO** use badge on backgrounds that are one solid color and maintain high contrast for maximum legibility and immediate recognition

**DON'T** use badge on fading or non-solid backgrounds