Gartner Peer Insights 2023 Customers' Choice Category Distinctions

GUIDELINES FOR CATEGORY BADGES

CLEAR SPACE

Allow a minimum amount of clear space around the badge
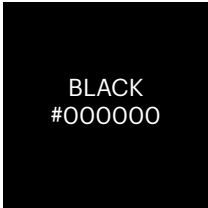

2x

2x

2x

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GUIDELINES FOR CATEGORY BADGES

PALETTE

Colors used in our color badge

SURF #2BCDBC	GARTNER BLUE #002856	BLACK #000000	WHITE #FFFFFF

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GUIDELINES FOR CATEGORY BADGES

DOs AND DON'Ts
Here are some guidelines on using these badges

DO use the white badge on dark backgrounds.

DON'T use the color badge on a dark background, only use on white.

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.

Gartner Peer Insights 2023 Customers' Choice Category Distinctions

GUIDELINES FOR CATEGORY BADGES

DOs AND DON'Ts
Here are some additional guidelines on using the badge on backgrounds.

DO use color badge on solid white background only

DO use black or white badge on backgrounds that are one solid color

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

Gartner