

The Gartner Peer Insights Customers' Choice

CATEGORY BADGE GUIDELINES

CLEAR SPACE

Allow a minimum amount of clear space around the badge

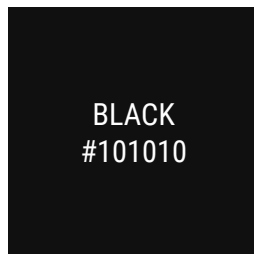
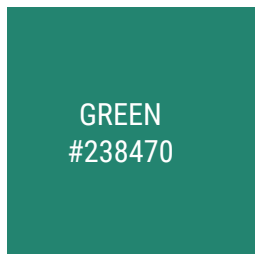


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PALETTE

Colors used in our color badge



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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.



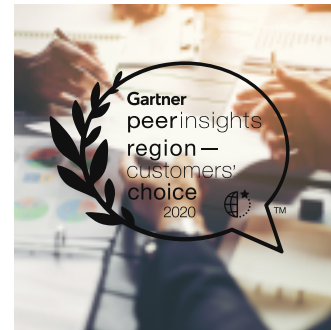
DON'T use the badge as a watermark or as wallpaper.

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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

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