

Gartner Digital Markets External Usage Guidelines

Be sure to adhere to the following rules and guidelines when using a Best badge in your sales, marketing and communications collateral. Contact us if you have any questions on use or rules not detailed here.

Do:

- Quote or display a product's Best badge only for the category in which the badge was provided.
- Quote or display a product's badge with or without an excerpted review comment or review statistic. Beyond the curated review comment or review statistic provided, collateral may quote and display alternative review comments.
- Use the following disclaimer with any and all Best badge references and graphic display (except in digital media with character limitations (e.g. Twitter):

The Best badge recipients are determined by the subjective opinions of individual end-user customers based on their own experiences, the number and timing of published reviews on Gartner's digital sites ([Capterra.com](https://www.capterra.com), [SoftwareAdvice.com](https://www.softwareadvice.com), and [GetApp.com](https://www.getapp.com)) and review ratings for a given product in the category, and are not intended in any way to represent the views of Gartner or its affiliates.

- Include clarification that badge recipients are based on end user reviews and not the opinion of Gartner Research.
- Include the Best badge in reprint promotional materials of published Gartner research (e.g., Magic Quadrant or Critical Capabilities landing pages) only if the copy also makes it clear that the Best badge is not based on Gartner Research evaluations.

Do not:

- Compare your company's review rating scores directly or indirectly against any other competing product.
- Use the Gartner Digital Markets Best recognition and/or review comments to criticize a competitor.
- Imply that the Best badge is the result of a Gartner Research evaluation.
- Display a badge next to Gartner Research.
- Imply that the Best badge is the same as, or similar to, Capterra's Top 20, GetApp's Category Leaders, or Software Advice's Frontrunners, designation or any other Capterra, GetApp, Software Advice, Gartner, or Gartner-affiliated companies' programs.

Proper Best Badge Logo Use

The Best logo is a trademark and service mark of Gartner Inc. and/or its affiliates and may only be used after securing express, written permission.

When using the Best badge in promotional materials, provide a link to the Best methodology page to ensure end users have full and proper context.

Do not alter or modify the Best badge image, or place additional visuals/text on top of the badge that in any way alter or obscure the designation.

Include the required clear space around the Best logo.

Your company's logo must be the primary image (relative to both size and positioning) in your promotional materials.

The Best logo must be secondary in position to your company logo, and at least 10% smaller in size.

The Best logo may not be placed next to, or bundled with, your company logo or any other logo.

The Best logo may not appear or be used in press releases, email signatures or securities offering documents (including annual reports).

The Best logo may be used in perpetuity provided the full report attribution and following legal disclaimer appear with the logo:

The Best logo is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. The Best badges are determined by the subjective opinions of individual end-user customers based on their own experiences, the number and timing of published reviews on Gartner's digital sites ([Capterra.com](https://www.capterra.com), [SoftwareAdvice.com](https://www.softwareadvice.com), and [GetApp.com](https://www.getapp.com)) and review ratings for a given product in the category and are not intended in any way to represent the views of Gartner or its affiliates.

Escalation Process

Gartner Digital Markets provides a structured path to issue resolution, outlining how and when technology providers may initiate each action, how long it should take to resolve, and other guidance:

- Please contact your [Account Rep](#) with any questions or issues.
- Contact our [Recruitment Specialists](#) If you are interested in more information on or have questions about review recruitment.
- If interactions with those teams do not resolve your issue, contact Gartner's Office of the Ombudsman at ombudsman@gartner.com. Be sure to include details to support your assertions.

Questions?

Log in to your portal settings to contact us.

[Get Started](#)

Gartner Digital Markets

  

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