

# 70/30 Content Ratio

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- Why can't our marketing collateral consist of more than 30% Gartner published research or references?
  - This rule is designed to balance a vendor's marketing material and avoid the appearance that it has a special relationship, partnership, or association with Gartner.
    - An "over emphasis" of Gartner recognition may be perceived as, an endorsement. Our data and/or recognition is meant to enhance your messaging, not dominate it.
  - The following document types are exceptions, given their unique nature:
    - Press releases, blog posts, registration pages, website banners linking to reprints

# Example 1: One-page flyer for Cool Vendor designation

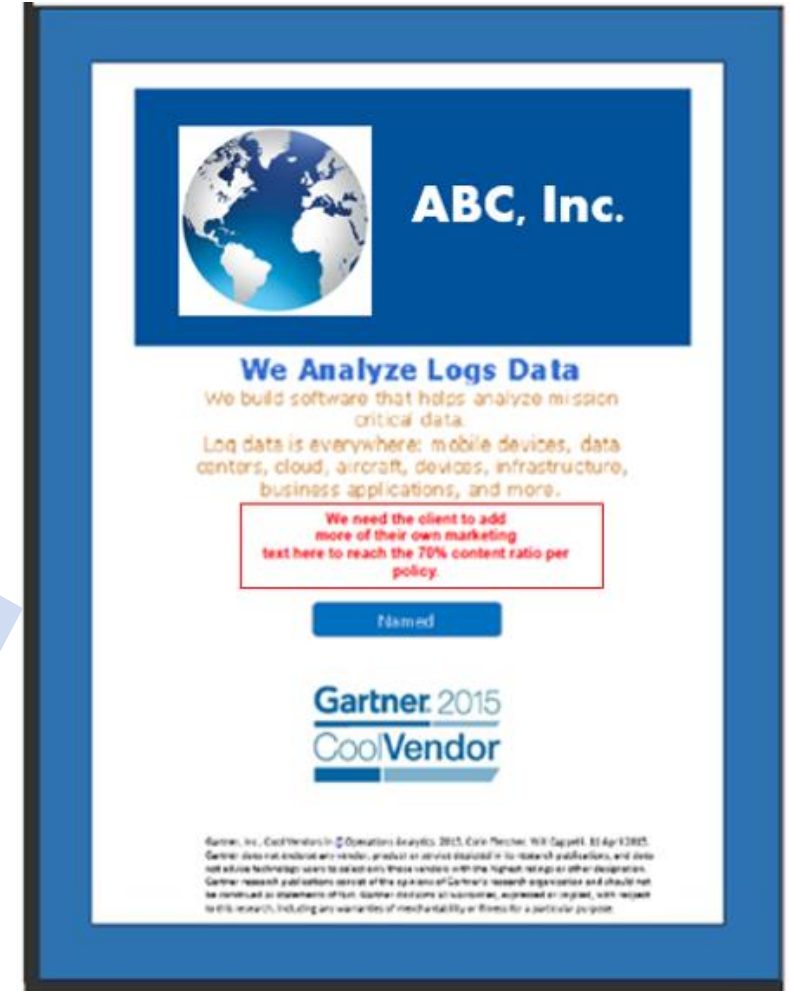


In the original flyer:

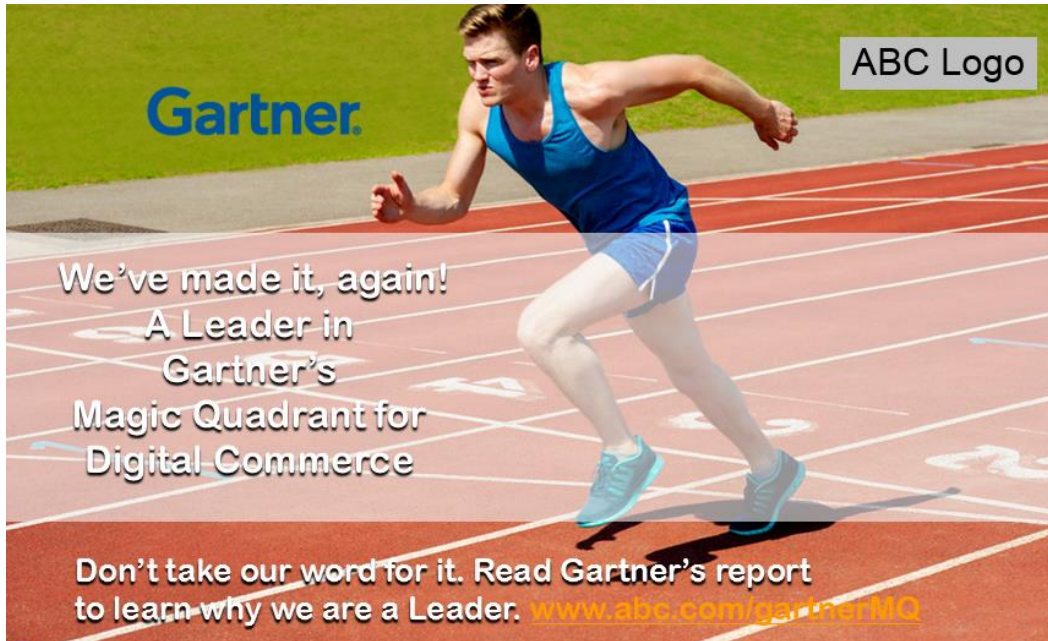
- 1) the Gartner Cool Vendor logo overshadows the vendor's own branding
- 2) the vendor's own marketing message is minimal
- 3) the Gartner report attribution and legal disclaimer are missing.

In the revised flyer:

- 1) the vendor's own branding dominates the design
- 2) the vendor augmented its marketing message with additional text (red box)
- 3) the Gartner report attribution and legal disclaimer have been added.



# Example 2: Half-page advert for MQ placement



In the original advert:

- 1) the Magic Quadrant reference dominates the page
- 2) the Gartner logo is in the primary position and larger than the vendor's branding
- 3) there is no vendor marketing message
- 4) the Gartner report attribution and legal disclaimer are missing

In the revised advert:

- 1) the Magic Quadrant recognition has been reduced to give the vendor's messaging dominance
- 2) the Gartner logo has been reduced and repositioned
- 3) marketing message unrelated to Gartner was added
- 4) the Gartner report attribution and legal disclaimer have been added to align with policy

