

Relative Size and Positioning of Logos

- Why can't the Gartner logo be prominently displayed in our promotional materials?
 - This rule is designed to balance a vendor's branding relative to Gartner's and avoid the appearance that it has a special relationship, partnership, or association with Gartner.
 - An "over emphasized" Gartner logo, whether it overshadows your company's logo in size or placement, may be perceived as an endorsement. Our branding is meant to enhance your marketing material, not dominate it.
 - An "over emphasized" Gartner logo (via size or position) may be perceived as a fact that the vendor stands out from its competitors by virtue of Gartner's branding being particularly prevalent.
 - We understand the value of using Gartner logo in your marketing materials, and we will work with you to ensure our branding is leveraged in a manner that protects our objectivity and independence.