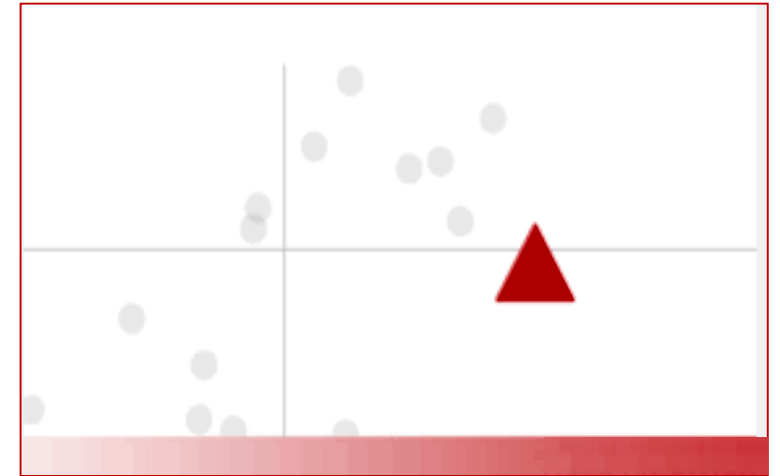


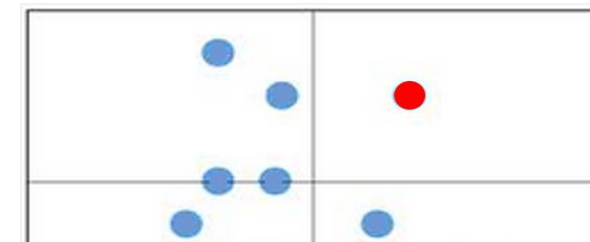
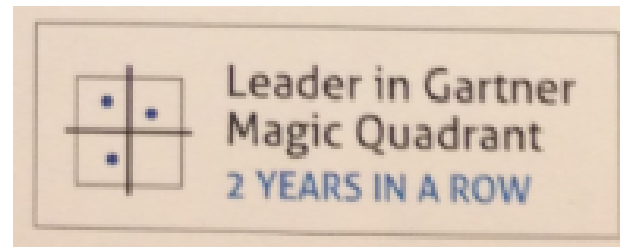
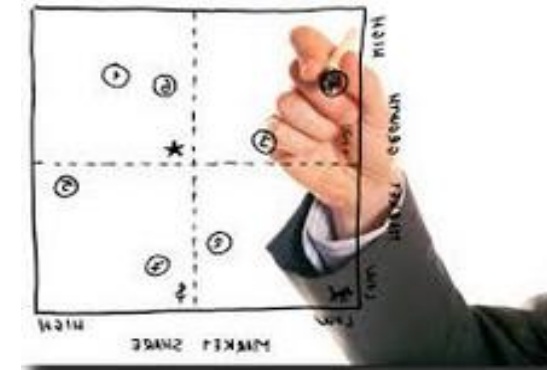
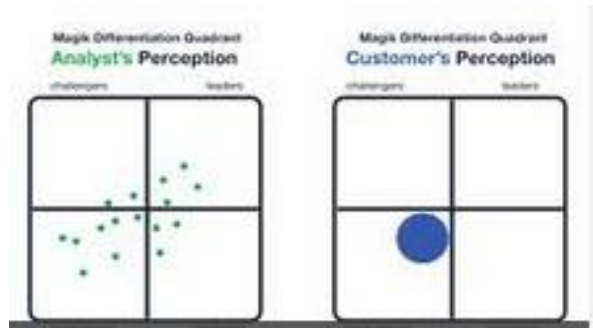
Abstract MQ Images

- Why can't we create an abstract image to represent Gartner's Magic Quadrant?
 - Abstract graphic representations tend to focus in on the specific vendor's placement and call into question Gartner's objectivity and independence. For this reason, we strictly prohibit any abstract interpretation or representation of our branded graphic.
 - To the right are two examples of what we **do not** allow



Abstract MQ Images

- More examples of what we **do not** allow:



Why? Each image focuses in on the specific vendor's placement and calls into question Gartner's objectivity and independence.

Abstract MQ Images

- We allow the use of abstract quadrant images *provided no “dot” “logo” or other company symbol is placed within* the quadrants. These can be used in banners and other marketing materials to suggest the MQ graphic, but not the vendor’s placement. The absence of any “dot” removes any potential implied endorsement.
- To the right are six examples of what we **do** allow. **Why?** They do not have dots, eliminating any potential implied endorsement or specific vendor focus.



General abstract images

- Examples of general images allowed in lieu of the MQ graphic:



Why? While each image suggests differentiation, which is an acceptable part of your marketing message, there is no explicit MQ placement reference or implied endorsement.