FRONT RUNNERS

External Usage Guidelines

Referencing FrontRunners

When using FrontRunners in promotional materials, you must include a link to the provided URL so users can see the full and proper context.

- You may quote or display the most recent FrontRunners graphic, provided it is used in its entirety, presented exactly as the original, and includes a link or QR code to the full report so that users can see the full and proper context.

- You may also quote, excerpt, reference or include verbatim quotes from the most recent publication only.

You may not:

- Paraphrase the report;

- Quote, excerpt, reference, or include a graphic from previous publications;

- Edit or change the graphic;

- Use the graphic in press releases, email signature stamps, securities offering documents (including annual reports), or corporate boilerplates;

- Make reference to FrontRunners research in email signature stamps or corporate boilerplates.

Referencing FrontRunners

You may quote your company's Usability and Customer Satisfaction scores (for example, "... with a Usability score of 4.51 out of 5 and a Customer Satisfaction score of 4.68 out of 5"). However, you may not:

- Quote the component scores or associated percentile rankings that make up the Usability and Customer Satisfaction scores;

- Quote or display the FrontRunners scores of any other provider;

- Use FrontRunners content or scores to endorse a vendor, product or service;

- Compare your company's position or scores against any other provider;

- Imply that FrontRunners positioning is an award;

- Use FrontRunners content to criticize a competitor.

FrontRunners content is based largely on product reviews from end users—not from Gartner Research & Advisory. For this reason: You may not imply that the FrontRunners graphic is the same as, or similar to, a Gartner Magic Quadrant or any other published Gartner research based on expert opinion.

Referencing FrontRunners

When referencing FrontRunners, except in digital media with character limitations (e.g., Twitter), the following disclaimer MUST appear with any/all FrontRunners reference(s) and graphic use:

FrontRunners constitute the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Software Advice or its affiliates.

FrontRunners Badge Usage

The FrontRunners badge is a trademark and service mark of Gartner, Inc. and/or its affiliates and may only be used after securing express, written permission. The FrontRunners badge may be used in perpetuity, provided the full report attribution, a link to the relevant report, and the following disclaimer appear with the badge:

The FrontRunners badge is a trademark and service mark of Gartner, Inc. and/or its affiliates and is used herein with permission. All rights reserved. FrontRunners constitute the subjective opinions of individual end user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Software Advice or its affiliates.

Note, you may forgo the disclaimer if a true character limitation exists, for example, on Twitter.

FrontRunners Badge Usage

- You may include the FrontRunners badge in your reprint promotional materials of other published Gartner research (e.g. Magic Quadrant or Critical Capabilities landing pages) only if you make it clear that the recognition is based on user reviews and not analyst opinion.

- You must include the required 40 pixels of clear space around the FrontRunners badge (regardless of year).

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

- The FrontRunners badge must be secondary in position to your logo and at least 10% smaller in size. Why?

- The FrontRunners badge may not be placed next to, or bundled with, your logo or any other logos. Why?

- The FrontRunners badge may not appear in your press releases, email signature stamps or securities offering documents (including annual reports), or corporate boilerplates. Why?

- You may not alter the FrontRunners badge in any way. This includes, but is not limited to, changes to font, color, and orientation.

FrontRunners Badge Usage

Full Color Application

**VENDOR'S
BADGE**

*RGB FULL COLORED
ON WHITE*

One Color Application

**VENDOR'S
BADGE**

*RGB FULL COLORED
ON WHITE*

**VENDOR'S
BADGE**

*RGB KNOCKOUT
ON BLACK*

Reduction Factor:

The minimum application size or reduction factor for Front Runners
vendor badge is **75 px** high.

FrontRunners Badge Usage

Don't:

Always try to apply the right contrast between the layers to optimize legibility.

Restricted Area:

You must include the required **15 pixels** of clear space around the Front Runners badge (regardless of year).

Revision History

Last updated June 24, 2019

- Updated the name of the y-axis from User Recommended to Customer Satisfaction

Previously updated May 15, 2018

- Clarified how you may use the FrontRunners graphic

- Clarified how you may quote and/or excerpt from FrontRunners reports

- Updated the names of the axesscores from Value and Capability to Usability and User Recommended

- Clarified how you may use the FrontRunners badge in promotional materials Powered by Methodology