

/ CAPTERRA RESEARCH

# External Usage Guidelines



# Table of Contents

**3** [Capterra Shortlist](#)

**8** [Capterra Top 20](#)



# Capterra Shortlist

/ External Usage Guidelines

# / Congrats on earning a placement in the Capterra Shortlist!

## **Providers must abide by the following when referencing the Capterra Shortlist:**

- ▶ When using the Capterra Shortlist in promotional materials, you must include a link to the provided URL, so users can see the full and proper context.
- ▶ When referring to the Capterra Shortlist, you must refer to the full name, **“Capterra Shortlist”** (versus, for example, simply “Shortlist”).
- ▶ You may quote or display the most recent Capterra Shortlist report, provided it is used in its entirety and presented exactly as the original. No edits or changes to the graphic are allowed.

## **Do not:**

- ▶ Quote or display the Capterra Shortlist scores of any other provider
- ▶ Compare your company’s position or scores against any other provider
- ▶ Use Capterra Shortlist content to criticize a competitor.

Except in digital media with character limitations (e.g., Twitter), the following disclaimer **MUST** appear with any/all Capterra Shortlist reference(s) and graphic use:

The Capterra Shortlist report constitutes 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, Capterra or its affiliates.

# The Capterra Shortlist Badge Usage

The Capterra Shortlist 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 Capterra Shortlist badge may be used in perpetuity, provided the required disclaimer appears along with the badge image, proper attribution, and a link to the provided URL:

The Capterra Shortlist badge is a service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. The Capterra Shortlist report constitutes 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, Capterra or its affiliates.

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

- ▶ You may include the Capterra Shortlist 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 Capterra Shortlist badge (regardless of year).
- ▶ Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- ▶ The Capterra Shortlist badge must be secondary in position to your logo and at least 10% smaller in size.
- ▶ The Capterra Shortlist badge may not be placed next to, or bundled with, your logo or any other logos.
- ▶ The Capterra Shortlist badge may not appear in your press releases, or securities offering documents (including annual reports), or corporate boilerplates.
- ▶ You may not alter the Capterra Shortlist badge in any way. This includes, but is not limited to, changes to font, color, and orientation.

# / Badge Applications

## Full color application:



RGB FULL COLORED  
ON WHITE



RGB FULL COLORED  
ON MEDIUM GRAY



RGB FULL COLORED  
ON DARK GRAY

## One ink application:



1 INK ON WHITE



1 INK ON BLACK

# / Badge Applications

## Reduction factor:

The minimum application size or reduction factor for the Capterra Shortlist badge is **75 px width**.



## Don'ts:

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



## Restricted Area:

You must include the required **40 pixels** of clear space around the Capterra Shortlist badge (regardless of year).





# Capterra Top 20

/ External Usage Guidelines

# / Historical Capterra Top 20 Placement

Capterra Shortlist has replaced Capterra Top 20—but if you placed in a Capterra Top 20 report in the past, you're welcome to refer to that placement in perpetuity. Just follow these guidelines.

## **Providers must abide by the following when referencing the Capterra Top 20:**

- ▶ When using the Capterra Top 20 in promotional materials, you must include a link to the provided URL, so users can see the full and proper context.
- ▶ When referring to the Capterra Top 20, you must refer to the full name, **"Capterra Top 20"** (versus, for example, simply "Top 20").
- ▶ You may quote or display the most recent Capterra Top 20 report, provided it is used in its entirety and presented exactly as the original. No edits or changes to the graphic are allowed.

## **Do not:**

- ▶ Quote or display the Capterra Top 20 scores of any other provider
- ▶ Compare your company's position or scores against any other provider
- ▶ Use Capterra Top 20 content to criticize a competitor.

Except in digital media with character limitations (e.g., Twitter), the following disclaimer **MUST** appear with any/all Capterra Top 20 reference(s) and graphic use:

The Capterra Top 20 report constitutes 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, Capterra or its affiliates.

# The Capterra Top 20 Badge Usage

The Capterra Top 20 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 Capterra Top 20 badge may be used in perpetuity, provided the required disclaimer appears along with the badge image, proper attribution, and a link to the provided URL:

The Capterra Top 20 badge is a service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. The Capterra Top 20 report constitutes 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, Capterra or its affiliates.

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

- ▶ You may include the Capterra Top 20 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 Capterra Top 20 badge (regardless of year).
- ▶ Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- ▶ The Capterra Top 20 badge must be secondary in position to your logo and at least 10% smaller in size.
- ▶ The Capterra Top 20 badge may not be placed next to, or bundled with, your logo or any other logos.
- ▶ The Capterra Top 20 badge may not appear in your press releases, or securities offering documents (including annual reports), or corporate boilerplates.
- ▶ You may not alter the Capterra Top 20 badge in any way. This includes, but is not limited to, changes to font, color, and orientation.

# / Badge Applications

## Full color application:



RGB FULL COLORED  
ON WHITE



RGB FULL COLORED  
ON LIGHT GRAY



RGB FULL COLORED  
ON MEDIUM GRAY

## One ink application:



1 INK ON WHITE



1 INK ON BLACK

# / Badge Applications

## Reduction factor:

The minimum application size or reduction factor for the Capterra Top 20 badge is **75 px width**.



## Don'ts:

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



## Restricted Area:

You must include the required **40 pixels** of clear space around the Capterra Top 20 badge (regardless of year).

