USAGE RULES:

Providers must abide by the following when referencing Category Leaders:

When using Category Leaders 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 Category Leaders 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; or
- make reference to Category Leaders research in email signature stamps or corporate boilerplates.

You may quote your company's Category Leaders score (for example, "...with an overall score of 85 out of 100"). However, you may not:

- quote the component scores or associated percentile rankings that make up the scores;
- quote or display the Category Leaders scores of any other provider;
- use Category Leaders content or scores to endorse a vendor, product or service;
- compare your company's position or scores against any other provider;
- imply that Category Leaders positioning is an award; or
- use Category Leaders content to criticize a competitor.

> **Category Leaders content is based largely on product reviews from end users—not from Gartner Research & Advisory.**
> For this reason: You may not imply that the Category Leaders graphic is the same as, or similar to, a Gartner Magic Quadrant or any other published Gartner research based on expert opinion.
>
> Except in digital media with character limitations (e.g., Twitter), the following disclaimer MUST appear with any/all Category Leaders reference(s) and graphic use: Category Leaders 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, GetApp or its affiliates.

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

CATEGORY LEADERS
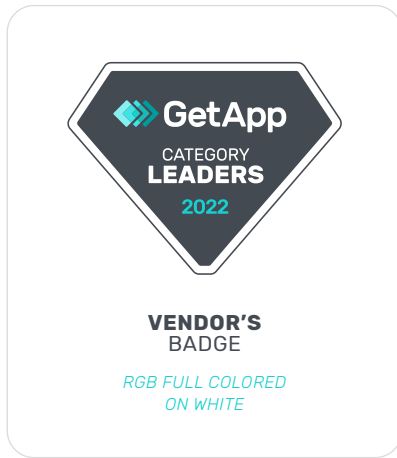# EXTERNAL USAGE GUIDELINES

GetApp
CATEGORY
LEADERS
2022

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You may include the Category Leaders 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 Category Leaders badge (regardless of year).

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

• The Category Leaders badge must be secondary in position to your logo and at least 10% smaller in size. **WHY?**

• The Category Leaders badge may not be placed next to, or bundled with, your logo or any other logos. **WHY?**

• The Category Leaders 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 Category Leaders badge in any way. This includes, but is not limited to, changes to font, color, and orientation.
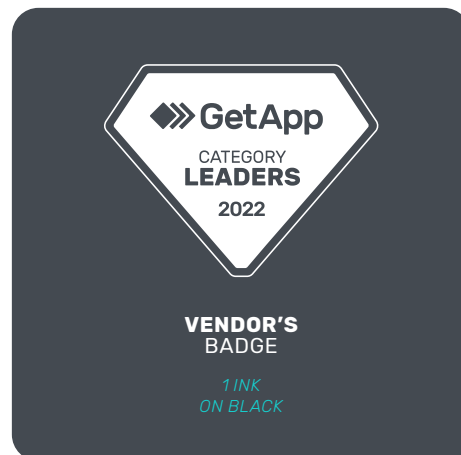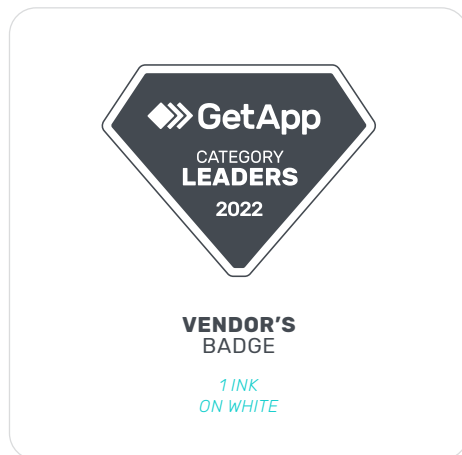
FULL COLOR APPLICATION:

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CATEGORY
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VENDOR'S
BADGE

RGB FULL COLORED
ON WHITE

GetApp
CATEGORY
LEADERS
2022

VENDOR'S
BADGE

RGB FULL COLORED
ON BLACK

GetApp
CATEGORY
LEADERS
2022

VENDOR'S
BADGE

RGB FULL COLORED
ON CORPORATE COLORS

ONE-COLOR APPLICATION:

GetApp
CATEGORY
LEADERS
2022

VENDOR'S
BADGE

1 INK
ON WHITE

GetApp
CATEGORY
LEADERS
2022

VENDOR'S
BADGE

1 INK
ON BLACK

DESIGN USAGE RULES

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REDUCTION FACTOR:

The minimum application size or reduction factor for Category Leaders vendor 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 Category Leaders badge (regardless of year).