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- When using Top 20 in promotional materials, you must include a link to the provided URL, so users can see the full and proper context.
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- You may quote your company’s Top 20 scores (for example, “with a reviews score of 45 out of 50” or “scored a perfect 50/50 for search volume”).

Do not:

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

The 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 content for the Top 20 report is derived from independent research and user testing; end-user reviews and ratings; and vendor-supplied and publicly available product and company information applied against a documented methodology. The results do not constitute an endorsement by Gartner or any of its affiliates.”

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

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

- The Top 20 badge must be secondary in position to your logo and at least 10% smaller in size. Why?

- The Top 20 badge may not be placed next to, or bundled with, your logo or any other logos. Why?

- The Top 20 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 Top 20 badge in any way. This includes, but is not limited to, changes to font, color, and orientation.
**Full Color Application:**

- RGB FULL COLORED ON WHITE
- RGB FULL COLORED ON LIGHT GRAY
- RGB FULL COLORED ON MEDIUM GRAY

**One-Color Application:**

- 1 INK ON WHITE
- 1 INK ON BLACK
**Reduction Factor:**

The minimum application size or reduction factor for the 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 Top 20 badge (regardless of year).