GIGAOM

ANTICIPATE. ACCELERATE. INNOVATE.

Stay ahead of the market with GigaOm Research

2024 Brand Guidelines

Official Promotional Assets

PROMOTE YOUR SOLUTION WITH OUR BRAND

GigaOm offers a series of Radar and Benchmark report marketing assets to help you get the word out. Use this guide to learn how to use our marketing enablement assets while helping GigaOm maintain its brand identity.
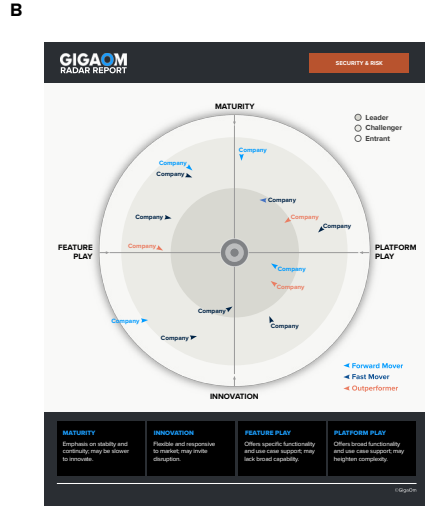
Contents

GIGAOM

RADAR PROMOTION

Core Promotional Assets

A

Reprint Link and QR Code

You will receive a link to the GigaOm Radar report and be furnished with a QR code that can be used in field marketing efforts to capture leads and drive traffic directly to the report.

GIGAOM SUPPLIES THE LINK AND QR CODE

B

GigaOm Radar (SVG)

The GigaOm Radar shown here may be reproduced in its original form or used in alternate approved configurations for promotional purposes (see pages 6—8). Vendors may highlight their placement on the radar.

GIGAOM SUPPLIES ASSET

C

E-mail Signature (PNG)

GigaOm will provide an achieve-ment badge for e-mail signatures.

GIGAOM SUPPLIES ASSET

D

Social Media Art (JPG)

GigaOm will provide an approved social media story format for social media posting. The design includes the achievement badge.

GIGAOM SUPPLIES ASSET
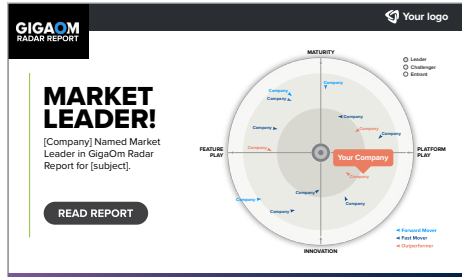
Core Promotional Assets.

E

LinkedIn Banner (JPG)
You will receive a custom banner design for your company's LinkedIn page that includes the achievement badge.

GIGAOM SUPPLIES ASSET

F

Social Media Card Template
GigaOm will provide a branded social media template in Adobe Illustrator for Radar promotion. See pages 6-8 for approved usage.

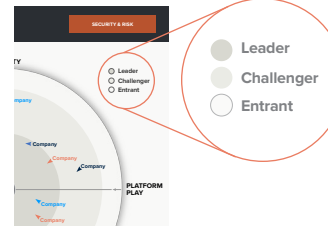**YOU BUILD YOUR OWN GRAPHIC. SEE FOLLOWING PAGES FOR VARIATIONS.**

G

GigaOm Achievement Badge

GigaOm Positioning Badge (PNG)
You will receive an achievement badge for your position within the Radar's inner rings, designated as either a Leader or Challenger in the GigaOm Radar Report.
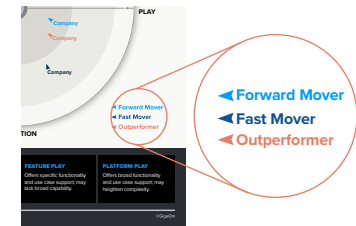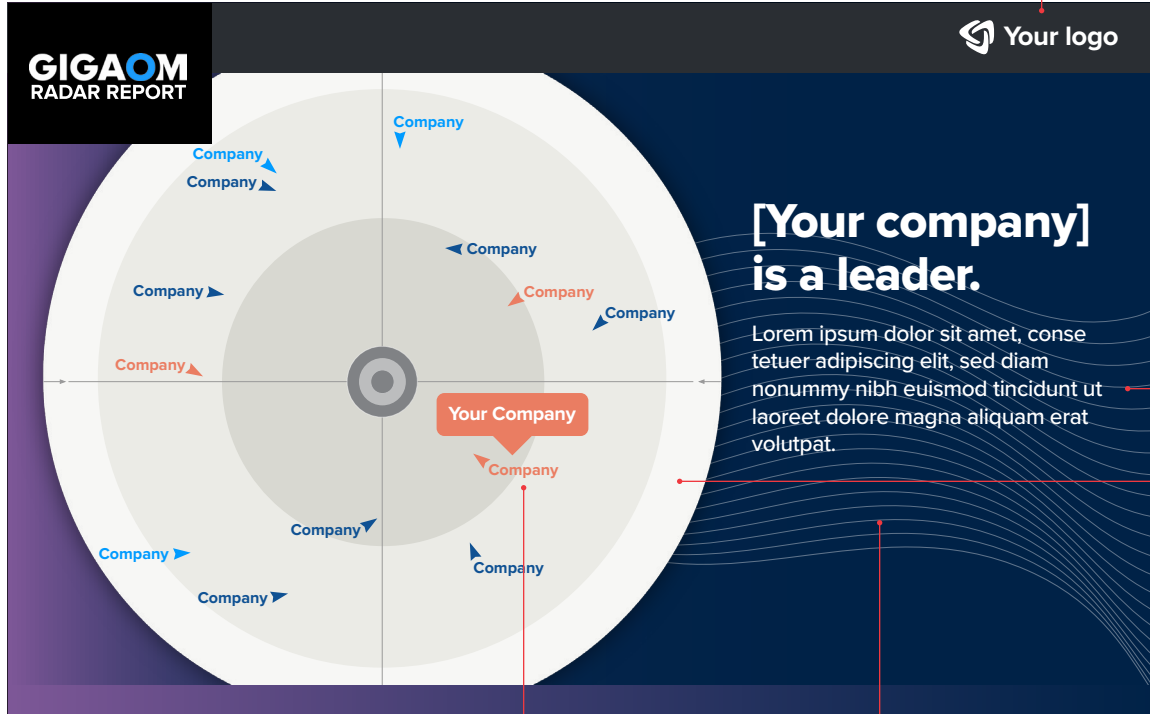
GIGAOM SUPPLIES ASSET

GigaOm Movement Badge (PNG)
You will receive an achievement badge for your movement as a Forward Mover, Fast Mover, or Outperformer in the GigaOm Radar Report.

GIGAOM SUPPLIES ASSET

Social Media Card Design | Design Option A

You may apply your logo to the upper right corner.

Your logo

GIGAOM
RADAR REPORT

Company
Company
Company

Company

Company

Company

Company

Company

Your Company

Company

Company

Company

Company

Company

[Your company] is a leader.

Lorem ipsum dolor sit amet, conse tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

BUILD YOUR OWN GRAPHIC

You may highlight your positioning.

You may apply your own branding elements / colors / simple backgrounds.

Social Media Card Template | Design Option A
To create the design depicted here (Design Option A), GigaOm will provide a blank template in Adobe Illustrator with certain elements included, such as the GigaOm rubric and logo bar across the top.

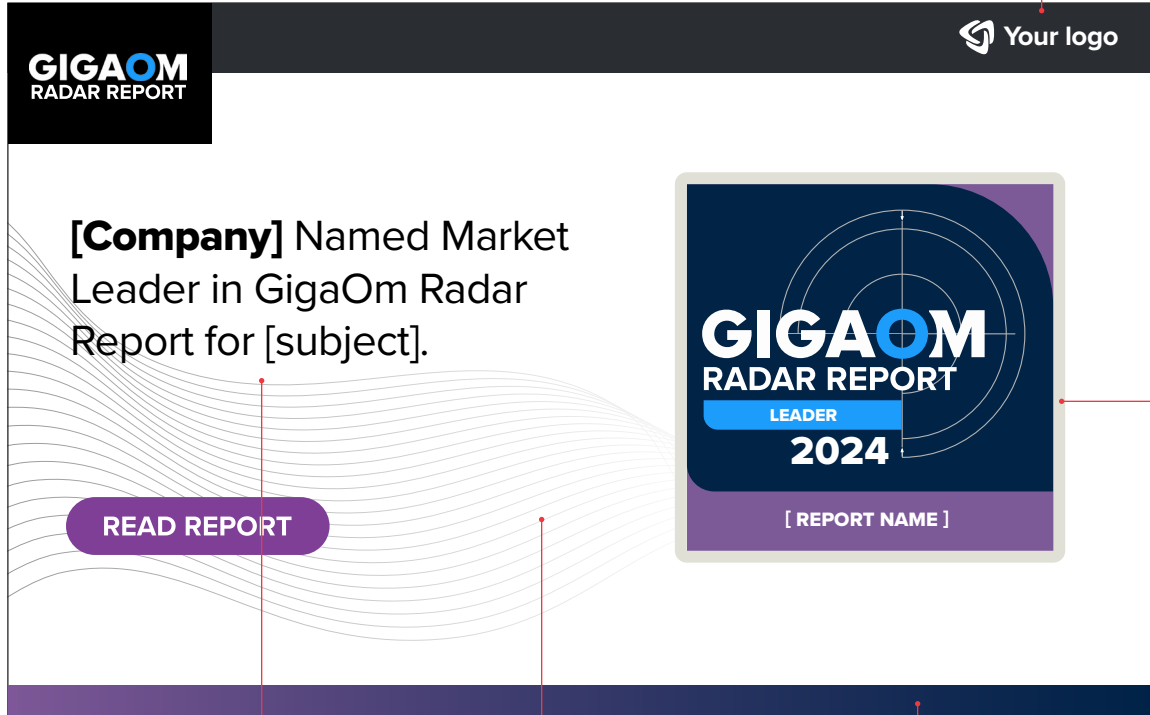GigaOm provides blank template.

You create this design.

You may apply your messaging in your brand's font.

You may remove the Radar from its outer frame. This design option maintains the axis labeling (see ovals).

Social Media Card Design | Design Option B

You may apply your logo to the upper right corner.

Your logo

MARKET LEADER!

[Company] Named Market Leader in GigaOm Radar Report for [subject].

READ REPORT

MATURITY

○ Leader
○ Challenger
○ Entrant

Company
Company
Company
Company
Company
Company

FEATURE PLAY

Company

Company

Your Company

PLATFORM PLAY

Company

Company
Company
Company
Company

INNOVATION

◄ Forward Mover
◄ Fast Mover
◄ Outperformer

Social Media Card Template | Design Option B
To create the design depicted here (Design Option B), GigaOm will provide a blank template in Adobe Illustrator with certain elements included, such as the GigaOm rubric and logo bar across the top.

GigaOm provides blank template.

You create this design.

You may remove the Radar from it's outer frame. This design option maintains the axis labeling (see ovals).

BUILD YOUR OWN GRAPHIC

You may apply your messaging in your brand's font.

You may apply a strip of color in your own brand colors. Please maintain a clean, white background.

You may highlight your positioning.

Social Media Card Design | Design Option B

You may apply your logo to the upper right corner.

GIGAOM
RADAR REPORT

Your logo

[Company] Named Market Leader in GigaOm Radar Report for [subject].

READ REPORT

GIGAOM
RADAR REPORT
LEADER
2024

[REPORT NAME]

BUILD YOUR OWN GRAPHIC

You may apply your messaging in your brand's font.

You may apply your own branding elements / colors / simple backgrounds.

You may apply a strip of color in your own brand colors. Please maintain a clean, white background.

Social Media Card Template | Design Option C
To create the design depicted here (Design Option C), GigaOm will provide a blank template in Adobe Illustrator with certain elements included, such as the GigaOm rubric and logo bar across the top.

GigaOm provides blank template.

You create this design.

You may use the GigaOm achievement badge over a white background. GigaOm recommends avoiding colored backgrounds when using the achievement badge.

Radar Usage Examples | Social Media Posts

B

A Social Media Card Template
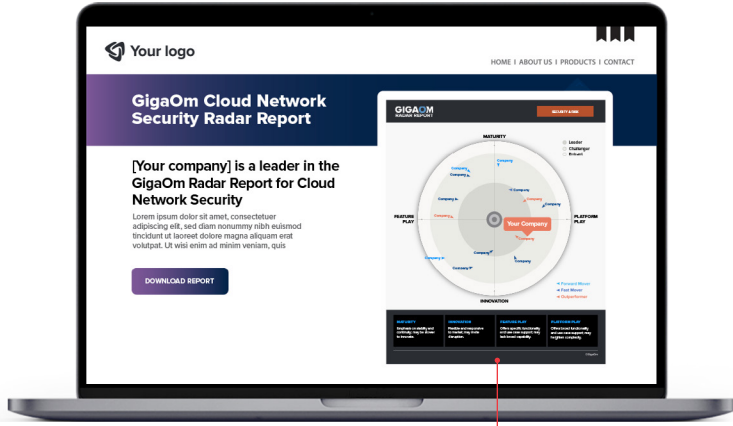

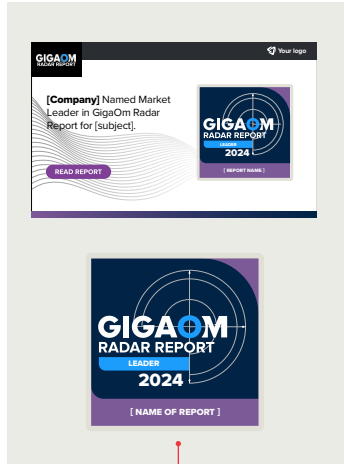Examples of the social media cards designed for a social post.
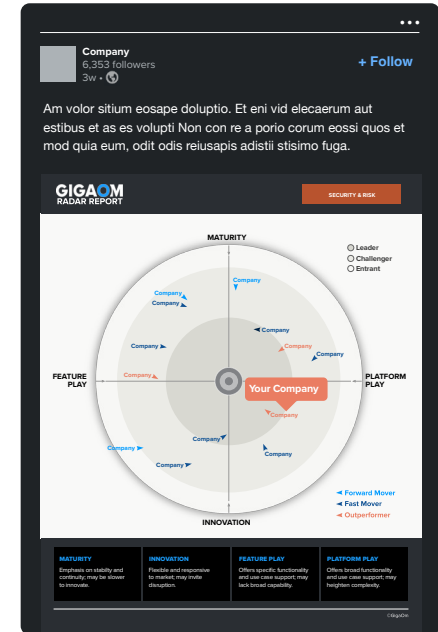
You may use the GigaOm Radar visual as published in the report, with its full frame and descriptors. You may highlight your positioning within the radar.

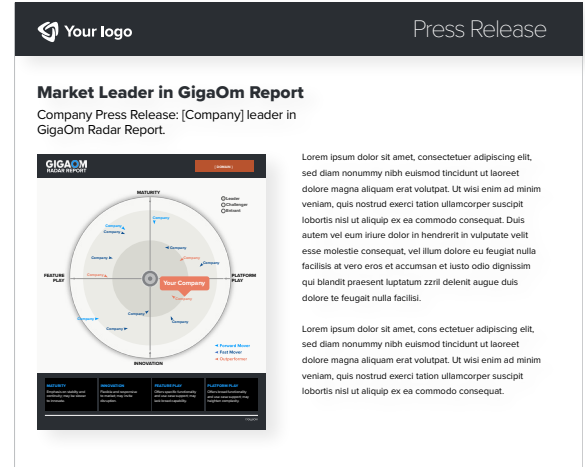## Radar Usage Examples | Landing Page and Press Release

Landing Page*

You may use the GigaOm Radar on your landing pages.

Alternatively, you may use the GigaOm GigaOm Achievement Badge or the social media artwork on your landing pages.

Press Release*

You may use the GigaOm Radar, the social media artwork, or the GigaOm Achievement Badge.

*You may combine on one landing page or press release no more than two radar art assets, as well as your company logo, marketing messaging, or other branding elements, provided they are properly set apart from each other by a reasonable distance.

Improper Use of GigaOm Radar Marketing Assets | Radars

Never redesign, alter, or reposition the GigaOm rubric.

Never recreate the social media design by rearranging elements or creating shapes as compositional elements. Please refer to pps. 6-8 and page 9B of this guide for approved GigaOm designs and usage.


Never rearrange logos or any other elements in the social media artwork, or use a stylized radar to depict the GigaOm Radar. Please refer to pps. 6-8 and page 9B of this guide for approved GigaOm designs and usage.

Do not use stylized radars to depict the GigaOm Radar in your social media posts.

Instructions regarding the improper use of the GigaOm Radar and its assets are applicable across all methods of marketing and advertising. This includes company landing pages, press releases, corporate brochures, video content, field marketing, or any other means of marketing distribution.
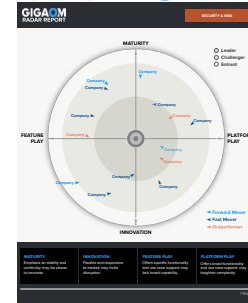
Do not crowd the GigaOm Radar with logos or graphic elements.

Do not horizontally stretch the GigaOm Radar.
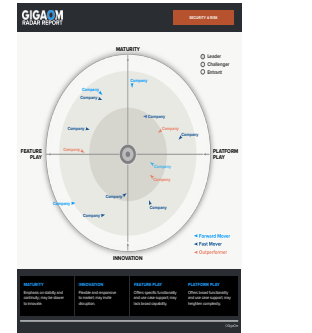
Do not vertically stretch the GigaOm Radar.

GigaOm promotional assets must always be used with care. Please contact **marketing@gigaom.com** for special requests.

Improper Use of GigaOm Radar Marketing Assets | Achievement Badge

Do not stretch the graphic vertically.

Do not stretch the graphic horizontally.

Never change the colors in the Achievement badge, or any other provided GigaOm asset.

Do not crop the graphic.
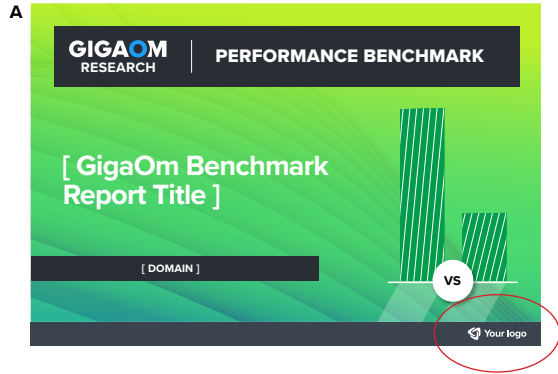

Never change the typeface.

Do not "step and repeat" the graphic.

BENCHMARK PROMOTION

Core Promotional Assets

A

B

C

A: GigaOm Benchmark Social Media Card/Cover Art

You may use the GigaOm Benchmark cover art as a social media card, on your landing page, or elsewhere. A designated area for your logo has been reserved in the lower-right corner of the design.

B: GigaOm Benchmark Performance Charts
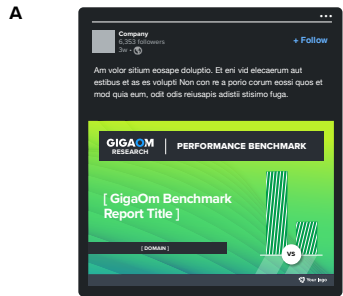
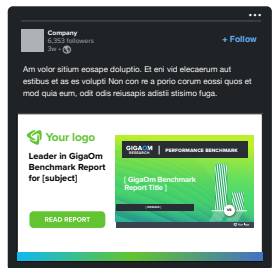You may request charts from your published Benchmark Report for use in your marketing outreach.

C. GigaOm Benchmark E-mail Signature

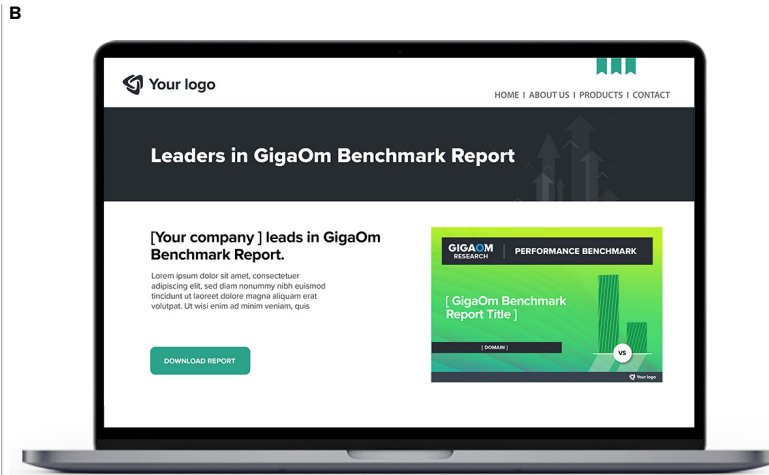Utilize the GigaOm Benchmark badge for your e-mail signatures.
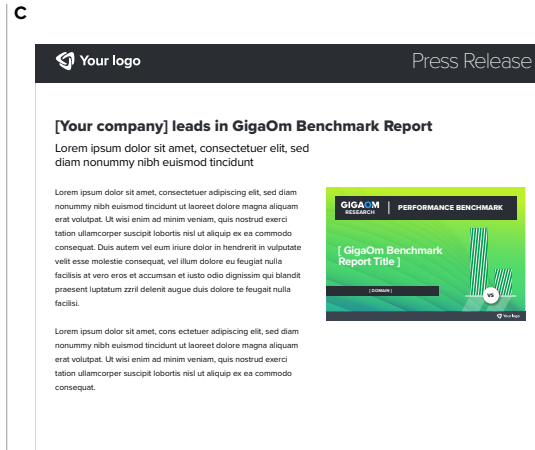
Benchmark Usage Examples

A

OR

B

C

A: Social Media Usage

Proper usage of the GigaOm Benchmark Social Media Card. Examples depict LinkedIn dark mode.

B: Landing Page

Example usage of the GigaOm Benchmark Social Media Card/Cover art for a landing page (you may use the artwork in arrangements that are appropriate for your website design).

C: Press Release

You may use the GigaOm Benchmark Social Media Card/ Cover art for your press release.

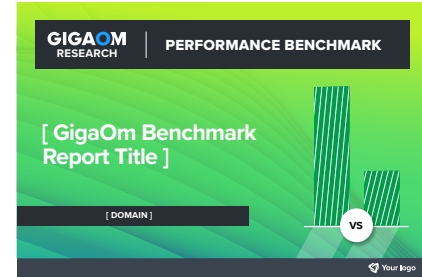## Improper Use of GigaOm Benchmark Marketing Assets | Social Media Card/Cover Art | Charts
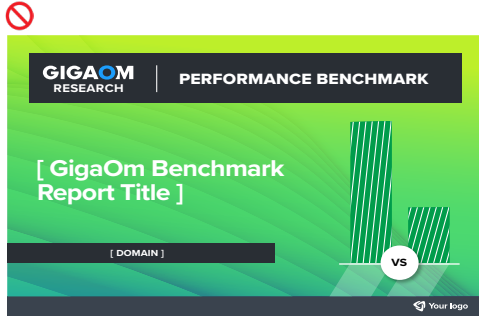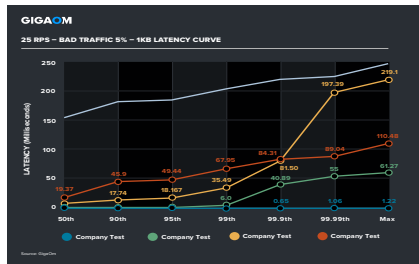

Do not stretch the graphic horizontally.

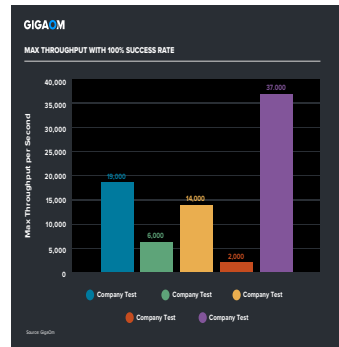Do not stretch the graphic vertically.
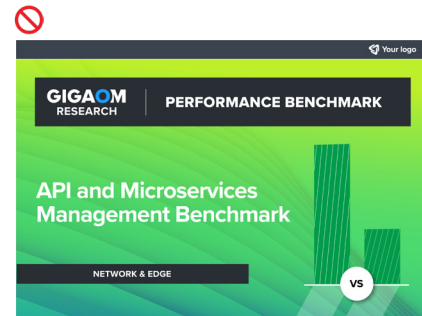
Original

Never rearrange elements of the design on any provided GigaOm asset.

Do not stretch the graphic horizontally.

Do not stretch the graphic vertically.

GIGAOM

GIGAOM LOGO

Logo | Clear Space

GIGAOM

PRIMARY USE LOGO

G

CLEAR SPACE IS DEFINED AS
WIDTH AND THE HEIGHT OF
THE "G" IN GIGAOM.

MINIMUM
CLEAR SPACE

GIGAOM

MINIMUM SIZE (50 PIXELS WIDE)

GIGAOM

50 PIXELS

The GigaOm logo requires "breathing" room. Please do not allow any
content or design elements to encroach into its minimum clear space.
More space is always better, but when space is tight, use the minimum
space as depicted.

Logo | Backgrounds

A + B + C

The GigaOm logo must always be displayed with proper contrast. Use a white background, or the GigaOm Blue or GigaOm Gray backgrounds. (See color palette, p.12)

D

The GigaOm reversed logo may appear over dark images for optimum contrast.

Improper Use of the GigaOm Logo

Do not rotate the GigaOm logo.

Do not apply a drop shadow to the GigaOm logo.

Do not use the GigaOm logo over a busy background.

Do not place the GigaOm logo against colors that decrease the contrast of either the black lettering or the blue "O."
Do not place the GigaOm logo over colors that create odd color combinations with the blue "O."

Do not horizontally stretch the GigaOm logo.

Do not vertically stretch the GigaOm logo.

Do not outline the GigaOm logo.

The GigaOm logo must always be reproduced with care. The examples above are off-brand and are not acceptable.

GigaOm Brand Asset Pack

Please visit our web page for questions and guidance for post release communications.

Please contact **marketing@gigaom.com** for questions or special requests.