



GIGAOM

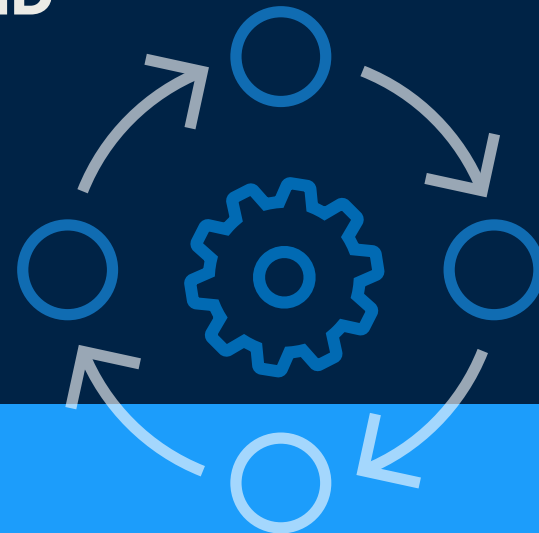
ANTICIPATE. ACCELERATE. INNOVATE.

Stay ahead of the market with GigaOm Research

—
Brand Asset Pack | Radar Report

PROMOTE YOUR SOLUTION WITH OUR BRAND

Congratulations on your GigaOm Radar positioning. Now that you have achieved favorable placement on the GigaOm Radar, we understand that you need to get the word out. We offer a choice of three official art assets, along with our logos and a QR code for your marketing purposes. See following pages for details.

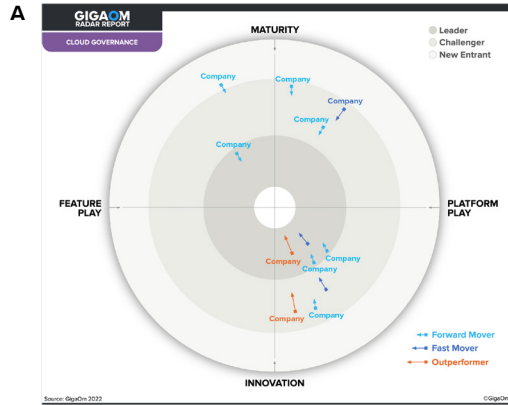


YOUR REPRINT MARKETING KIT CONTAINS:

1. **SVG file of the published Radar chart.**
2. **SVG of the GigaOm logo, supplied in positive, reversed, horizontal, and square formats.**
3. **SVG file of the GigaOm Achievement Badge.**
4. **QR code.**
5. **PNG file of a GigaOm Radar chart with analyst photo.**

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

Let's get started. Three art assets are your core promotional elements.



A: GigaOm Radar

When displaying the published GigaOm Radar chart, it should be reproduced in its original form, without editing or manipulation, with one exception: vendors may highlight a portion of the graphic (see next page for detail).



B: GigaOm Achievement Badge

You may use the GigaOm Achievement Badge in conjunction with your company logo and corporate branding elements.



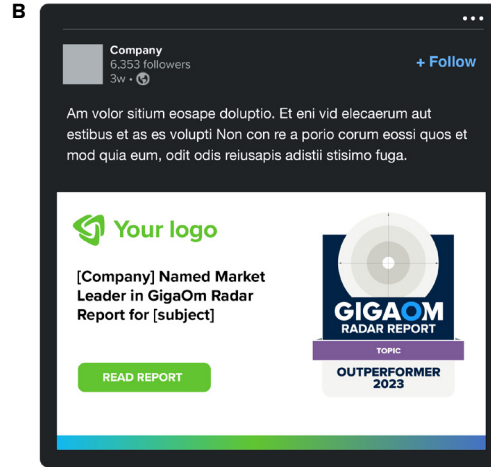
C: GigaOm Radar featuring analyst

You may use the GigaOm Radar, featuring the analyst, as a social media card, landing page art, or elsewhere where desired. A designated area for your logo has been reserved in the upper-right corner of the design.

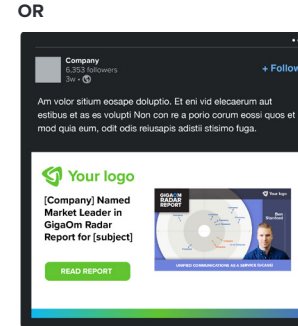
Asset usage examples | social media posts



A
Proper usage example of the GigaOm Radar, as published in a social media post. You may highlight your positioning.



B
Proper usage example of the GigaOm Achievement Badge, as published in a social media post. The badge should not be cluttered, and should be accompanied by your company logo and messaging.

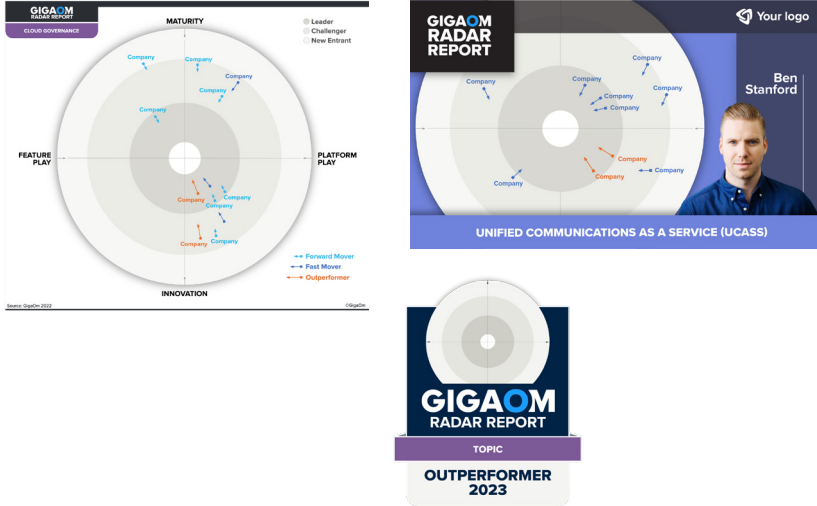


C
Proper usage of the GigaOm Radar with analyst.

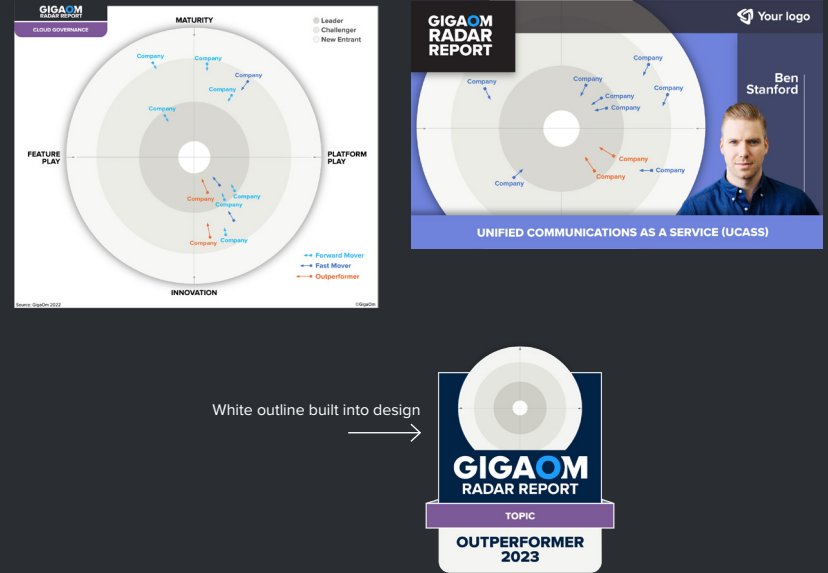
Asset usage examples | backgrounds

The GigaOm promotional assets are designed to work over both light and dark backgrounds.

LIGHT BACKGROUND



DARK MODE

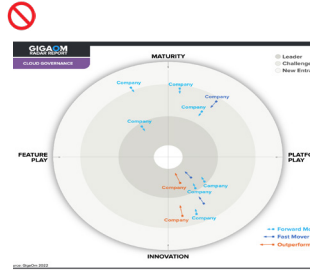


The GigaOm Achievement Badge is built with a white outline for visibility over dark backgrounds.

Improper use of GigaOm marketing assets

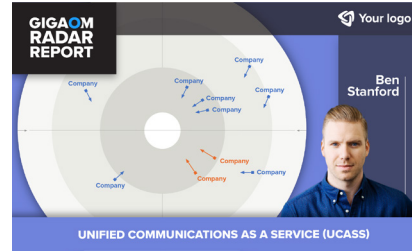


Do not remove the radar from its original background, and/or rearrange elements and colors to create your own composition.



Do not stretch the graphic.

Original



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



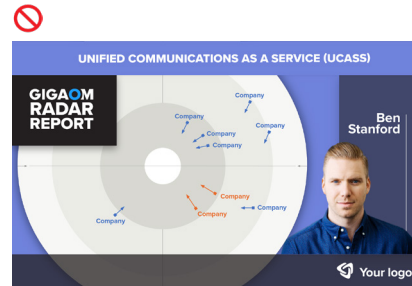
Do not stretch the graphic.



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



Never change the typeface.



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



The GigaOm Logo

Clear Space
Backgrounds
Improper Usage
Square Logo Usage

Logo | clear space

PRIMARY USE **GIGAOM**



CLEAR SPACE IS DEFINED AS
HALF THE HEIGHT OF THE "I"
IN GIGAOM.

CLEAR SPACE



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.

Square logo



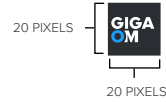
The GigaOm square logo may be used when space is tight. The GigaOm square logo must always be reproduced with care.

DARK MODE/DARK BACKGROUNDS



The GigaOm square logo is built with a .5 white outline for visibility over dark backgrounds.

MINIMUM SIZE



VIOLATIONS



Don't change the background color



Don't angle

Don't crop

Don't scale horizontally

Don't scale vertically

Don't apply a drop shadow

Color palette

PRIMARY COLOR PALETTE



The GigaOm primary color palette. These colors are used only for RGB display. Please inquire for digital or offset printing color guides.



GigaOm Brand Asset Pack | Radar Report

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

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