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.

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Core Promotional Assets

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 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 will provide an achievement badge for e-mail signatures.

Social Media Art (JPG)
GigaOm will provide an approved social media story format for social media posting. The design includes the achievement badge.
Core Promotional Assets.

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

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.

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.
Social Media Card Design | 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.

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

You may apply your logo to the upper right corner.

You may highlight your positioning.

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

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.

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.

**MARKET LEADER!**
[Company] Named Market Leader in GigaOm Radar Report for [subject].

**READ REPORT**

**BUILD YOUR OWN GRAPHIC**
You may apply your logo to the upper right corner.

**Your logo**

Social Media Card Design | Design Option B

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.

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 apply your logo to the upper right corner.**

**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.

**MARKET LEADER!**
[Company] Named Market Leader in GigaOm Radar Report for [subject].

**READ REPORT**

**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.

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.

**MARKET LEADER!**
[Company] Named Market Leader in GigaOm Radar Report for [subject].

**READ REPORT**

**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.

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

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 apply your logo to the upper right corner.

Social Media Card Design | Design Option B

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

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

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

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

[REPORT NAME]
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 Promotion | Official Promotional Assets

Radar Usage Examples | Landing Page and Press Release

**Landing Page**
You may use the GigaOm Radar on your landing pages.

*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.

**Press Release**
You may use the GigaOm Radar, the social media artwork, or the GigaOm Achievement Badge on your landing pages.

Alternatively, you may use the GigaOm Radar Report for Cloud Network Security.

Market Leader in GigaOm Report

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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.

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No need to add logos or graphic elements.

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.

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.

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

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.
Core Promotional Assets

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: 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

1. Do not stretch the graphic horizontally.
2. Do not stretch the graphic vertically.
3. Never rearrange elements of the design on any provided GigaOm asset.
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.
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)

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.