GIGAOM

Brand Guidelines | 2026

Official Radar Report Promotional Assets

PROMOTE YOUR SOLUTION WITH OUR BRAND

GigaOm offers a series of Radar 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.
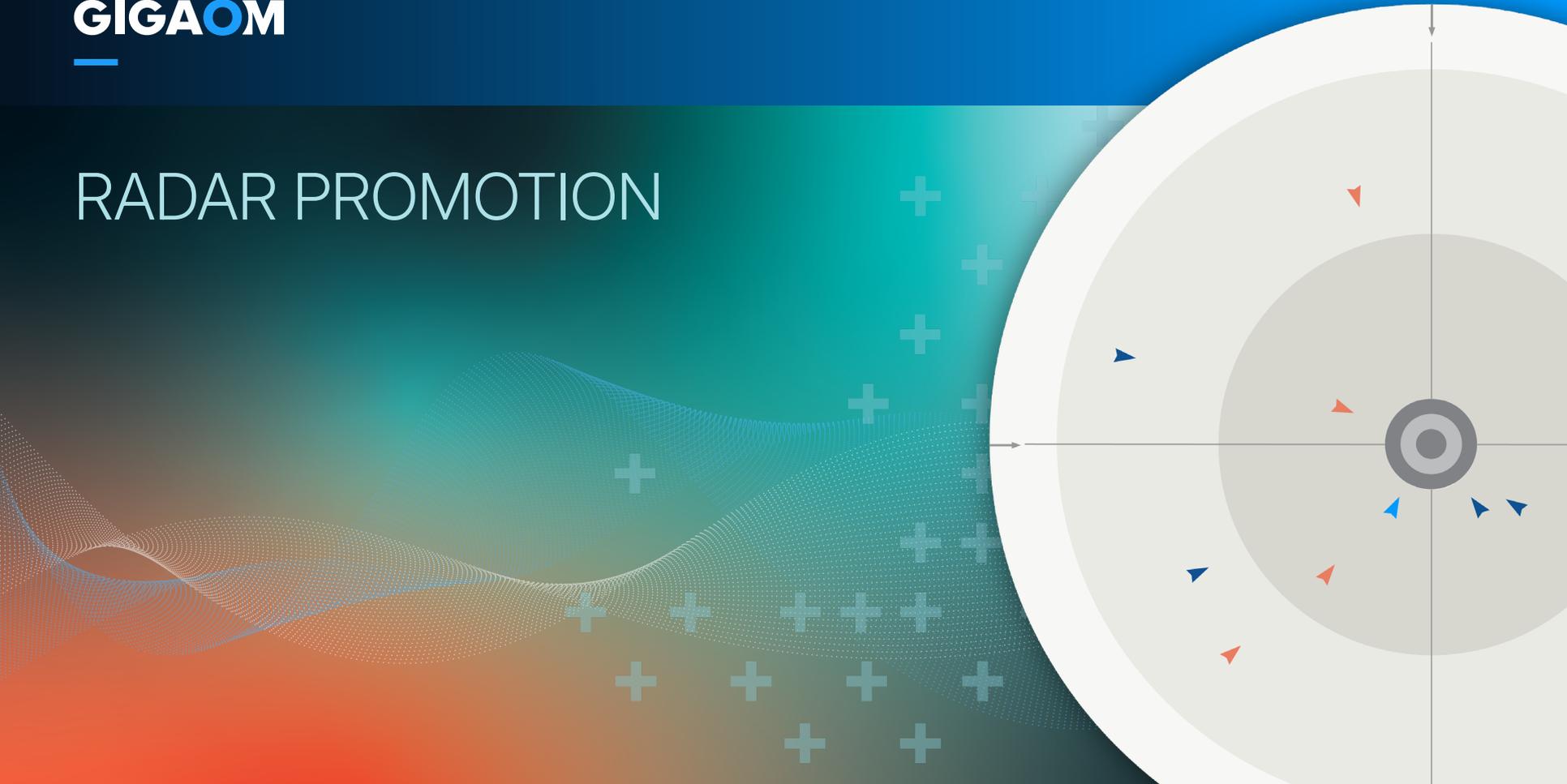
Contents

GIGAOM

RADAR PROMOTION
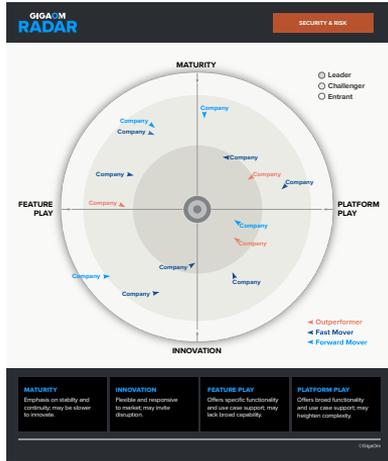
Core Promotional Assets

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 achievement 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
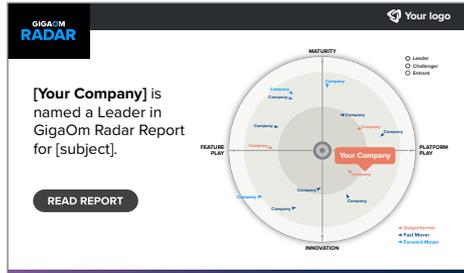
Core Promotional Assets

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.
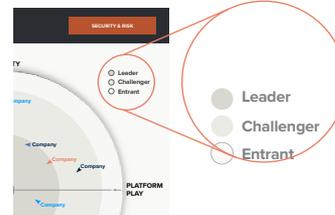**SEE FOLLOWING PAGES FOR VARIATIONS.**

G

GigaOm Achievement Badge (see next page for entire lineup)

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

GigaOm Achievement Badges

The 2025 lineup of GigaOm Achievement promotional badges. See pages 9-12 for approved usage examples.

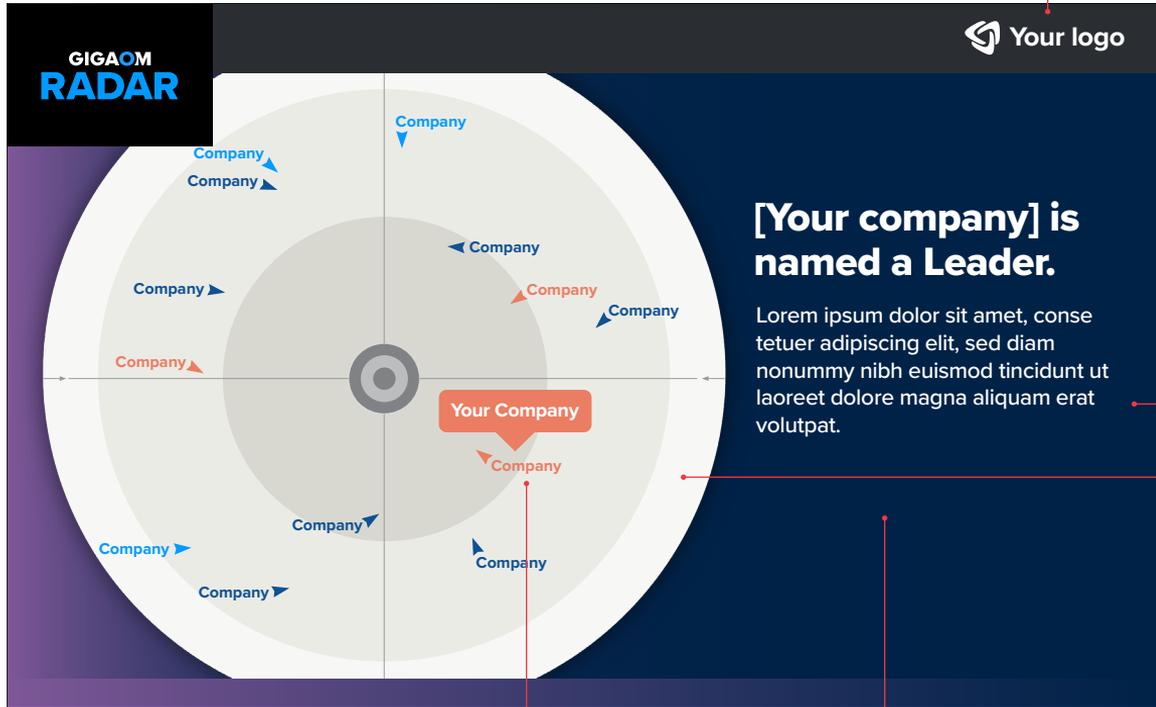**GIGAOM SUPPLIES ASSET**

Achievement Badge Alternative

Areas where the full-size badges are not appropriate due to space constraints, GigaOm supplies a compact version, used primarily for email signatures. See page 12 for additional usage.

GIGAOM SUPPLIES ASSET

Social Media Card Design | Design Option A | Radar

You may apply your logo to the upper right corner.

Social Media Card Template | Design Option A

To create the design depicted here (Design Option A), GigaOm will provide a blank template upon request in Adobe Illustrator with certain elements included, such as the GigaOm lock-up 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).
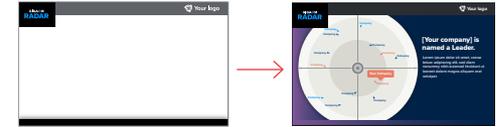
BUILD YOUR OWN GRAPHIC

You may add a highlight to emphasize your placement; however, the highlight may not replace or obscure your company name. Your company name and original positioning must remain on the Radar graphic at all times.

You may apply your own branding elements / colors / simple backgrounds.
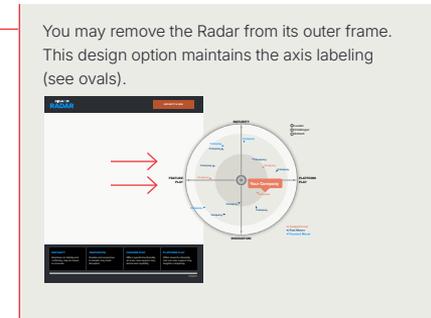
Social Media Card Design | Design Option B | Radar

You may apply your logo to the upper right corner.

GIGAOM RADAR

Your logo

MATURITY

○ Leader
○ Challenger
○ Entrant

[Your Company] is named a Leader in GigaOm Radar Report for [subject].

READ REPORT

FEATURE PLAY

Company
Company
Company
Company
Company
Company
Company

Your Company

PLATFORM PLAY

Company
Company
Company
Company
Company
Company

◄ **Outperformer**
◄ **Fast Mover**
◄ **Forward Mover**

INNOVATION

BUILD YOUR OWN GRAPHIC

Social Media Card Template | Design Option B

To create the design depicted here (Design Option B), GigaOm will provide a blank template upon request in Adobe Illustrator with certain elements included, such as the GigaOm lock-up and logo bar across the top.

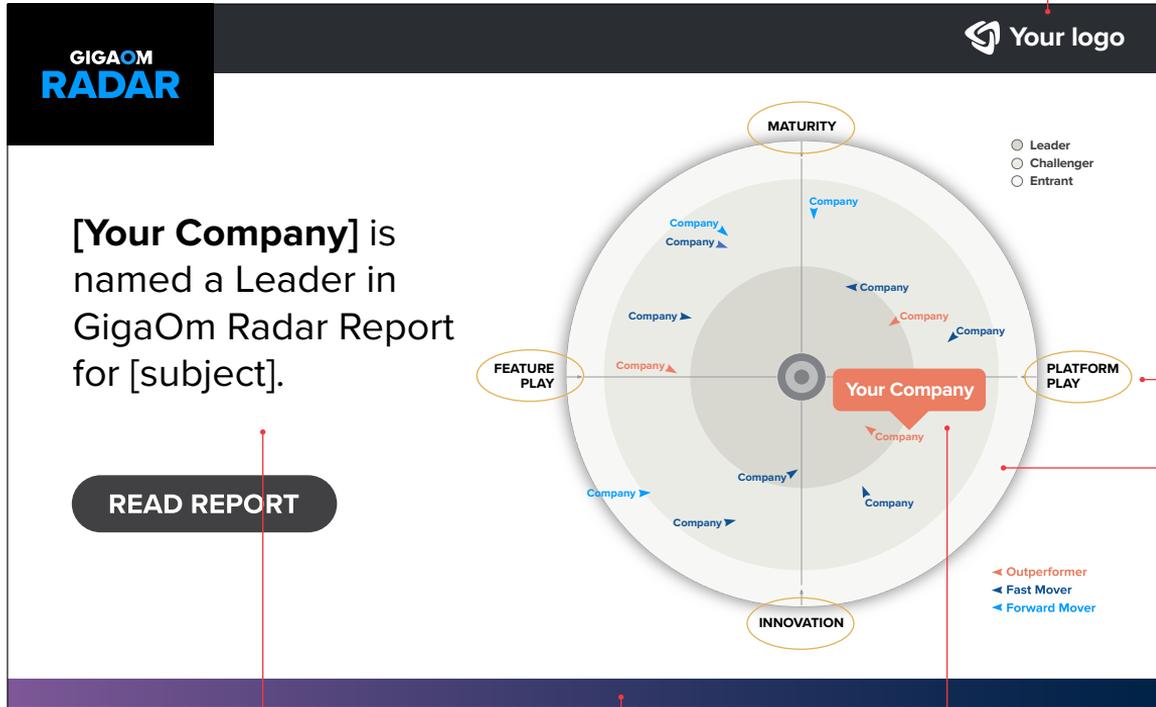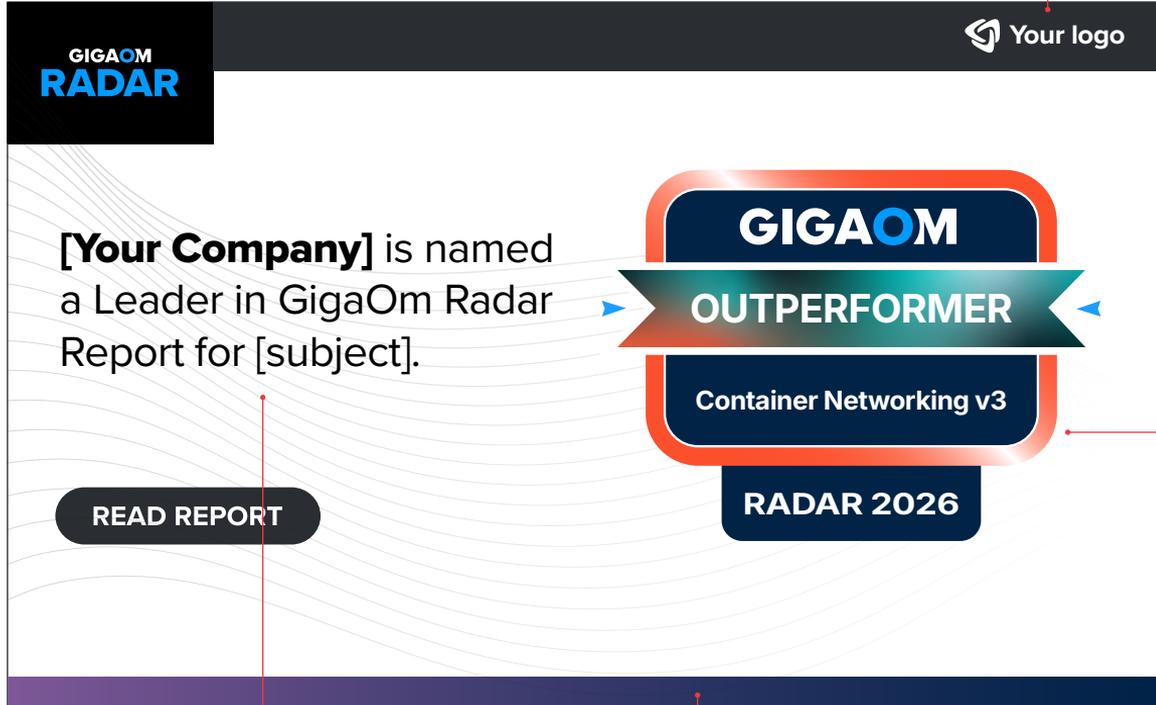GigaOm provides blank template.　　You create this design.

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

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

You may apply a strip of color in your own brand colors. When using the GigaOm Radar graphic, pllease maintain a clean, white background.

You may add a highlight to emphasize your placement; however, the highlight may not replace or obscure your company name. Your company name and original positioning must remain on the Radar graphic at all times.
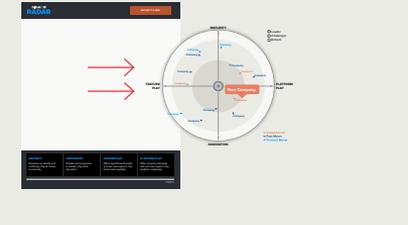
Social Media Card Design | Design Option C | Achievement Badge

You may apply your logo to the upper right corner.

Your logo

[Your Company] is named a Leader in GigaOm Radar Report for [subject].

GIGAOM
OUTPERFORMER
Container Networking v3

RADAR 2026

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.

Social Media Card Template | Design Option C

To create the design depicted here (Design Option C), GigaOm will provide a blank template upon request in Adobe Illustrator with certain elements included, such as the GigaOm lock-up and logo bar across the top.
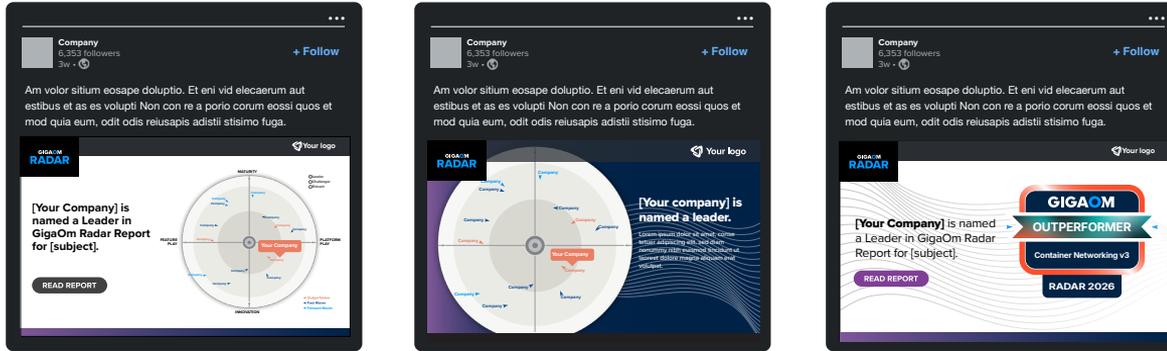
GigaOm provides blank template.

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, but you may use subtle branding elements.
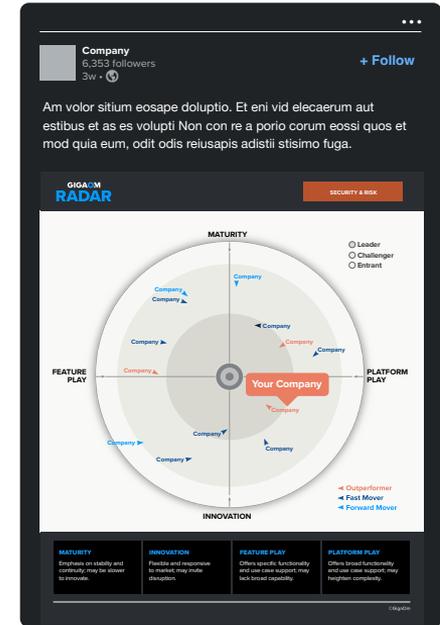
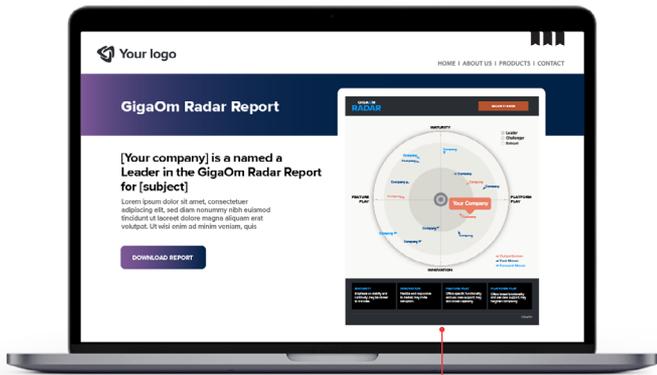# Social Media Card Examples

A Social Media Card Template

Examples of the social media cards designed for a social post.
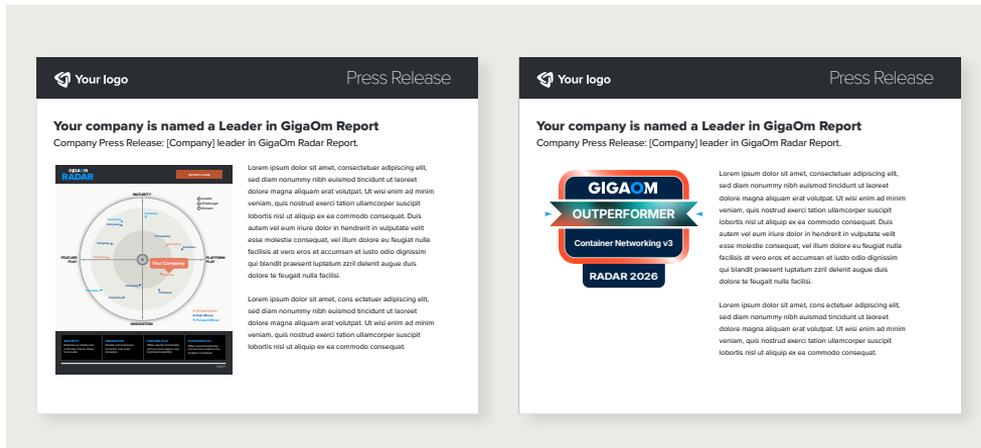
B

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.

Landing Page and Press Release

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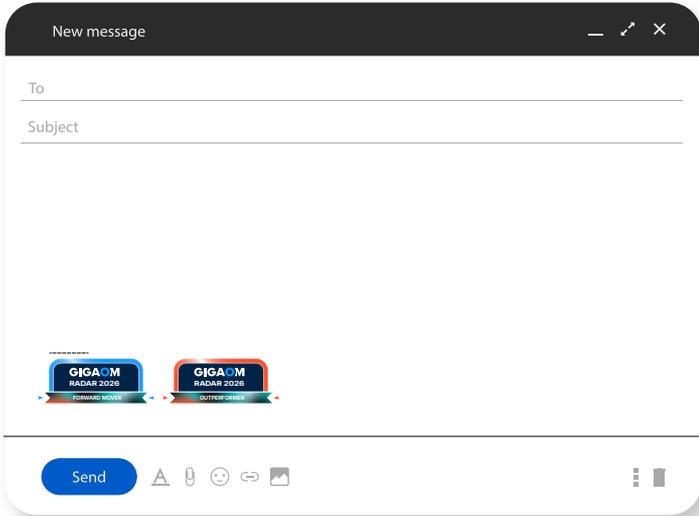
You may use the GigaOm Radar on your landing pages.

Press Release*

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

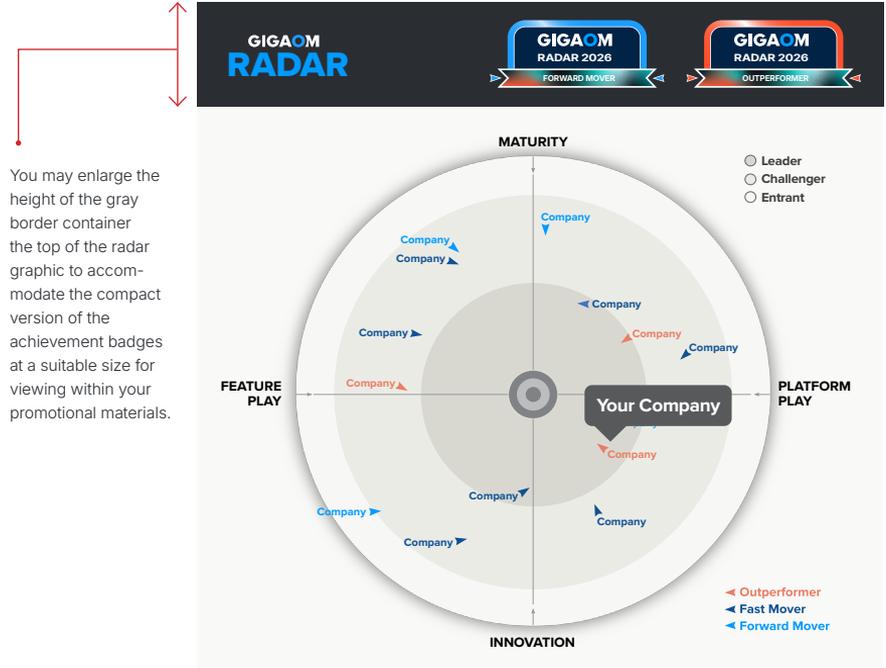Alternatively, you may use the GigaOm GigaOm Achievement Badge or the social media artwork on your landing pages.

*You may combine on one landing page or press release no more than two GigaOm 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.

Compact Achievement Badge

E-mail Signature

You may enlarge the height of the gray border container the top of the radar graphic to accommodate the compact version of the achievement badges at a suitable size for viewing within your promotional materials.

There are two approved uses of the compact achievement badge.
The primary usage is applied to E-mail signatures, as illustrated above.

Radar Promotion
You may use the compact achievement badge to promote
both your positioning (Leader, Challenger) and movement positioning
(Forward Mover, Fast Mover, Outperformer.)

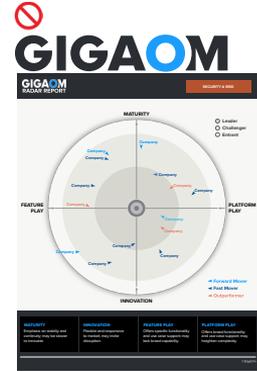## Improper Use of GigaOm Radar Marketing Assets | Radars

Never redesign, alter, or reposition the GigaOm lock-up

Never create shaped containers as compositional elements.

Never use a stylized radar to depict the GigaOm Radar.

Do not crowd the GigaOm Radar with logos or graphic elements.

Do not crowd the GigaOm Radar with shapes or graphic elements.

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 horizontally or vertically stretch the GigaOm Radar.
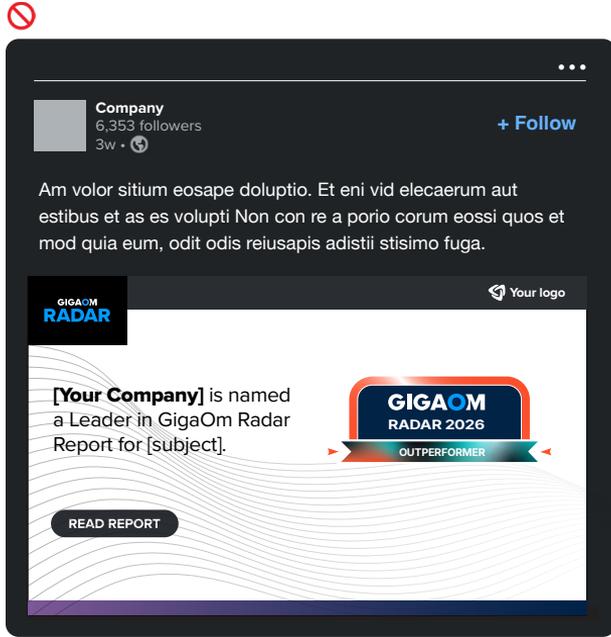
GigaOm promotional assets must always be used with care. Please contact **marketing@gigaom.com** for special requests.

## Improper Use of GigaOm Radar Marketing Assets | Achievement Badge

Do not stretch the graphic vertically or horizontally.

Never change the colors.

Do not crop the graphic.

Never change the typeface.

Improper Use of GigaOm Radar Marketing Assets | Achievement Badge

Never use the compacted Achievement Badge on a social media card. Always use the full size Achievement Badge. See page 9 for proper usage.
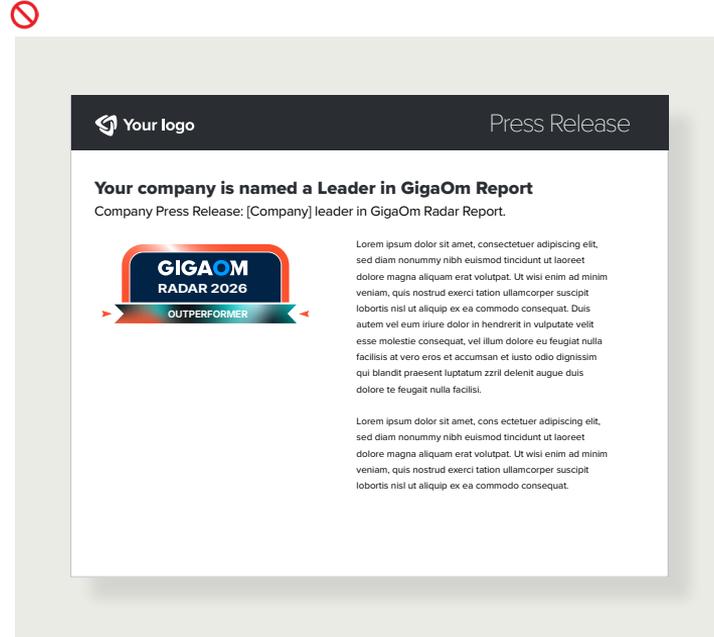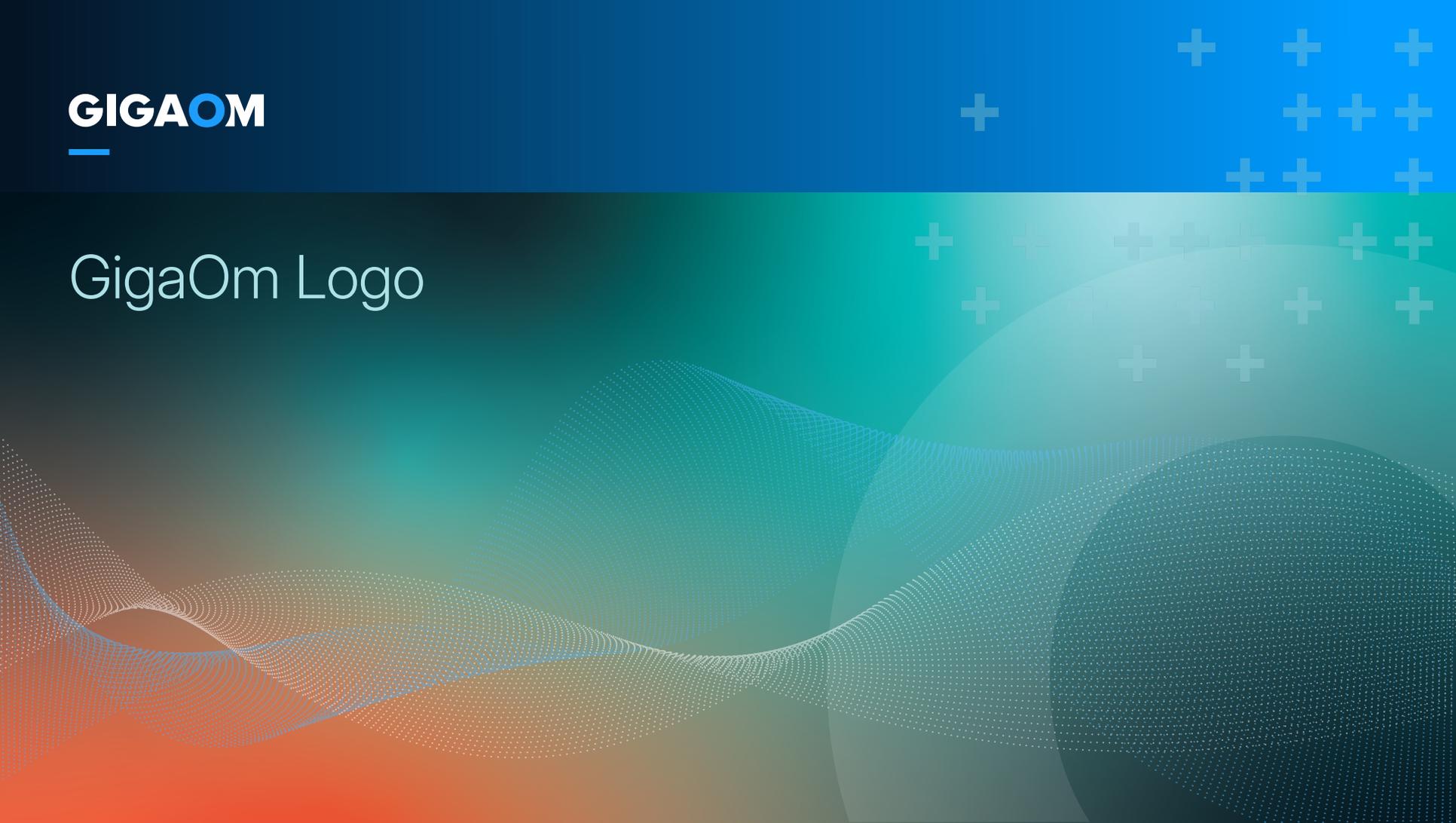

Never use the compacted Achievement Badge on a press release. Always use the full size Achievement Badge. See page 11 for proper usage.

GIGAOM

GigaOm Logo

Clear space

PRIMARY USE   **GIGAOM**

MINIMUM CLEAR SPACE

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

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.

Backgrounds

A

B

C

D

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

GigaOm 2025 Brand Guidelines

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