



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

PART 1: RADAR PROMOTION

Radar art assets: what they are	4
Social media card design	8
Usage example: social media posts	11
Usage example: landing page and press release	12
Improper use	14

PART 2: WEBINAR PROMOTION

Announcement design guidelines	19
--------------------------------------	----

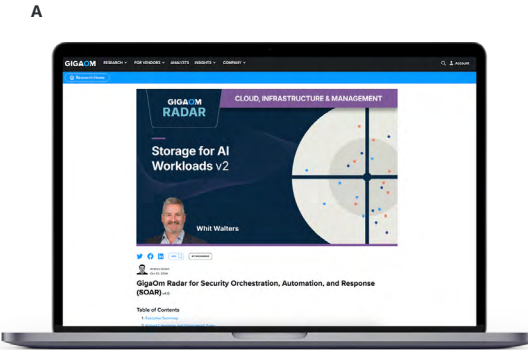
PART 3: THE GIGAOM LOGO

GigaOm logo	22
Improper use	24

RADAR PROMOTION



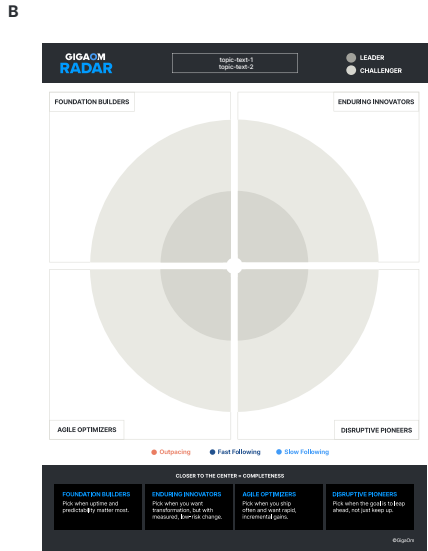
Core Promotional Assets



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 SUPPLIES THE LINK AND QR CODE



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 6–9). Vendors may highlight their placement on the radar.

GIGAOM SUPPLIES ASSET



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

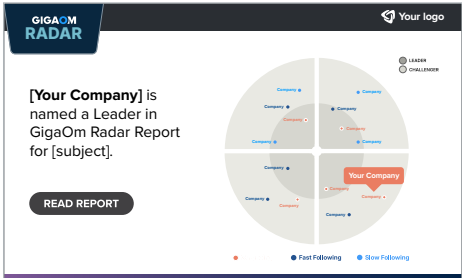


LinkedIn Banner (JPG)

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 8-10 for approved usage.

[YOU BUILD YOUR OWN GRAPHIC.](#)
[SEE FOLLOWING PAGES FOR VARIATIONS.](#)

G

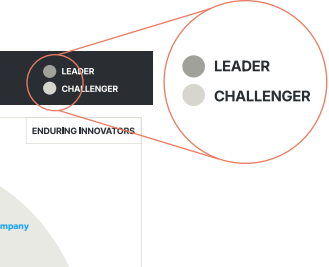
GigaOm Achievement Badge (see next page for entire lineup)



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.

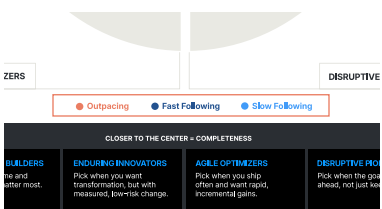
[GIGAOM SUPPLIES ASSET](#)



GigaOm Movement Badge (PNG)

You will receive an achievement badge for your movement as Outpacing, Fast Following or Slow Following in the GigaOm Radar Report.

[GIGAOM SUPPLIES ASSET](#)



GigaOm Achievement Badges

The 2026 lineup of GigaOm Achievement promotional badges. See pages 10-13 for approved usage examples. [GIGAOM SUPPLIES ASSET](#)

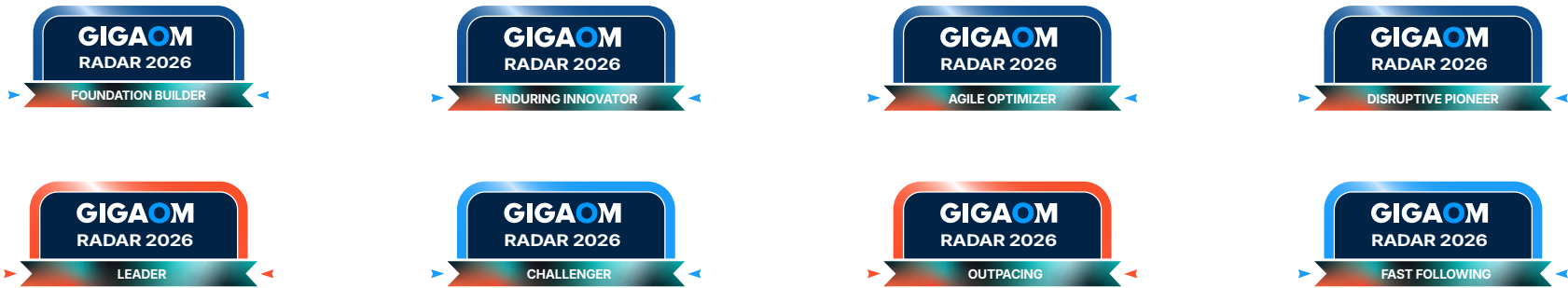


GigaOm Achievement Badges

Achievement Badge Alternative

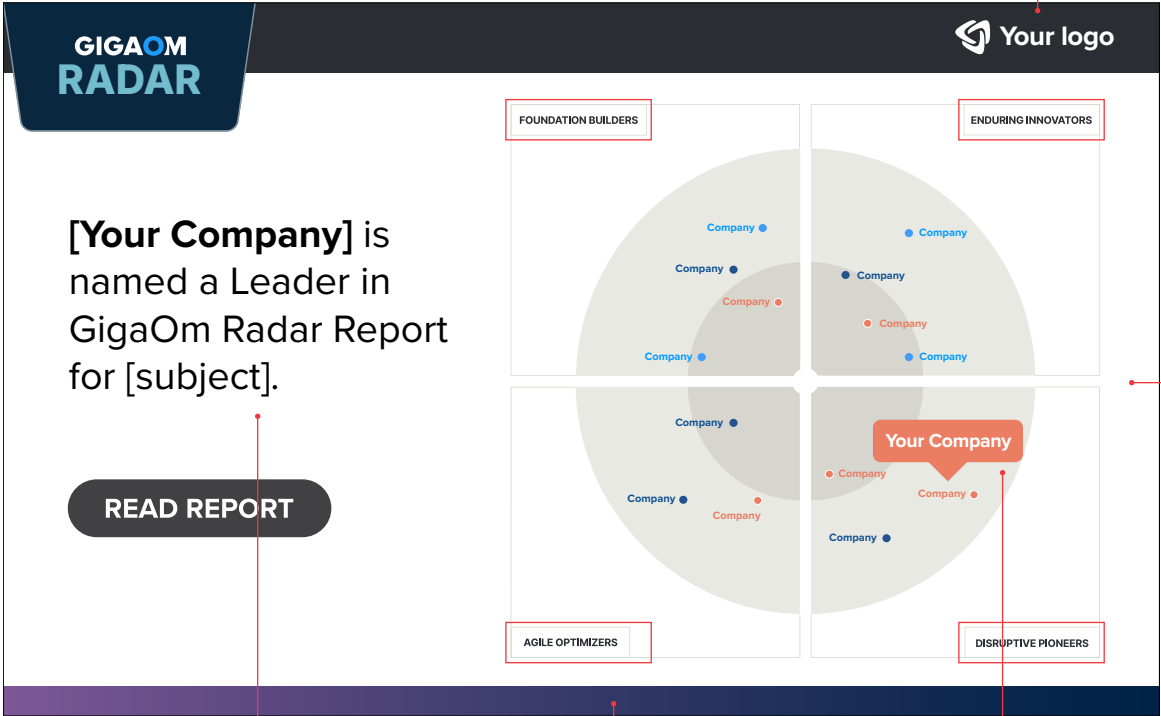
Areas where the full-size badges are not appropriate due to space constraints, GigaOm supplies a compact version, used primarily for email signatures. See page 13 for additional usage.

[GIGAOM SUPPLIES ASSET](#)



Social Media Card Design | Design Option A | Radar

You may apply your logo to the upper right corner.



BUILD YOUR OWN GRAPHIC

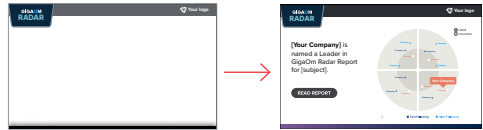
You may apply your messaging in your brand's font.

You may apply a strip of color in your own brand colors. When using the GigaOm Radar graphic, please 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, or any competitors names. The highlight box must contain your company name only, and the font size should not exceed 125% of the font size on the Radar graphic.

Social Media Card Template | Design Option A

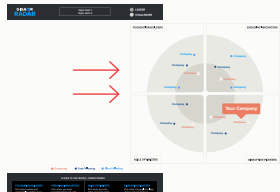
To create the design depicted here (Design Option A), GigaOm will provide a blank template upon request in Adobe Illustrator with certain elements included, such as the GigaOm lock-up and logo bar across the top.



GigaOm provides blank template.

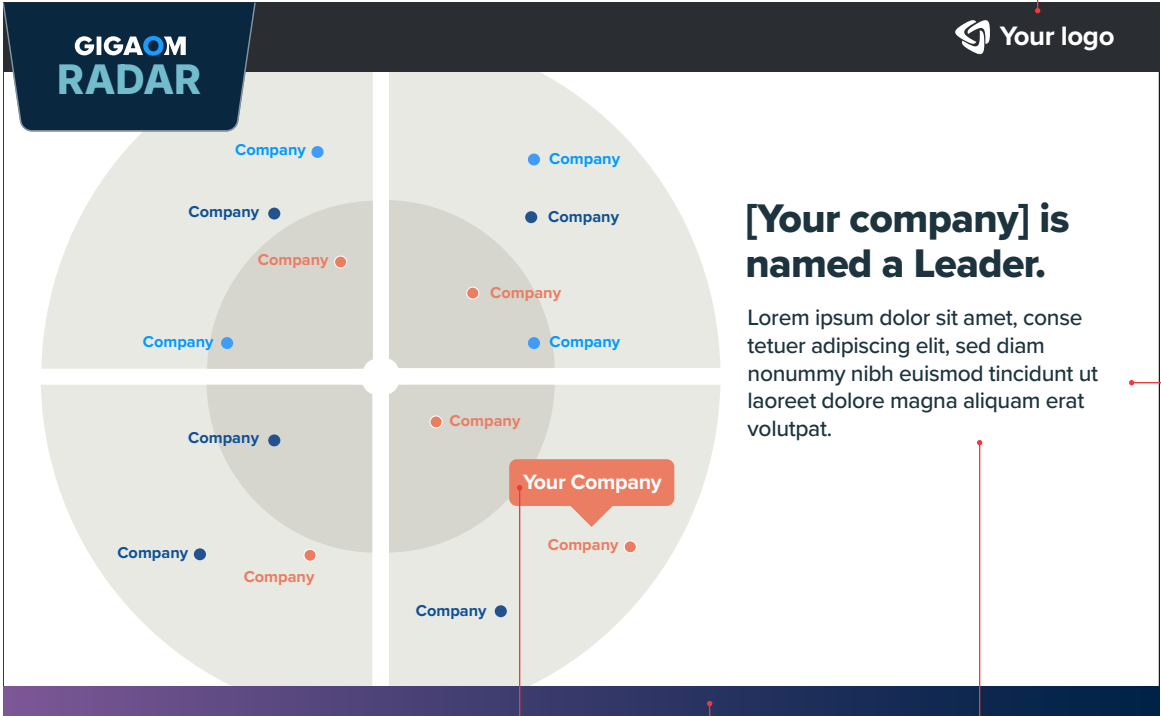
You create this design.

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



Social Media Card Design | Design Option B | Radar

You may apply your logo to the upper right corner.



BUILD YOUR OWN GRAPHIC

! You may add a highlight to emphasize your placement; however, the highlight may not replace or obscure your company name, or any competitors names. The highlight box must contain your company name only, and the font size should not exceed 125% of the font size on the Radar graphic.

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

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

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.

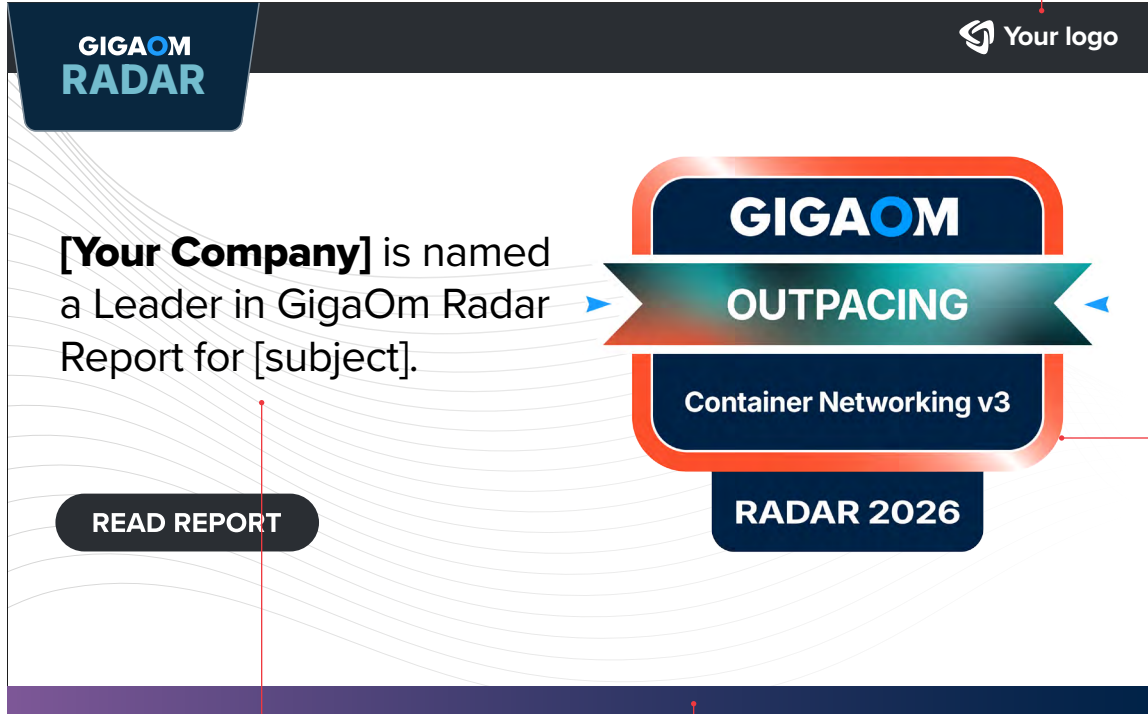
You may remove the Radar from it's outer frame. This design option maintains the axis labeling.



! The new Radar requires a white, or very high contrast background to accomodate vendor names that may bleed off the edge of the Radar graphic.

Social Media Card Design | Design Option C | Achievement Badge

You may apply your logo to the upper right corner.



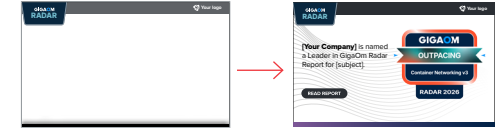
BUILD YOUR OWN GRAPHIC

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

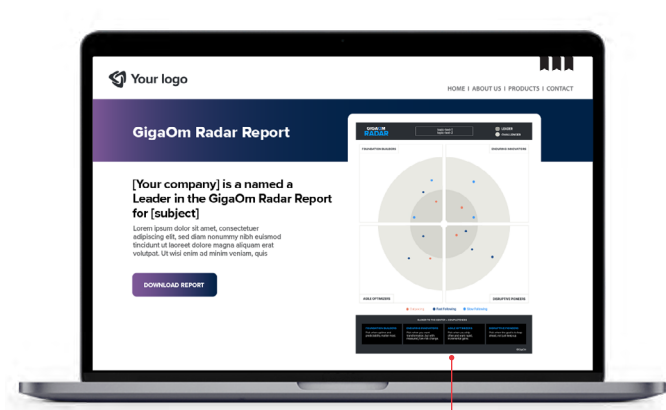


Examples of the social media cards designed for a social post.



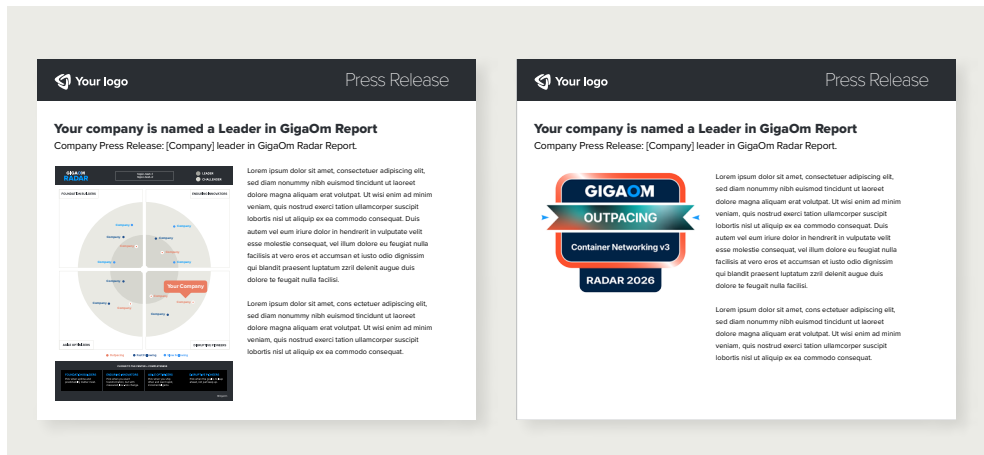
You may use the GigaOm Radar visual as published in the report, with its full frame and descriptors. You may highlight your positioning within the radar.

Landing Page and Press Release



Landing Page*

You may use the GigaOm Radar on your landing pages.



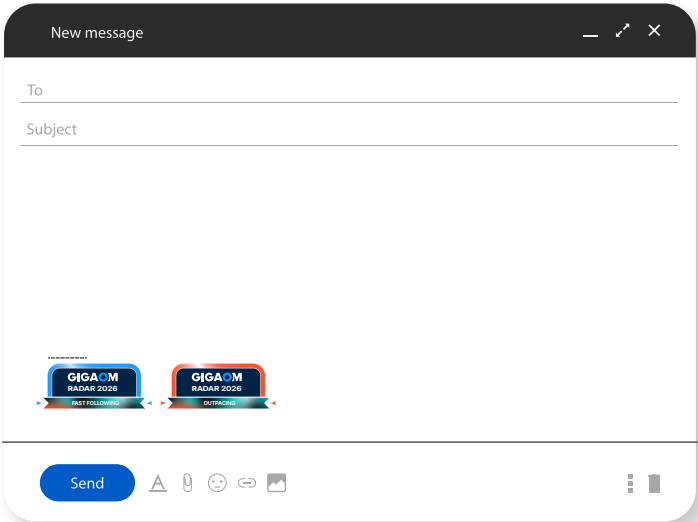
Press Release*

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.

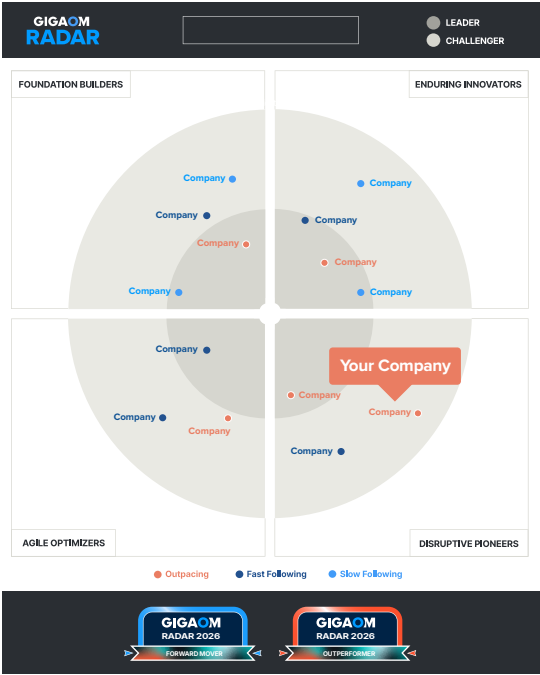
Compact Achievement Badge



E-mail Signature

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

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.

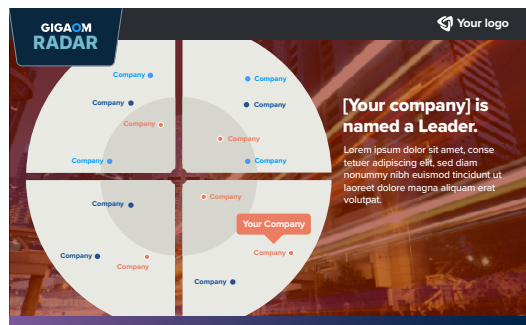


Radar Promotion

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

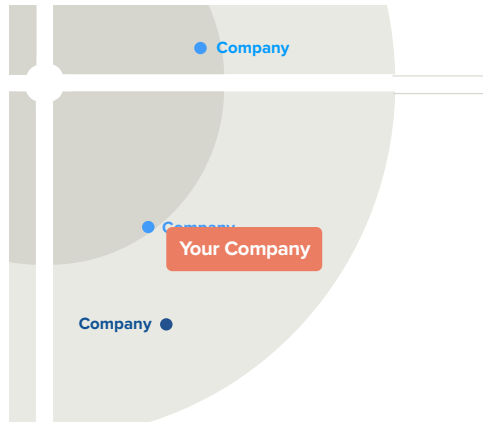
A



Background

Never add a background of any kind to the radar graphic.

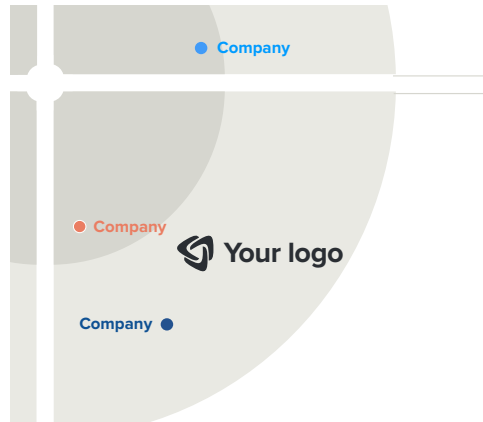
B



Highlights

You may add a highlight to emphasize your placement; however, the highlight may not replace or obscure your or other company names. Your company name and original positioning must remain on the Radar graphic at all times. [See page 8 for more details.](#)

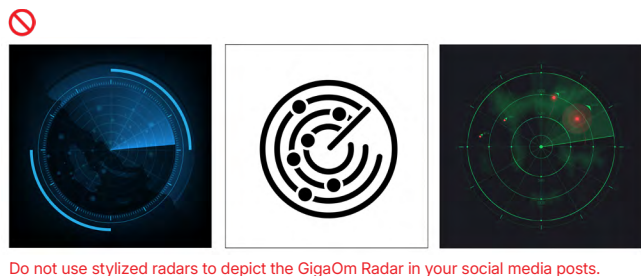
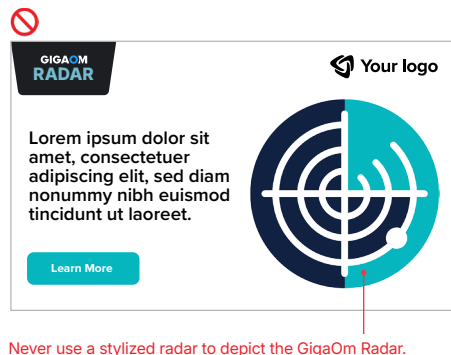
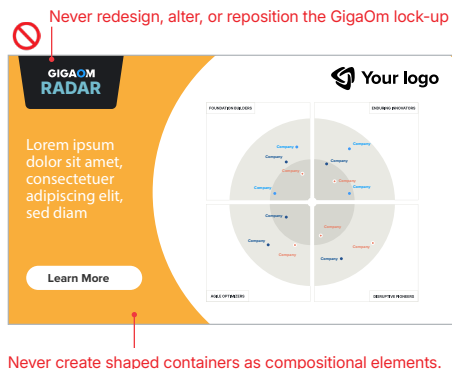
C



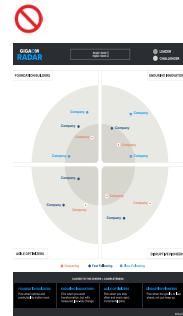
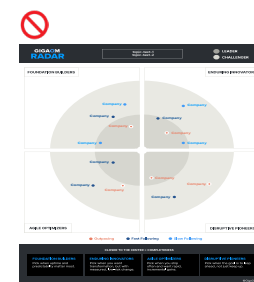
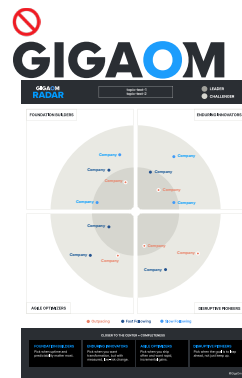
Highlights

You can't replace your name in the radar with your logo.

Improper Use of GigaOm Radar Marketing Assets | Radars



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.



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.



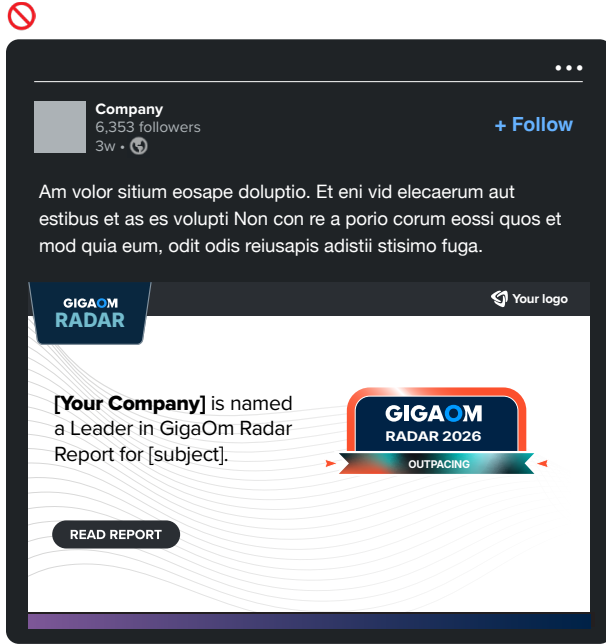
Do not crop the graphic.



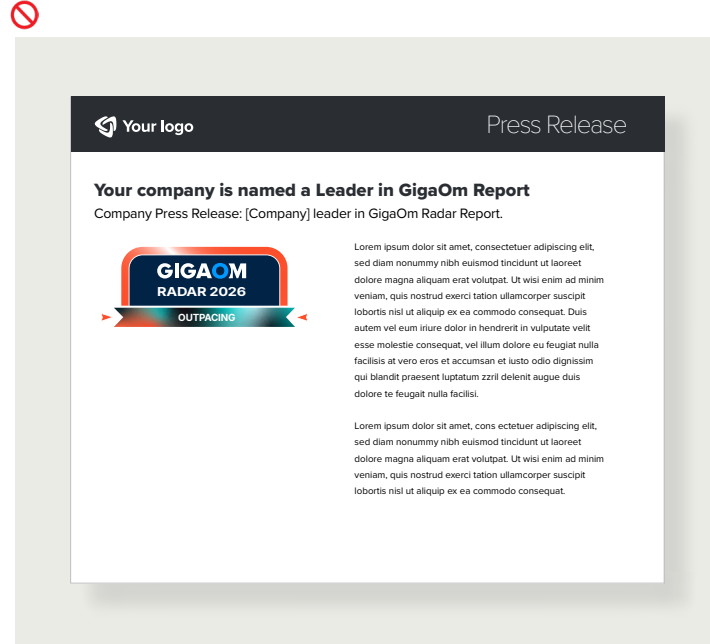
Never change the typeface.



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.



Webinar Promotion

Webinar Announcement Design Guidelines

Logo hierarchy *Page 1 of 2*

When designing webinar announcements that feature GigaOm analysts or experts, the creative should primarily reflect your company's brand while incorporating GigaOm as a co-branding partner.

Logo Hierarchy

Because the webinar is hosted by your organization, your brand should be presented as the primary (hero) brand, with GigaOm positioned as the supporting brand.

To maintain this hierarchy: (Example 1)

A Your company logo should appear first in the visual composition.

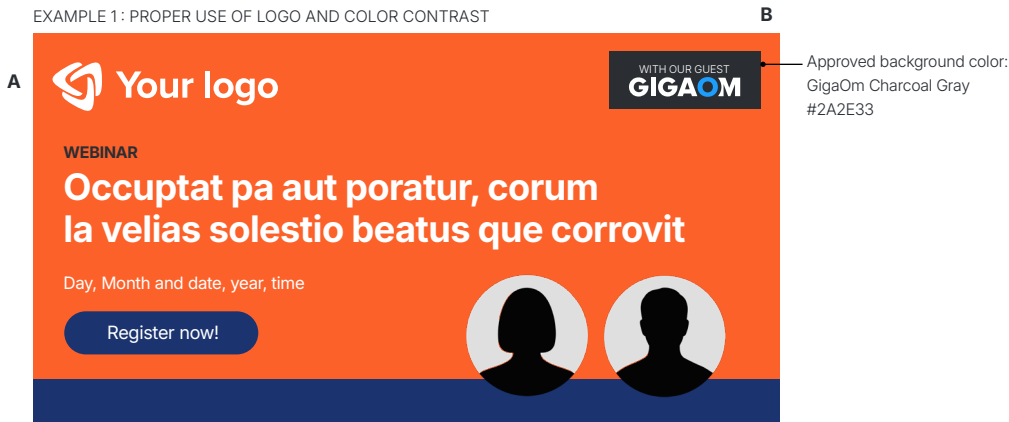
B The GigaOm logo should appear second, in a secondary position.

Logos may be displayed side-by-side, provided that:

- Your company logo appears first.
- The two logos are separated by a vertical rule.
- Adequate padding is maintained between each logo and the rule to ensure visual clarity.

In appearance with:

EXAMPLE 1: PROPER USE OF LOGO AND COLOR CONTRAST



The artwork above illustrates an example webinar announcement layout. Your organization's colors, fonts, and visual elements should be applied accordingly. This example is provided to demonstrate proper co-branding placement and usage when incorporating the GigaOm brand.

Webinar Announcement Design Guidelines

When designing webinar announcements that feature GigaOm analysts or experts, the creative should primarily reflect your company's brand while incorporating GigaOm as a co-branding partner.

LColor and Contrast Considerations

The GigaOm logo includes a sky-blue "O", which must maintain sufficient contrast against the background.

To ensure proper brand presentation: (Example 2)

C The GigaOm logo must not appear on backgrounds that reduce contrast or make the sky-blue "O" difficult to distinguish.

D Avoid placing the logo on backgrounds that create visual vibration or conflicting color combinations.

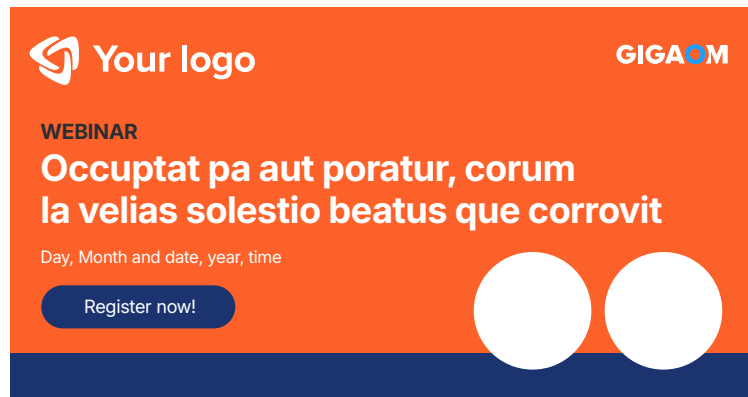
If suitable contrast cannot be achieved within your design, the GigaOm logo should instead be placed on an approved GigaOm background color. This ensures the GigaOm mark remains legible and visually consistent across all co-branded materials.

See *example 1*.

EXAMPLE 1: PROPER USE OF LOGO AND COLOR CONTRAST

EXAMPLE 2: COLOR AND CONTRAST VIOLATIONS

C + D



See next section for more details on using the GigaOm logo.



GigaOm Logo



Clear space

PRIMARY USE **GIGAOM**



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

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 2026 Brand Guidelines

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