



**TOP** 20

# **External Usage Guidelines**

# / Congrats on earning a placement in Capterra's Top 20 report!

## **Providers must abide by the following when referencing Top 20:**

- ▶ When using Top 20 in promotional materials, you must include a link to the provided URL, so users can see the full and proper context.
- ▶ You may quote or display the most recent Top 20 report, provided it is used in its entirety and presented exactly as the original. No edits or changes to the graphic are allowed.
- ▶ You may quote your company's Top 20 scores (for example, "with a reviews score of 45 out of 50" or "scored a perfect 50/50 for search volume").

## **Do not:**

- ▶ Quote or display the Top 20 scores of any other provider
- ▶ Compare your company's position or scores against any other provider
- ▶ Use Top 20 content to criticize a competitor.

Except in digital media with character limitations (e.g., Twitter), the following disclaimer **MUST** appear with any/all Top 20 reference(s) and graphic use:

The Capterra Top 20 report constitutes the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Capterra or its affiliates.

# Top 20 Badge Usage

The Top 20 badge is a trademark and service mark of Gartner, Inc. and/or its affiliates and may only be used after securing express, written permission.

The Top 20 badge may be used in perpetuity, provided the required disclaimer appears along with the badge image, proper attribution, and a link to the provided URL:

The Capterra “Top 20” badge is a service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. The Capterra Top 20 report the subjective opinions of individual end-user reviews, ratings, and data applied against a documented methodology; they neither represent the views of, nor constitute an endorsement by, Capterra or its affiliates.

**Note, you may forgo the disclaimer if a true character limitation exists, for example, on Twitter.**

- ▶ You may include the Top 20 badge in your reprint promotional materials of other published Gartner research (e.g. Magic Quadrant or Critical Capabilities landing pages) only if you make it clear that the recognition is based on user reviews and not analyst opinion.
- ▶ You must include the required 40 pixels of clear space around the Top 20 badge (regardless of year).
- ▶ Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- ▶ The Top 20 badge must be secondary in position to your logo and at least 10% smaller in size.
- ▶ The Top 20 badge may not be placed next to, or bundled with, your logo or any other logos.
- ▶ The Top 20 badge may not appear in your press releases, email signature stamps or securities offering documents (including annual reports), or corporate boilerplates.
- ▶ You may not alter the Top 20 badge in any way. This includes, but is not limited to, changes to font, color, and orientation.

# / Badge Applications

## Full color application:



RGB FULL COLORED ON  
WHITE



RGB FULL COLORED ON  
LIGHT GRAY



RGB FULL COLORED ON  
MEDIUM GRAY

## Full color application:



1 INK ON WHITE



1 INK ON BLACK

# / Badge Applications

## Reduction factor:

The minimum application size or reduction factor for the Top 20 badge is **75 px width**.



## Don'ts:

Always try to apply the right contrast between the layers to optimize legibility.



## Restricted Area:

You must include the required **40 pixels** of clear space around the Top 20 badge (regardless of year).

