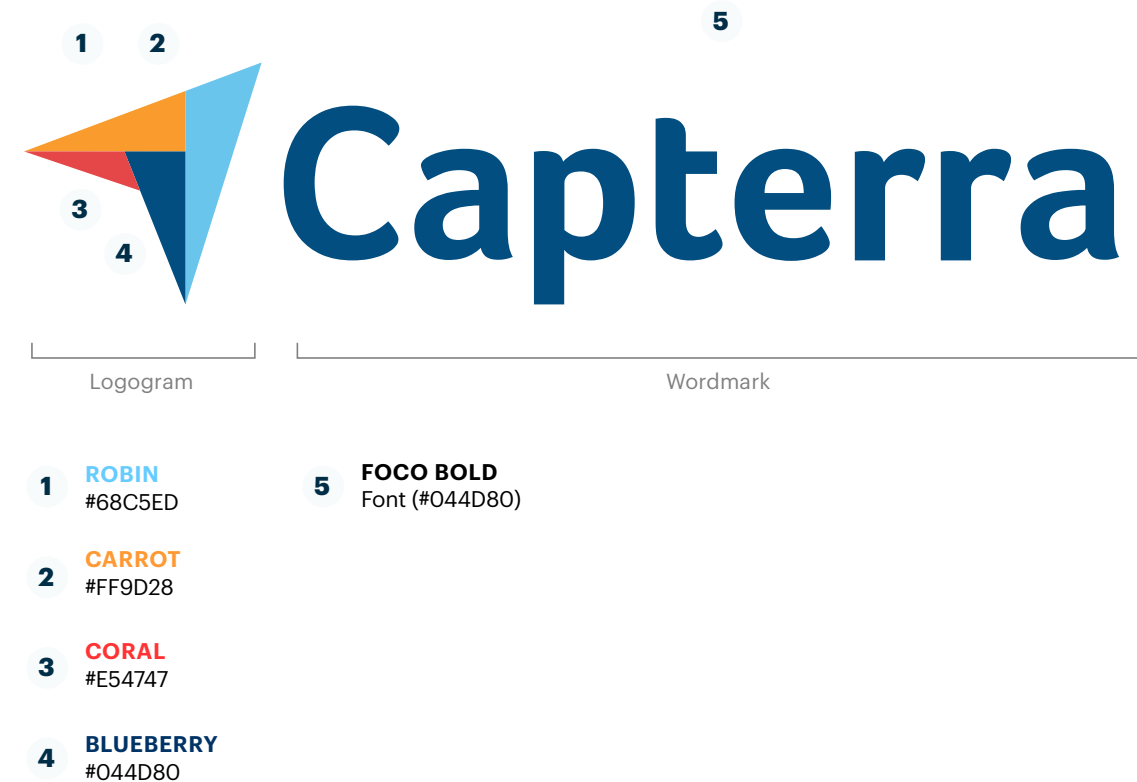


The Capterra logo

The Capterra logo is a carefully crafted work of art. It has considered proportions and the font has been adjusted for optimum legibility.

Our logo represents us. By using it consistently over time, we'll build a trusted brand.

Our logo is a wordmark paired with a compass arrow (which we refer to simply as the “compass” or “arrow”). The compass is colorful and dynamic. It communicates optimism, motion, playfulness, and wayfinding. The primary Capterra logo utilizes the full logotype — compass arrow and wordmark. Use the full Capterra logo for all mentions of Capterra in order to retain consistent brand recognition.



The Capterra logo

Apply the logo correctly every time you use it.

The Capterra logo should appear as the full-color variant, or knocked-out to white if used over a dark background.

When appearing below the 135px threshold and knocked-out to white, it is recommended that the Small Use version be utilized.



SIZE
Digital: 135 pixels (px) wide minimum (mobile)
Small-Use: 75 pixels (px) wide minimum (mobile)
Print: 1.75" (44.45 mm) wide minimum



SPACE
Maintain clear space equal to the height of the lowercase e in the Capterra wordmark.



COLOR AND USE
Over solid color or an image, the Gartner logo may appear in white. When placing the logo over an image, be sure the surrounding area does not distract from or interact with the logo.



PLACEMENT
In digital applications, position the logo top left (preferred) or right, minimally 20px inset from the edge.

In print applications, position the logo bottom right with a minimum .5" (12.7 mm) margin. Exceptions: For pieces that go in a collateral rack, the logo can appear at top left or right.



SMALL USE (WHITE)
When logo appears below the 135 px threshold in white, small use version prevents the Captarrow from appearing like a cursor where all the shapes blend together visually.

The Capterra logo: Don'ts

No



Don't rearrange or alter logo elements.

No



Never add special effects such as gradients or drop shadows.

No



Never distort the logo.

No



Do not alter the colors of the logo.

No



Do not change the logo transparency.

No



The recommended background colors for the full color logo are Cloud, White and Midnight. Placement on any other color needs to be approved by the Brand Marketing Creative Team.

The Capterra logo: Don'ts



Never use our logo on backgrounds that reduce legibility. Avoid placing over an image that is too busy.



Do not add an outline to the logo in any circumstance.



Do not lock typography, including the names of GDM offerings, to the logo. Only preapproved instances of logo lock-ups are allowed.



Do not change or replace the letterforms of the Capterra wordmark.



Do not stagger in hierarchy with other GDM logos.



Do not enclose the logo in a frame.

Capterra Shortlist badge

The Capterra Shortlist 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 Capterra Shortlist badge may be used in perpetuity, provided the required disclaimer appears along

The Capterra Shortlist badge is a service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. The Capterra Shortlist 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.

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



Capterra Shortlist badge

- You may include the Capterra Shortlist 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 Capterra Shortlist badge (regardless of year).
- Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- The Capterra Shortlist badge must be secondary in position to your logo and at least 10% smaller in size.
- The Capterra Shortlist badge may not be placed next to, or bundled with, your logo or any other logos.
- The Capterra Shortlist badge may not appear in your press releases, or securities offering documents (including annual reports), or corporate boilerplates.
- You may not alter the Capterra Shortlist badge in any way. This includes, but is not limited to, changes to font, color, and orientation.



Capterra Shortlist badge



RGB Full Colored on White



RGB Full Colored on Midnight



RGB Knockout on

Capterra Shortlist badge: Don'ts

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



The Software Advice logo

The Software Advice logo is a carefully crafted work of art. It has considered proportions and the font has been adjusted for optimum legibility.

Our logo represents us. By using it consistently over time, we'll build a trusted brand.

The anatomy of our primary logo is made up of the word mark (ITC Conduit, Bold, Color: Spacecadet) and the speech bubble symbol (Color: Ignition).



- 1 SPACE CADET
#2D284D
- 2 IGNITION
#FD810D
- 3 ITC CONDUIT
Font

The Software Advice logo

Apply the logo correctly every time you use it.

The Software Advice logo should appear as the full-color variant, or knocked-out to white if used over a dark background.

Software Advice

SIZE
Digital: 150 pixels (px) wide minimum (mobile)
Print: 1.75" (31.75 mm) wide minimum



SPACE
Maintain clear space equal to the height of the uppercase S in the Software Advice wordmark.



COLOR AND USE
Over solid color or an image, the Gartner logo may appear in white. When placing the logo over an image, be sure the surrounding area does not distract from or interact with the logo.



PLACEMENT
In digital applications, position the logo top left (preferred) or right, minimally 20px inset from the edge.

In print applications, position the logo bottom right with a minimum .5" (12.7 mm) margin. Exceptions: For pieces that go in a collateral rack, the logo can appear at top left or right.



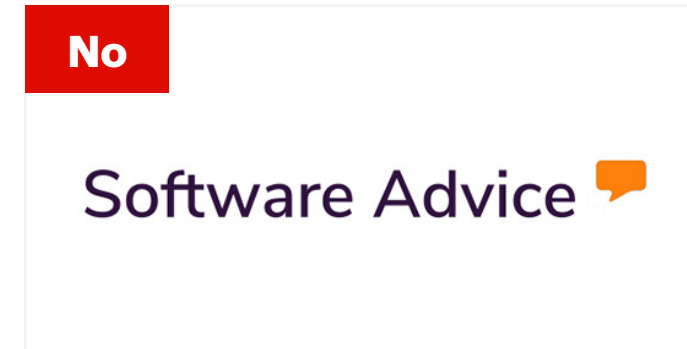
The Software Advice logo: Don'ts



Don't rotate the logo.



Don't stretch the logo.



Don't use other typefaces for the logo



Don't use drop shadows/special effects on the logo, or place on busy backgrounds.



Don't alter the color of the logo.



Don't alter the configuration or hierarchy of the logo.

Software Advice FrontRunners badge

The FrontRunners 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 FrontRunners badge may be used in perpetuity, provided the full report attribution, a link to the relevant report, and the following disclaimer appear with the badge:

The FrontRunners badge is a trademark and service mark of Gartner, Inc. and/or its affiliates and is used herein with permission. All rights reserved. FrontRunners constitute 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, Software Advice or its affiliates.

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



Software Advice FrontRunners badge

- You may include the FrontRunners 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 FrontRunners badge (regardless of year).
- Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- The FrontRunners badge must be secondary in position to your logo and at least 10% smaller in size.
- The FrontRunners badge may not be placed next to, or bundled with, your logo or any other logos.
- The FrontRunners 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 FrontRunners badge in any way. This includes, but is not limited to, changes to font, color, and orientation.



Software Advice FrontRunners badge



RGB Full Colored on White



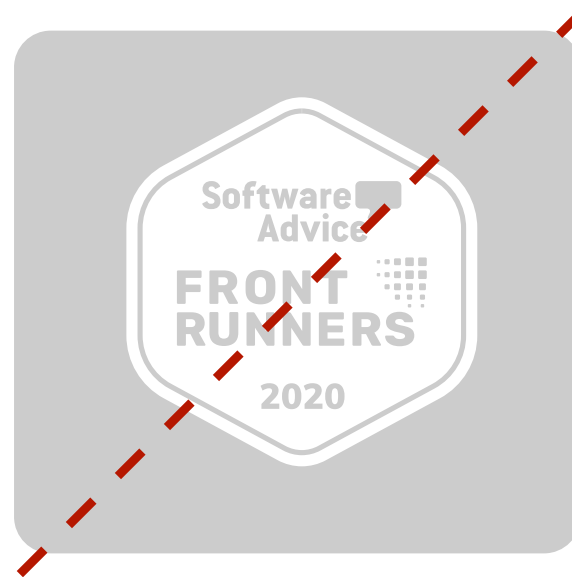
RGB Knockout on Spacecadet



Grayscale (All Black)

Software Advice FrontRunners badge: Don'ts

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



The GetApp logo

The GetApp logo is a carefully crafted work of art. It has considered proportions and the font has been adjusted for optimum legibility.

Our logo represents us. By using it consistently over time, we'll build a trusted brand.

Our logo is a wordmark paired with a series of overlapping app tiles (which we refer to simply as “the tiles” or “the stack”). The stack is modern and sleek. It communicates both the process of searching for software with GetApp (filtering, simplification, building a stack, tools that are simple on the outside and powerful on the inside) and the benefit you get from using GetApp (amplify your abilities, growth, personalized recommendations).



- | | | | | | |
|---|-----------------------|---|---------------------|---|--------------------------|
| 1 | NIGHT KING
#87EFEF | 4 | RHAEGAL
#19BAB8 | 7 | RUBIK
Font (modified) |
| 2 | MOON DOOR
#41E3E2 | 5 | RIVERRUN
#009C9C | | |
| 3 | TULLY
#17CFCE | 6 | STARK
#444A51 | | |

The GetApp logo

Apply the logo correctly every time you use it.

The GetApp logo should appear as the full-color variant, or knocked-out to white if used over a dark background.



SIZE
Digital: 130 pixels (px) wide minimum (mobile)
Print: 1.75" (31.75 mm) wide minimum



SPACE
Maintain clear space equal to the height of the uppercase S in the Software Advice wordmark.



COLOR AND USE
Over solid color or an image, the Gartner logo may appear in white. When placing the logo over an image, be sure the surrounding area does not distract from or interact with the logo.



PLACEMENT
In digital applications, position the logo top left (preferred) or right, minimally 20px inset from the edge.

In print applications, position the logo bottom right with a minimum .5" (12.7 mm) margin. Exceptions: For pieces that go in a collateral rack, the logo can appear at top left or right.



The GetApp logo: Don'ts

No



Don't rotate the logo.

No



Don't alter the color of the logo.

No



Don't alter the configuration or hierarchy of the logo.

No



Don't use drop shadows/special effects on the logo.

No



Don't use other typefaces for the logo.

No



Don't place logo on busy or intricate images and patterns.

GetApp Category Leaders badge

Category Leaders content is based largely on product reviews from end users—not from Gartner Research & Advisory.

For this reason: You may not imply that the Category Leaders graphic is the same as, or similar to, a Gartner Magic Quadrant or any other published Gartner research based on expert opinion.

Except in digital media with character limitations (e.g., Twitter), the following disclaimer **MUST** appear with any/all Category Leaders reference(s) and graphic use: Category Leaders constitute 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, GetApp or its affiliates.

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GetApp Category Leaders badge

- You may include the Category Leaders 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 Category Leaders badge (regardless of year).
- Your logo must be the primary image (relative to both size and positioning) in your promotional materials.
- The Category Leaders badge must be secondary in position to your logo and at least 10% smaller in size.
- The Category Leaders badge may not be placed next to, or bundled with, your logo or any other logos.
- The Category Leaders 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 Category Leaders badge in any way. This includes, but is not limited to, changes to font, color, and orientation.



GetApp Category Leaders badge: Don'ts



RGB Full Colored on White



RGB Knockout on Stark



Grayscale (All Black)

GetApp Category Leaders badge: Don'ts

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

