QUICK REFERENCE GUIDE

IDC Logo Usage by Third Parties

This document defines how third parties may use the IDC Corporate Logo ("Logo"). These usage guidelines help maintain the integrity of the IDC corporate brand mark, providing value to IDC's clients, customers, and channel partners.

Third parties defined

- IDC customers who license IDC content or utilize IDC speakers for external speaking engagements such as webcasts, onsite speaker events
- IDC clients, their channel partners, and any media companies that may be appointed by IDC clients

The process

1. **Permission**
   An authorized individual within the client's organization must seek written permission to use or refer to the IDC logo. All requests for proposed uses of IDC's name or the IDC Corporate Logo should be submitted to IDC Permissions along with a sample of the proposed usage: Permissions@idc.com

2. **Approval**
   The logo usage pursuant to the guidelines in this document to identify IDC, or IDC products or services will be considered for approval. Any use that falls outside of these guidelines is, in general, strictly prohibited and will not be approved by IDC.

3. **Timing**
   All requests are expedited and are typically responded to within a time frame of three business days. In case a request requires additional approval, the concerned third party shall be notified.

The IDC logo



Get the logos

Updated November 2026

Rules and conditions

General IDC corporate logo ("Logo") usage guidelines

These guidelines must be followed for all use of the Logo by third parties.

- The Logo may not be used in any manner that might imply that any non-IDC materials (including but not limited to goods, services, websites, or publications) are sponsored, endorsed, licensed by, or affiliated with IDC.
- The Logo may not be displayed as a primary or prominent feature on any non-IDC materials. Companies using the Logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
- The Logo may not be imitated or used as a design feature in any manner.
- The Logo may not be used in a manner that would, in IDC's sole opinion, risk disparaging IDC or its products or services.
  - The Logo must be used as provided by IDC with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise changed in perspective or appearance.
  - The Logo should always include two elements: the icon (sectioned circle) and "IDC."
  - The Logo may only appear in black or reversed out to white, or in IDC's Beacon Blue.
  - Please do not add anything such as products, groups, events, countries, or regions so that they look like a part of the IDC Corporate Logo.
- To properly stage the Logo, a minimum clear space around the logo is equal to one-half the width of the icon.
  - The Logo must only appear in a horizontal position.
  - The Logo must stand alone or in direct connection with other IDC approved objects (e.g., words, graphics, photos.) but may not be combined in any way (e.g., boxed in or other visual grouping) with any other third-party object (including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols).
  - The Logo must never be used to represent the word "IDC" in third-party text, including in a headline, product-name logotype, or body copy.
- Non-IDC materials should not mimic any IDC look and feel, or other brand elements.
- IDC reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request the third parties to modify or delete any use of the Logo that, in IDC's sole judgment, does not comply with these guidelines, or might otherwise impair IDC's rights in the Logo.

Rules and conditions (continued)

IDC corporate logo ("Logo") usage by product type

These guidelines must be followed for all use of the Logo by third parties specific to their corresponding product types.

- IDC licensed content: IDC Spotlight Papers, White Papers, Webrights to IDC CIS documents
  - The Logo will be considered for approval if it appears in direct connection to the IDC-branded deliverable and only this deliverable.
  - The Logo will be considered for approval if on the client website it is placed next to the document title and the title is a link to view the document. The Logo should be of the same size (height) as the text for the title.
- Onsite or in-person speaker only
  - The Logo may be used at the speaker level only, e.g., "With industry insights by IDC" or similar language reviewed and approved by IDC, or next to the analyst name. The Logo should be 50% smaller than the client's logo.
  - The IDC name may not be used in the title of the online or in-person event.
  - Any promotional vehicles must make clear that the client is hosting and inviting the attendees to the event and that IDC is participating as a guest speaker/industry expert.
  - Exceptions may be made for custom in-person or on-line events if prior approval is granted by IDC.

Frequently asked questions

What are the permitted uses of the IDC Corporate Logo?

Logo usage is a privilege reserved for situations where IDC contributions are significant. For example, instances where IDC provides a speaker for an event, or IDC provides external distribution licenses to IDC white papers or other licensed content are considered significant contributions and hence allow the usage of the IDC Corporate Logo in such cases.

Is it OK for clients to quote information from an IDC press release without approval?

No. Clients must still obtain written permission before publishing anything externally. Though the information may be accurate and current, it could still be taken out of context, or used in some inappropriate manner.

Can clients write a press release announcing an IDC licensed content piece that they have purchased?

No. The press release must be about another topic (product launch, company announcement, etc.). The press release must be approved by the IDC Permissions team.

Can clients use the IDC Corporate Logo for their sales and marketing efforts?

Yes, the IDC Corporate Logo may be used, in conjunction with IDC licensed content or IDC speakers as outlined in these guidelines for sales and marketing efforts for the client's company alone. However, the client must seek prior approval from IDC Permissions. Media companies appointed by clients for promotions may not use the IDC Corporate Logo.

How do I obtain authorization from IDC to use the IDC Corporate Logo and/or the IDC name?

The client must create the promotional piece in completed form and send it to IDC for approval by contacting the IDC Permissions department at permissions@idc.com.

Can I use the analyst's picture along with the IDC Corporate Logo and/or the IDC name in a case study?

The analyst picture is included in specific IDC document types. In other scenarios where an analyst speaks at a client webcast or event, their picture may be used, with prior permission from IDC Permissions.

Can I use the IDC Corporate Logo or company name in the subject line of my email?

Email subject lines, press release headers and/or sub-headers may not contain the name "IDC." "Independent Research Firm" or "Independent Analyst Firm" may be used.

Can I include a thumbnail of the front cover of the licensed content piece on my website?

Yes, but the thumbnail needs to be used in full and cannot be altered.

The IDC Corporate Logo does not fit with the look and feel of my website. Am I allowed to modify it at all?

Clients may not alter the IDC Corporate Logo in any way to fit the look and feel of their company websites.

Can I use the IDC Corporate Logo or name for my derived work or distribution?

As a general rule, the IDC Corporate Logo may not be used for any derived work or distribution, however, specific quotes may be available for use.

What is the correct usage of the IDC Corporate Logo and/or name in a co-branding effort?

The IDC Corporate Logo and/or name may be used for specific custom co-branding projects. Please contact your engagement manager and refer to the Terms of Use for the specific contract.

Can I use the IDC Corporate Logo on promotional items, such as T-shirts, to be distributed to the general public or internally within our company?

Using the IDC Corporate Logo on promotional items is typically not approved. However, a client may contact IDC Permissions or their IDC project manager for any specific uses.

Can I advertise my webcast/speaking engagement or IDC paper on Google?

Yes, but IDC may not be mentioned in the tagline/link. Please use “leading analyst firm” or “leading industry experts.” IDC approval is still required.

Can I include a mention of the webcast/speaking engagement or IDC paper in the signature of my sales team’s emails?

Yes, as long as the date and title of the paper are included. IDC approval is still required.