

# Client Citations, Claims and Quotations Policy

**Copyright and intellectual property usage overview**

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# Expertise that listens. Advice that leads.

Omdia provides trusted insight and strategic advice around the world and offering comprehensive coverage of critical tech domains.

To protect our reputation for independence and to best serve our client partners, we provide clear standards for the **appropriate usage of our intellectual property**.

- Omdia Intellectual Property (IP) is subject to trademark and copyright protections globally.
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All submissions must include the full context of the proposed use, either as an attachment or link to the materials, so we can ensure it aligns with our standards.

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- All external use of Omdia IP requires pre-approval, with limited exceptions.
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- Financial or securities-related use will be reviewed case-by-case.
- Most use cases will require a legal disclaimer.
- Please allow two business days for review.

# Terminology and source formats

## Citations

- **Data and/or analysis citation from published research**
- **Format:** Source – Omdia, [Linked Product Title/Press Release/Research Note/Market Insight, Month Year].  
[Statement of details (For example, “Market share in terms of unit shipments”)].  
Results are not an endorsement of [Client]. Any reliance on these results is at the third party’s own risk.

## Claims

- **Reference to a market share, ranking or similar**
- **Format:** Source – Omdia, [Linked Product Title/Press Release/Research Note/Market Insight, Month Year].  
[Statement of details (For example, “Market share in terms of unit shipments”)].  
Results are not an endorsement of [Client]. Any reliance on these results is at the third-party’s own risk.

## Quotations

- **Statements attributed to analyst or excerpted content from research**
- *No sources / disclaimers are required for quotations in press releases, however, all press releases must be submitted for review and approval prior to public dissemination. Quotations for analyst relations and other activities may require sources / disclaimers.*

# Client Citations Policy

- Clients must have current, legitimate access to the published research that is being cited.
- Most usage/reference to Omdia research and personnel will require appropriate sourcing and a legal disclaimer.
- Quotes, data, graphics, excerpts and references must be clearly attributed to Omdia and drawn from published research, presentations, press releases, blogs, social media, or market insights.
- Only the most recently published research (within 18 months) may be cited or referenced.
- Omdia research and brand may not be used to endorse any company, product or service.
- Analyst quotes or data points sourced via third parties (e.g. media) may not be reused without permission.
- Citations must not include companies other than the client and must be used verbatim, in full context.
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- Omdia research and brand (including logos) may not appear in corporate boilerplates or email signatures.
- The Omdia corporate boilerplate text may not be included in any external communications, press releases or marketing materials.
- Research with reprint/distribution rights (including whitepapers) may be used externally in full, as specified in the purchase contract, provided no modifications occur without prior approval.
- All research references that appear in public relations, analyst relations or related materials must be pre-approved.
- Please speak to a member of the team for any Financial/securities-related requests.

# Omdia Logo Usage Guidelines

- Logos may only be used in approved contexts and must include proper attribution to Omdia.
- The logo may be used in licensed materials (e.g., reprints, distribution packages) as specified in the purchase agreement.
- Ensure sufficient clear space around the logo to maintain visual integrity.
- Do not resize the logo to a point where it becomes illegible or pixelated.
- **Prohibited Uses:**
  - Do not alter, distort, or combine the logo with other graphics or text.
  - Do not use the logo in corporate boilerplates, email signatures, or unapproved materials.
  - The logo must not imply endorsement of any company, product, or service.

# Using our logo

## Logo Placement:

The logo, in all its versions, can be positioned flexibly within a layout (e.g., top-left, bottom-right) based on the needs of the communication. Placement should always maintain balance and ensure visibility within the design.

## Messaging Alignment:

Primary Alignment: When text is placed on the left side of a design, it should align with either:

- The left edge of the Orbit symbol.
- The start of the word 'Omdia' in the logo.

## Preferred Approach:

- For designs with a dominant block of text, align the text with the 'Omdia' portion of the logo for a cohesive and professional look.
- For more visually focused layouts incorporating imagery, alignment is flexible but should strive for balance and harmony with the overall design

## Exclusion Zone

We use the height of the logo (Orbit size) as a consistent reference point.

When using any logo, there is a fixed minimum exclusion zone, or clear space, to ensure other visual elements and text do not interfere or encroach on the logo.

We use 25% of the height of the Orbit as the minimum amount of clear space, e.g. the Orbit is 200px with the minimum space of 50px on all sides. More space is acceptable.

25% Orbit height  
(all sides)



## Minimum Logo Height

Print:  
50 mm  
0.2 in  
Screen: 38 px



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