STYLE GUIDE

Chroma Web Responsive
The Chroma Template

The Chroma template provides a header area available in yellow and blue as well as the ability to choose either a static image or a video index page. Now your home page can be used to highlight client content depending on the context or situation as shown below:

Introduction

The purpose of this Style Guide is to preserve the look and feel of the template (shown on the left). This was carefully crafted to promote your company’s marketing message in the most impactful way, ultimately supporting the perceived value of Gartner content. Following the guide will ensure the integrity of the original design.

CHROMA WEB RESPONSIVE

This template has a modern and sophisticated charm. Setting the text in “Cabin Condensed” sets the tone for a modern look and feel. The geometric shapes in contrasting colors embody the strikingly rich yet clean and uncluttered quality of the piece. Graphics can be swapped out per the clients needs, such as, business people, headshots, computer equipment, etc.

This template has the option for a yellow header or a blue one (shown on the left). There are two index pages available: one can show a video and one can display a static image.

We have a wide range of colors that blend well together, with that being said the color palette for this template cannot be altered.
Header, Footer & Navigation

The site is 1170 pixels wide.

The header is a pervasive element, appearing on all pages. Links to additional pages of your choosing may be added. Or you may simply use a single “Home” link. Maximum number of links is 6 including “Home”. Should you choose to add up to 5 additional pages, some suggestions are “About Us” or “Events”. Please keep titles to single words or short phrases.

The header is available in two color ways - yellow and blue. These colors cannot be altered:

Inactive navigation links are “Cabin Condensed”, 16 pixels and grey (3a3a3a). Active links are red (dc4527) with white background area.

Position of your logo will be top left. Maximum dimensions are 230px wide by 60px high. This template requires a logo as reversed type or knockout text. Please provide a high-resolution .eps or .png file in case we have to manually add a black color overlay.

The dimension of the title area is a fixed 1125w x 191h in pixels.

Title font is fixed at “Cabin Condensed”, 38 pixels, bold and red (#dc4527). Character count limit is 65 (including spaces).

Tagline font is “Cabin Condensed”, 20 pixels, bold and deep red (#76323a). Character count limit is 100 (including spaces).

The footer is a pervasive element, appearing on all pages. Font is 14 pixels and grey (666666). The height is fixed at 305 pixels.

A single grey (d2d2d2) line separates the copyright and footer links.

Copyright position and specs cannot be altered. Position and size of Gartner logo cannot be altered. This is in accordance with Gartner branding guidelines.
Header Imagery

The banner imagery next to the title information will measure about 470px by 155px. Additional banner designs are available. Additionally, clients can provide proprietary visuals in lieu of provided imagery as long as the subject matter closely resembles existing imagery. Consult your project manager for more details however the imagery will work in concert with the color “dots” which establish a mood of enthusiasm and clean design.

6 blocks of color are also included. These color blocks cannot be altered. The colors are a set feature of this template.

A header image will be displayed on smaller browsers like iPad and mobile devices via responsive web design. These browsers will show the newsletter in portrait / landscape view orientation.

6 blocks of color

- #642830
- #f6881f
- #dc4527
- #00a3cd
- #ffea0b
- #0068a6

Header Image

An image for the header area will be displayed on smaller browsers like iPad and mobile devices as simulated below:

These images show a simulated experienced on smaller browsers.
Home Page Header Area

The company logo is located in the upper left and appears on all pages. Please send a knockout logo at least 500 pixels in width.

Links to additional pages can be as few as a “Home” link or up to 6 total. Some suggestions can be “About Us” or “Events”. Please keep titles to single words or short phrases.

Graphic imagery in the header area will measure about 470px by 156px. Additional banner designs are available. Clients can provide their own graphics instead of provided imagery.

The title area consists of a Title and tag line with an optional volume/issue number. Shorter titles and tag lines work best.

Text color cannot be changed. You may use a corporate headshot (or a stock image that relates to your content). Please send a large image at least around 750 pixels wide.

Likewise a video (see index2.html to the left) can be an excellent choice to show content in the welcome section and requires an embed code from Youtube, for example, or Gartner can host your video. Welcome letter or introduction must be included with editorial content.

Maximum character count for welcome text is 1000. Headline text is “Cabin Condensed”, bold, 28 pixels, dark grey (3a3a3a). Main body text is “Cabin Condensed”, 15 pixels, grey (666666). If your Welcome message is more than 1000 characters we can link to a secondary page with a “[...]” link or a “Read More” button.

Home Page Main Body

Client Content is on the left and Gartner highlights are on the right. Gartner content will be visually separated from client content, appearing on the right in a box (blue 007bb4) with rounded corners and blue hyperlinks (HEX #007bb4). This hue is part of Gartner’s corporate branding and cannot be altered.

Videos require an embed code from Youtube, for example, or Gartner can host your video. 3rd party scripts are not aloud due to security reasons.
Sub Page 1 (Right Rail with Copy) Content

1. Width of main area is 750 pixels. Images or additional supporting content will stretch if you view on a mobile device, for this reason we ask you to provide your images in a high resolution format.

2. h1/Page Title is “Cabin Condensed”, 38 pixels, bold and grey (3a3a3a). h2 text is “Cabin Condensed”, 30 pixels, bold and red (dc4527). h3 text is “Cabin Condensed”, 26 pixels, bold and orange (f6881f).

3. Main body text is “Cabin Condensed”, 15 pixels, and grey (666666).

4. Width of the sidebar is 280 pixels. Title text is “Cabin”, 20 pixels, bold and violet (642830). Body text is “Cabin”, 16 pixels, italic and violet (74323a). This sidebar style includes a 1 pixel, violet (74323a) overline and underline.

5. On interior pages that have a sidebar, an image will be present below any additional elements. This is one option, and is exactly 3 segments wide. The height can vary from image to image. There are several image options to choose from, which also include 1-3 color blocks.

6. Cited source style is “Cabin Condensed”, 14 pixels and violet (74323a) and “Return to Home” will appear at the bottom of all pages (About Us page excluded) and the hyperlink color is blue (007bb4).

7. Quote background color is blue (00a3cd). Quote body text is “Cabin”, 28 pixels, italic and white (FFFFFFFF). Quote source is “Cabin”, 16 pixels and white (FFFFFFFF).

8. The client may choose to use an all-color set of social icons, or an all-grey set of social icons.
Sub Page 2 (No Right Rail) Content

1. Width of main area is 935 pixels. Images or additional supporting content will stretch if you view on a mobile device, *for this reason we ask you to provide your images in a high resolution format.*

2. Accordian Headlines are “Cabin Condensed”, 17 pixels and white (FFFFFF). Background color is violet (74323a).

3. We can use a Slimbox if you have an image that needs to open up in a larger window.
Figure Title is "Cabin", 20 pixels and violet (74323a), with a 5 pixel, solid and violet (74323a) overline. Figure Source is “Cabin Condensed”, 15 pixels and grey (3a3a3a), with a 5 pixel, solid and violet (74323a) overline.

Quote text is "Cabin", 28 pixels, italic and orange (f6881f). Source text is “Cabin”, 16 pixels and orange (f6881f).
Header Banner Options

View Banner Examples Online
Header Banner Options

Banner 9

Banner 10

Banner 11

Banner 12

Banner 13

Banner 14

Banner 15

Banner 16

View Banner Examples Online
Header Banner Options

Banner 17

Banner 19

Banner 21

Banner 23

Banner 18

Banner 20

Banner 22

Banner 24

View Banner Examples Online
Header Banner Options

Banner 25

Banner 26

Banner 27

View Banner Examples Online