STYLE GUIDE

Contemporary Web Responsive
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.

CONTEMPORARY WEB RESPONSIVE

This template has a contemporary look and feel. The geometric shapes in contrasting colors embody the strikingly rich yet clean and uncluttered quality of the piece. A combination of vibrant colors and images give the piece a cutting-edge appeal.

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

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 5 including “Home”.

Should you choose to add up to 4 additional pages, some suggestions are “About Us” or “Events”.

Position of your logo will be top left. Maximum dimensions are 175px wide or 40px 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 white color overlay.

The dimension of the title area is a fixed 1120w x 125h.

Title font is fixed at “News Cycle”, bold, 40 pixels. Character count limit is 65 (including spaces).

Tagline font is “News Cycle”, bold, 22 pixels. Character count limit is 95 (including spaces).

The footer is a pervasive element, appearing on all pages. Color is dark blue (00435A) and height is fixed at 260 pixels.

Copyright position and specs cannot be altered. This is in accordance with Gartner branding and template guidelines.
Welcome

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Home Page Introduction

Welcome letter or introduction must be included with editorial content. Maximum character count is 1000. Headline text is "News Cycle", bold, 26 pixels, white (ffffff). Main body text is Helvetica, 14 pixels, white (ffffff). If your Welcome message is more than 1000 characters we can link to a secondary page with the orange "Read More" button.

You may use a corporate headshot in your Welcome note (dimensions are 225x165 pixels). Please choose a photo with a solid or subtle background, as to not interfere with the intro background image (see left). **Videos are not an option for this space.**

Images may be switched here and can be supplied by the client. Vertical, full color, eye-catching photos such as the one shown are encouraged. Careful consideration should be taken in selecting the photo since the visible portion will be relative to the length of your "Welcome" letter.

Home Page Main Body

Your company name and content will appear on the left. Headline text is "News Cycle", bold, 26 pixels, orange (f9690e). You may not substitute your logo here.

In addition to your editorial content, titles, summaries and images should be provided. Article titles are Helvetica, 14 pixels, unless the title is a hyperlink (which is always blue 007bb4).

Gartner content will be visually separated from client content. Gartner content will appear on the right. Headline text is a hyperlink (blue 007bb4).

The Gartner research note area will include research title, the author name(s) and publication date, as well as a brief summary of the document. Article titles are Helvetica, 14 pixels.

Main body text is Helvetica, 14 pixels, and gray (666666).
Sub Page (Right Rail with Copy) Content

1. Width of main area is 715 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. Page Title is “News Cycle”, bold, 40 pixels and blue (186884). Headline text is “News Cycle”, bold and orange (f9690e). Font size varies by hierarchy.

3. Main body text is Helvetica, 14 pixels, and gray (666666).

4. Right rail headline text is “News Cycle”, bold, 26 pixels, white (ffffff). Right rail body text is Helvetica, 14 pixels, white (ffffff).
Sub Page (Right Rail with Image) Content

1. Width of main area is 715 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. Page Title is “News Cycle”, bold, 40 pixels and blue (186884). Headline text is “News Cycle”, bold, orange (f9690e) and font size varies by hierarchy.

3. Main body text is Helvetica, 14 pixels, and gray (666666).

4. Pullquote text is “News Cycle”, 16 pixels and gray (666666). Source name is Helvetica, 16 pixels and black (000000). Source title and company are Helvetica, 12 pixels and black (bbbbbb). Source company URL (when applicable) is Helvetica, 16 pixels and orange (f9690e).

5. Right rail image is 267 pixels wide and 900 pixels in height. Media Products offers a gallery of options to be used (see page 7). Clients may choose to use their own graphics, **as long as the subject matter closely resembles existing imagery**. You are also not required to have an image in the rail, the rail can be a blue with no image.

6. “Return to Home” will appear at the bottom of all pages along with a cited source (About Us page excluded). Link color is blue (007bb4).