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.

HUMAN WEB

This template embodies an engaging and friendly quality, hence the name Human.

Choosing the right colors and fonts to create a cohesive tone for any template is a real art. The color palette was carefully selected to support the message and natural quality of the piece.

Your company’s marketing message is characterized by organic hues. The new color palette choices for the header and body reflect the newsletter’s earth tones.
Color Suggestions

Choose one of the following palette colors:

- **HEX: 53789e**
- **HEX: 4c7e75**
- **HEX: 717b44**
- **HEX: 854013**
- **HEX: 533014**
Banner and Footer

The site is 990 pixels wide.

The header is a pervasive element, appearing on all pages. Links to additional pages of your choosing may be added. We need to leave 50px of white space around logo. Or you may simply use a single “Home” link. You can have many links but they cannot go onto a second line.

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

Position of your logo will be top right. Maximum dimensions are 237w x 60h.

The dimension of the title area is a fixed 990w x 120h.

Banner font is fixed at Liberation Sans Bold 30 pixels. Character count limit is 30. The title cannot overlap banner image.

Tagline font is Liberation Sans 16 pixels. Character count limit is 54.

Images may be switched here. Horizontal, spontaneous natural photos of people collaborating are encouraged. Careful consideration should be taken in selecting the photo since the visible portion will be about 460w x 120h pixels. The rest will fade gradually to the left.

The footer is a pervasive element, appearing on all pages. Color will vary. See color palette choices on page 3. Height is fixed at 70 pixels.

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


French Caldwell
CEO

Home Page Introduction

Welcome letter or introduction must be included with editorial content. Maximum character count is 1122. Headline text color will vary. See color palette choices on page 3. Main body text is Verdana, 11pts, black (000000).

Image for this area should be supplied by client. Photo suggestion is the business driver of the publication to give the newsletter a more personal tone. If photo is unavailable, then a stock image will be selected to suit the template.

Home Page Main Body

Gartner content will be visually separated from client content. Gartner content will appear on the left. Headline text color will vary. See color palette choices on page 3.

The Gartner research note titles will include the author name(s) and publication date as well as a brief summary of the document. Article titles are Verdana, 11pts, blue (3088cc).

Main body text is Verdana, 11pts, black (000000).

Your company name and content will appear on the right. Headline text color will vary.

In addition to your editorial content, titles and summaries should be provided. Article titles are Verdana, 11pts, blue (3088cc).

Any videos or podcasts will be separated by a dotted line below the main content.
Sub Page Client Content

1. Width of main area is 673 pixels. Images or additional supporting content cannot exceed this width.

2. Headline and subhead text color will vary. See color palette choices on page 3.

3. Main body text is Verdana, 11pts, black (000000).

4. Images or additional supporting content may appear on the right rail. Width of images or additional supporting content cannot exceed 237 pixels. Each element will be separated by a dotted line.

5. Right rail body text is Verdana Bold, 10pts, black (000000).

6. Pullquote text is Verdana, 16pts. Color will vary. See color palette choices on page 3.

7. Logos on the right rail should be no larger than 237w x 60h pixels. If there is more than one, they will be separated by a dotted line.

8. "Return to Home" will appear at the bottom of longer pages. Link color is blue (3088cc).
The following are representative of some of the additional pages you may add to your webletter.

1. Width of main area is 673 pixels. Images or additional supporting content cannot exceed this width.

2. Headline and subhead text color will vary. See color palette choices on page 3.

3. Main body text is Verdana, 10pts, black (000000).

4. Images or additional supporting content may appear on the right rail. Width of images or additional supporting content cannot exceed 237 pixels. Each element will be separated by a dotted line.

Right rail body text is Verdana, 10pts, black (000000).